

MEDIA RELEASE

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Half of young Kiwis lured by 'Lucky Country'

Waltzing Matilda is music to the ears of almost 40% of all Kiwis, particularly the young, Research New Zealand polling shows.

The poll found that 38% of Kiwis found the idea of moving to Australia appealing, and the percentage was even higher among 15-29 year-olds, at 50%.

Research New Zealand director Emanuel Kalafatelis said the poll demonstrated that the lure of Australia was as tempting as ever.

“This is a strong response from Kiwis, it shows many do think about moving to Australia, especially those who are at the beginning of their working lives. However, it doesn't mean we're about to experience a mass exodus across the ditch. Considering the move, and actually doing it, are two different things.

“What the poll does show is why Australia appeals to Kiwis. We usually assume it's the job opportunities and for 40% it was, but this is probably the first poll that shows what a major role warmer weather plays. We found that for 36% of those considering the move, Australia's climate was a major draw-card.”

Mr Kalafatelis said in New Zealand's current climate of economic uncertainty and rising prices it was only natural for Kiwis to consider whether pastures were greener elsewhere.

“We found 43% of households with children found Australia appealing. That seems high, but families with children are probably feeling the financial pinch most, and they're looking for a solution.”

Research New Zealand polling was conducted between 14 April and 22 April.

The Research New Zealand poll of 501 people aged 15 and over was conducted by telephone between the 14 and 22 April. The maximum margin of error is +/- 4.7 % (at the 95% confidence level). The data has been weighted to ensure it is an accurate representation of New Zealand's general population. The poll was not taken on behalf of any organisation but as part of Research New Zealand's monthly survey of attitudes and opinions.



Participants were asked: *Does the idea of moving to Australia to live, appeal to you personally?*

Table 1: Interest in moving to Australia (by age)

Does the idea of moving to Australia to live, appeal to you personally?

	Total	15 to 29	30 to 39	40 to 49	50 to 59	60+
Base =	501	77	95	92	86	151
	%	%	%	%	%	%
Yes	38	50	47	33	40	28
No, the idea of moving to Australia does not appeal to me	61	47	53	67	60	81
Don't know	1	3	0	0	3	1
Total	100	100	100	100	100	100

Total may not sum to 100% due to rounding.

Table 2: Interest in moving to Australia (by household)

Does the idea of moving to Australia to live, appeal to you personally?

	Total	Household with children	Household without children/Other
Base =	501	208	293
	%	%	%
Yes	38	43	33
No, the idea of moving to Australia does not appeal to me	61	55	66
Don't know	1	2	1
Total	100	100	100

Total may not sum to 100% due to rounding.

Table 3: Reasons for interest

What is it that appeals to you most in this regard?

	Total
Base =	173
	%
Job opportunities	40
Lifestyle	20
Standard of living	24
Climate	36
Taxes	8
Money	23
Other (e.g. family and friends live there, not too far from NZ, Government policies etc.)	46
Don't know	1

Total may exceed 100% because of multiple response.

*Sub-sample based on those who considered the idea of moving to Australia 'appealing'.

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