Marlborough Housing We'd Choose

Housing Demand Preferences

April 2022

m.e
consulting

Prepared for

Document reference: MDC 004.21

Date of this version: 19 April 2022

Version: FINAL

Report authors: Tilly Erasmus   Stefania Mattea   Hannah Ashby

                            tilly@me.co.nz   stefania@me.co.nz   hannah@me.co.nz

Director approval: Greg Akehurst.

                            greg@me.co.nz

www.me.co.nz

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Executive Summary

The Marlborough region, with Blenheim as its core urban centre, has experienced increased pressure in the housing market, and faster than anticipated population growth over the past three years. Aligned with the growth is a change in the nature of households, such as their composition and needs, which give rise to demand for a range of dwellings in terms of typology, price and location. Understanding residential demand in more detail, will assist Marlborough District Council in enabling (planning for) the housing mix to meet the shifting needs of Blenheim's population as it grows and changes.

The primary purpose of *The Housing We'd Choose* study is to collect Blenheim-specific evidence on the nature of housing demand in and around Blenheim. Importantly, the study was not designed to predict future levels of housing supply and demand – rather, it aims to compare what Blenheim residents say they would choose based on their ability to pay, to both the existing housing stock and what is being built.

What did the research investigate?

The Housing We'd Choose study contributes a unique understanding of the demand side of the housing equation. This study collected the views of more than 300 residents across Blenheim and the surrounding towns[1], to understand what is important to them in choosing a place to live. The research explored what types of housing they would choose to buy or to rent, if it were available, within their current financial constraints. The main difference between this study and previous research into housing preferences is that this research introduced 'real life' constraints on people's choices. As the report discusses in more detail, respondents were asked to choose between a variety of housing types, sizes and locations across Blenheim and its surrounding towns, limited by financial constraints. These constraints were established using household and financial information that they provided during the survey.

Respondents were recruited by phone and invited to complete the online survey. Being online allowed presentation of visuals and allowed calculations of affordability to occur in real time, adjusting to respondents' answers throughout the process – again in real time. Efforts were made to ensure the survey sampled an appropriate cross section of households. In total, 1,000 respondents indicated they were interested in taking part in the survey. Of those, approximately 841 people started the survey, with some 366 completing the discrete choice experiment. This equates to a completion rate of 44%. With an achieved sample size of 366, the results have a margin of error of +/- 5.1% at a 95% confidence level.

What did households choose?

The survey results revealed Blenheim residents are generally willing to trade off, both the type of dwelling and its location, with dwelling price being a critical consideration - and is the main driver for residents changing dwelling preferences.

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[1] Includes Renwick, Springlands and Grovetown.

The following are the key findings of the demand preference survey:

- Survey respondents considered features that relate to environment and property, the most important. By far the most important feature was Safe from crime, followed by Safe from natural hazards, Freehold title, and Standalone dwelling.
- In terms of location choice, there is a difference between unconstrained and constrained choice. The largest mismatch is observed in Blenheim Rural where 17% respondents would like to live here but given financial reasons only 9% can afford to live here. In Renwick and Blenheim Central constrained demand is greater than unconstrained demand, suggesting respondents would not have chosen to live there, but are limited by their financial situation.
- In terms of typology, the survey results revealed the majority of respondents would prefer a standalone dwelling, but once financial constrains are applied, more than a third of participants are willing to consider higher density forms of housing.

1   Introduction

This report is a study into the housing preferences of the community that lives in Blenheim and the surrounding towns[2]. The research method applied is a continuation of similar research conducted by Market Economics and Research First for other cities in New Zealand (Auckland[3], Dunedin[4], Hamilton[5], Nelson/Tasman[6]) and by Grattan Institute in Australia (Melbourne/Sydney[7] and Perth[8]). The approach is termed Housing We'd Choose (HWC).

1.1   Purpose of report

In August 2020, Central Government published the National Policy Statement on Urban Development (NPS-UD) which recognises the national significance of:

- having well-functioning urban environments that enable all people and communities to provide for their social, economic, and cultural wellbeing, and for their health and safety, now and into the future, and
- providing sufficient development capacity to meet the different needs of people and communities.

Over the past three years, Blenheim has experienced increased pressure in the housing market and faster than anticipated population growth, giving rise to demand for a range of dwellings in terms of typology, price and location. To support productive and well-functioning urban environments, it is important that there are adequate opportunities for land to be developed to meet these housing needs.

Understanding residential demand in more detail, will assist Marlborough District Council (MDC or "Council") in enabling (planning for) the housing mix to meet the shifting needs of Blenheim's population as it grows and changes. That is, it will help inform Council to provide appropriate zoning and enable them to set development and housing policies that best promote the wellbeing of the District. To this end, MDC commissioned Market Economics (M.E) and Research First (RF) to undertake the *Housing We'd Choose* study, which will build their understanding and inform Council's development and housing policies.

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[2] Includes Renwick, Springlands and Grovetown.

[3] Yeoman, R. and Akehurst, G. (2015). The Housing We'd Choose: A study of housing preferences, choices and trade-offs in Auckland. A report prepared by Market Economics Limited for Auckland Council.

[4] Akehurst, G. (2019). Housing Framework Predictions: The Housing We'd Choose. A report prepared by Market Economics Limited for Dunedin City Council.

[5] Akehurst, G., Tucker, M., Yeoman, R. and Ashby, H (2020) Future Proof sub-region Housing Study: Demand Preferences and Supply Matters.

[6] Akehurst, G., Yeoman, R., McLean, K. (2021) Nelson-Tasman Housing We'd Choose: Housing Demand Preferences

[7] Kelly, J.F., Weidmann, B., and Walsh, M. (2011). The Housing We'd Choose. Melbourne, Australia: Grattan Institute.

[8] Department of Housing & Department of Planning. (2013). The Housing We'd Choose: a study for Perth and Peel. Perth: Government of Western Australia.

The primary purpose of *The Housing We'd Choose* study is to collect **Blenheim-specific evidence** on the nature of housing demand in and around Blenheim. HWC research to date has only been available for some of the bigger centres such as Auckland, Dunedin and Hamilton (and more recently Nelson-Tasman). There is a concern that the findings of previous studies are not directly applicable for understanding housing choices and trade-offs in smaller centres such as Blenheim. Other surveys have tended to ask abstract questions about what households like, rather what they can afford.

The HWC study was not designed to predict future levels of housing supply and demand – rather, it aims to compare what people say they would choose based on their ability to pay, to both the existing housing stock and what is being built.

1.2   Scope of research

The scope of this research is to focus on understanding how households trade off higher priced stand-alone dwellings in more remote suburbs against more intensive forms of dwellings (terraced houses, duplexes and apartments) that are significantly closer to places of high urban amenity (such as centres, work areas, the river, parks and social infrastructure). The study covered the Blenheim urban area and surrounding towns, i.e. Renwick, Springlands and Grovetown. Figure 3-2 shows the spatial extent of the study.

The study focussed on new housing of medium quality, in the private market. It is acknowledged that the housing market also includes other non-market housing types, such as social housing, papakāinga and co-housing. It was beyond the scope of this report to test the preferences of households that are not catered for in the private market.   It is also important to note that the study focuses on 'new builds', while fully acknowledging that the market is dominated by sales of existing housing. The reason is that Council does not have a way to influence an existing house or existing housing, but they are able to design plan provisions that cater for current and future demands.

The study was conducted in three main steps.

- Firstly, relevant secondary data were collected about the households and dwellings in Blenheim and surrounds. Publicly available data, including official statistics, were combined with dwelling sales pricing obtained through Council and developers. This was used to design the survey and define the dwelling choices.
- The second step involved collecting primary data through the survey process. More detail on this is provided in Section 3.
- Finally, the collected information was analysed and used to develop a short report that presents the results of the research.

The choice experiment investigated:

- the type of dwellings different demographic groups prefer to live in,
- what trade-offs they are willing to make[9],
- why they prefer this type, and

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[9] By adding financial constraints.

- how strong their preferences are.

1.3   Report structure

This report is structured as follows:

- **Section 2 – Marlborough Housing Market**, provides a discussion on the current housing market in the Marlborough region briefly discussing the dwelling stock (both existing and new), dwelling sales prices and rents. This discussion provides context about the market conditions, demand and supply, which exist within the Marlborough area. Where possible Blenheim-specific observations are included.

- **Section 3 – Housing We'd Choose Method**, outlines a summary of the key steps undertaken in the research. This methodology has been applied by Market Economics and Research First to many of the high growth urban areas in New Zealand.

- **Section 4 – Demand Preferences Survey**, presents the responses that were observed in the survey, both in terms of unconstrainted preferences and constrained preferences.

- **Section 5 – Conclusions**, provides a summary of the report's findings.

2   Marlborough Housing Market

2.1   Background

The Marlborough region is situated on the north-eastern tip of New Zealand's South Island and is well-known for its grapes and winemaking industry. Blenheim is the region's main urban centre with about two thirds of the population living here. As well as being surrounded by some of New Zealand's best vineyards, Blenheim offers a vibrant town centre with highly regarded charming cafes and restaurants. Add in the many parks and gardens in the city, and the appeal of the redeveloped Riverside park and walkways, and it is no surprise that Blenheim has grown rapidly in recent years. At the 2018 Census it was estimated around 34,000 people are usually resident in Blenheim and the surrounding settlements, a 9% increase since the previous Census (2013). Currently, it is estimated around 35,000[10] people reside in and around Blenheim, which is projected to increase to around 45,000[11] by 2048. As the population grows, it is also becoming more diverse.

Figure 2-1: Marlborough District

Source: www.freeworldmaps.net

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[10] Statistics NZ Subnational population estimates.

[11] Stats NZ population projections 2018(base)-2048 - High growth. High growth scenario was used to maintain consistency with the Housing and Business Land Assessment 2021.

Currently[12] One person households make up around a quarter of households in Blenheim and the surrounding towns, but this is expected to increase over time, to these households accounting for nearly a third of all households by 2043. Conversely, Parent/Caregivers with children households is expected to grow at a slower rate than the rest of households over this period. As a share of the total, these households are projected to make up 30% by 2043, down from 34% at present.

Blenheim's population is ageing rapidly. While this is no different from the national trend, the area is starting off with a larger share of older residents than the national average. At the latest Census (2018) the median age for Blenheim residents was put at 42 years, which is similar to the median age for residents across the district, but higher than the national median, which is 37 years. At the same point, nearly a quarter (22%) of Blenheim residents were aged 65 years or older, compared to 15% of New Zealanders.[13] By 2048 it is projected a third of Blenheim residents will be aged 65 years or older. The smaller household size in the district also hints at an older population, with the average household size in Marlborough 2.4 people at the last Census (compared with 2.7 across NZ). This is expected to decline over time, to 2.3 by 2043.[14] These factors will all have an impact on the type of housing required by households in the future.

The following section will investigate the current housing market in Marlborough with reference to new dwellings being added to the stock, and current sales and rental prices. Where possible, we have made some specific comments about Blenheim.

2.2   Housing Supply

In the last thirty years, the Marlborough region registered 8,324 new dwellings in total, according to MDC's rating data. It is acknowledged, there is some uncertainty about the reliability of the data.[15] Nevertheless, the first part of this section presents some key observations about the supply of dwellings according to the rating data. The second part of the section then goes on to present a summary of the supply using building consent data. It is also noted, that there will be a lag between building consent data (when the Council gives the go-ahead for construction) and rating data (when the dwelling is registered as complete in Council's database).

According to rating data, more than half, i.e. 4,383 dwellings, were located in Blenheim. This data suggests that the number of dwellings built in the region peaked overall twice during that period, in 1995 at around 650 per annum and in 2005 with around 500 new dwellings in that year (Figure 2-2). While there was a significant decline in new dwellings between 2007 and 2014, supply has started to recover slowly over the last five or so years. Figure 2-2 also shows the role Blenheim played compared to the rest of Marlborough district. Since the Global Financial Crisis (GFC) when Blenheim's share of new dwellings (as a % of the total in Marlborough) was below 50%, Blenheim's share of new dwellings in the district, has been increasing. Over the five years between 2015 and 2020, Blenheim accounted for between 56% and 68% of the new

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[12] 2021 estimates (Source: M.E modelling)

[13] Statistics NZ Census 2018.

[14] Statistics NZ Subnational household projections, by household type, 2018(base)-2043

[15] Specific questions were raised about the number of new dwellings in 1995 and 2005. It is beyond the scope of this report to examine the data for errors.

dwellings in Marlborough. Over the past three decades, Blenheim has on average, accounted for 54% of new dwellings built each year.

Figure 2-2: New Dwellings Blenheim and Marlborough District, 1991-2019
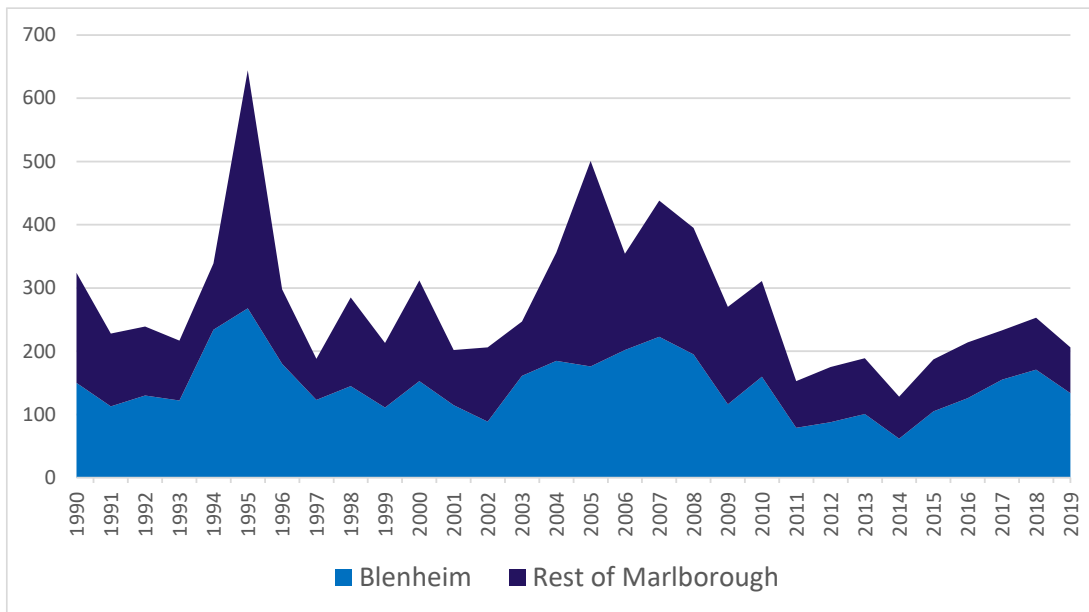
Source: Rating data, Marlborough District Council (2021)

According to the rating data, over the past three decades, 76.7% of these new dwellings were classified as houses, followed by lifestyle properties (12.7%) and apartments (10.1%). The number of town houses/flats/units as a share of the total is not significant. Similarly, retirement units account for less than 1% of new dwellings.

The types of dwellings built in the Marlborough District have changed over the last three decades, with a growing share being houses and a decline in the number of new apartments (Table 2-1). Figure 2-3 is a graphic representation of the data in Table 2-1.

Table 2-1: Share of New Dwelling Types by period in the Marlborough District, 1990-2020

Years	Houses	Apartments	Townhouses, flats, units, others	Retirement units	Lifestyle properties
1990-94	984	290	10	2	61
1995-99	982	349	15	0	282
2000-04	1089	92	10	1	131
2005-09	1556	93	1	0	308
2010-14	818	5	1	1	131
2015-20	953	11	1	0	147
Share by period					
1990-94	73%	22%	0.7%	0.1%	5%
1995-99	60%	21%	0.9%	0.0%	17%
2000-04	82%	7%	0.8%	0.1%	10%
2005-09	79%	5%	0.1%	0.0%	16%
2010-14	86%	1%	0.1%	0.1%	14%
2015-20	86%	1%	0.1%	0.0%	13%

Source: Rating data, Marlborough District Council (2021)

Figure 2-3: Types of New Dwelling in the Marlborough District, 1990-2019
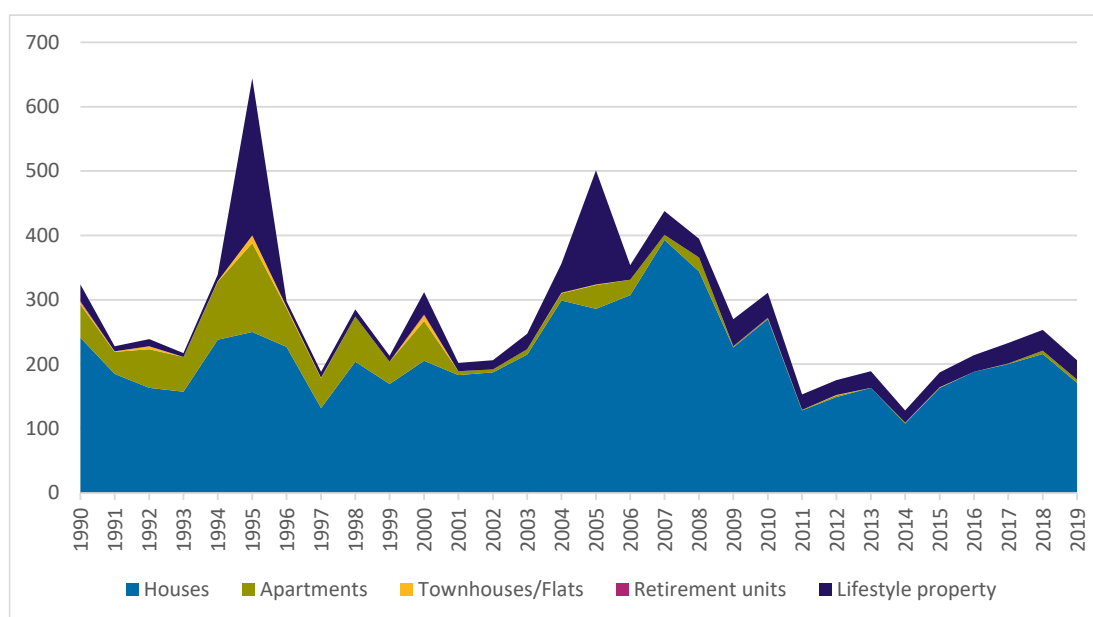
Source: Rating data, Marlborough District Council (2021)

Houses have increased as a share of the total, from 73% in the 1990-1995 time period to almost 86% in the past decade (2010-2020). On the contrary, apartments have declined from 22%, built in the 1990-1995 period, to less than 1% of dwellings built in the 2010-2020 period. Townhouses/flats as a share have remained fairly flat over time. Over the thirty-year period, they represent less than 1% of the total new dwellings built. Lifestyle properties (as a share of total) have been relatively constant since 1995 (remaining above 10% of new dwellings), making up on average, 14% of new dwellings. While low-density dwellings have increased significantly since 2000, there has not been much growth in the number of new medium or

high-density units. In fact, there has been a significant decline in the number of medium and high-density dwellings being delivered.

Figure 2-4: Building Consents (Blenheim), 2000-2020
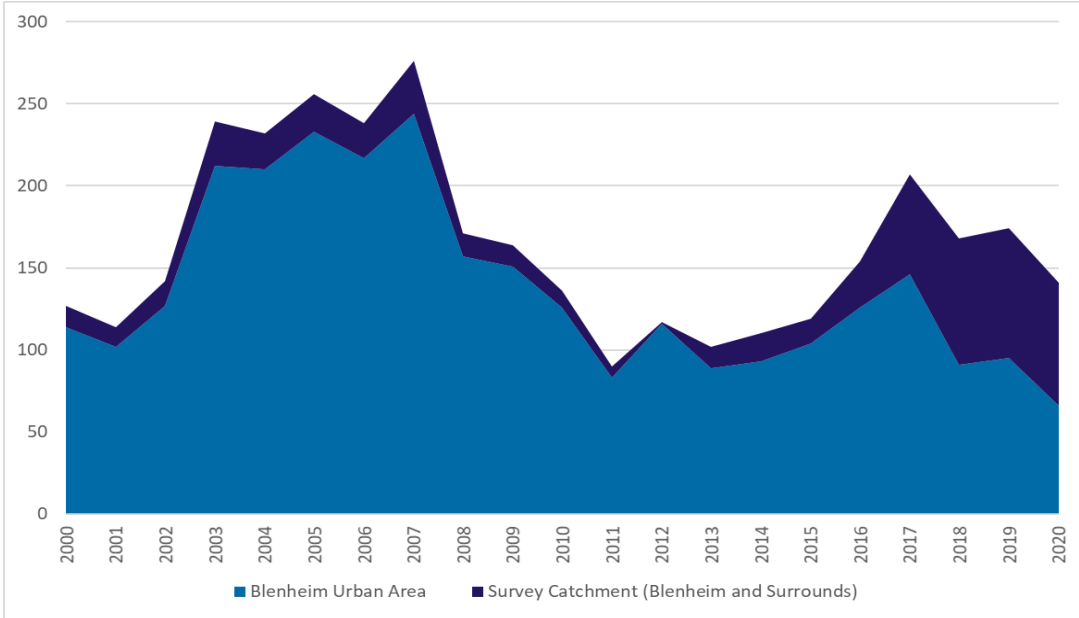
Source: Building Consents, Marlborough District Council (2021)

Building consent data (Figure 2-4) provided by MDC issued between 2000 and 2020 within the HWC study area, show an average of 165 new dwellings being added to the housing stock each year. It was out of scope of this report to determine how many dwellings were removed, i.e. to estimate the net increase. The data pre-2019 did not distinguish between housing types. In 2019 and 2020, 97% of dwellings were classified as standalone. This reinforces that the trend seen across the district (i.e. primarily standalone dwellings being delivered by the market) is observed within Blenheim and the surrounding towns too.

The number of building consents issued, peaked in 2007, with around 280 consents issued for new dwellings, across the study area. The majority (88%) of those were within the Blenheim urban area. The ensuing slowdown reflects the effects of the GFC, with building consents nearly halving from 170 in 2008 to 90 in 2011. Between 2011 and 2017, there was a period of recovery, with an increasing share of consents in the rural areas. Between 2018 and 2021, around half (47%-55%) of building consents were issued within the urban area, with the balance in the rural area surrounding Blenheim. Since 2017, the share of dwelling consents in the rural areas surrounding Blenheim has been steadily increasing. It is likely the vast majority of these were standalone homes, as lifestyle areas are not typically characterised by attached dwellings.

It was not possible to perfectly align this data with the information presented in the Housing and Business Land Development Capacity (HBA) report recently produced by MDC. Nevertheless, the HBA reports 95% of new dwelling consents issued between October 2019 and June 2021, in the Blenheim urban area, were for standalone houses, with the remaining 5% being either units or ancillary dwelling units. The authors also noted the feedback from the construction sector suggests that smaller and attached homes are

becoming more popular due to affordability considerations. However, covenants on new developments often mean that this type of housing is more likely achieved in infill/brownfield developments.

Regardless of which data is used, the relatively large share of less intensive forms of residential accommodation being delivered by the market - houses and lifestyle properties – suggests that Blenheim has mainly low and medium density housing. As valuable land resource is taken up, and the need for higher density dwellings arise, it is expected that this trend will reverse. This suggests that the preference study will be even more relevant as Council are required to plan for higher density housing.

2.3　　Housing Demand

In the last 25 years, the number of people living in the Marlborough region has grown strongly. Figure 2-5 shows the historical population growth of Blenheim relative to the rest of Marlborough. Between 1996 and 2020 the increase in population was approximately 28%, which translates to around 11,000 additional residents across the region. The majority of the growth occurred in Blenheim (63%), where population grew by approximately 7,000 people between 1996 and 2020. The rest of the Marlborough region grew by 4,000 people over the same period, which is 37% of the region's total growth.

Figure 2-5: Population Growth, Marlborough District (1996-2020)
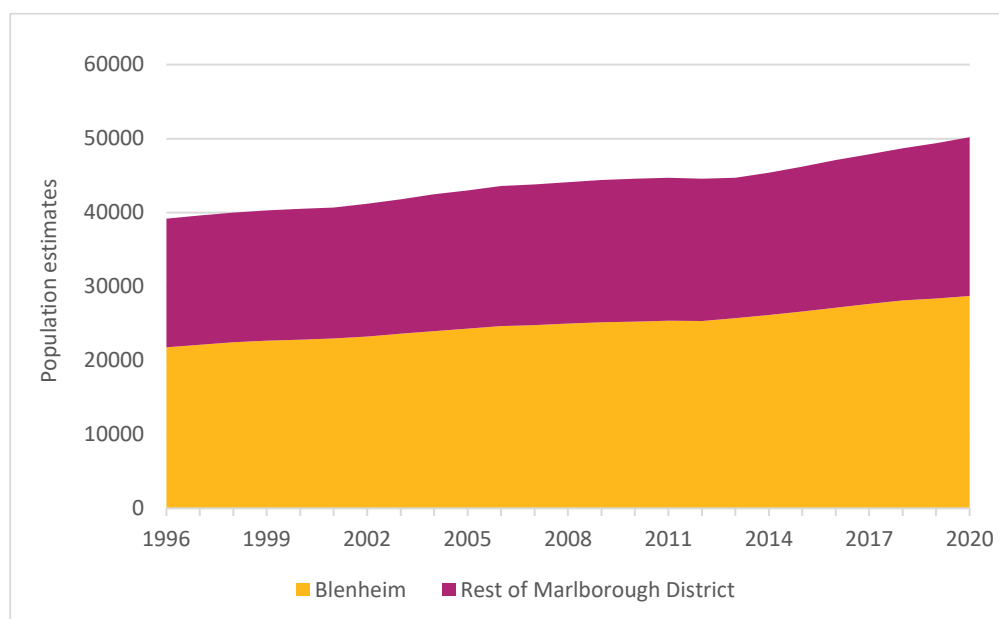
Source: Statistics New Zealand, Subnational Population Estimates 30 June 1996 – 2020

This growth is expected to continue, with Stats NZ projecting Marlborough's population to be 61,000 people (26,500 households[16]) under a high growth setting, by 2048. This implies an increase on average, of around 220 households per annum, between 2021 and 2048.

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[16] Household projections released by SNZ only extend out to 2043. To estimate 2048 households assumptions based on 2043 household numbers were used.

The HBA shows a significant share of this growth to be accommodated in Blenheim's urban area. Council's figures project Blenheim's urban population to be around 45,000 people (19,600 households)– up from 35,000 people (17,700 households) currently.[17]

2.4   Housing Market Prices

New Zealand's house prices have seen very strong growth over the past year (Figure 2-6), and Marlborough is no exception. The most recent[18] CoreLogic house price index estimates the average house price in Marlborough at $729,175, a 25% increase over the past year. REINZ data reveals as at December 2021, the median house price in Marlborough is $700,000[19]. This is up from $325,000, ten years earlier. That means that the median Marlborough property increased in value by 8% each year, or $37,500 on average.

Figure 2-6: House Price Growth (Annual % change)

Source: Infometrics Quarterly Monitor, 2021

Figure 2-7 shows the median house prices[20] over the past two decades, comparing Blenheim with the rest of Marlborough. Between 2003 and 2020 the demand for housing has increased markedly throughout the district. Since 2003, median prices have almost tripled, from $175,000 to over $485,000[21] by the end of 2020. Since 2015 median house prices in the region have increased by around 52%.

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[17] Council opted to use the high growth scenario for the HBA, because actual population growth has matched previous high growth projections. To maintain consistency, the high growth scenario is used in this report.

[18] 31 January 2022

[19] https://www.opespartners.co.nz/property-markets/marlborough

[20] Sales data provided by Marlborough District Council.

[21] It is acknowledged that these figures might be slightly different than what is reported by other sources or in the media. The spatial boundaries used to estimate those figures are unclear.
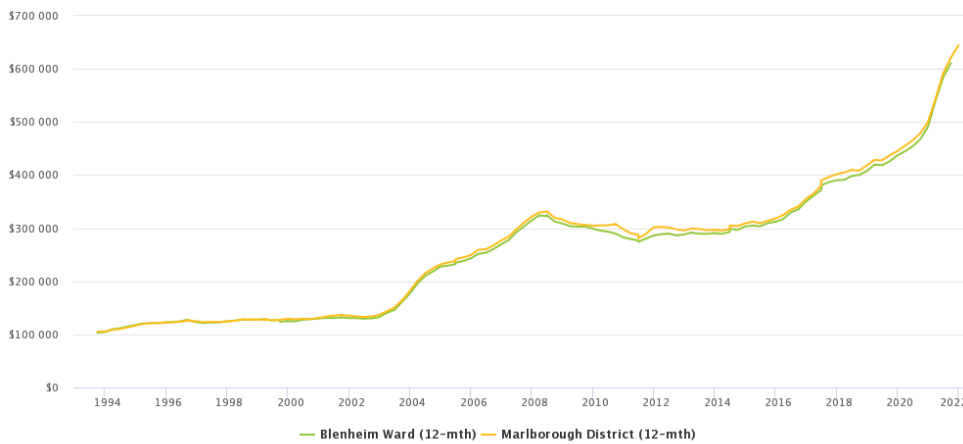
Figure 2-7: Median House Prices Marlborough District, 2003-2020
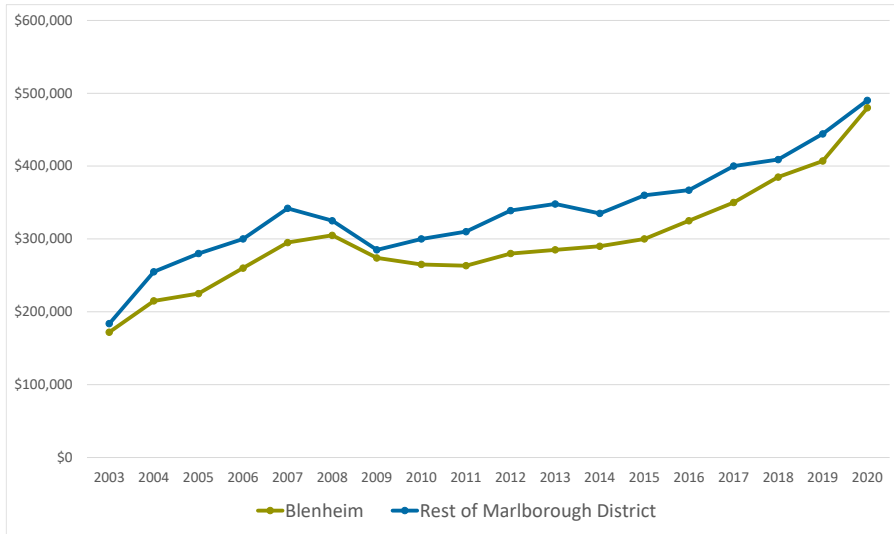
Source: Sale prices (2021) – Marlborough District Council

Data from CoreLogic (Figure 2-8) broadly shows similar movement in median prices, but the difference between Marlborough district and Blenheim is slightly smaller.

Figure 2-8: Dwelling sales prices (actual12-month rolling average), 1994-2021

Source: Ministry for Housing and Urban Development Dashboard, 2021 (CoreLogic data)

Blenheim has shown a very similar trend to the rest of Marlborough, however the median prices in Blenheim have been marginally lower (according to Council sales data) than in the rest of the district. The median house prices across Marlborough have been steadily rising since 2003, only falling between 2007 and 2009, which corresponds with the GFC. Since then the median house prices in Blenheim has increased by 180%, from $263,000 to $480,000 at the end of 2020. The strong growth in 2021 (25% across Marlborough) suggests the median house price in Blenheim is currently between $690,000 and $700,000.

In 2008, the median house price in Blenheim and Marlborough was not all that different from the national median, around the $300 mark. However, nationally the increase in house prices has happened at a faster

rate than in the Marlborough region, since then. This is mostly driven by the strong growth in Auckland and its high volumes, causing Auckland growth rates to drive the New Zealand national average.

Embodied in this growth is a general price rise (CPI). Over the same time period prices in general have increased by 40%, meaning that House Price inflation in the Marlborough region is almost 4 times the general inflation (over the same time period). This is a significant level of price change, yet below the national average (driven by Auckland growth).

Looking at the rental market, demand for rental properties has also been strong in the Marlborough region. The median weekly rent increased from $200 per week in 2003 to over $480 per week in 2020.[22] The rental prices have been slightly lower than in the rest of New Zealand, apart from the years around 2008 where the prices were similar. Between 2015 and 2020, the median rent increased by 27% across the country and 38% in the Marlborough District. There is not a significant difference between Blenheim and the rest of the region. The majority of bonds being lodged are for residences in Blenheim.

### Figure 2-9: Median Weekly Rental Marlborough District, 2003-2020
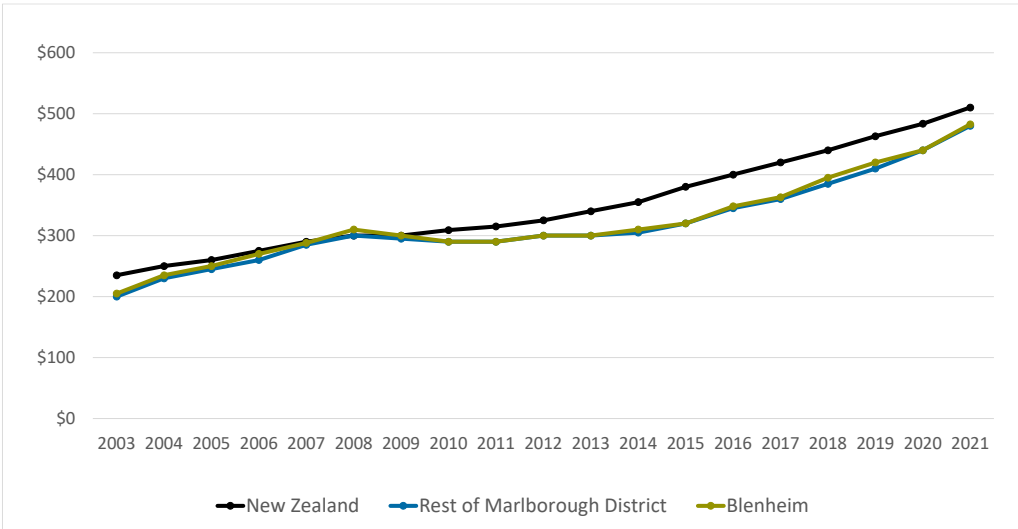
Source: Tenancy Services (Bond Data), 2021

Figure 2-10 presents similar data (sourced from the Ministry for Housing and Urban Development dashboard). Since the early 2000s rent growth in Blenheim and Marlborough has been very strong, with the exception of the GFC period. Price growth has been particularly strong over the past three years, indicating strong demand for rental properties. This is a trend observed nationally.

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[22] Rent Bond Data – SA2(2021) – median weekly rents private bond lodgement.
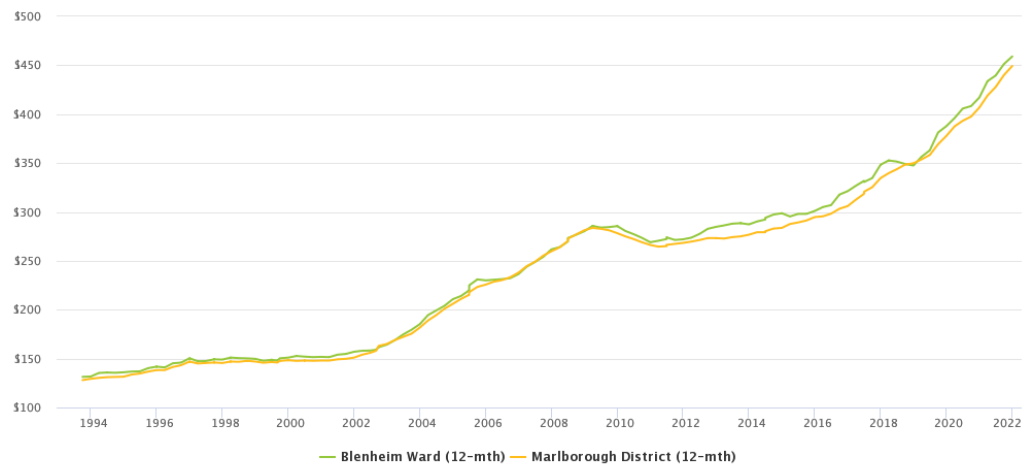
Source: Ministry for Housing and Urban Development Dashboard, 2021 (CoreLogic data)

2.5   Findings on the Housing Market Situation

Strong population (and household) growth in Blenheim is driving the demand for housing, which results in strong price growth in both sales prices and rental prices. This is expected to continue, with MDC projecting an additional 3,680 additional dwellings required[23] over the next 30 years.

In addition to the expected growth in absolute terms, Blenheim's population is changing in relative composition. Some key points regarding the mix include:

- One person households and Couple households growing at a faster rate than larger households, i.e. Parents/Caregivers with children.
- The average household size shrinking.
- Blenheim's population is aging rapidly.

These shifts in size and mix are important factors to consider as it will affect the level and type of demand in years to come.

Historic consent data revealed an increasing share of less intensive forms of residential accommodation being delivered in the district - houses and lifestyle properties, which suggests that the Marlborough District has mainly low and medium density housing. While the shift in the mix of housing being delivered in Marlborough has not changed much over the past two decades, as house prices rise and affordability becomes a concern (because house prices are increasing at a faster rate than incomes), households are expected to increasingly make trade-offs.

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[23] Marlborough District Council. Housing and Business Development Capacity Assessment 2021 (FINAL DRAFT).

3   Housing We'd Choose Method

This section briefly outlines the data collection methods used in this study. The content provided here is intended to provide the reader with a broad understanding of the techniques used. Further detail is provided in the appendices and Research Firsts' technical report.

3.1   Survey Method

The primary research utilised a mixed-method research design, as it involved initial telephone recruitment of the sample population, who (subject to meeting certain criteria) were invited to complete a survey online. Respondents were asked to agree from the outset to complete the survey. In the initial telephone contact, the purpose of the research was outlined, and people were offered an incentive to participate, in line with standard market research practise. If they agreed, they were then communicated with by email.

An online surveying method was used, for a variety of reasons. First, it is not possible to display the visual or the dynamic components of the survey using traditional methods (such as telephone or hard copy). In addition, online data collection is cost-effective, as there is no interviewer present and labour costs are minimised; and it allows respondents to complete the survey in their own time, which can maximise response rates. The survey combines what had previously been two surveys into a single package using the online interview suite NEBU.

An overview of the data collection process is shown in Figure 3-1.

The second part of the survey required respondents to undertake a discrete choice experiment in which they had to trade off housing type, size, and location within 'real world' financial constraints based on the answers they provided in the first part of the survey and a house price and rental cost framework by location and type, developed by M.E from Blenheim-specific housing costs.

The fieldwork took place in December 2021 and January 2022 and was administered by Research First.

Figure 3-1: Overview of the data collection process

Initial telephone contact

Randomised sample of Blenheim urban residents drawn from Research First's database. This sample was matched to quotas from the sample frame, as interviewers gathered demographic information (household composition and suburb they lived in).

The purpose of the research was outlined and email addresses were collected.

Email with link to online survey

Participants were sent an email containing a hyperlink to the online survey. This link was personal to the individual and matched their responses in the online survey to the information they had provided during the initial telephone contact.

The text in the email reiterated the purpose of the project and informed participants that they would need to disclose some personal financial details in the survey.

Follow up emails

Participants who had not yet completed the survey were sent up to three reminders via email.

3.2   Survey Sample

In total, over 9,000 people were contained in the sample. Of these 1,000 people indicated that they were interested in taking part in the survey. This represents a response rate of 11%. Of these, approximately 841 people started the survey, and 366 respondents completed the discrete choice experiment for a completion rate of 44%.

Efforts were made during recruitment and sampling to ensure that the final sample represented a variety of household types across Blenheim and the surrounding towns, as it was considered by the research team that household composition plays a key role in driving housing needs and requirements.

Details of error margins at contained in Appendix A. However, overall the Survey has a confidence level of +/-5.1% at a 95% confidence level.

Table 3-1: Locations – Population, Quotas and Completed Surveys

Location	Household Estimates	Quota	Surveys Complete	% of Population	% of Survey Respondents
Renwick	897	23	29	7%	8%
Springlands	1,836	47	66	14%	18%
Blenheim Central	1,211	31	48	9%	13%
Riversdale-Islington	1,899	49	28	15%	8%
Redwoodtown	3,558	92	82	28%	22%
Witherlea	2,105	54	75	16%	20%
Blenheim Rural	1,262	33	38	10%	10%
Total	12,768	330	366		

Source: Research First, Housing Preferences Study, Technical Report, May 2021

Despite best efforts, Couples without children households are over-represented and Parent(s)/Caregiver(s) with children and One-person households, are underrepresented. With respect to individual characteristics of the respondents, it should be noted that Māori, Pacific, and Asian people, and those in younger age groups (29 years and under) and less wealthy (under $30,000 income) were also under-represented, when compared to the general population. For an overview of the survey sample characteristics please refer to Appendix B.

3.3 Survey Catchments

For the purposes of sample selection and the discrete choice experiment, Blenheim were divided into seven 'catchments' according to land value and spatial location, with the goal of defining a limited number of markets. These are as follows (also refer to Figure 3-2):

- **Renwick** – which covers the urban settlement of Renwick to the west of Blenheim.
- **Springlands** – which covers the northwest suburbs of Blenheim.
- **Riversdale-Islington** – which covers the northeast suburbs of Blenheim, with Waterlea Racecourse and Pollard Park forming the western border.
- **Blenheim Central** covers the residential areas east of the Taylor River reserve towards Maxwell Road in the east and Brewer Street in the south, as well as the central business district of Blenheim.
- **Redwoodtown** – which covers the suburbs to the south of the city centre, with Hospital Road forming the southern border, excluding the residential development in Burleigh to the south of New Renwick Road.
- **Witherlea** – which covers the southernmost suburbs of Blenheim towards Wither Hills, including Burleigh to the west.
- **Blenheim Rural** – which covers Spring Creek and Grovetown, as well as the rural-residential areas surrounding Blenheim.

Figure 3-2: Survey Catchments within Blenheim and surrounds

Legend

Reporting Catchments

- Renwick
- Springlands
- Blenheim Central
- Riversdale-Islington
- Redwoodtown
- Witherlea
- Blenheim Rural
- Out of Catchment
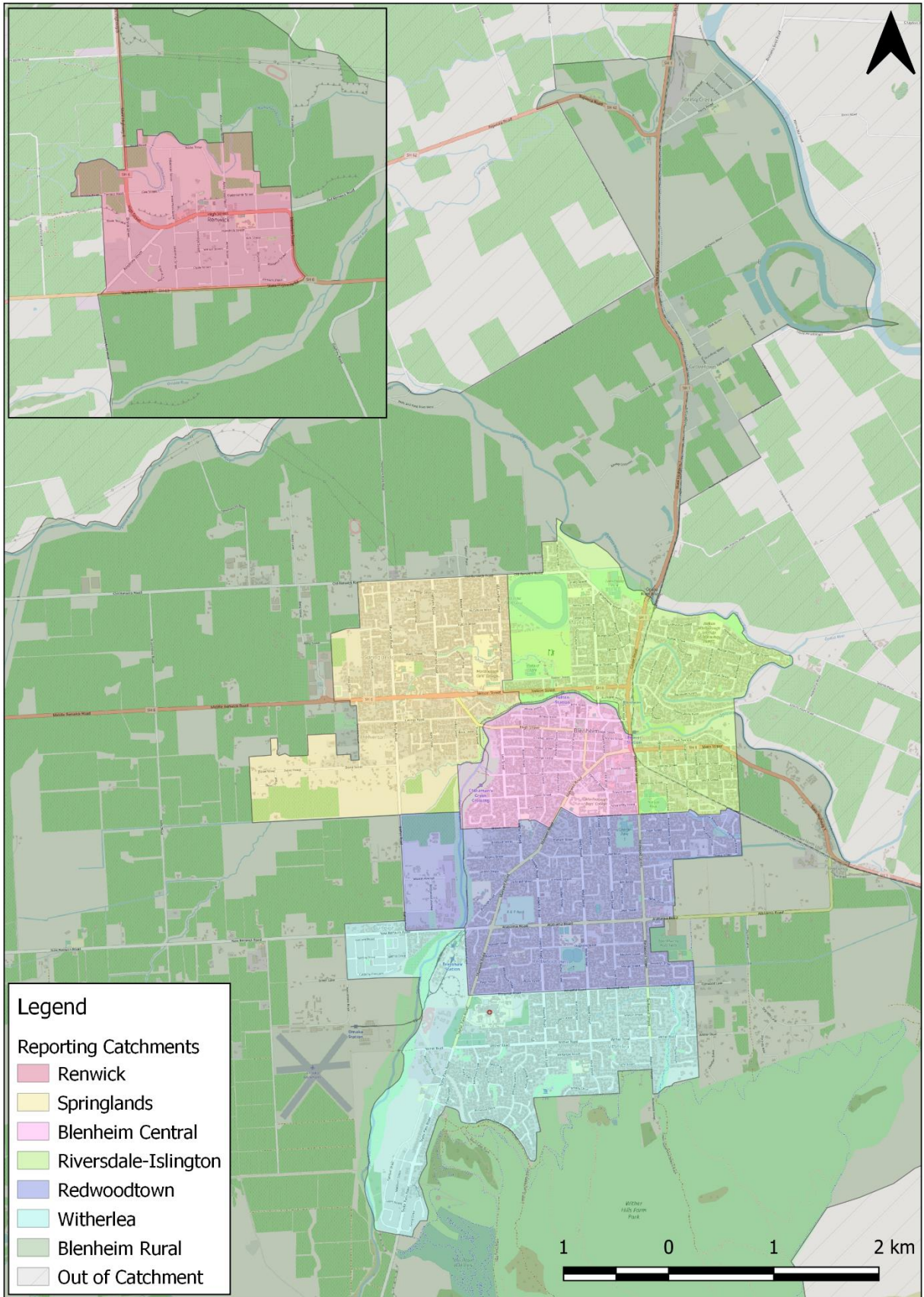
3.4   Survey Structure

The survey was structured in two separate parts, telephone invitation and online survey.

The telephone invitation was short, with only seven questions. Many of the questions act as a filter to remove respondents that are not the target of the survey (market researchers, people 18 years and younger, non-residents) or who do not want to participate in an online survey. The remaining questions collect information about the respondent, which includes the household make up, suburb, first name and email address. The respondents that successfully passed the invitation criteria were then sent an email with a link to the online survey.

The online survey asked a range of questions about preferences for housing, which includes questions that are both unconstrained and constrained by respondents' financial information. The survey is separated into the following five sections,

- **Section 1: About Your Current Situation**, collects information about the respondents' current housing situation. Respondents were asked questions about their current dwelling, i.e. type (stand-alone, attached, apartment, etc), ownership (occupier, rent, etc), length of tenure, intentions to move (with location considered) and motivation for move.
- **Section 2: About your Preferred Housing Features**, examines how important various features are to respondents when thinking about choosing a place to live. The respondents were asked to rate the importance of features of housing on a three-point scale of Not Important, Of some importance and Very important.
- **Section 3: Living and Working**, which collects information about the respondent's current address, where they work and where they would prefer to live in Blenheim and its surrounding areas.
- **Section 4: Financial Situation**, collects information about household composition, income, expenses, liabilities, and assets. This information is used to establish the maximum amount that the respondent's household can afford to buy, or to rent.
- **Section 5: Choice Experiment**, this section of the survey shows the respondent four sets of dwellings that the respondent can afford to buy or rent, with the options shown being constrained by the financial situation of the respondent. The respondent was shown the four dwellings that they selected and asked to select which of the dwellings best reflects the housing they would choose.

This report focusses on the results in Section 2 and Section 5 of the online survey. Section 2 asks respondents about their housing preferences, in terms of types of features i.e. what dwelling would you like? Section 5 constrains the respondent preferences based on their financial position, i.e. what dwelling can you afford? The choice experiment tests how respondents undertake trade-offs when deciding which house to buy.

4 Demand Preferences Survey

This section presents a summary of some of the key findings of the Housing Preferences Survey. First, we explore housing preferences to establish what households are seeking when selecting a dwelling. Household preferences at the conceptual level are then translated into a real-world selection process. In the first instance households are asked to select where they would choose to live in terms of dwelling type and location in an unconstrained way. Finally, they are asked to repeat the process with financial constraints derived from their responses. The outcomes are then compared to provide insight into the manner in which households trade off size, space and location once they are not able to have it all.

4.1 Current Situation

The vast majority of respondents currently live in a standalone dwelling (93%), with 6% in an attached unit, apartment or other attached dwelling (e.g. duplex). The remaining 1% live in other type of dwellings such as caravan, cabin, houseboat, etc. Redwoodtown has the highest proportion of attached dwellings (11%) as a share of the total sample, followed by Renwick and Riversdale-Islington (7%).

Homeownership is relatively high among respondents, with 76% of them owning the home they currently live in, either by themselves or with other people, with or without a mortgage. Ownership was lowest in Blenheim Rural (60%) followed by Blenheim Central (65%), and highest in Witherlea (87%). A further 12% stated that a family trust, family member or partner owned the dwelling. Around 8% of respondents were renting from a private landlord and 3% renting from a community housing provider (Kāinga Ora, Council, Ministry, iwi, a religious group, or a community group). When looking at the individual areas, the share of respondents who rent from a community housing provider, is highest in Blenheim Central (8%) and Renwick (7%).

Nearly half of survey respondents (48%) have been in their current home for ten years or more, 29% for less than five years and the remaining 23% have lived in their homes between five and ten years. These figures suggest a relatively low level of churn in the Blenheim housing market. However, when compared with Census 2018 data, the pattern that emerges is quite different from this. Census (2018) data[24] suggests 25% of Blenheim residents had lived in their current residence more than ten years, and 46% less than five years, with 15% having lived in their usual residence between five and ten years.[25] One of the reasons for the variance could be the high proportion of survey respondents who are homeowners (76% of survey respondents compared to 60% of census respondents in Blenheim). Another possible reason is the self-selection of the sample. If a person has recently moved, they would be less likely to participate in a survey about choosing a home/place to live. Nevertheless, Census data for Blenheim suggest a level of churn similar to New Zealand as a whole.

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[24] Stats NZ advises using caution when using 'years at usual residence', at small geographies. At small geographies, there will be variability in the percentage of administrative data, imputation, or missing data for a given area. This means some small geography areas will have poorer quality data than the overall quality rating.

[25] The remaining 13% is unknown.

Before being asked about where they would like to live, survey participants were asked whether they plan to move in the next five years. A quarter (24%) said 'yes', half (51%) said 'no' and the remainder didn't know. Of those, thinking of moving, 40% would move within the Blenheim area and almost a third (31%) would move out of the area.

Across all respondents the reasons that would motivate them to move varied, but a relatively large proportion of respondents (22%) would move to have a smaller home. Of the respondents that would move to have a smaller home, 47% were older couple households (Couple 65+yrs). A quarter of respondents (25%) would move if their personal circumstances changed. A common theme that came through in the open comments section was age and health motivators. These related to failing health/mobility and a smaller house or section to maintain, with many respondents signalling a move to either a retirement village or age care facility in their later years.

4.2   What is Important to Households?

To gauge what is important to households, the respondents were asked to rate the importance of features on a three-tier scale, 'not important', 'of some importance' and 'very important'. There were four categories of features, relating to general location, proximity to facilities, the local environment and property features. The respondents were then asked to rank the features that they selected as 'very important' from one to five (one being the most important and five being the least important).

The sets of features have been informed by previous HWC studies carried out in other parts of the country, and adjusted to reflect local conditions. In the original Auckland work, the selection set of housing and locational attributes was generated through focus groups. A review of local and international literature was also used in earlier studies to validate the responses from focus groups.

4.2.1   Location Features

General location features of housing relate to ease of access to facilities, work, education, goods and services, family and friends as well as transport options. The term 'easy access' is subjective with respondents interpreting this in their own way relative to their situation.

Compared to other features, location features did not rate highly in overall importance. Figure 4-1 presents general location features of housing by importance. **Easy access to shops** was the most important location feature with one quarter (25%) of respondents ranking this as being very important. Other important features were **easy access to city or town centre, centre amenities, easy walking/cycling distance to centre** and **near family and friends**. These features were ranked as being very important by 21-23% of respondents. **Ability to cycle to work or study** and **easy access to places of work** were ranked very important by 15-17% of respondents.

The proportion of people that ranked **easy access to public transport** as very important was low (11%). This likely points to the limited public transport operations in Blenheim, i.e. a limited bus service with low patronage. This suggests public transport is not an attractor when choosing where to live. **Easy access to place of study,** to **bars, pubs, nightlife, restaurants and cafes** and the **airport** were ranked the least very important features of all location features, 5-6% of respondents.

Figure 4-1: Preferences for General Location Features
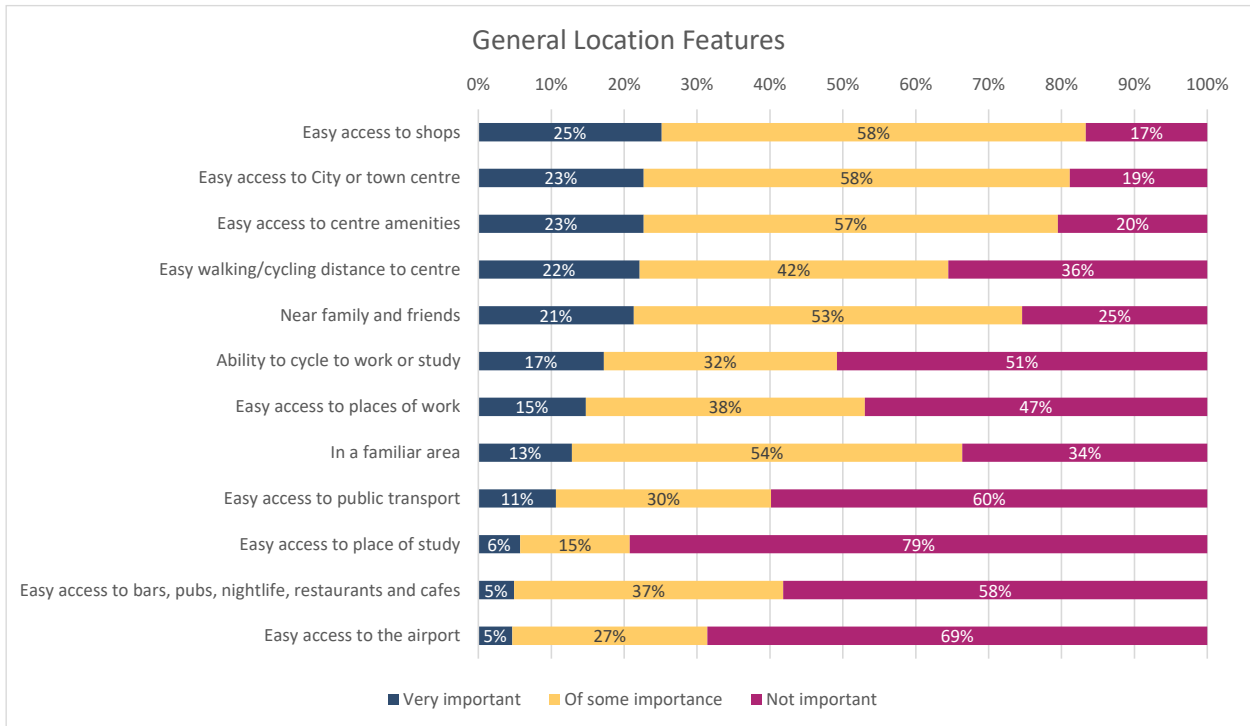
4.2.2   Facilities Features

The 'facilities' category included 11 features related to proximity to facilities like health care providers, recreation activities, gym/library/place of worship, etc. Like general location features, most of these features were not rated as being 'very important' relative to other features such as the property features or local environment features. For example, compare the 24% of respondents considering proximity to a park/reserve as very important, with the 79% of participants considering being safe from crime as very important. This stems back to peoples hierarchy of needs where safety or feeling safe, is second only to physiological needs (being able to breath, eat and drink water).

Being **near a park or reserve** was the highest rated feature with just under a quarter (24%) of respondents considering this to be very important (Figure 4-2). Following this was being **near a GP/health provider, recreational activities** and **hospital**. These features highlight the importance of being close to green spaces, outdoor recreational and health care, signalling an active but aging population.

Features that were rated not as important to respondents were **near to a place of worship**, a **community facility** and a **gym** with just 4% ranking these as being very important.

Figure 4-2: Preferences for Proximity to Facilities

Figure 4-2: Preferences for Proximity to Facilities
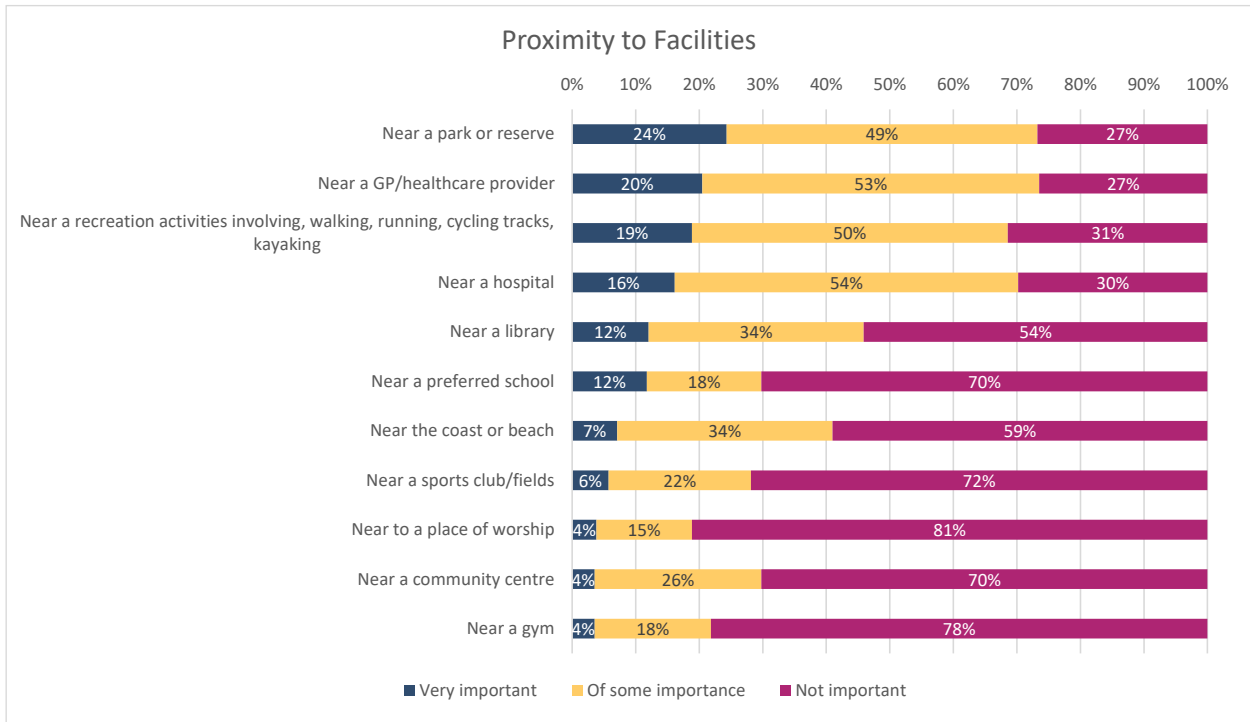
4.2.3 Local Environment Features

The 'local environment' category included 13 features related to aspects of the local or nearby environment. Generally, most of these features were rated as being 'very important' or of 'some importance'.

Within the local environment category, **safe from crime** is the highest rated feature with 79% of respondents considering this to be very important and a further 18% of some importance (Figure 4-3). This was the highest rated feature overall across all categories. Given that safety is a fundamental need, second only to the physiological needs identified in Maslow's hierarchy of needs[26], it is unsurprising safety is highest on this list.

Two thirds of respondents (67%) considered **safe from natural hazards** as very important and a further 30% said it was of some importance. Other important features were **away from industrial areas, lack of noise, presence of trees** and **away from busy roads** with over half (51-62%) of respondents rating these as very important.

A **city view** was the least important feature, and perhaps not entirely applicable for Blenheim residents. Other features which did not rate highly were a **sea view** and **vibrancy** with only 6-9% ranking these are very important.

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[26] https://www.researchhistory.org/2012/06/16/maslows-hierarchy-of-needs/

Figure 4-3: Preferences for Local Environment Features

Figure 4-3: Preferences for Local Environment Features
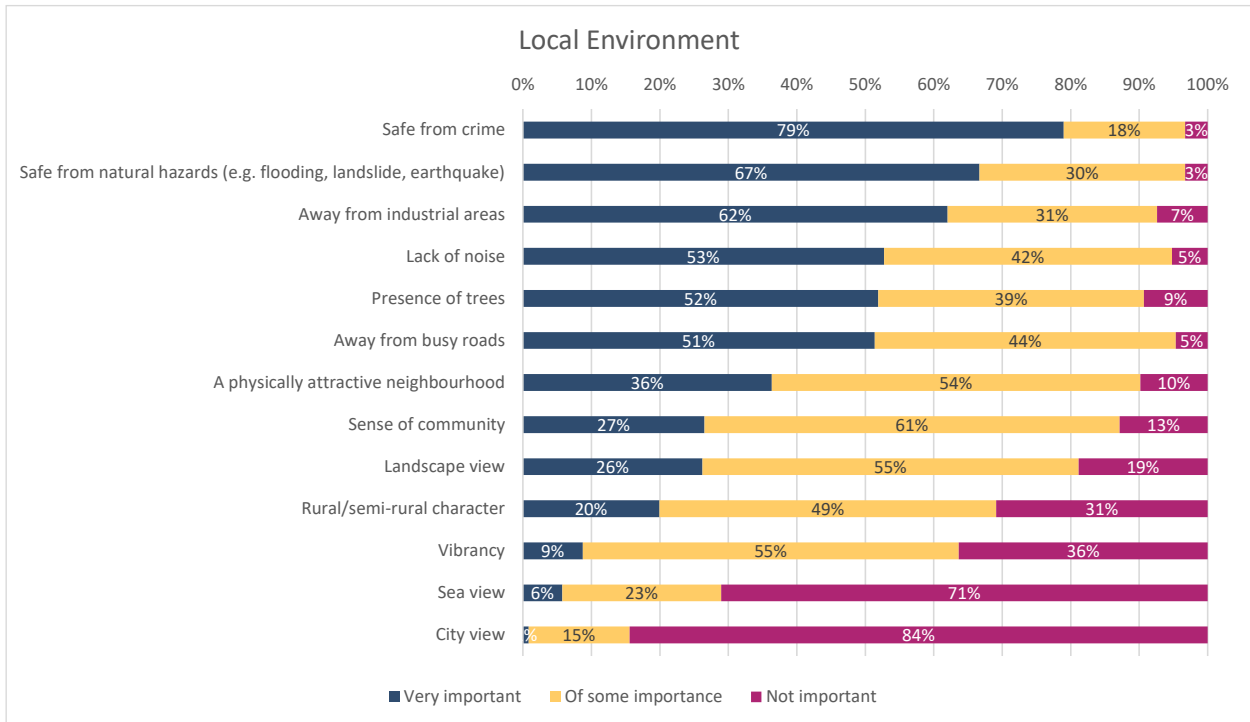
4.2.4   Property Features

Property features relate to aspects of housing and are generally things people consider when purchasing or renting a house. This category contains 14 property features, and these features are generally ranked as being 'very important' or 'of some importance'. In total, 10 features were rated as very important by a third or more respondents.

Adequate garaging/off-street parking is the highest rated feature with nearly three quarters (74%) of respondents considering this to be very important or of some importance (22%). This is followed closely by **freehold title, sunny** and **standalone dwelling.** The importance of a standalone dwelling is not unexpected for regional New Zealand and mirrors the results from the results from the Nelson-Tasman HWC study. When compared with the results from the Auckland HWC study, the importance Blenheim participants places on a standalone dwelling is somewhat higher. **Sunny** is aligned with warmth – one of the core physiological needs identified by Maslow. People need to satisfy these fundamental needs before attending to needs higher up the scale – such as self-fulfilment and self-esteem, and therefore it is not surprising **Sunny** scored highly here.

Just under half (49%) of respondents rated **section easy to maintain** as very important with a further 44% considering it to be of some importance. Furthermore, **no stairs** and a **flat section** are also features considered to be very important relative across all categories. A single level dwelling on a flat section that is easy to maintain echoes other survey sentiments from respondents when choosing prospective houses influenced by age and health factors.

Features that were not considered important were a **second dwelling** and **attached dwelling typologies.**

Figure 4-4: Preferences for Property Features of Housing
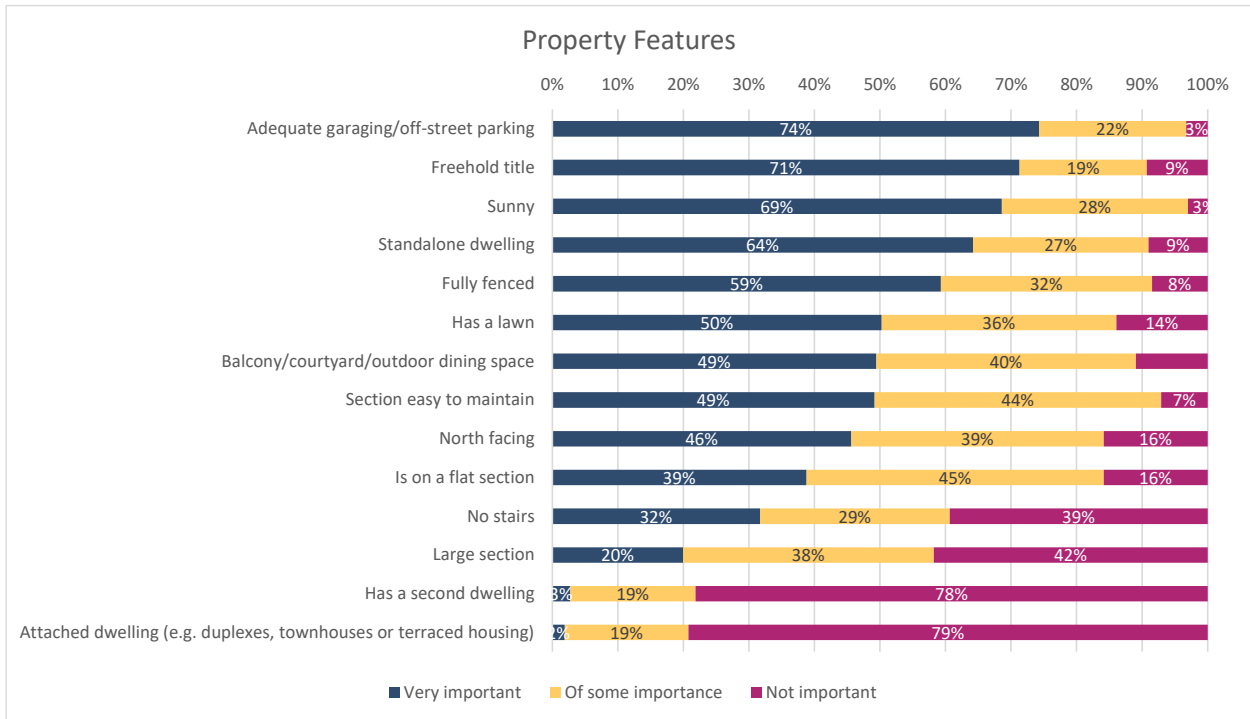
4.2.5   Overall Rankings of Features of Housing

After indicating the importance of each of the features in the four categories above, respondents were asked to rank the features that they selected as 'Very Important' from 1 to 5 (one being the most important and five the least). Figure 4-5 below shows an index of the relative importance of these features, which is based on the 20 most highly rated features. The colours in the bar graph indicate which type of features they are, with green being a local environment feature, dark blue being a property feature, yellow being a proximity to facilities feature and dark pink being a general location feature.

The figures show that respondents ranked features that relate to environment and property highest. By far the most important feature was 'Safe from crime' (index of 1.0), followed by

- Safe from natural hazards (0.79)
- Freehold title. (0.79), and
- Standalone dwelling (0.73).

Other important features of housing include adequate garaging/off-street parking, sunny and fully fenced. The urban scale of Blenheim suggests that most of the urban area (and surrounding towns such as Renwick), is accessible (via a short drive) from most locations within the urban area. This could be one of the reasons that location features did not score as high in the survey as property and environment features.

Figure 4-5 - Overall Ranked Preferences of Housing Features (All Survey Participants)
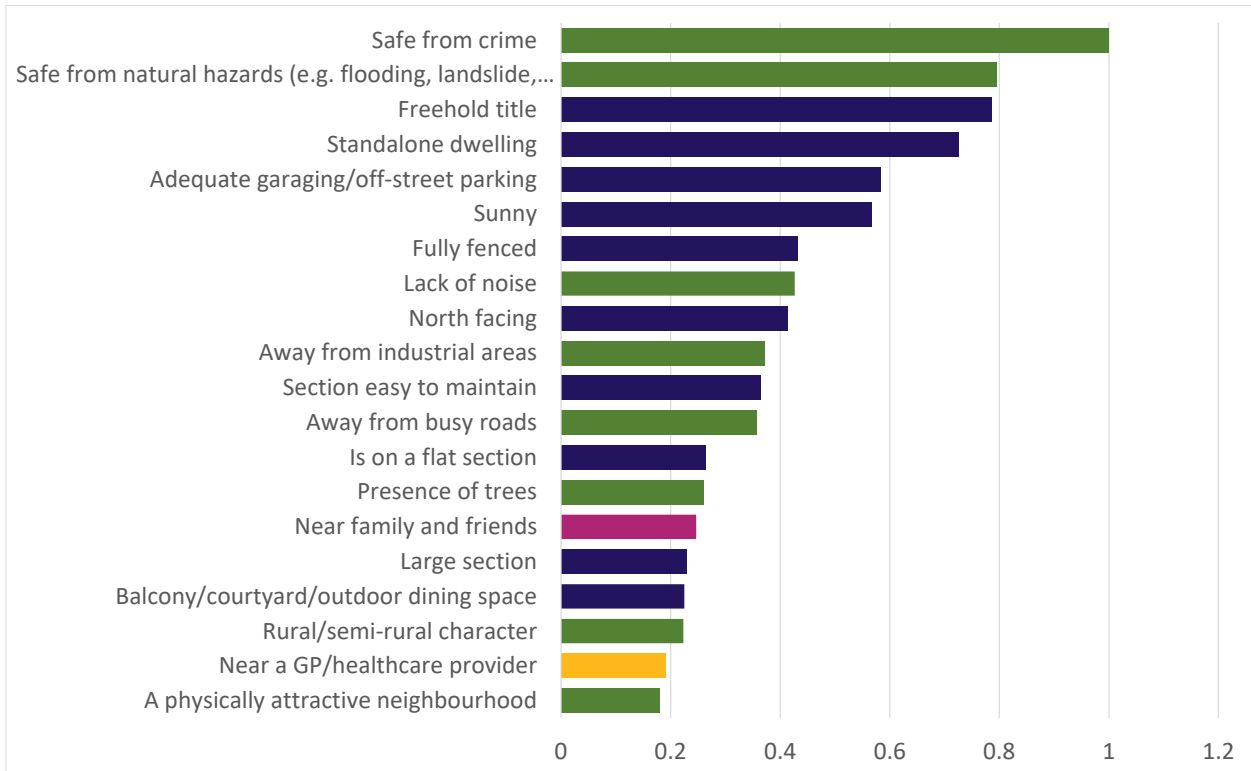
4.2.6 What is important to Renters

While the survey covers all of the Blenheim market, it is important to also look closely at the renter subsection of the market. According to Census 2018, almost 40% of Blenheim's households do not own the house they live in. This suggests renters are somewhat underrepresented in the survey sample (i.e. 24% of the sample is renting). Nevertheless, insights from this group are still useful.

To help us understand how renters[27] chose their preferred housing they were asked to rank the factors they considered when making their choices, ordering them from 'most important' to least important. The factors they were asked to rank are:

- Location (the area they chose).
- House type (whether the house is a specific type e.g. detached, semi-detached or an apartment).
- Dwelling features (size of lot, number of parking spaces, presence of garden, number of bedrooms and living areas).
- Dwelling value (perceived value for money of the housing option).

A summary of the responses to this question is presented in Table 4-1.

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[27] Respondents that went through the survey and answered questions about rental options.

Table 4-1: Rental Respondents: Levels of Importance for Decision Factors on Housing Choice

Feature Set	Most Important	>>>>>>>>>	>>>>>>>>>	Least Important
Dwelling features	31%	33%	31%	5%
Dwelling value	12%	9%	16%	64%
House type	24%	29%	33%	14%
Location	33%	29%	21%	17%
Total Responses	100%	100%	100%	100%

The most important factor for renters, in making a decision on housing, is location (the area they chose). Location was ranked as most important by a third of rental respondents, followed closely by Dwelling features – 31% of rental respondents considered it the most important consideration. Least important in their choice is the Dwelling value.

Households who are currently renting, were asked early on in the survey what property features they considered important, and then asked to rank the features they considered 'very important', from most important to least important. Figure 4-6 represents the top 20 features, using an index of relativity.

Figure 4-6 - Overall Ranked Preferences of Housing Features (Renters)
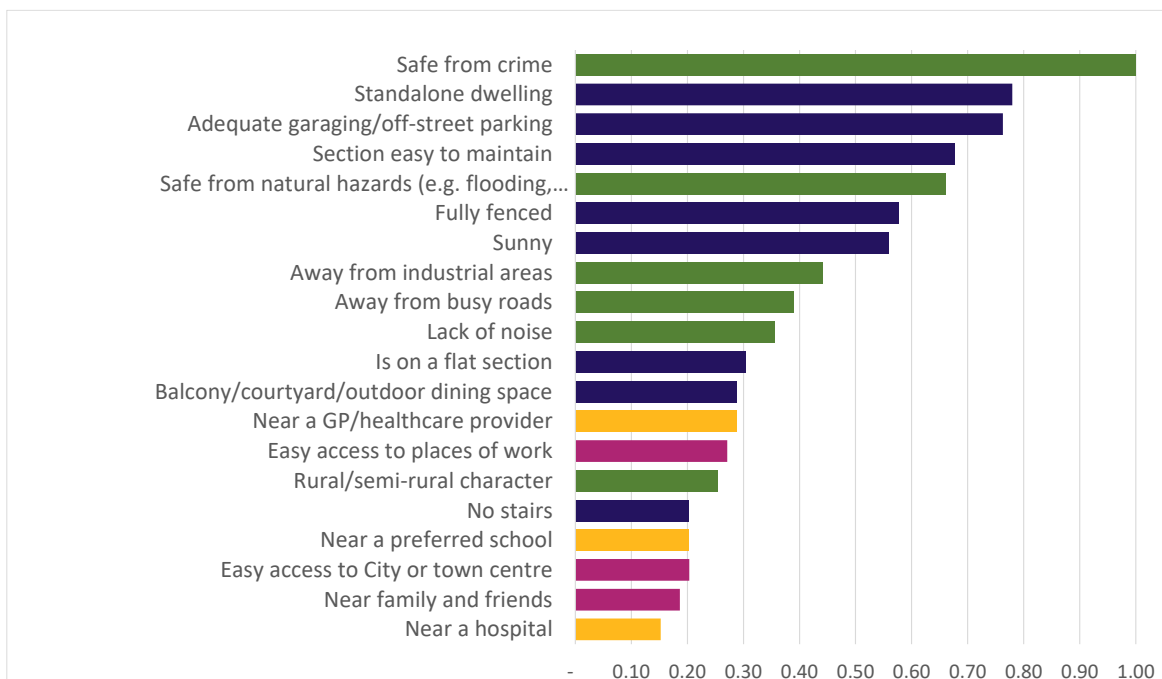
Similar to the survey sample as a whole, renters also ranked features related to the environment and the property, as most important. Again, safe from crime (index of 1.0) was the top-ranked feature, but among this group of respondents, property features such as standalone dwelling (0.78) and adequate garaging/off street parking (0.76) also seem to be very important. The top ranked features suggest a preference for standalone homes, with parking and a section that is easy to maintain.

Some location and proximity features are still in the top 20 highest ranked features, but are lower down the index. The proximity features relate to healthcare and education, while general location features relate to work, family and friends and ease of access to town centres.

4.3 What Did Households Choose?

Before respondents undertook the choice experiment, they were asked to indicate which location they would prefer to live in (i.e. unconstrained choice). Their responses were used to refine a list of potential options presented to them in the choice exercise, both in terms of type of dwelling that can be afforded and the potential to buy or rent.

Constrained by financial circumstances, 79% of respondents could afford to buy a dwelling within the Blenheim study area. Of the remaining 21%, 8% of households could not afford to buy or rent a dwelling on the list of properties included in the survey. This is not unexpected, considering the survey focussed on the private sales and rental market, and does not include housing provided by social housing providers (e.g. Kāinga Ora and other community groups).

Respondents were then shown a range of houses that they could afford, located across the study area (and of a variety of typologies). The respondent then selected the dwelling from within this selection set that best fit their preference (i.e. making a financially constrained choice). Below the choices of location and typologies are compared under financially constrained and unconstrained conditions.

4.3.1 Dwelling Location Choice

Respondents' unconstrained and constrained location choices are presented in Figure 4-7 below. The largest mismatch is observed in Blenheim Rural where unconstrained demand is greater than constrained demand. Total of 17% respondents would like to live here but given financial reasons only 9% can afford to live here. For other locations the opposite is true. In Renwick and Blenheim Central constrained demand is greater than unconstrained demand. In these cases, respondents may not have chosen to live in these areas if given a choice unconstrained by finances, but are limited by their financial situation.

Figure 4-7: Dwelling Location – Unconstrained vs. Constrained Choice Experiment
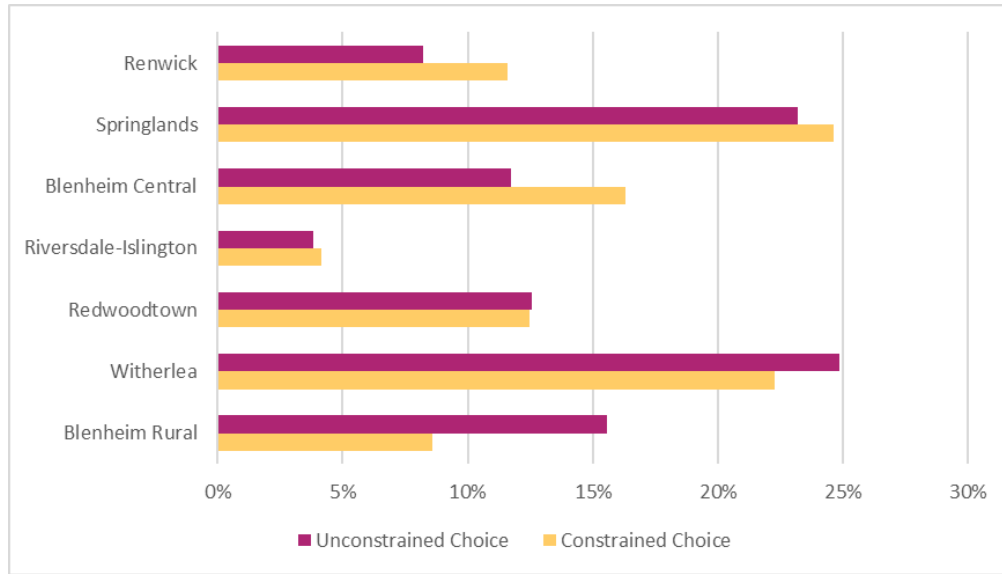
4.3.2   Dwelling Type Choice

Early on the survey participants were asked about the type of dwelling they currently live in. The vast majority (94%) indicated they live in a standalone home, with the remaining 6% in attached dwellings (e.g. duplex) or apartments. Respondents were then asked to select a dwelling from the range they could afford, that would best suit their preference, i.e. making a financially constrained choice. Under constrained conditions, 61% would still prefer standalone homes, while 24% would consider attached dwellings and 14% would choose an apartment. This suggests more than a third of households currently living in detached housing, would be willing to live in higher density housing if they were constrained by their ability to pay.

Historical consent data for Marlborough District, however, shows developers are still delivering primarily standalone dwellings, with 99% of new homes built over the 2015-2020 period, being detached homes. A small number of apartments were also delivered. This trend is expected to change over the next decade or so, with affordability said to be the main driver. The survey results are already showing a preference shift when financial constraints are applied.

Figure 4-8: Dwelling Type – Current vs Choice Experiment

Figure 4-8: Dwelling Type – Current vs Choice Experiment
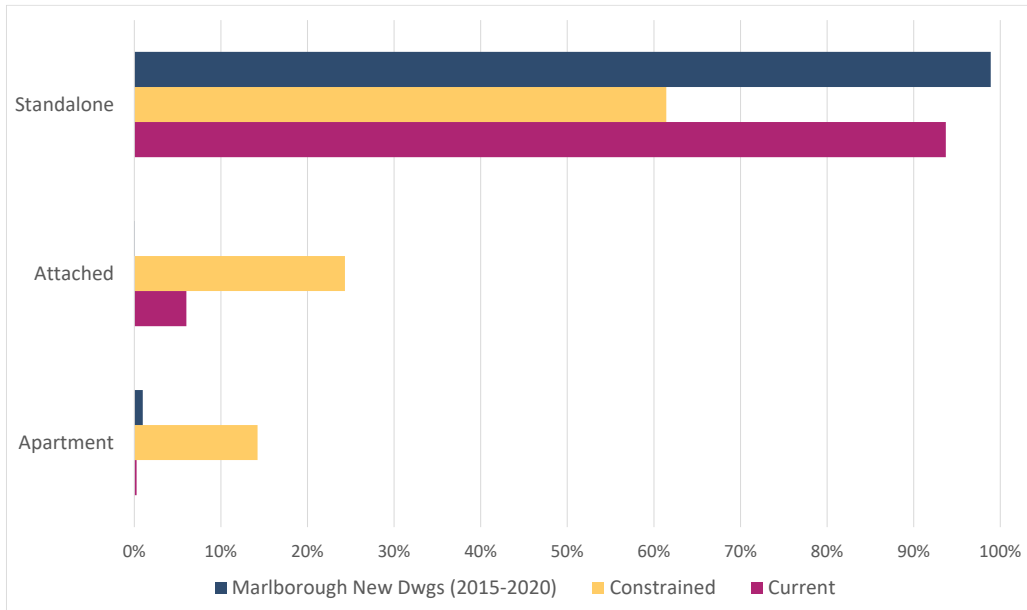
4.3.3 Choice Option Match

Finally, the respondents were asked if their most preferred constrained option reflected the choice they would make if they were to move 'tomorrow'. For respondents who could afford to buy, more than half (57%) responded 'yes', 27% answered 'no' and remaining 15% were unsure. For respondents who could afford to rent, more than three quarters (79%) answered 'yes', 10% answered 'no' and a similar number were unsure.

There could be a few explanations which account for the differences in responses between the buy and rent respondents. We suggest the most likely is the survey's housing options all being newbuilds. New builds have been known to appeal more widely to renters (compared with an older house), i.e. better insulation, warmer, dryer, more energy efficient, etc. However, new builds can sometimes lack character that older houses possess, which appeals to buyers. It could also be that buyers believe they could get more 'bang for their buck' buying an older house compared to the new builds displayed in the survey, i.e. a larger section, bigger floor area, extra bathroom and so on. Casually inspecting the comments of buyers who answered 'no' revealed a large number of participants that would want something bigger ("more bedrooms") or with more character ("a house to do up", "something older with more character"). Other comments indicated respondents (buyers) would prefer to live rural and these options were all urban. This point was also evident in the unconstrained location choices.

When buyers were asked to rank the four factors that influenced their choices, i.e. location, house type, dwelling features and dwelling value, more than a third (36%) considered location the most important factor. This is similar for renters (Section 4.2.6). This was followed by house type, with 28% of respondents considering it the most important factor, and dwelling features (27%).

4.4 Summary Findings of Demand Preference Survey

The following are the key findings of the demand preference survey:

- Survey respondents considered features that relate to environment and property the most important. By far the most important feature was Safe from crime followed by Safe from natural hazards, Freehold title, and Standalone dwelling.

- In terms of location choice, there is a difference between unconstrained and constrained choice. The largest mismatch is observed in Blenheim Rural where 17% respondents would like to live, but given financial reasons only 9% can afford to live here. In Renwick and Blenheim Central constrained demand is greater than unconstrained demand, suggesting respondents would not have chosen to live there, but are limited by their financial situation.

- In terms of typology, the survey results revealed the majority of respondents would prefer a standalone dwelling, but once financial constrains are applied, more than a third of participants are willing to consider higher density forms of housing.

5 Conclusion

The purpose of this study was to collect Blenheim-specific evidence on the nature of housing demand in and around Blenheim, which would help Council better understand the changing demand. This study aims to highlight which factors are important to Blenheim households when making choices on housing. It is evident from the survey results that Blenheim residents are generally willing to trade off, both the type of dwelling and its location, with dwelling price being a critical consideration - which is the main driver for residents changing dwelling preferences.

While demand for standalone dwellings (with an easy to maintain section) remains high, once financial constraints were applied, it became clear that a sizeable share of respondents would consider living in attached dwellings or apartments.

Broadly speaking, findings from the preference survey is very similar to findings from previous HWC studies, particularly the Nelson-Tasman HWC research. Respondents considered features that relate to environment and property the most important. Being safe from crime and natural hazards, and having a standalone dwelling (with freehold title) were ranked among the top five most important features for respondents (in both studies).

Appendix A – Survey Technical Report

Appendix A – Survey Technical Report

Research overview

Marlborough District Council commissioned Research First and Market Economics to complete a study to understand housing preferences in Blenheim and surrounding areas in 2021.

Research First was responsible for the data collection and this report outlines how that study was completed. It is an adjunct to the report, prepared by Market Economics.

This research project was based on a 2011 Australian study conducted by the Grattan Institute, entitled The Housing We'd Choose. Research First and Market Economics have worked in partnership to complete similar projects for Auckland City Council, Dunedin City Council, Hamilton City Council, Waikato District Council, Waipa District Council and Nelson City and Tasman District Council.

Research First surveyed a representative sample of 366 respondents from Blenheim and surrounding areas between 25 November and 22 January 2022 and quotas were set to ensure life stage and geographic coverage. With an achieved sample size of 366, the results have a margin of error of +/-5.1% at a 95% confidence level.

The sample of residents was primarily obtained by ringing households in the region and inviting them to take part in the online survey. This was followed by an online survey to increase the reach in certain locations and household types.

The available sample contained over nine thousand records. Of these, 1000 people indicated that they were interested in taking part in the survey. This equates to a response rate of 11%.

In total (also taking into account the open survey), 841 started the survey and out of these, 366 completed the questionnaire. This equates to a completion rate of 44%.

This survey covered what respondents look for when choosing a place to live and asked for feedback on a range of housing options and designs. It was conducted online in order to give respondents the time they needed to make decisions, and to properly conduct the choice experiment, including accounting for financial limitations and presenting visuals.

The survey components

METHOD

Design of the research took into account two major requirements:

- The total sample needed to be representative of the region's population, so the results could be extrapolated; and

- The survey would need to involve a discrete-choice experiment where participants were shown a range of housing choices (but where the choices available to them were constrained by their personal circumstances).

Consequently, an online survey was required because it can filter choices and show visual material. The benefits of this method include:

- Cost-effective data collection. Online data collection is cost-effective as there is no interviewer present (and labour costs are minimised);

- Asynchronous completion. Online data collection allows for respondents to complete the survey in their own time, to maximise response rates; and

- Sophisticated questionnaire programming. Modern online survey technology allows options to be presented, and a discrete choice experiment to be conducted.

SAMPLE DESIGN

Quota-based sampling was used to ensure the results are representative of the region's population.

The sample framework was designed to encompass different household types and different areas of the region.

Table A1: Locations - population, quotas and completed surveys

Location	Household Estimates	Quota	Surveys Complete	% of Population	% of Survey Respondents
Renwick	897	23	29	7%	8%
Springlands	1,836	47	66	14%	18%
Blenheim Central	1,211	31	48	9%	13%
Riversdale-Islington	1,899	49	28	15%	8%
Redwoodtown	3,558	92	82	28%	22%
Witherlea	2,105	54	75	16%	20%
Blenheim Rural	1,262	33	38	10%	10%
Total	12,768	330	266		

Table A2: Household type - population, quotas and completed surveys

Household type	Household Estimates	Quota	Surveys Completes	% of Population	% of Survey Respondents
One-person households (aged <65 years)	1,422	38	24	11%	7%
One-person households (aged >65 years)	1,839	49	51	14%	14%
Couples without children (aged <65 years)	2,106	56	82	16%	22%
Couples without children (aged >65 years)	1,854	49	80	14%	22%
Couple/single with children	3,831	102	111	30%	30%
Other multi-person household*	1,392	37	18	11%	5%
Other/un-identifiable	360	-	-	3%	-
Total	39,374	600	622		

QUESTIONNAIRE DESIGN

Research First's experience with online surveying demonstrates that questionnaire design is the key to successful research outcomes. There is considerable evidence that both participation and completion rates for surveys are negatively correlated with questionnaire difficulty in general and length in particular.

When introducing the survey, Research First ensured that the participant was provided with a credible expectation of the duration of the survey. Research First worked with Marlborough District Council and Market Economics to ensure the survey questions were concise, free from misinterpretation, and provided a credible opportunity for the generation of effective data.

The full questionnaire is available in Appendix One.

QUESTIONNAIRE PROGRAMMING

The survey was programmed in Voxco, the online survey software used by Research First. Voxco is a robust quantitative survey platform, which allows researchers to program questionnaires in complex ways.

The data form used by the research team ensured participants could not simply 'skip' through fields of relevant information.

The use of a software system like Voxco is instrumental in delivering high quality data because it limits the opportunity for invalid or erroneous data in the datafile.

QUESTIONNAIRE PILOT

All surveys undertaken by Research First are subject to a pilot phase. For this project, the online survey was initially piloted internally in 'test' mode by Research First staff and Council Staff. A second pilot was then conducted during the "soft launch" phase. The first 5 responses to the online survey were analysed to ensure individuals were able to complete the survey with ease.

This extensive testing process aimed to make sure the questionnaire was fit for purpose, and the resulting data would best meet the Council's needs. Research First believes that high quality data collection relies on maximising response rates through a simple, clear questionnaire.

HOUSING PREFERENCES

The first part of the survey aimed to identify the relative importance of different housing attributes (when unconstrained by income or assets). It first gathered some additional demographic details, including home ownership, current location of home, and tenure. It then explored residents' motivations to move, and locations under consideration.

To explore preferences for housing attributes, respondents were shown a list of 50 different housing attributes (see the questionnaire in Appendix One). These attributes were organised into four categories. Respondents were shown one category at a time, and asked to rate each attribute as 'not important', 'of some importance' or 'very important'.

Respondents were then shown the items they had selected as being 'very important', and asked to rank the top five. These were presented as their set of top five preferences for housing attributes.

HOUSING TRADE-OFFS: A DISCRETE CHOICE EXPERIMENT

The second part of the survey aimed to develop an understanding of the actual trade-offs that residents make when choosing a house. This stage of the project explored how residents considered housing type, size and location within the constraints of their incomes and assets.

The method chosen for this was a discrete choice experiment. This is a rigorous research method which can be used to assess the trade-offs residents would make when choosing a house. The experiment aimed to determine the relative importance the population places on location, housing type, and housing size. It also aimed to assist in the creation of a choice model based on the hypothetical choices made in the study. Through statistical analysis of choices between different housing options, the experiment can help determine what choices the population would make in a real-world scenario.

Research First worked with Market Economics and the Council to determine the different housing options. These options took into consideration the types of dwelling, number of bedrooms, number of bathrooms, land area, floorspace, and locations. In total of 68 different housing options were constructed.

Market Economics in conjunction with Marlborough District Council then determined realistic costs for each housing option, in order to be able to incorporate budgetary constraints in the model. Housing cost estimates were generated by location, by typology based on a standard development feasibility model.

Housing costs were pre-estimated for each location/typology option as an input into the trade-off questions. Market Economics also used detailed rental information from MBIE (which shows rental levels by property type and size, by location) to establish the key patterns and parameters of the rental sector. It was important for the study to determine rental prices and buying prices, and treat each separately (as the rental and buying markets may make choices in different ways).

In this choice experiment, a full-factorial model was not appropriate (because of the number of potential choice sets and the need for real-world application). Hence, the experiment first determined each respondents' budgetary constraints. This was done by developing a simple budget calculator, similar to a mortgage calculator. The budget calculator defined the maximum mortgage a household could afford, based on key factors such as income, dependents, credit limits, fixed expenses, and equity. The maximum rent that households could afford was simply based on their income.

The Grattan study employed conditional logit modelling to determine the degree to which respondents valued one option over another. For this model to be reproduced, it was necessary to reduce the total potential combination of housing options presented to any one respondent. Each respondent therefore received maximum four sets of maximum four choices, each within their budgetary constraints and tailored to their location of preference. An example of four of the choices is shown in Figure A1. They were finally presented the options they had chosen, and asked which was their most preferred.

Figure A1: Example of choice set

QUALITY CONTROL

Research First has a commitment to good quality data. To this end, Research First included quality control processes, such as:

- Pre-testing the questionnaire.
- Using appropriate software to ensure data collection is managed in an efficient manner;
- Back-up of all data to an offsite location on a regular basis to ensure there is no accidental loss of response due to system failure; and

Research First reviewed the final data set to ensure that it was as clear and concise as possible.

Questionnaire

PART ONE: Telephone Invitation

CATI introduction text

INITIAL INTRODUCTION: Good <%~_DayPart_%> my name is <%~_IterName_%> from Research First, an independent research company.

I'm calling today on behalf of Marlborough District Council to carry out research about housing in Blenheim and surrounding areas.

Housing is an important issue the Councils wish to better understand people's housing choices and preferences.

Slight pause

Would you be interested in taking part?

Pause for response – continue if yes, if no ask if anyone else in the household would like to take part.

Thanks so much, I will explain a bit more about the survey.

It is in two parts:

First, we'll gather a few details over the phone, which will only take a few minutes.

Then I'll send you a link to an online survey, which should take around 20-25 minutes to complete and you can do in your own time over the next week.

Everyone who takes part is also entered into a prize draw for a chance to win $500 cash, or a donation to a charity of their choice.

Do you have time available now to help out?

Screening Questions

Single Response

SC1. Are you employed in the market research industry?

Code	Description	Routing
1	No	
2	Yes	End2Screening

Single Response

SC2. Are you over 18 years of age?

Code	Description	Routing
1	Yes	
2	No	End2Screening

Information

Before we begin, please note that:

Research First will never pass on information to the client or any other company, which might identify you personally;

You have the right to have your personal data corrected or removed from our database;

You have the right to decline, or withdraw from the research at any time;

This call is recorded for training and auditing purposes.

Single Response
READ OUT: I'd like to start by asking a few questions about you and your household. The information will be used for ensuring that we talk to a wide and representative cross section of Blenheim residents.

SC3. Which of the following types best describes your household make up: *Read out.*

Quotas   Description   Open category
          One person households (aged under 65 years old)
          One person households (aged 65 years and over)
          Couple without children (aged under 65 years old)
          Couple without children (aged 65 years and over)
          Parent(s) or caregiver(s) with children
          Other multi-person household (e.g., flatting/ student flat etc)
          Other (please specify)

Current Suburb or Town Living

Single Response

SC4. To ensure that we include people from Blenheim and the surrounding areas, can you please tell me which suburb or town you currently live in?

Interviewer- **Type the first 3 letters of the suburb description and select "show list". From the list you can select the suburb**

Code	Description	Routing
1	Blenheim Central	
2	Mayfield	
3	Redwoodtown East	
4	Redwoodtown West	
5	Renwick	
6	Riverlands	
7	Riversdale-Islington	
8	Spring Creek-Grovetown	
9	Springlands	
10	Whitney East	
11	Whitney West	
12	Witherlea East	
13	Witherlea West	
14	Woodbourne	
15	Yelverton	
99	Not in Blenheim or surrounding areas	End2Screening

First Name

Text

SC5. Can you please provide me with your first name? We will only use this for internal auditing purposes, and to personalise our emails to you.

Write first name ONLY even if they give you surname.

<#Question>

Email Address

Text

SC6. As I mentioned at the start of this call, the research involves an online survey. This is because it's easier for you to understand what we are asking you to do if you can see the questions on a screen.

Can I please take your email address so I can send you through a unique link to the online survey?

IMPORTANT– Please check and confirm the spelling of the email - read it back to them.

The link to the questionnaire will be sent to the respondents email address when you select "next".

Farewell

Info Page

SC7. Ok, that concludes this call.
The link will be sent immediately, so if you don't receive it, please check your spam folder - it will be sent from 'survey@researchfirst.co.nz'.
Thanks so much for your time and assistance, just to remind you my name is <%~_IterName_%> from Research First, have a great day.

PART TWO: Online Survey

Email invite

Thanks for taking the time to speak with us on the phone, and for your interest in taking part in Marlborough District Council's Housing We'd Choose survey.

Here is the link to the online survey: **[insert link]**

As our interviewer explained on the phone, we are interested in the types of choices that people from Blenheim and the surrounding areas make and the preferences they have when choosing a home.

The online survey will ask you about your current situation and the things that are important to you when choosing a home, and then present you with various potential housing options.

The survey should take around 20-25 minutes to complete. You don't have to finish it all in one sitting - you can close your browser, and it will remember where you got up to. Just click on the link in this email when you are ready to take part.

Everyone who takes part is also entered into a prize draw to win $500 cash, or a donation to a charity of their choice.

You will not be personally identified by this research, and we take your confidentiality seriously. For your information, we have included a link to our privacy policy.
If you have any questions about the research, please contact the project manager, Adelaine Hansson, on 0800 734 778.

Web Introduction

Info Page

Welcome to Marlborough District Council's "Housing We'd Choose" survey!

We are interested in the types of choices that people from Blenheim and the surrounding areas make and the preferences they have when choosing a home. The survey will ask you about your current situation and the things that are important to you when choosing a home, and then present you with various potential housing options.

It should take around 20-25 minutes, and you don't have to finish it all in one sitting - if you close your browser, it will remember where you got up to if you click the link in your invite email again.

Everyone who takes part is also entered into a prize draw to win $500 cash, or a donation to a charity of their choice.

If you have any questions about the research, please contact Adelaine Hansson at Research First, on 0800 734 778.

You will not be personally identified by this research, and we take your confidentiality seriously. For your information, we have included a link to our privacy policy (please click here).

Please click below to begin.

SECTION 1: About your Current Situation

The first part of the questionnaire asks about your current housing situation, such as the type of dwelling you live in, how long you have lived there, and your future housing requirements.

Single Response

Q0. **Looking at the map below, what part of Blenheim or surrounding areas do you live in?**

Please click on 'select an answer' below and choose from the dropdown menu. If your chosen suburb does not appear, please type it in.
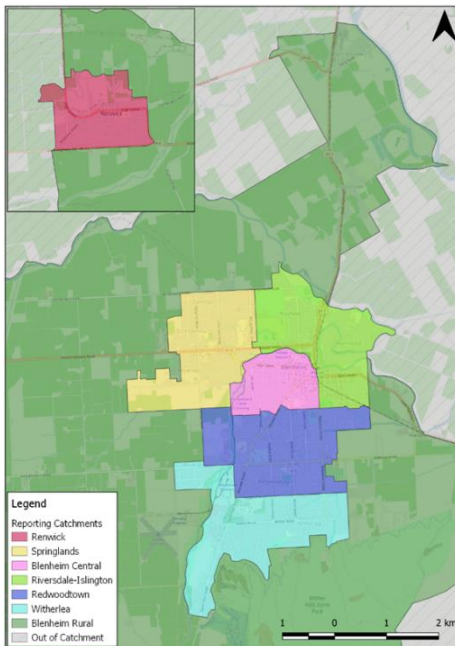
Code	Description
1	Renwick
2	Springlands
3	Blenheim Central
4	Riversdale-Islington
5	Redwoodtown
6	Witherlea
7	Blenheim Rural
96	Other (please specify)

Single Response

Q1. What type of dwelling do you currently live in?

Code	Description	Open category
1	A stand-alone dwelling	
2	A unit or attached dwelling (e.g. duplexes or flats)	
3	Terraced housing or unit in a building up to 2 storeys	
4	An apartment or unit in a building 3 storeys or more	
98	Other dwelling (e.g. caravan, cabin, houseboat)	

Single Response

Q1a. How many bedrooms are in your current dwelling?

Code	Description
1	1
2	2
3	3
4	4
5	5
6	6+

Single Response

Q2. Who owns the dwelling that you currently live in?

Code	Description	Open category
1	I own this dwelling with a mortgage	
2	I own this dwelling without a mortgage	
3	I jointly own this dwelling with other people with a mortgage	
4	I jointly own this dwelling with other people without a mortgage	
5	A family trust owns this dwelling	
6	Parents / other family members or a partner owns this dwelling	
7	A private landlord who is not related to me owns this dwelling	
8	A local authority or council owns this dwelling	
9	Housing New Zealand/Kāinga Ora owns this dwelling	
10	Marlborough District Council owns this dwelling	
98	Other landlord (such as Department of Conservation, Ministry of Education, Iwi, Habitat for Humanity)	
99	Don't know	

Single Response

Q3. How long have you lived in your current dwelling?

Code	Description
1	Less than one year
2	1 year to just under 2 years
3	2 years to just under 5 years
4	5 years to just under 10 years
5	10 years or more

Single Response

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Q4. Do you plan on moving in the next five years?

Code	Description
1	Yes
2	No
3	Unsure

ASK IF Q4 = 1, ELSE SKIP

Single Response

Q5(a). Where are you thinking of moving to?

Code	Description
1	Within the one of the areas highlighted on the map
2	Outside of the areas highlighted on the map
3	Unsure
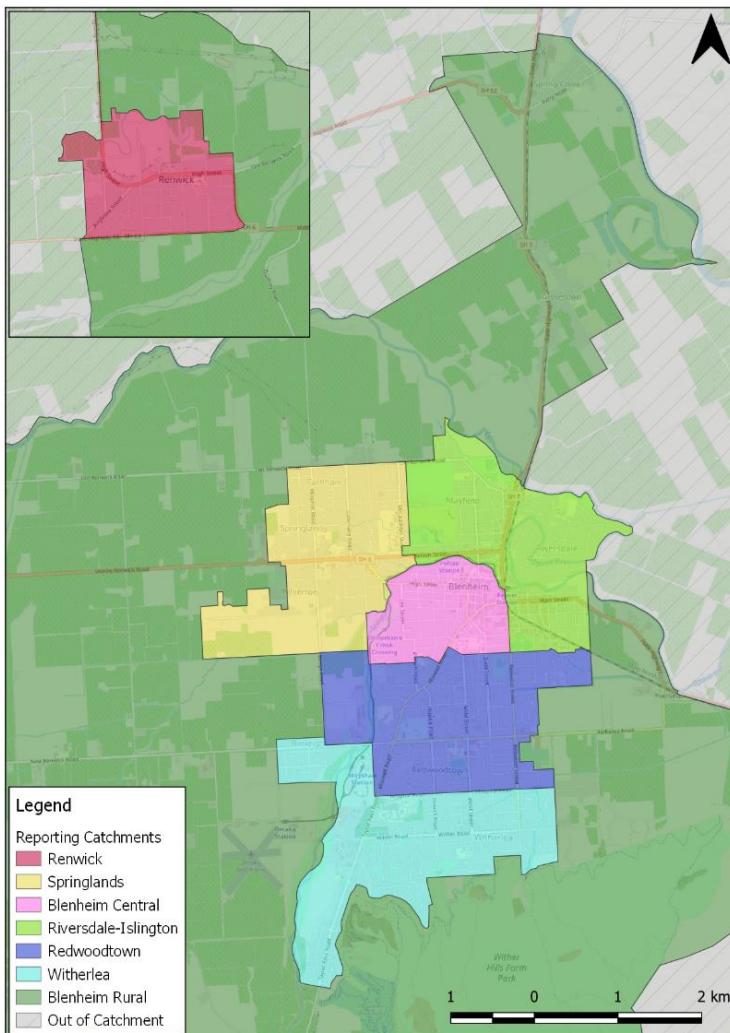
ASK IF Q5a = 1, ELSE SKIP
Single Response

Q5(b). What part of Blenheim and surrounding areas are you considering moving to?

Please click on 'select an answer' below and choose from the dropdown menu. If your chosen suburb does not appear, please type it in.
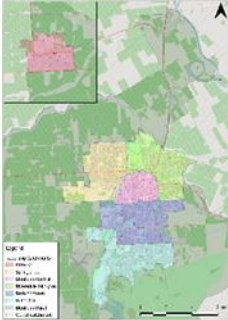
Code	Description
1	Renwick
2	Springlands
3	Blenheim Central
4	Riversdale-Islington
5	Redwoodtown
6	Witherlea
7	Blenheim Rural
96	Other (please specify)

Single Response

Q6. What would be the main factor that would motivate you to move? [Randomise answering options]

Description	Open category
To change to a better location, (e.g. closer to work or study, family or amenities)	
To get into a particular school zone or catchment	
To have a bigger home	
To have a smaller home	
To move from renting to buying a home	
To live in a more affordable home	
If there was a change in my personal circumstances (e.g. who I would live with)	
To have a larger section/outdoor area	
Other (please specify)	

SECTION 2: About your Preferred Housing Features

The next part of the survey examines how important various features are to you when you think about choosing a place to live. This includes features related to general location, proximity to local facilities, the local environment, the property, and the dwelling itself.

Please provide an answer for each individual item and be as honest as you can in your responses.

Even if you are not intending to move in the near future, you can still complete this section. Please consider how important each of them would be to you, in your current circumstance, if you were to think about choosing a place to live.

If any of the features are not applicable to your current situation, please select "Not important".

Single Grid

Q7. Please rate the importance of the following general location features. Please provide an answer for each individual item below. [Randomise answering options]

Code	Description
1	Not important
2	Of some importance
3	Very important

General location features

Description	Condition
Near family and friends	
Easy access to places of work	
Easy access to City or town centre	
Easy access to centre amenities	
Easy access to shops	
Easy access to the airport	
Easy access to bars, pubs, nightlife, restaurants and cafes	
Easy access to place of study	
Ability to walk/cycle to work or study	
Easy walking/cycling distance to centre	
Easy access to public transport	
In a familiar area	

Single Grid

Q8. Please rate the importance of the proximity to the following facilities. Please provide an answer for each individual item below. [Randomise answering options]

Code	Description
1	Not important
2	Of some importance
3	Very important

Proximity to facilities

List definition

Description	Condition
Near a sports club/fields	
Near recreation activities involving walking, running, cycling tracks, kayaking	
Near a park or reserve	
Near a community centre	
Near a gym	
Near a library	
Near to a place of worship	
Near the coast or beach	
Near a GP/healthcare provider	
Near a hospital	
Near a preferred school	

Single Grid

Q9. Please rate the importance of the following aspects of the local environment. Please provide an answer for each individual item below. [Randomise answering options]

Code	Description
1	Not important
2	Of some importance
3	Very important

Aspects of the local environment

List definition

Description	Condition
Sea view	
Landscape view	
City view	
Presence of trees	
A physically attractive neighbourhood	
Safe from crime	
Away from busy roads	
Away from industrial areas	
Sense of community	
Lack of noise	
Safe from natural hazards (e.g. flooding, landslide, earthquake)	
Vibrancy	
Rural/semi-rural character	

Single Grid

Q10. **Please rate the importance of the following property features. Please provide an answer for each individual item below.** [Randomise answering options]

Code	Description
1	Not important
2	Of some importance
3	Very important

Property features

List definition

Description	Condition
Freehold title	
Is on a flat section	
No stairs	
Standalone dwelling	
Attached dwelling (e.g. duplexes, townhouses or terraced housing)	
North facing	
Section easy to maintain	
Large section	
Has a lawn	
Balcony/courtyard/outdoor dining space	
Adequate garaging/off-street parking	
Fully fenced	
Sunny	
Has a second dwelling	

ONLY SHOW ITEMS RATED VERY IMPORTANT IN Q7 TO Q10

Q11. **The table below includes all the items you have rated as being very important. Can you now please rank your top 5 preferences, in order of importance?**
Please record your preferred order by typing 1 (most important preference), 2, 3, 4 and 5 in the boxes below. You may only enter one of each ranking.

Property	Value
Randomise list	Yes
Randomise	0
Maximum	5
Possible VALUES	1,2,3,4,5
Minimum total	1
Maximum total	15
Whole numbers only	Yes
All numbers unique	Yes
Empty allowed	Yes

SECTION 3: Living and Working

Living and Working Suburbs

Single Response

Q13. **Which area are you currently working in?**

Please click on 'select an answer' below and choose from the dropdown menu. If your chosen suburb does not appear, please type it in.'

If you are not currently employed or you work in more than one area, please choose the relevant option at the bottom of the list.
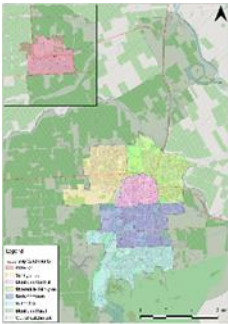
DROPDOWN LIST

Code	Description
1	Renwick
2	Springlands
3	Blenheim Central
4	Riversdale-Islington
5	Redwoodtown
6	Witherlea
7	Blenheim Rural
8	Outside catchment
990	Other (please specify)
994	I work outside Marlborough District
995	I am not currently working
996	I am retired
997	I am a student
998	I work from home
999	I work in more than one part of Marlborough

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Preference Map

Single Grid

Q14. Please look at the map below. Given your financial situation and your knowledge of house prices and rents in Blenheim and surrounding areas, please select the two areas where you would most like to live. Please use the grid below the map to indicate your first and second choices.

	Code	Description
Q14_A1	1	First choice:
Q14_A2	2	Second choice:

Code	Description
1	Renwick
2	Springlands
3	Blenheim Central
4	Riversdale-Islington
5	Redwoodtown
6	Witherlea
7	Blenheim Rural

Legend
Reporting Catchments
Renwick
Springlands
Blenheim Central
Riversdale-Islington
Redwoodtown
Witherlea
Blenheim Rural
Out of Catchment
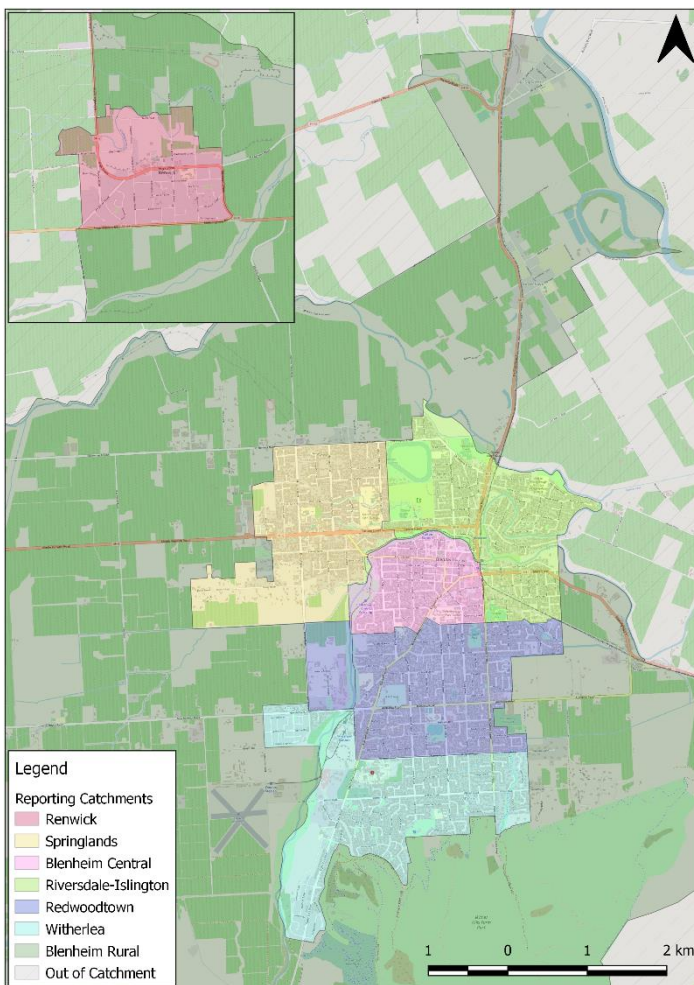
Financial Description

The rest of the survey focuses on the housing you would choose to buy, or to rent, within Blenheim and surrounding areas. In order to do this, we need to first ask some questions relating to your current financial situation.

The following questions are designed to calculate a maximum amount for your household to buy, or to rent, within your preferred parts of Blenheim and surrounding areas.

Please answer the questions as honestly and accurately as you can.

The information you provide will remain confidential and will only be used for the purposes of this survey.

Click below to continue.

Household Composition

Q15. To factor in the typical living costs (e.g. food, utilities, rates, insurance etc,) of running a household of your size, please indicate the number of dependents that would be living with you.

Composition Adult

Numerical

Q15_ADULT   <u>Description</u>

To start with, please can you tell us how many adults are currently living in your household, including yourself? By adults we mean people aged 18 years and over.

Composition Child

Numerical

Q15_CHILD   <u>Description</u>

And how many children aged up to 18 are living with you? By that we mean on a full-time basis (more than five days a week) Please enter '0' if children do not reside with you

---

HOUSEHOLD_SIZE = (Q15_ADULT) + (Q15_CHILD)

Presence of a Second Income Earner

Single Response

Q15a. Is the household income earned by one person, or more than one person?

Code	Description
0	One person
1	More than one person

SECOND_EARNER = IF(Q15b='More than one person',1,0)

Income

Single Response

Q16. **Please select your annual household income range (before tax) from the list below:
If you don't know, please give your best estimate.**

Code	Description
1	less than $30,000
2	$30,000 - $34,999
3	$35,000 - $39,999
4	$40,000 - $44,999
5	$45,000 - $49,999
6	$50,000 - $59,999
7	$60,000 - $69,999
8	$70,000 - $79,999
9	$80,000 - $89,999
10	$90,000 - $99,999
11	$100,000 - $109,999
12	$110,000 - $119,999
13	$120,000 - $129,999
14	$130,000 - $139,999
15	$140,000 - $149,999
16	$150,000 - $174,999
17	$175,000 - $199,999
18	$200,000 - $224,999
19	$225,000 - $249,999
20	$250,000 - $274,999
21	$275,000 - $299,999
22	$300,000 - $324,999
23	$325,000 - $349,999
24	$350,000 - $374,999
25	$375,000 - $399,999
26	$400,000 or more

INCOMEVAL = PRJ(Q16, 30000, 30000, 35000, 40000, 45000, 50000, 60000, 70000, 80000, 90000, 100000, 110000, 120000, 130000, 140000, 150000, 175000, 200000, 225000, 250000, 275000, 300000, 325000, 350000, 375000, 400000)

Credit Limits

Numerical

Q17. **What are your credit limits on the following?**

**Please type the amount in the appropriate boxes below
Please enter '0' if an item doesn't apply.
Please do not include commas or decimal points.**

	Code	Description
Q17_CC	1	Credit card/s:
Q17_OD	2	Overdraft:

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Grouped Expenses

Fixed Expenses

Q18. **What are your fixed expenses?**

Fixed Expenses are expenses that you are committed to regularly paying (such as hire purchase payments, child support, personal loans or student loans). This does not include typical household living costs such as groceries, power, rent and mortgage.

Please calculate a combined amount for your household and type it in the box below:
Please enter '0' if an item doesn't apply.
Please do not include commas or decimal points.

Please also indicate whether this combined amount is on a weekly, fortnightly, monthly or annual basis:

Expenses
Numerical

Q18_A1 Description

Total expenses or outgoings:

Expenses Timing
Single Grid

Frequency of payment:

Q18_B1	Code	Description
	0	No expenses
	1	Weekly
	2	Fortnightly
	3	Monthly
	4	Yearly

EXPENSES_NORMAL = ([Q18_A1]) *
IF((Q18_B1=0),0,(IF((Q18_B1=1),4.25,(IF((Q18_B1=2),2.125,(IF((Q18_B1=3),1,(IF((Q18_B1=4),0.083,0)))))))))

Equity

Single Response

Q19. **Please select the amount of money you could realistically raise for a deposit on a home. It could include equity on an existing property, savings, help from family or other assets/ investments you may choose to sell.**

Please remember to include any grants you may be entitled to such as FirstHome or money from your KiwiSaver Investments. If you don't know, please give your best estimate.

Code	Description
1	less than $50,000
2	$50,000 - $99,999
3	$100,000 - $149,999
4	$150,000 - $199,999
5	$200,000 - $249,999
6	$250,000 - $299,999
7	$300,000 - $349,999
8	$350,000 - $399,999
9	$400,000 - $449,999
10	$450,000 - $499,999
11	$500,000 - $599,999
12	$600,000 - $699,999

13	$700,000 - $799,999
14	$800,000 - $899,999
15	$900,000 - $999,999
16	$1,000,000 - $1,099,999
17	$1,100,000 - $1,199,999
18	$1,200,000 - $1,299,999
19	$1,300,000 - $1,399,999
20	$1,400,000 - $1,499,999
21	$1,500,000 or more

EQUITYVAL = PRJ(Q19, 50000, 50000, 100000, 150000, 200000, 250000, 300000, 350000, 400000, 450000, 500000, 600000, 700000, 800000, 900000, 1000000, 1100000, 1200000, 1300000, 1400000, 1500000)

Calculation
(See Market Economics' Mortgage Calculator 2021, Excel Spreadsheet dated 29/10/2021)

INCOME_CALC = (((([INCOMEVAL])/10000) * 64867)
ADDITIONAL_INC = (([SECOND_EARNER])*51000)
ADULT_CALC = IF((Q15A=1),([Q15_ADULT]-2) * 57000,([Q15_ADULT]-1) * 57000)
CHILDREN_CALC = (([Q15_CHILD]) * 12000)
OVERDR_CALC = ((([Q17_OD]) / 1000) * 7000)
CC_CALC = ((([Q17_CC]) / 100) * 400)
IF [EXPENSES_NORMAL] > 2000, THEN FIX_CALC =(((([EXPENSES_NORMAL] - 2000) / 10) * 1500).
IF EXPENSES_NORMAL] < 2000, THEN FIX_CALC = 0.
TOTAL_CALC = (((((([INCOME_CALC]) + ([ADDITIONAL_INC]) - ([ADULT_CALC])) - ([CHILDREN_CALC])) - ([OVERDR_CALC])) - ([CC_CALC])) - ([FIX_CALC]))
TOTALMORT_INCLEQ = ([TOTAL_CALC]) + ([EQUITYVAL])

RENT_CALC = (([INCOMEVAL]) / 100) * 30
MONTHLY_RENT = ([RENT_CALC]) / 12
WEEKLY_RENT = TRC (([RENT_CALC]) / 52)

If more than one Buy option available, go to Buy Section.
If not, check that more than one Rent option is available, then go to Rent Section.
If less than one Buy or Rent options available, go to Q22

Text for BUY SECTION

In this part of the survey you will be presented with various housing options that would potentially be within your budget, should they be available.

Given the details you provided previously, our calculator suggests that you could potentially afford to buy a house worth: **TOTALMORT_INCLEQ**

Consider the options in each set carefully before moving forward to the next set. There will be a maximum of four sets and a final decision set.

Please note that the same housing options may be presented under multiple sectors. Your preferred sectors have been considered, but some options may be excluded due to affordability. Also it may be possible that you are shown housing that you feel is impractical for your household or family type. Please make a selection based on the most attractive and best fit in other respects as you will be given the opportunity to explain this after your final selection.

Please assume that all the housing options presented are new and of medium standard quality.

Click below to continue.
.

Text for RENT SECTION

In this part of the survey you will be presented with various housing rental options that would potentially be within your budget, should they be available.

Given the details you provided previously, our calculator suggests that you could potentially afford a rental of: **WEEKLY_RENT** per week.

Consider the options in each set carefully before moving forward to the next set. There will be a maximum of four sets and a final decision set.

Please note that the same housing options may be presented under multiple sectors. Your preferred sectors have been considered, but some options may be excluded due to affordability. Also it may be possible that you are shown housing that you feel is impractical for your household or family type. Please make a selection based on the most attractive and best fit in other respects as you will be given the opportunity to explain this after your final selection.

Please assume that all the housing options presented are new and of medium standard quality.

Click below to continue.

Buy Set 1 or Rent Set 1

Single Response

Please select your preferred [housing / rental] option from the following options (Set 1).

To make your choice, click on the image of your preferred option until the frame changes from yellow to black, then click the arrow at the bottom of the page to advance to the next set.

Please choose carefully as you will not be able to alter your selection by going back.

Please assume that all the housing options presented are new and of medium standard quality.

Buy Set 2 or Rent Set 2

Single Response

Please select your preferred [housing / rental] option from the following options (Set 2).

To make your choice, click on the image of your preferred option until the frame changes from yellow to black, then click the arrow at the bottom of the page to advance to the next set.

Please choose carefully as you will not be able to alter your selection by going back.

Please assume that all the housing options presented are new and of medium standard quality.

Buy Set 3 or Rent Set 3

Single Response

Please select your preferred [housing / rental] option from the following options (Set 3).

To make your choice, click on the image of your preferred option until the frame changes from yellow to black, then click the arrow at the bottom of the page to advance to the next set.

Please choose carefully as you will not be able to alter your selection by going back.

Please assume that all the housing options presented are new and of medium standard quality.

Buy Set 4 or Rent Set 4

Single Response

Please select your preferred [housing / rental] option from the following options (Set 4).

To make your choice, click on the image of your preferred option until the frame changes from yellow to black, then click the arrow at the bottom of the page to advance to the next set.

Please choose carefully as you will not be able to alter your selection by going back.

Please assume that all the housing options presented are new and of medium standard quality.

Buy Decide on One <u>or</u> Rent Decide on One

Single Response
Final Set[1]

Below are your chosen options from the preceding questions. Please select your most preferred housing option overall.

To do this, <u>drag the all 4 images</u> from the <u>top part of the screen</u>, down into the <u>bottom part of the screen</u>, with your <u>most preferred on the left and your least preferred on the right</u>.

Decisions Making Factors

Single Response
Q20. **If you planned to move tomorrow, does the housing option you ranked as your most preferred reflect the housing you would choose given your current financial situation?**
Show image of most preferred option

Code	Description
1	Yes [GOTO Q21]
2	No [GOTO Q20b]
3	Don't know [GOTO Q20b]

Why?
Open Ended
20b. What would you have preferred and why?

Top 3

Numerical
Q21. In order to understand how you chose your preferred housing option please rank the following factors in order of importance where 1 is most important and 4 is least important.

Please record your preferred order by typing 1, 2, 3 or 4 in the boxes below. You may only enter one of each ranking.

Code	Description
1	Location (the area you chose)
2	House type (If the house is a specific type e.g. detached, semi-detached or an apartment)
3	Dwelling features (size of lot, number of parking spaces, presence of garden, number of bedrooms and living areas)
4	Dwelling value (perceived value for money of the housing option)

---

[1] If they are only shown one set, then they don't need to be asked the final rank question. However, can you record their selection to Set 1 as their Most Preferred option in the final rank question? Then can you go to Q20 and show this image?

Rent Option

(RentSet1 is not asked) and (MonthlyRent > 1200)

Single Response

Now that you have looked at the purchase options, would you be interested in seeing what would be available as a rental?

Code	Description	Routing
1	Yes	[GOTO RentSection]
2	No	

SECTION 4: About you

Lastly a few questions about you. This is so we can compare the results for different groups of people who live in Blenheim and the surrounding areas.

Single Response

Q22. In which of the following age groups do you belong?

Code	Description
1	18 - 24
2	25 - 29
3	30 - 34
4	35 - 39
5	40 - 44
6	45 - 49
7	50 - 54
8	55 - 59
9	60 - 64
10	65 - 69
11	70 - 74
12	75+

Single Response

Q23. How many years in total have you lived in Blenheim and the surrounding areas?

Code	Description
1	Less than one year
2	1 year to just under 2 years
3	2 years to just under 5 years
4	5 years to just under 10 years
5	10 years or more

ASK IF Q23 = 1, 2 or 3, ELSE SKIP

Single Response

Q23a. Where did you move from?

Code	Description
1	Auckland
2	Waikato/Bay of Plenty
3	Wellington
4	Rest of North Island
5	Rest of Marlborough
6	Canterbury
7	Rest of South Island
8	Overseas

Multiple Response
Q24. **Which ethnic group or groups do you identify with? You may choose more than one.**

Description	Open category	Exclusive
NZ European/ Pākehā		
Māori		
Pacific Islander		
Asian		
Middle Eastern/ Latin American/ African		
Other (please specify)	•	
Prefer not to say		•

Comments

Open Ended
Q25. **Are there any additional comments you would like to make in respect of this survey?**

End 1

Thank you for completing the survey, your efforts are greatly appreciated.

Your name will be entered into the prize draw. If you win, you will have the choice of $500 cash, or a donation to a charity of our choice.

Please remember that the answers you provide will remain confidential.

If you have any questions about the research please contact Adelaine Hansson on 0800 734 778.

Good luck with the prize draw.

You may close your browser window now, or this page will direct to the Research First website shortly.

Housing Options Slides

Rural Residential
Bedrooms: **4**   Bathrooms: **2**
Land: **2000m²**   Floor: **250m²**
$1,564,000
Blenheim Rural

1-O.jpg

Rural Residential
Bedrooms: **5**   Bathrooms: **3**
Land: **2500m²**   Floor: **280m²**
$1,766,000
Blenheim Rural

2-O.jpg

Standalone House
Bedrooms: **2**   Bathrooms: **1**
Land: **300m²**   Floor: **150m²**
$659,000
Blenheim Central

4-O.jpg

Standalone House
Bedrooms: **3**   Bathrooms: **2**
Land: **350m²**   Floor: **170m²**
$751,000
Blenheim Central

5-O.jpg

Standalone House
Bedrooms: **4**   Bathrooms: **3**
Land: **500m²**   Floor: **250m²**
$949,000
Blenheim Central

6-O.jpg

Standalone House
Bedrooms: **2**   Bathrooms: **1**
Land: **450m²**   Floor: **150m²**
$717,000
Springlands

7-O.jpg

Standalone House
Bedrooms: **3**   Bathrooms: **2**
Land: **600m²**   Floor: **170m²**
$848,000
Springlands

8-O.jpg

Standalone House
Bedrooms: **4**   Bathrooms: **3**
Land: **800m²**   Floor: **250m²**
$1,065,000
Springlands
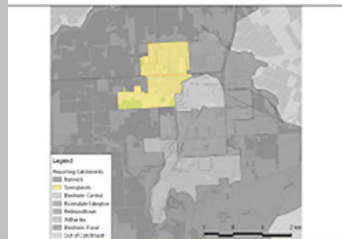
9-O.jpg

Standalone House
Bedrooms: **2**   Bathrooms: **1**
Land: **450m²**   Floor: **150m²**
$682,000
Riversdale-Islington

10-O.jpg

Standalone House
Bedrooms: **3**   Bathrooms: **2**
Land: **500m²**   Floor: **170m²**
$769,000
Riversdale-Islington

11-O.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **650m²** Floor: **250m²**
$955,000
Riversdale-Islington

12-O.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$700,000
Redwoodtown
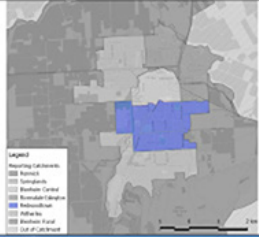
13-O.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$826,000
Redwoodtown
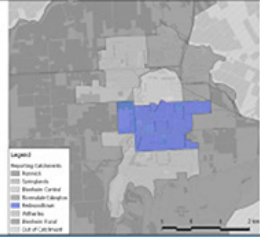
14-O.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **700m²** Floor: **250m²**
$1,000,000
Redwoodtown

15-O.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$713,000
Witherlea

16-O.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$843,000
Witherlea

17-O.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **800m²** Floor: **250m²**
$1,058,000
Witherlea

18-O.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$665,000
Renwick
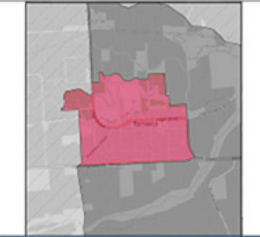
19-O.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$751,000
Renwick
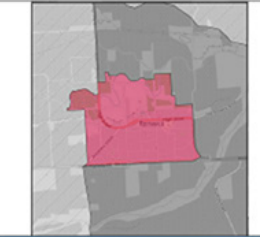
20-O.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **900m²** Floor: **250m²**
$1,003,000
Renwick
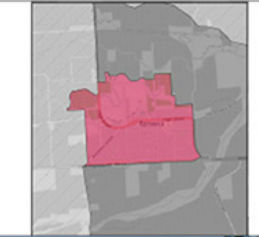
21-O.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$530,000
Blenheim Central
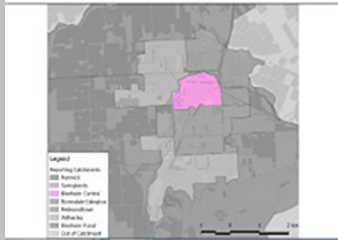
22-O.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$695,000
Blenheim Central

23-O.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$859,000
Blenheim Central

24-O.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$531,000
Springlands
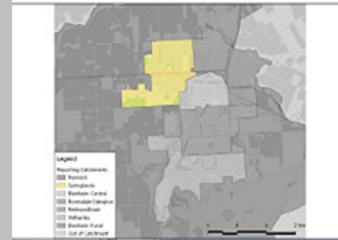
25-O.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$696,000
Springlands
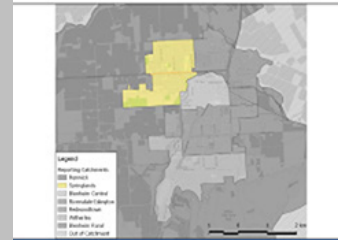
26-O.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$860,000
Springlands
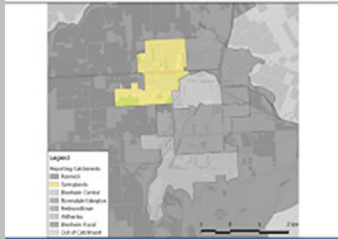
27-O.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$536,000
Riversdale-Islington

28-O.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$702,000
Riversdale-Islington

29-O.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$868,000
Riversdale-Islington

30-O.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$498,000
Redwoodtown

31-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$657,000
Redwoodtown
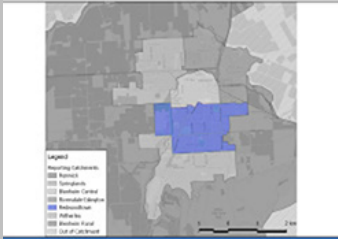
32-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$815,000
Redwoodtown
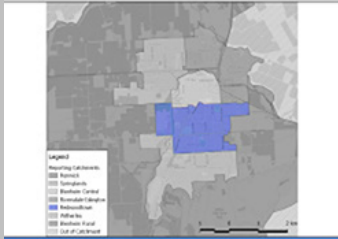
33-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$526,000
Witherlea
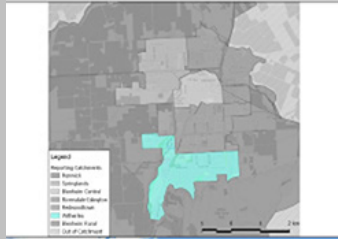
34-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$689,000
Witherlea

35-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$853,000
Witherlea

36-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$491,000
Renwick
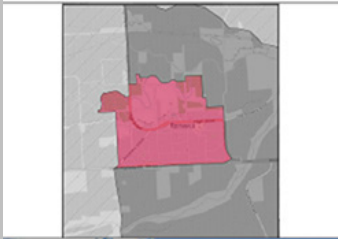
37-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$647,000
Renwick
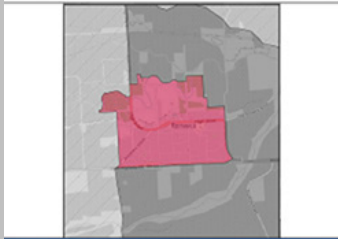
38-O.jpg

**Semi-detached
(aka duplex)**
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$804,000
Renwick
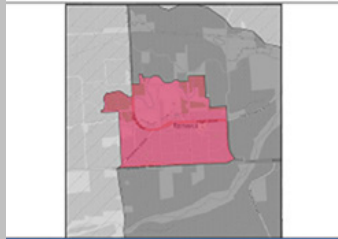
39-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$638,000
Blenheim Central

40-O.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$743,000
Blenheim Central

41-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$868,000
Blenheim Central

42-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$626,000
Springlands

43-O.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$752,000
Springlands
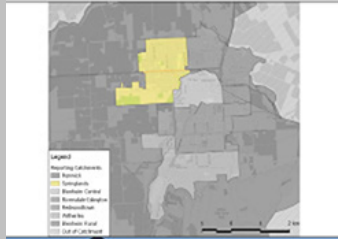
44-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$851,000
Springlands

45-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$636,000
Riversdale-Islington

46-0.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$765,000
Riversdale-Islington

47-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$866,000
Riversdale-Islington

48-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$626,000
Redwoodtown

49-O.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$753,000
Redwoodtown

50-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$851,000
Redwoodtown

51-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$629,000
Witherlea

52-O.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$757,000
Witherlea

53-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$856,000
Witherlea

54-O.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$603,000
Renwick

55-O.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$724,000
Renwick

56-O.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$817,000
Renwick
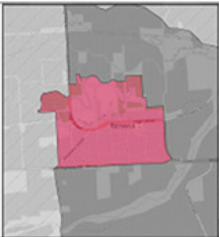
57-O.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$383,000
Blenheim Central

58-O.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$530,000
Blenheim Central

59-O.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$647,000
Blenheim Central

60-O.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$382,000
Springlands

61-O.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$528,000
Springlands

62-O.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$646,000
Springlands
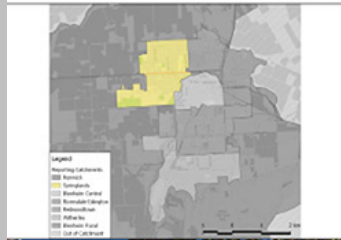
63-O.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$383,000
Riversdale-Islington

64-O.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$530,000
Riversdale-Islington

65-O.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$647,000
Riversdale-Islington

66-O.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$382,000
Redwoodtown

67-O.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$528,000
Redwoodtown

68-O.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$646,000
Redwoodtown

69-O.jpg

Rural Residential
Bedrooms: **4** Bathrooms: **2**
Land: **2000m²** Floor: **250m²**
$440
Blenheim Rural

1-R.jpg

Rural Residential
Bedrooms: **5** Bathrooms: **3**
Land: **2500m²** Floor: **280m²**
$540
Blenheim Rural

2-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **300m²** Floor: **150m²**
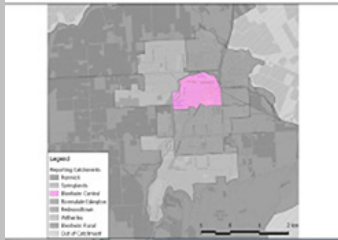**$420**
Blenheim Central

4-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **350m²** Floor: **170m²**
$490
Blenheim Central

5-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **500m²** Floor: **250m²**
$550
Blenheim Central

6-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$430
Springlands

7-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$500
Springlands

8-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **800m²** Floor: **250m²**
$580
Springlands

9-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$390
Riversdale-Islington
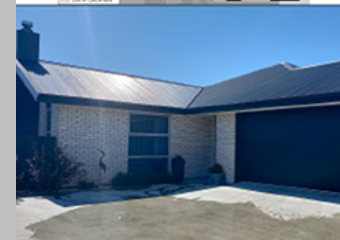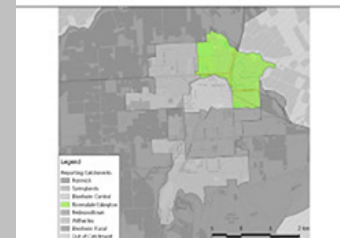
10-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **500m²** Floor: **170m²**
$490
Riversdale-Islington

11-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **650m²** Floor: **250m²**
$510
Riversdale-Islington

12-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$410
Redwoodtown
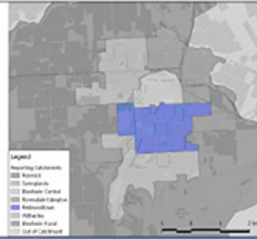
13-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$480
Redwoodtown

14-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **700m²** Floor: **250m²**
$540
Redwoodtown
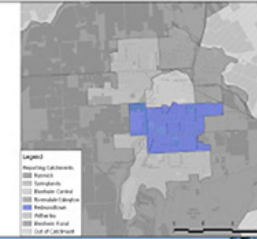
15-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$410
Witherlea

16-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$500
Witherlea

17-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **800m²** Floor: **250m²**
$590
Witherlea

18-R.jpg

Standalone House
Bedrooms: **2** Bathrooms: **1**
Land: **450m²** Floor: **150m²**
$400
Renwick

19-R.jpg

Standalone House
Bedrooms: **3** Bathrooms: **2**
Land: **600m²** Floor: **170m²**
$480
Renwick
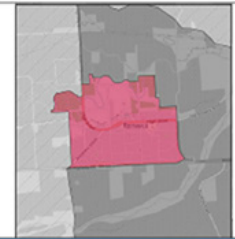
20-R.jpg

Standalone House
Bedrooms: **4** Bathrooms: **3**
Land: **900m²** Floor: **250m²**
$560
Renwick
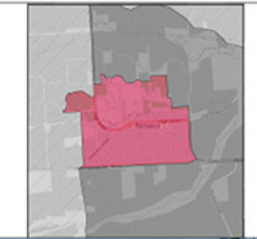
21-R.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$390
Blenheim Central
22-R.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$400
Blenheim Central
23-R.jpg
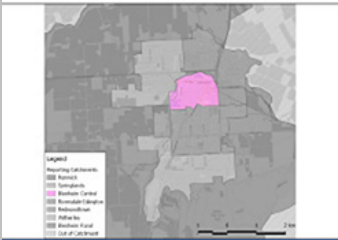
Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$410
Blenheim Central
24-R.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$400
Springlands
25-R.jpg
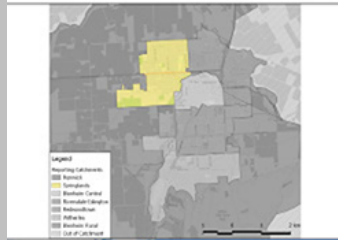
Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$410
Springlands
26-R.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$420
Springlands
27-R.jpg
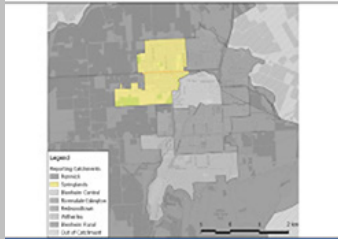
Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$390
Riversdale-Islington
28-R.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$450
Riversdale-Islington
29-R.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$460
Riversdale-Islington
30-R.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$390
Redwoodtown
31-R.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$450
Redwoodtown
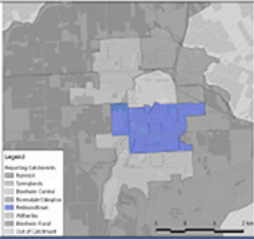
32-R.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$510
Redwoodtown
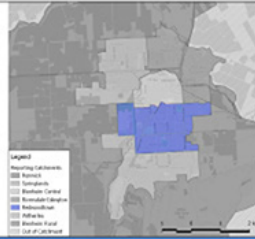
33-R.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$370
Witherlea

34-R.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$450
Witherlea
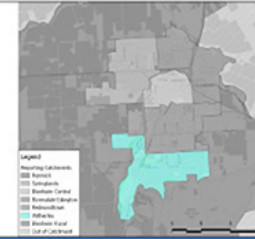
35-R.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$530
Witherlea

36-R.jpg

Semi-detached (aka duplex)
Bedrooms: **2** Bathrooms: **1**
Land: **250m²** Floor: **80m²**
$280
Renwick
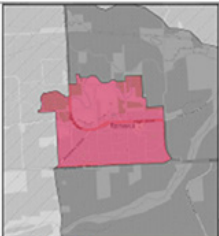
37-R.jpg

Semi-detached (aka duplex)
Bedrooms: **3** Bathrooms: **2**
Land: **300m²** Floor: **100m²**
$340
Renwick
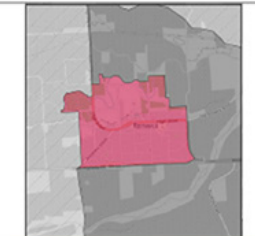
38-R.jpg

Semi-detached (aka duplex)
Bedrooms: **4** Bathrooms: **2**
Land: **350m²** Floor: **140m²**
$400
Renwick
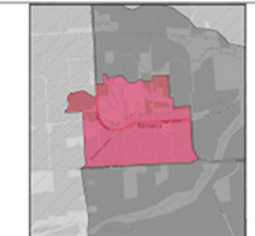
39-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$405
Blenheim Central

40-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$420
Blenheim Central

41-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$430
Blenheim Central

42-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$415
Springlands

43-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$430
Springlands
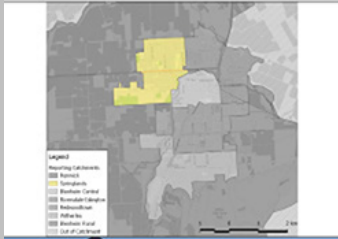
44-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$440
Springlands
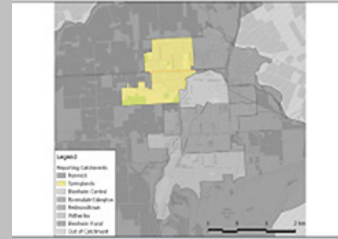
45-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$390
Riversdale-Islington

46-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$470
Riversdale-Islington

47-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$485
Riversdale-Islington

48-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$400
Redwoodtown

49-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$460
Redwoodtown

50-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$520
Redwoodtown

51-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
Land: **200m²** Floor: **110m²**
$390
Witherlea

52-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$470
Witherlea

53-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$550
Witherlea

54-R.jpg

Terraced House
Bedrooms: **2** Bathrooms: **1**
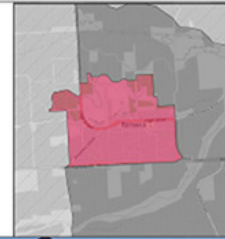Land: **200m²** Floor: **110m²**
$340
Renwick

55-R.jpg

Terraced House
Bedrooms: **3** Bathrooms: **2**
Land: **250m²** Floor: **140m²**
$410
Renwick

56-R.jpg

Terraced House
Bedrooms: **4** Bathrooms: **2**
Land: **300m²** Floor: **180m²**
$480
Renwick
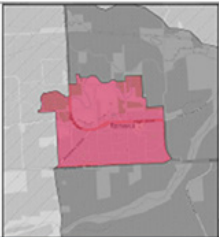
57-R.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$350
Blenheim Central

58-R.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$370
Blenheim Central

59-R.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$400
Blenheim Central

60-R.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$360
Springlands

61-R.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$380
Springlands

62-R.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$410
Springlands

63-R.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$350
Riversdale-Islington

64-R.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$360
Riversdale-Islington

65-R.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$400
Riversdale-Islington

66-R.jpg

Apartment
Bedrooms: **1** Bathrooms: **1**
Floor: **60m²**
$350
Redwoodtown

67-R.jpg

Apartment
Bedrooms: **2** Bathrooms: **1**
Floor: **90m²**
$360
Redwoodtown

68-R.jpg

Apartment
Bedrooms: **3** Bathrooms: **2**
Floor: **110m²**
$400
Redwoodtown

69-R.jpg

Appendix B – Survey sample

Distribution of the final survey sample by household type, household income, respondent ethnicity and age are shown below. The composition of the final survey sample is then compared to the 2018 Census responses for households living within the Blenheim HWC study area.

Household type

Census 2018 data was used to design a representative sample of household types within each sector (Table A-1), and Research First (RF) applied all efforts to ensure that the final sample reflected this spread (see Table A-2 for final sample). Using screening questions about their household composition and which part of Blenheim they lived in, in the initial telephonic contact, enabled RF to achieve a sample that reflected the population as closely as practicable.

Table A-1: Distribution of household type by catchment area, Census 2018 (%)

Census 2018					
Catchment	One-person households	Couple without children	Parent(s) or caregiver(s) with children	Other multi-person household (e.g., flatting)	Total
Renwick	1%	2%	3%	0%	7%
Springlands	5%	6%	6%	1%	18%
Riversdale-Islington	3%	3%	4%	1%	12%
Blenheim Central	1%	1%	1%	0%	4%
Redwoodtown	10%	10%	11%	3%	34%
Witherlea	3%	7%	6%	1%	16%
Blenheim Rural	2%	4%	3%	1%	10%
HWC Total	**26%**	**33%**	**34%**	**7%**	**100%**

Table A-2: Distribution of household type by catchment area, survey sample (%)

Survey Sample					
Catchment	One-person households	Couple without children	Parent(s) or caregiver(s) with children	Other multi-person household (e.g., flatting)	Total
Renwick	1%	4%	2%	1%	8%
Springlands	5%	7%	5%	1%	18%
Riversdale-Islington	3%	6%	3%	2%	13%
Blenheim Central	1%	2%	4%	1%	8%
Redwoodtown	5%	10%	6%	1%	22%
Witherlea	4%	8%	6%	2%	21%
Blenheim Rural	1%	5%	3%	1%	10%
HWC Total	**21%**	**43%**	**30%**	**7%**	**100%**

The main differences between the survey sample and the distribution of household types across the Blenheim population are as follows:

- Blenheim Central and Witherlea are slightly over-represented in the survey sample, while and Redwoodtown is slightly under-represented.
- 'Couples without children' households are over-represented, i.e. they make up 43% of the sample, but only 33% of the population.
- Conversely, there is a slight under-representation in the sample by 'Parent(s)/Caregiver(s) with children' households, i.e. 30% of the sample, compared to 34% of the population.
- One-person households are also slightly underrepresented in the survey sample, i.e. 21% of the sample versus 26% of the population.

The survey results can be weighted to correct for over- or under-representation.

Household income

Figure A-1 shows the distribution of households in the sample across five income bands compared with the distribution of households within the study area. With the exception of the two lowest income groups, the distribution in the sample (green bars) is broadly similar to the population (blue bars).

There is an under-representation in the lowest income band, and a corresponding over-representation in the next band up. This is not unexpected, considering that households in the lowest income band are unlikely to afford to buy or rent, and would possibly be less willing to take part in a survey such as this. Households in the $50,000-$70,000 band is also somewhat underrepresented in the sample.

Figure A-1: Household income distribution, survey sample vs population
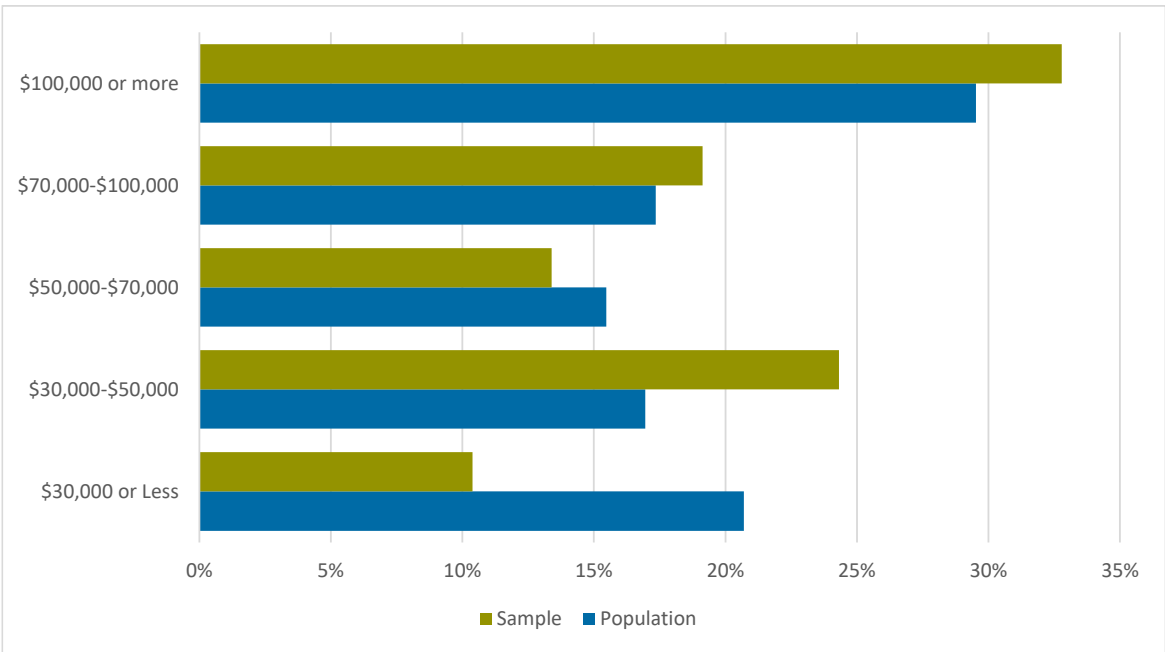
Tenure

Figure A-2 shows the distribution of households in the sample according to dwelling tenure, compared with the population within the study area (Census 2018). The survey sample captured a significantly larger proportion of respondents who own their house (on their own or jointly) either outright or with a mortgage, than in the general population. This means that the households in rental properties are under-represented in the survey sample.

Figure A-2: Dwelling tenure, survey sample compared to population
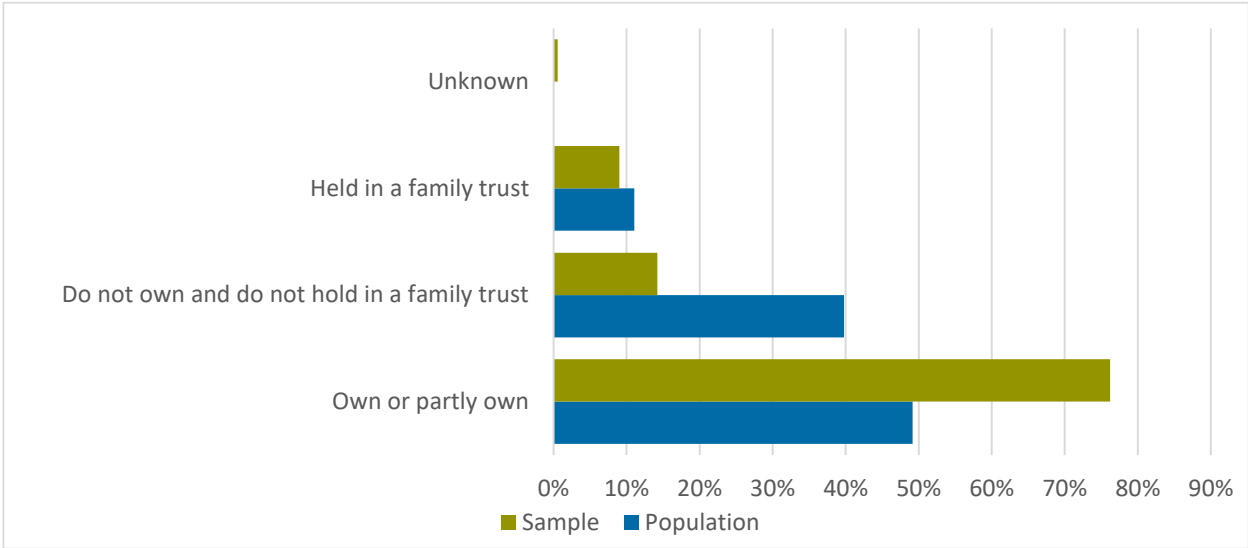
Ethnicity

Figure A-3 shows the distribution of households in the sample across five ethnicity groups, compared with data from Census 2018 for the study area. Census data shows 86%[28] of the Blenheim population identify as NZ European/Pakeha. In the sample, NZ European/Pakeha is slightly over-represented, accounting of 89% of the total respondents. Conversely, Māori and Asian people are under-represented in the survey sample, accounting for 13% and 5% of the population, respectively, but only 2% each of the sample. Pacific peoples are also underrepresented in the sample.

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[28] Respondents to the Census can select more than one ethnicity which means the proportions of ethnic groups do not sum to 100%.

Figure A-3: Ethnic distribution, survey sample compared with population
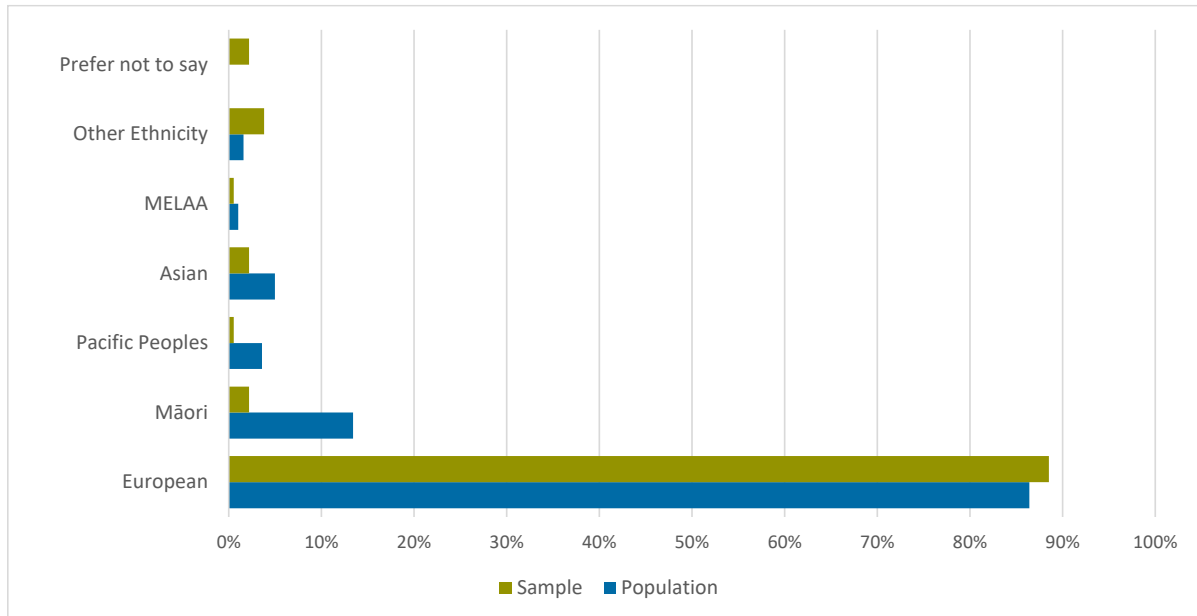
Age

Figure A-4 shows the distribution of respondents across age groups, compared to the population within the study area. Broadly speaking the survey sample aligns well with the population, with the exception of two age groups, i.e. aged 65-74 years and 18-29 years. The group aged 65-74 years, is overrepresented in the sample, and correspondingly the 18-29 year group is under-represented in the survey sample compared to the general population.

Figure A-4: Age distribution, survey sample compared with population