New Zealand's Housing Survey

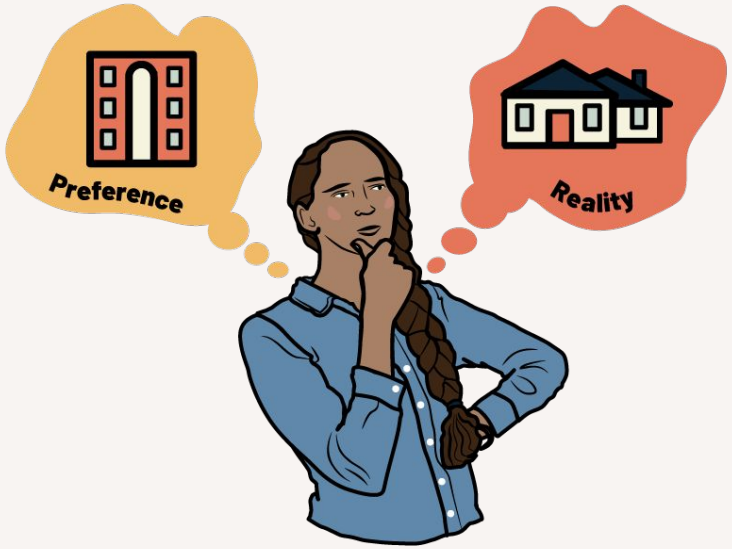
BY THE URBAN ADVISORY

A nationwide survey aimed at understanding how New Zealanders make housing choices.

New Zealand's Housing Survey will help build awareness around how people live, want to live and what barriers are in the way to achieving their housing aspirations. This survey plugs a critical gap in the information needed for meaningful decision making.

New Zealand's Housing Survey results will provide iwi Maori, government organisations, Councils, and developers information needed to make informed decision making about housing across New Zealand.

Importantly, responses of this survey will provide evidence and community intelligence to allow better understanding on what kind of housing people want and need and how this is different from what is currently available to them.



A brief overview of the survey

New Zealand's Housing Survey has been developed and tested throughout Aotearoa, for Aotearoa by The Urban Advisory.

- Designed to be taken by all New Zealanders
- It's simple and visual!
- The survey will remain open (in other words it is a longitudinal study) meaning we can understand trends over time.
- It's hosted on the market leading Qualtrics platform
- Analysis automation has been developed through support from previous Callaghan Innovation Student Grants.
- It's the only survey to provide standardised knowledge around people's housing choices, creating a consistent nationwide dataset.
- The survey is independently run and verified and is able to be used or rolled out by community housing providers, kaupapa Māori groups, Councils and other organisations.

CLICK HERE TO TAKE THE SURVEY YOURSELF!

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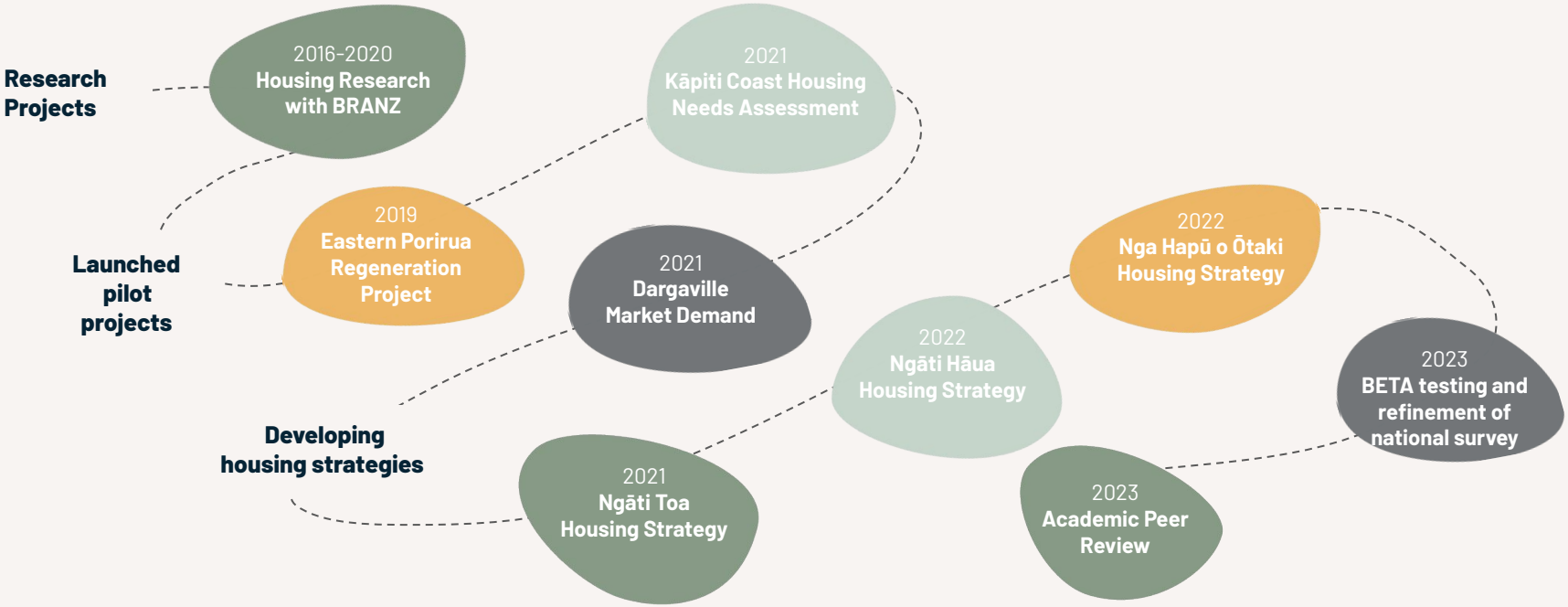
Developed and tested throughout Aotearoa, for Aotearoa.



Methodology for development

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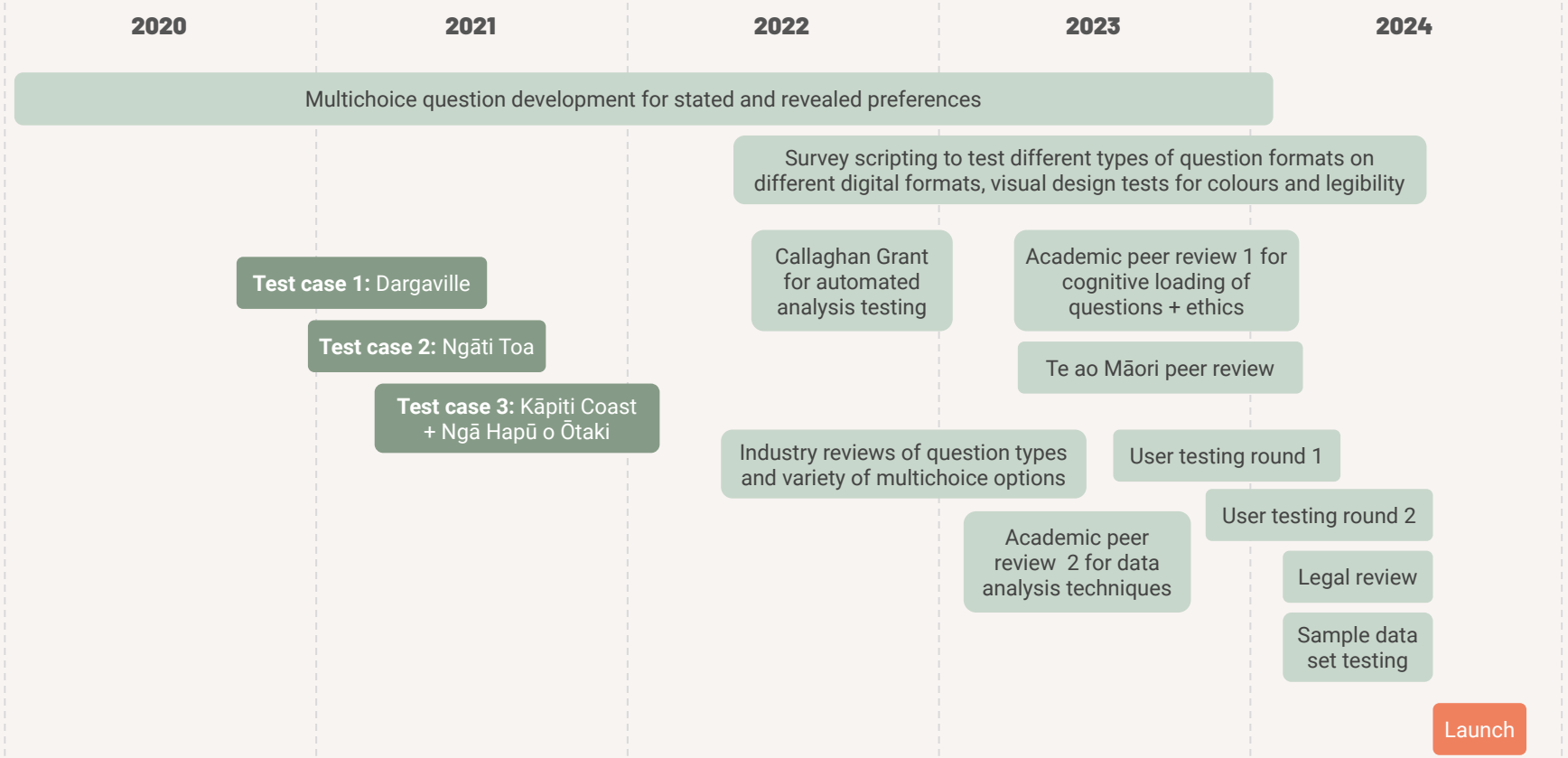

A wide range of groups can use the data, for a broad range of things.

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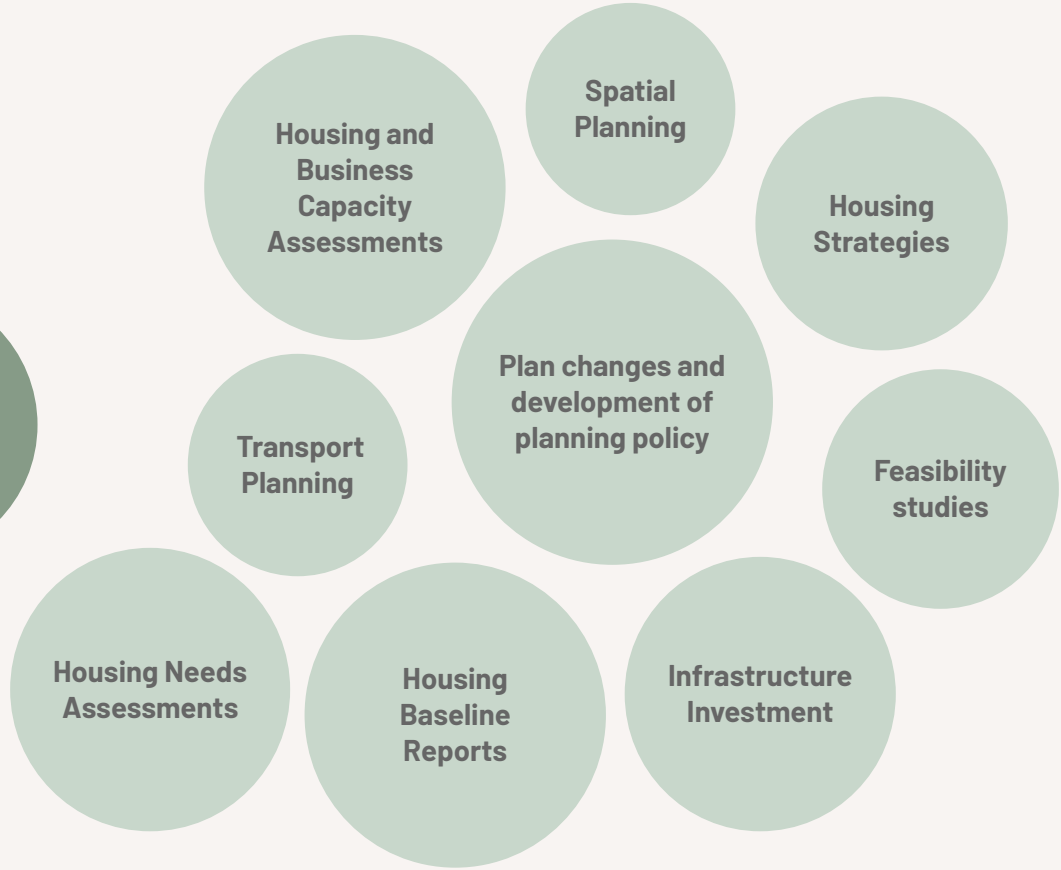

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The New Zealand Housing survey results bring richer insights, enable meaningful engagement and can support decision making.

Enables you to have **better conversations about housing** with your communities

Enables you to **understand housing needs spatially** (down to a more granular neighbourhood level)

Allows you to **work more collaboratively with others** in your geographical area, and be smarter with resources

Can **support other quantitative and qualitative research methodologies**, delivering comprehensive insights

Provides **insights for urban planning** and development strategies

Data driven insights support decision making

Provides **data to support advocacy** with decision makers and engagement with stakeholders

Can **support modelling**; estimate the value people place on different housing features

Economic analysis; **comparison to statistical models**, E.g. a choice models, instrumental in evaluating various policies and projects

Can support organisations to monitor and measure KPIs and targets to **understand trends over time**

Helps you to **understand housing demand** and influence housing supply

Connect it with other statistical databases and APIs, such as Google Maps

Use examples

Kāpiti Coast District Council Housing Needs Assessment and Housing Strategy

TUA supported KCDC to develop a comprehensive Housing Needs Assessment for the Kāpiti community, which then informed the development of the Housing Strategy, to deliver a more equitable and sustainable housing system.

Click below to view:

KCDC Housing Needs Assessment

KCDC Housing Strategy

Dargaville Racecourse Plan Change Market Demand Analysis

TUA used an earlier version of the survey to undertake market demand analysis to support the plan change for the Dargaville Racecourse.

Click below to view:

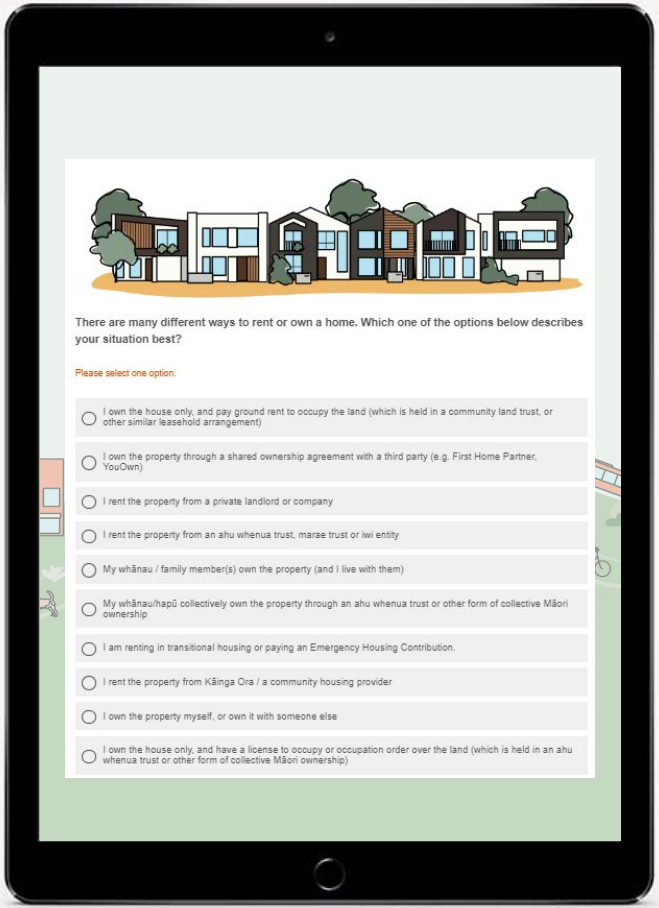
Market Demand Analysis

Ngāti Toa, Housing (Whare & Whenua) Strategy

TUA supported the Rūnanga of Ngāti Toa to understand the needs of their whānau, through a housing survey and a series of hui throughout the rohe.

Click below to view:

Ngāti Toa Housing Strategy



We developed questions to;

- Cover a wide range of diverse ownership and rental pathways and scenarios, including whenua Māori
- Be simple multichoice questions about choices and tradeoffs
- Gather data to differentiate across scales from the house, property, to the neighbourhood
- Have an ability to compare ‘preferences’ to ‘most likely reality’ responses about future housing choices

The data from this survey will help us to understand current and future housing demand, specifically:

- The main influences of current housing choice
- Spatially where people want to live versus where they live now
- When people want to move
- What different households want from their future housing
- **Māori housing:** including the number of respondents who prefer living on papakaīnga, currently live within Māori collective ownership tenure and can realistically live with such arrangements
- What financial and non-financial decisions influence housing demand
- What people think is important when considering their next house
- The gap between what households want and what is available to them
- Level of satisfaction with the house types available
- The role of the neighbourhood versus the property in housing satisfaction
- **Homelessness:** including how long people have been homeless, their housing preference and housing features they would like and the kind of help they would like to transition out of homelessness

An overview of the survey sections

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Current Housing

Current home location (street/suburb/town)
Work location
Housing type and tenure
Main reasoning for choosing current house
Average weekly mortgage or rent payments
Average weekly household living cost spend
How people support living costs in hard times
Duration in current house
Time to find current rental
Number of bedrooms
Household size
Healthy home statements
Sense of housing stability
Likely to move timeframe
Previous housing experiences

Future Housing

Next home type and tenure
Next home number of bedrooms
Importance of tenure security vs ownership
Next home non-ownership reason
Desire for education about homeownership and budgeting
Desire for type of area
Future housing costs concerns
Housing decision making
Future housing important property features
Future housing important environment features
Future housing important location features
Views on alternative housing models
Views on shared amenities
Satisfaction with future housing options

Demographics

Age
Gender
Ethnicity
Iwi affiliation
Household composition
Lifestage
Number of children under 5
Number of children 5-17 years old
Number of adult dependents
Employment status
Household annual income
Household savings
Personal + household disability/illness
Household vehicles

More detail about what we will find out

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- The average distance people are having to commute between their home and place of work
- The number of adults people are supporting financially
- What sacrifices, if any, people have had to make to meet their costs of living
- How people feel about their current home or housing situation
- How renters feel about renting from a private landlord
- If climate change and natural hazards factor into people's decision making when thinking about future housing
- What amenities people value in their neighbourhood and if they currently live near to the services they value the highly
- If people value the house or the neighbourhood more highly when thinking about their future housing
- What road blocks are in the way for people wanting to buy their next or first home
- Respondents saving to debt ratio and how this relates to the affordability of the location of their preference

This is not an exhaustive list. Please reach out if there is a specific question you are looking to answer.

We are looking for partners to help us share the survey.

Get in touch to find out more.

THE URBAN ADVISORY
RETHINKING OUR CITIES

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