

*World Renaissance:
Changing roles for people and places*

Lisbon, Portugal

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Determinants of location evaluation and choice of residence

An empirical analysis of the city of Moenchengladbach

Prof. Dr. Rüdiger Hamm

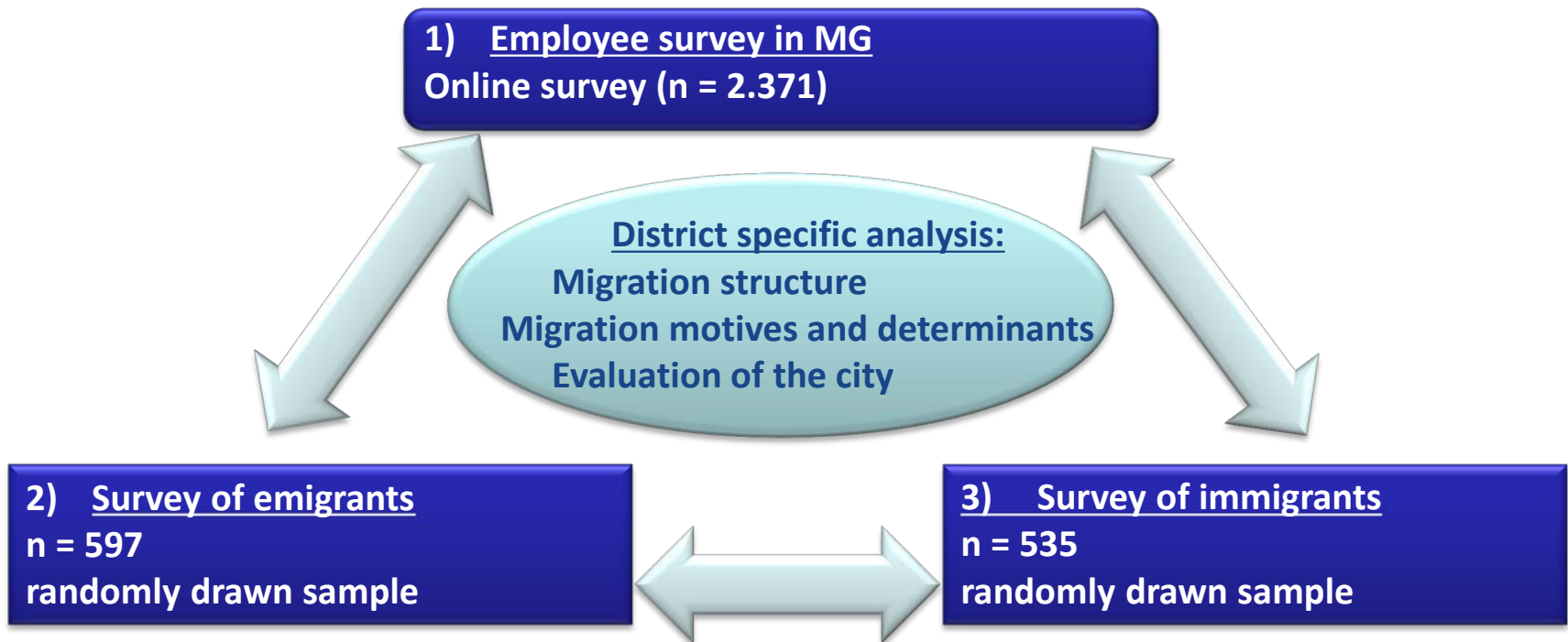
Angelika Jäger, M.A.

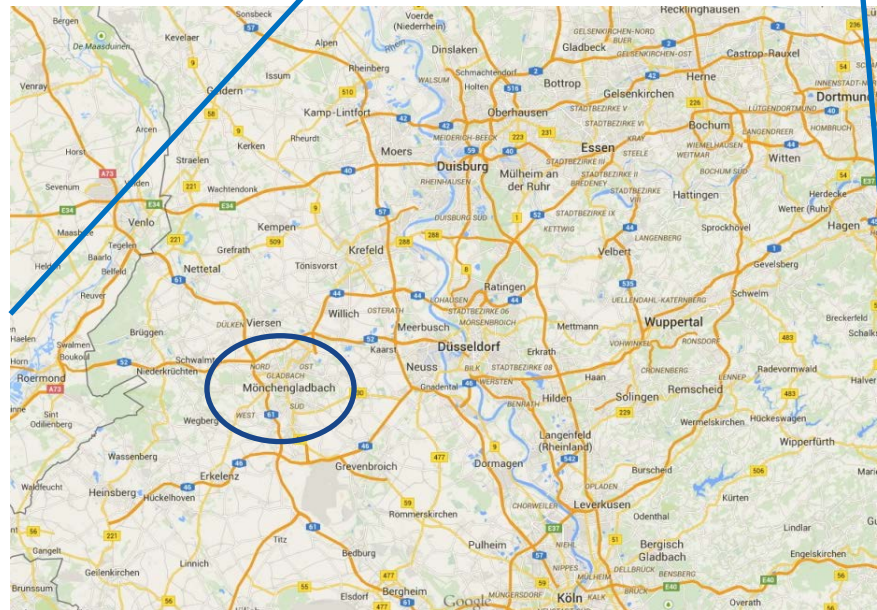
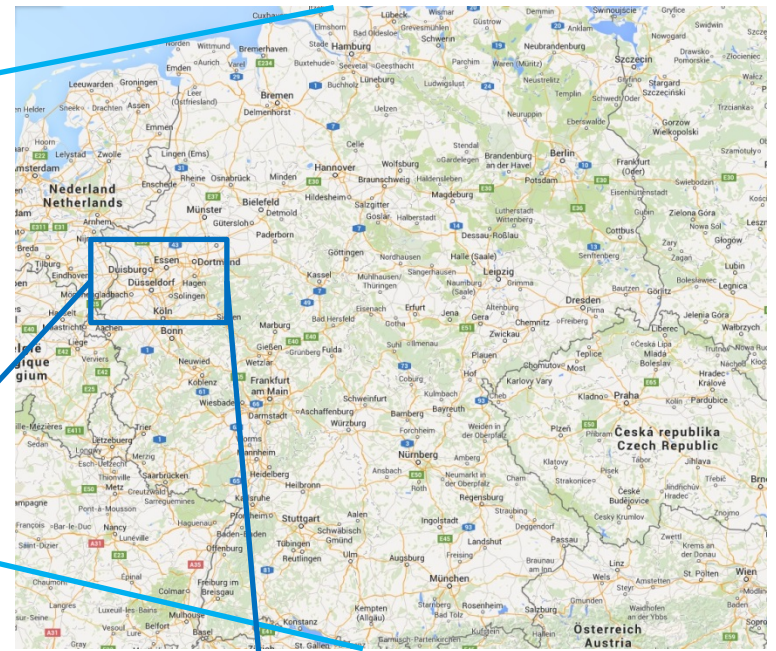
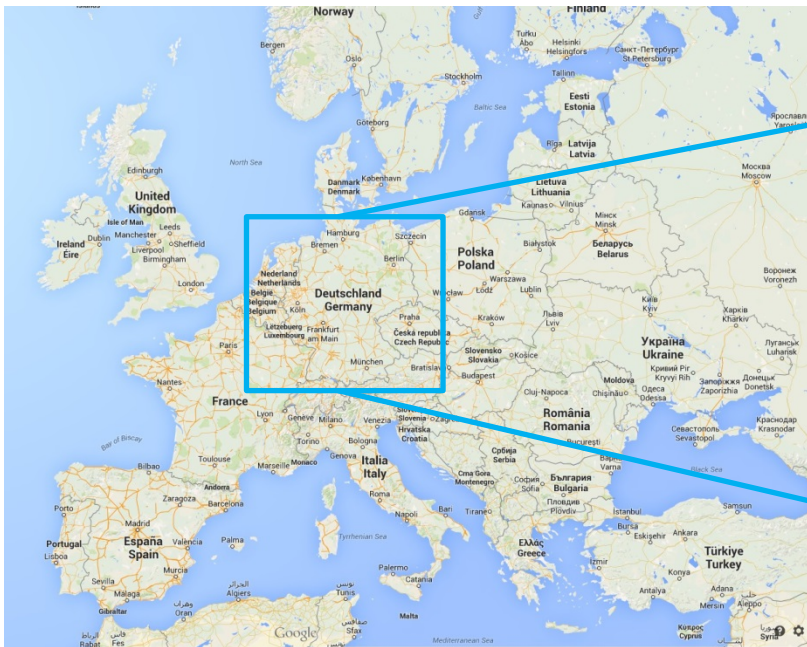
Katja Keggenhoff, Dipl. Geogr.

NIERS – Niederrhein Institute for Regional and Structural Research

MG Bewegt

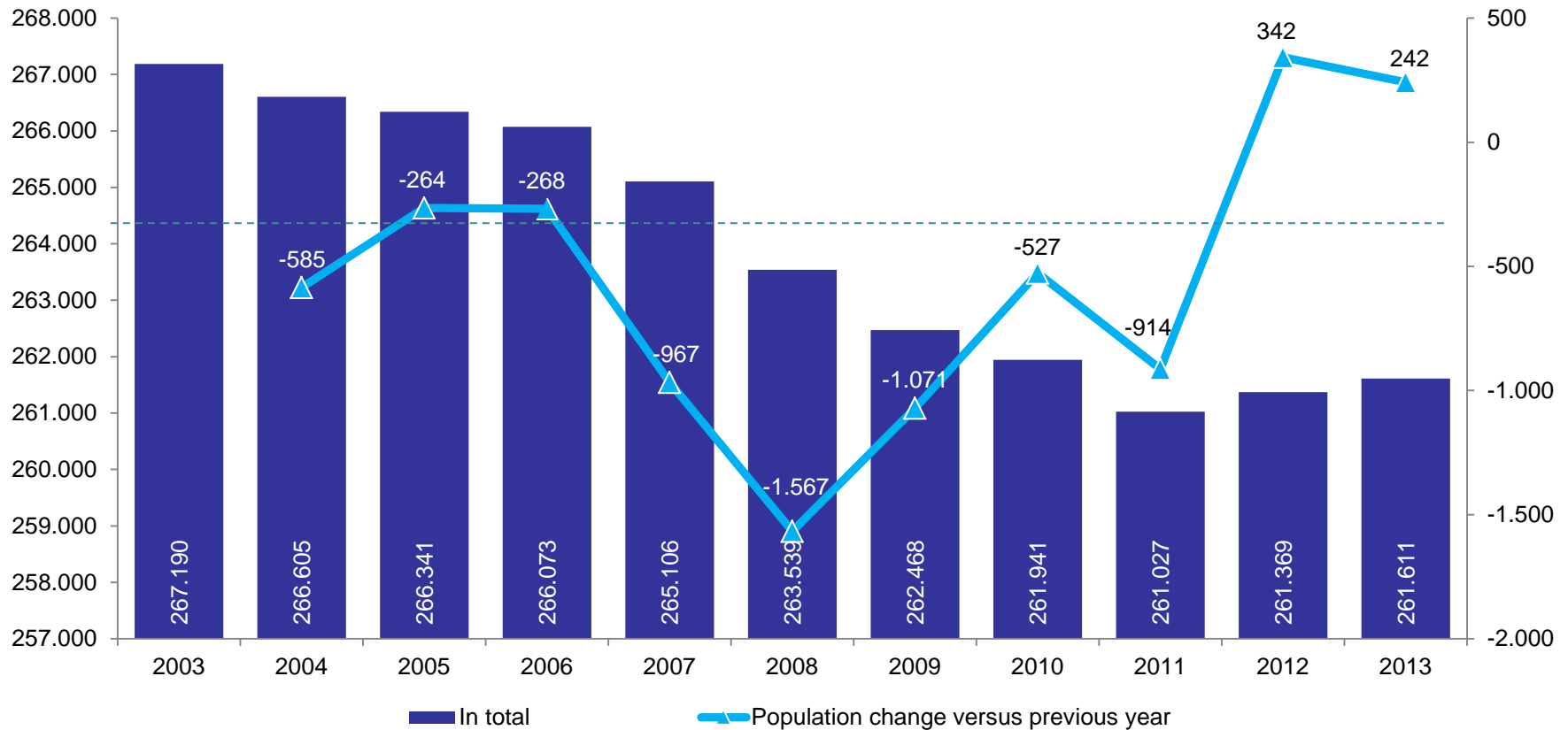
- Target group specific analysis of migration processes and motives concerning the living and working location Moenchengladbach, 2014
- Location evaluation and migration analysis of private households





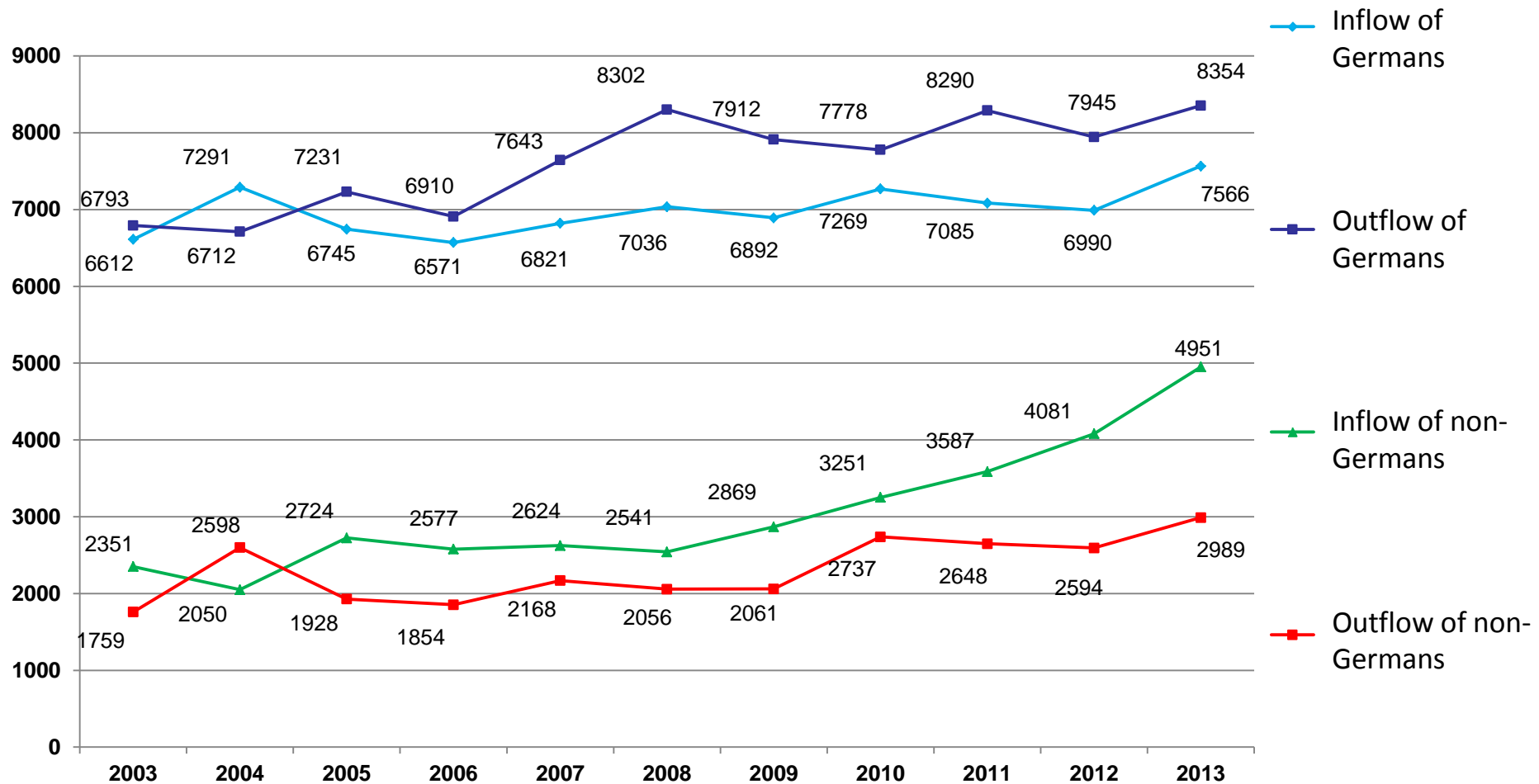
Population trend in Moenchengladbach

→ Since 2012: a stable, slightly increasing development



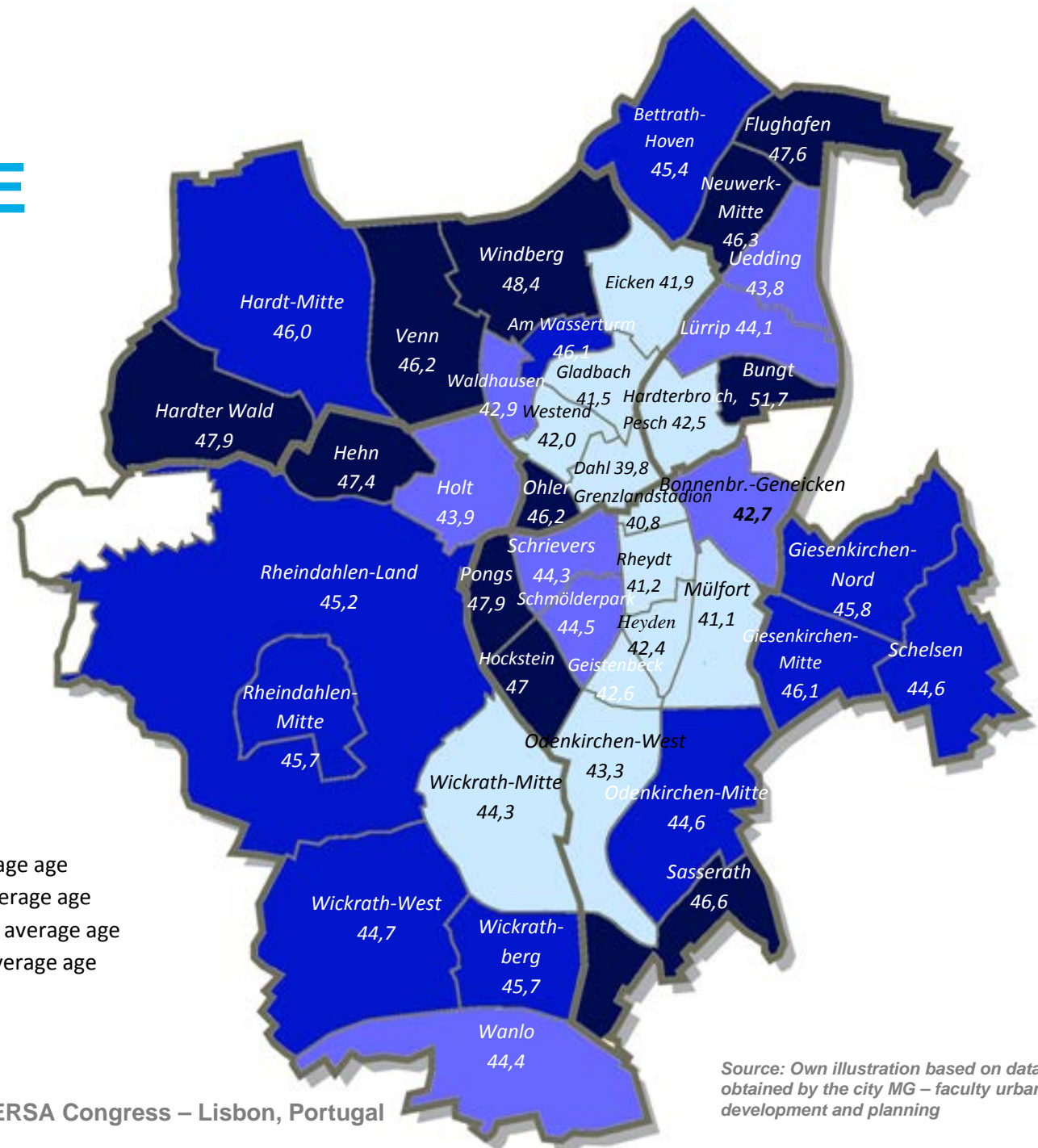
Migration movements across city boundaries

Comparison of Germans and non-Germans



AGE STRUCTURE

Average age in years

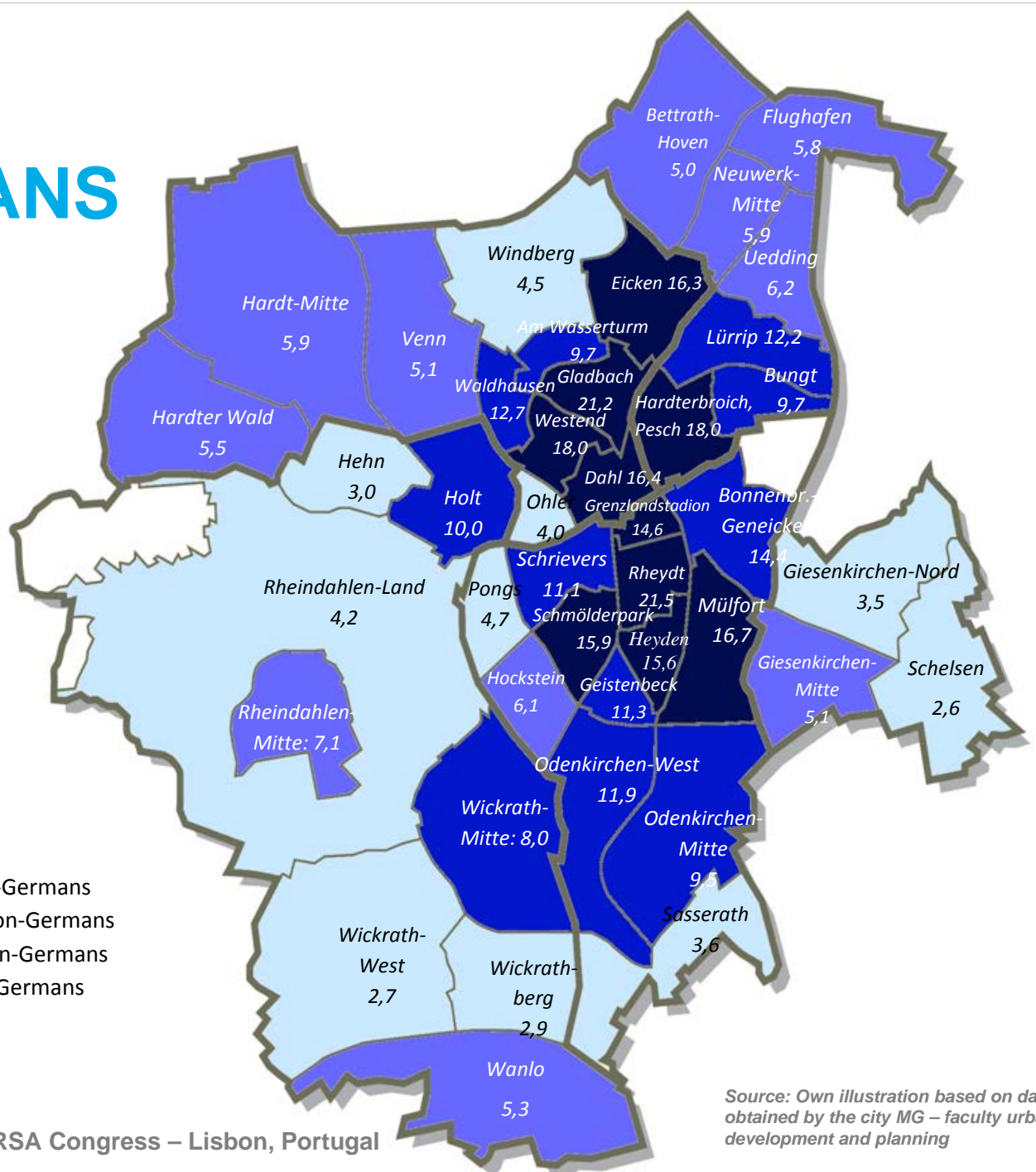


- The 25% of districts with the oldest average age
- The 25% of districts with the 2. oldest average age
- The 25% of districts with the 2. youngest average age
- The 25% of districts with the youngest average age

Source: Own illustration based on data obtained by the city MG – faculty urban development and planning

SHARE OF NON-GERMANS

Share of non-Germans in relation to the entire population of the district

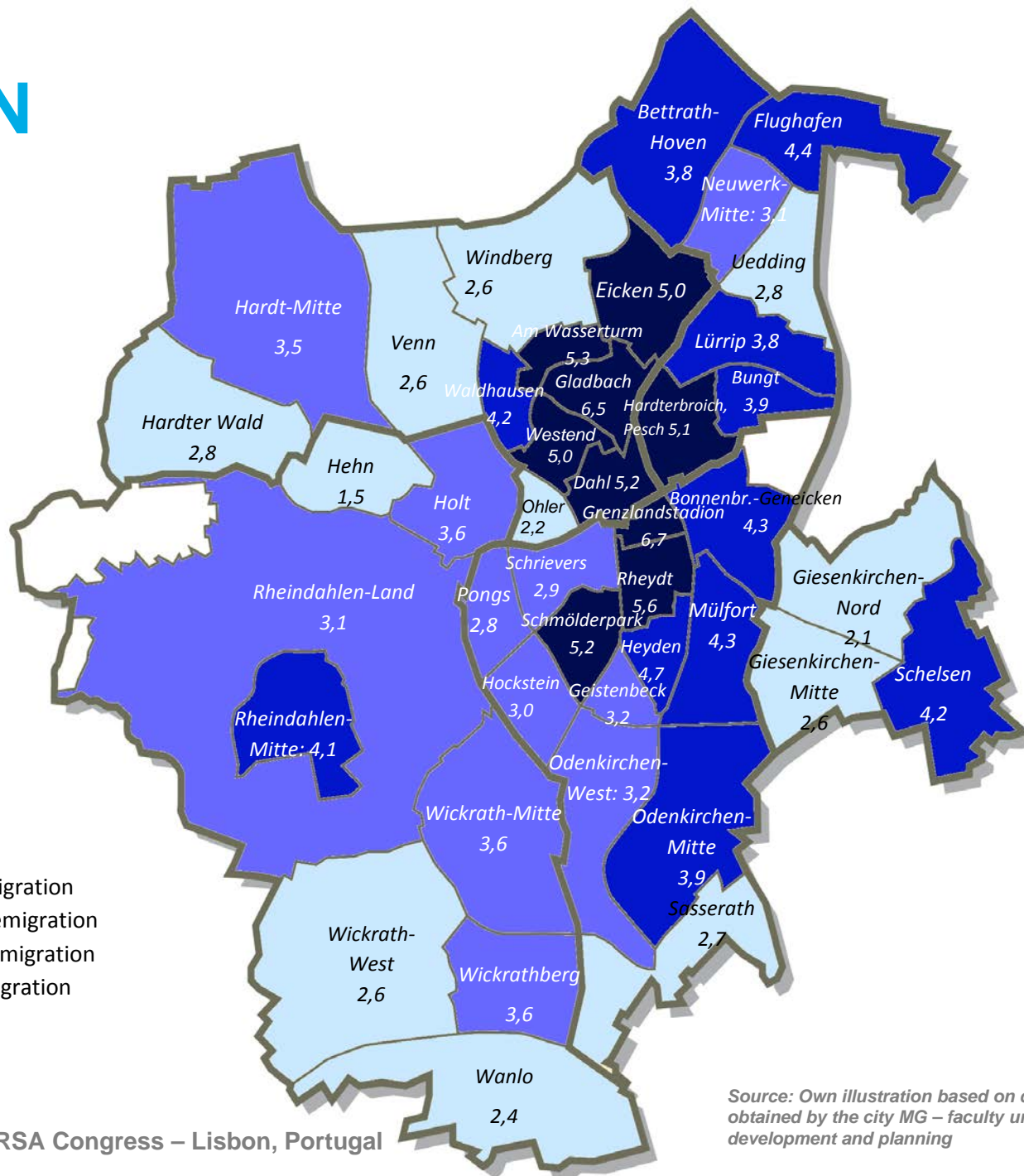


- 25% of districts with highest share of non-Germans
- 25% of districts with 2. highest share of non-Germans
- 25% of districts with 2. lowest share of non-Germans
- 25% of districts with lowest share of non-Germans

Source: Own illustration based on data obtained by the city MG – faculty urban development and planning

EMIGRATION

Emigration across city boundary in relation to the population

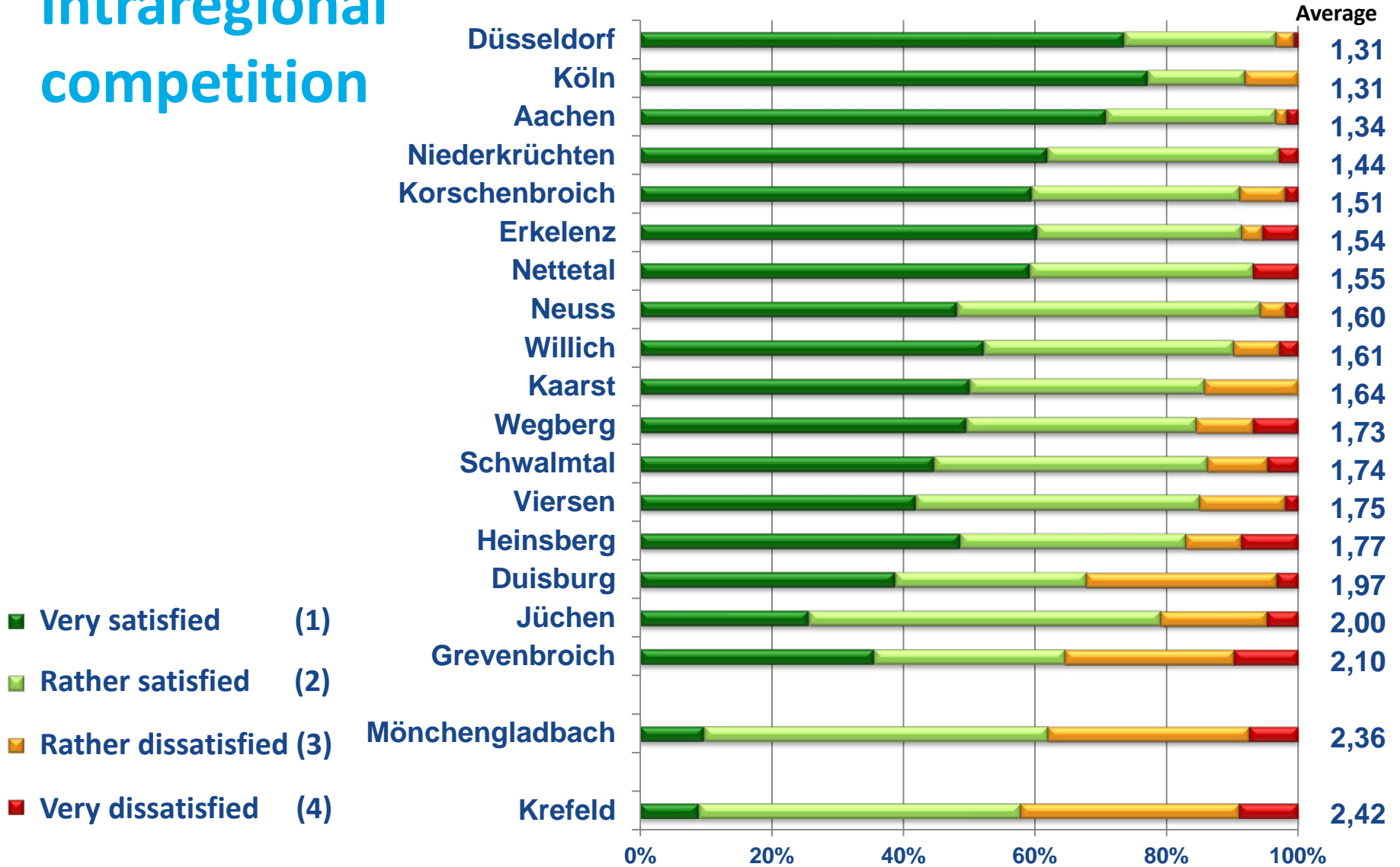


- 25% of districts with the most relative emigration
- 25% of districts with the 2. most relative emigration
- 25% of districts with the 2. least relative emigration
- 25% of districts with the least relative emigration

Source: Own illustration based on data obtained by the city MG – faculty urban development and planning

Intraregional competition

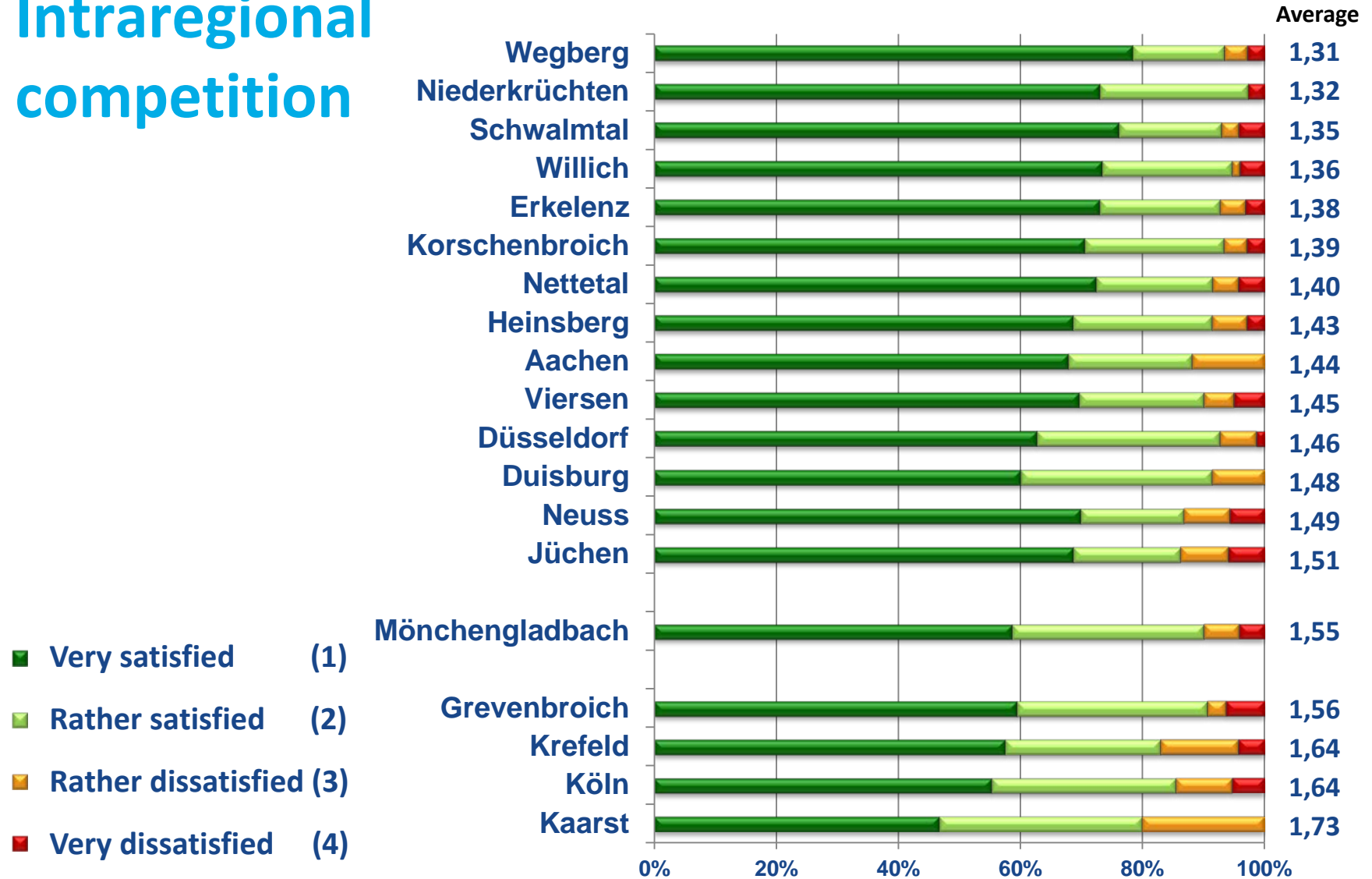
Satisfaction with city



- Very satisfied (1)
- Rather satisfied (2)
- Rather dissatisfied (3)
- Very dissatisfied (4)

Intraregional competition

Satisfaction with apartment

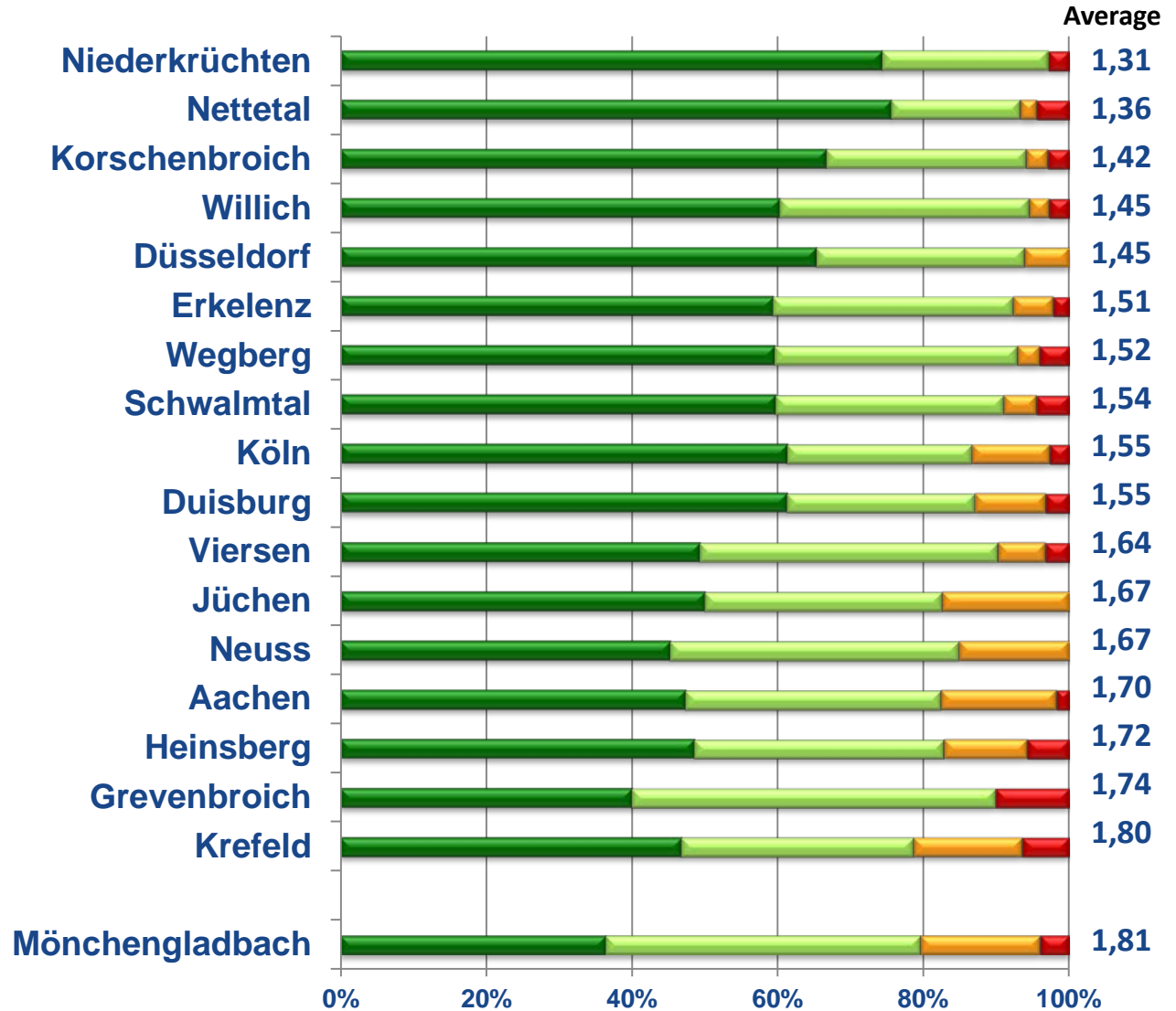


Source: Own illustration based on conducted survey

Intraregional competition

Satisfaction with living district

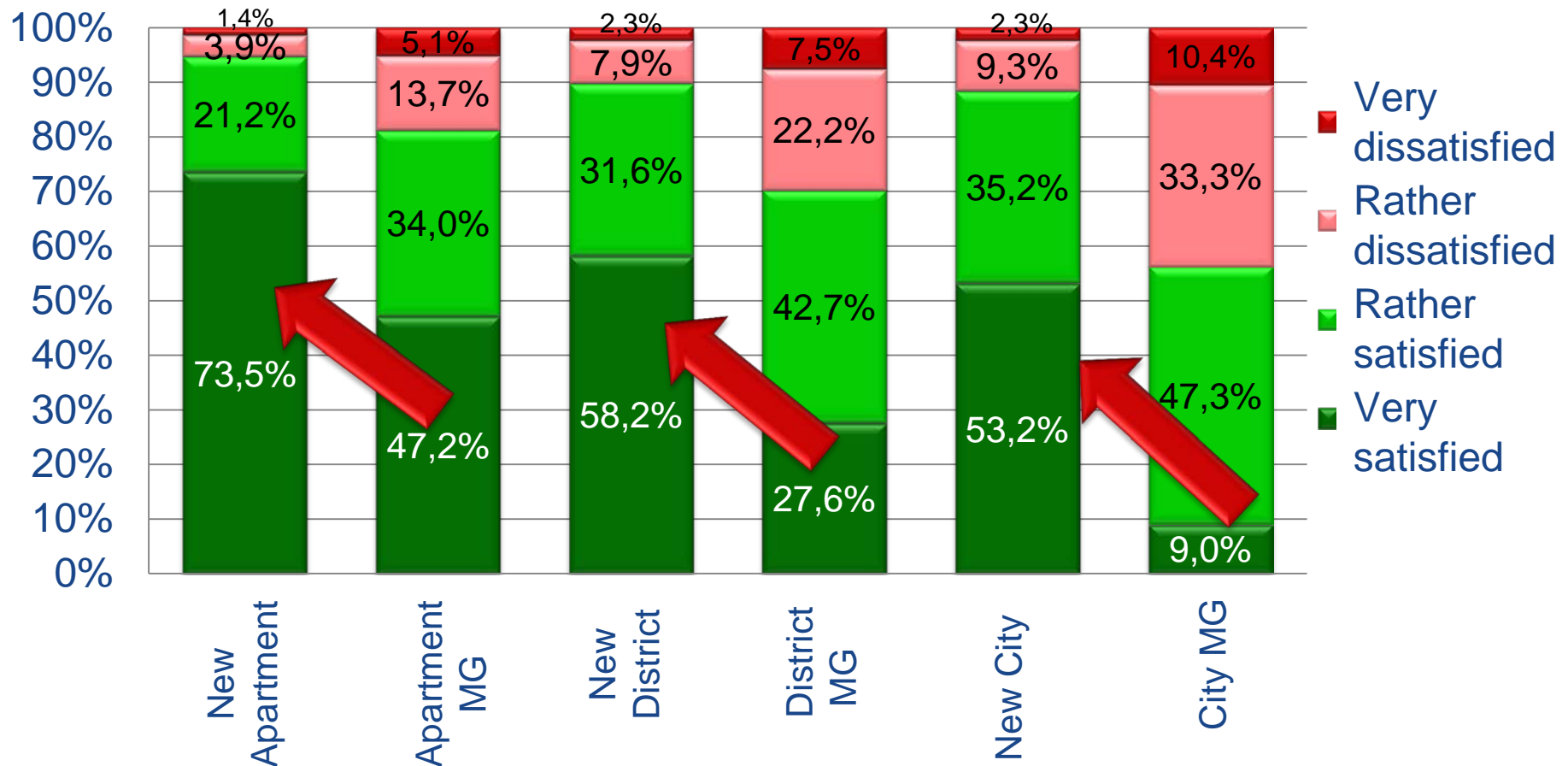
- Very satisfied (1)
- Rather satisfied (2)
- Rather dissatisfied (3)
- Very dissatisfied (4)



Source: Own illustration based on conducted survey

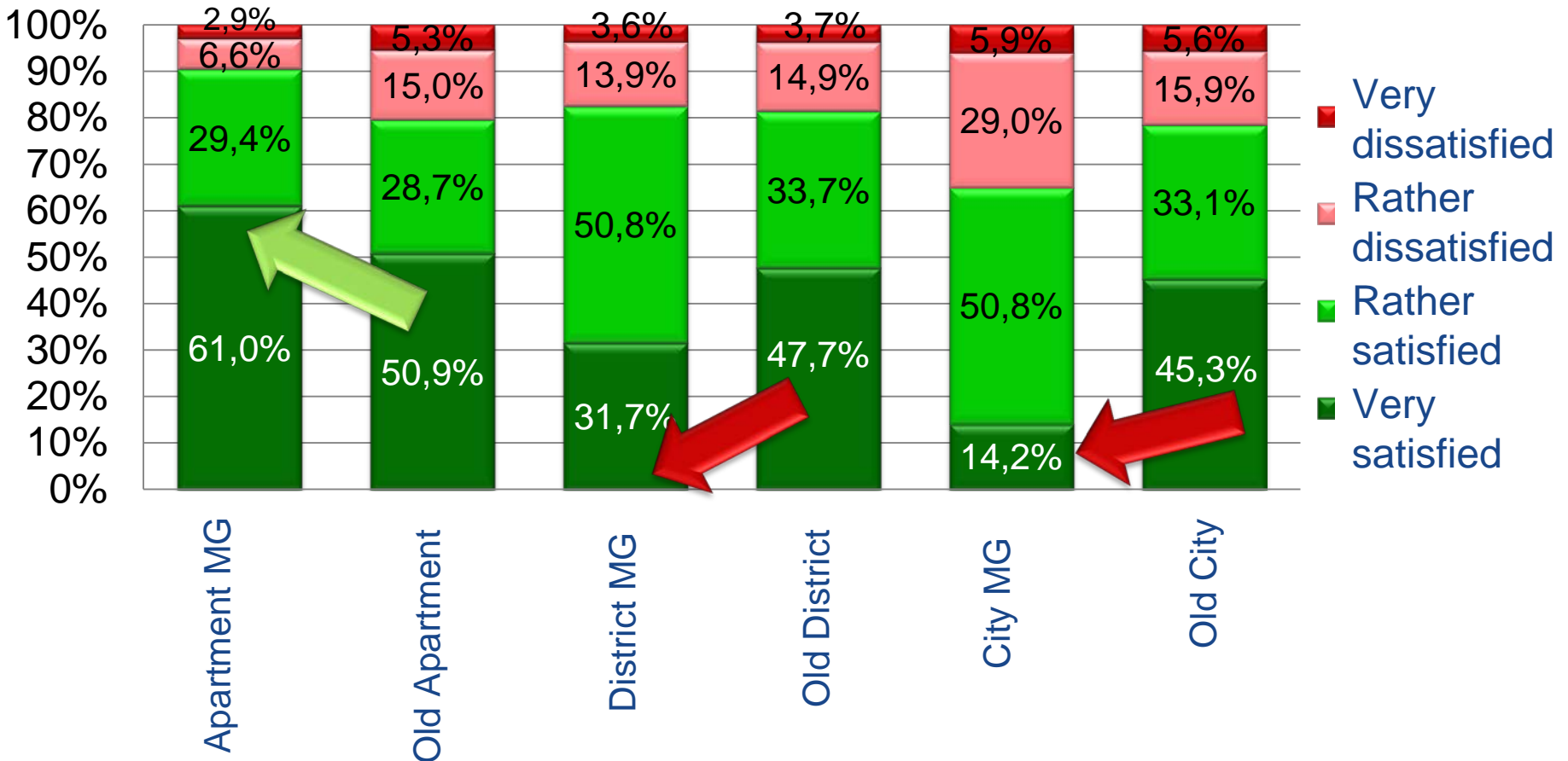
Emigrants: Satisfaction with new and old living situation

→ After moving away from MG: city, district and apartment are evaluated more positively.



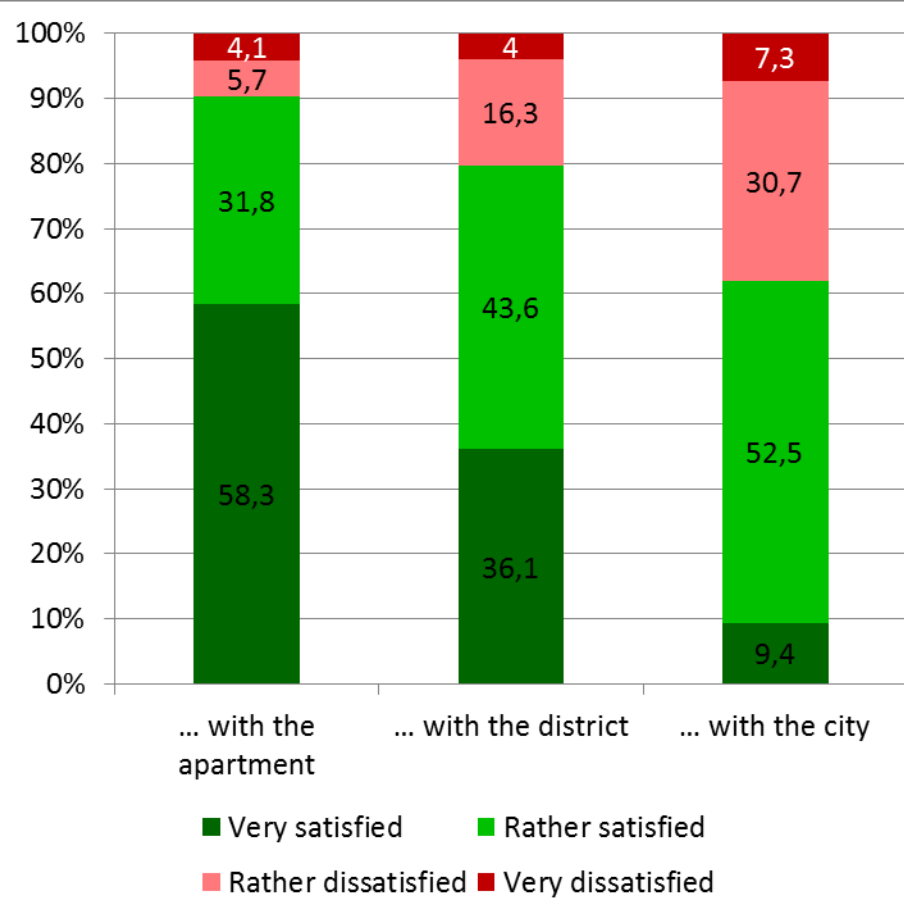
Immigrants: Satisfaction with new and old living situation

→ After moving to MG: city and district are evaluated less positively, apartment more positively.

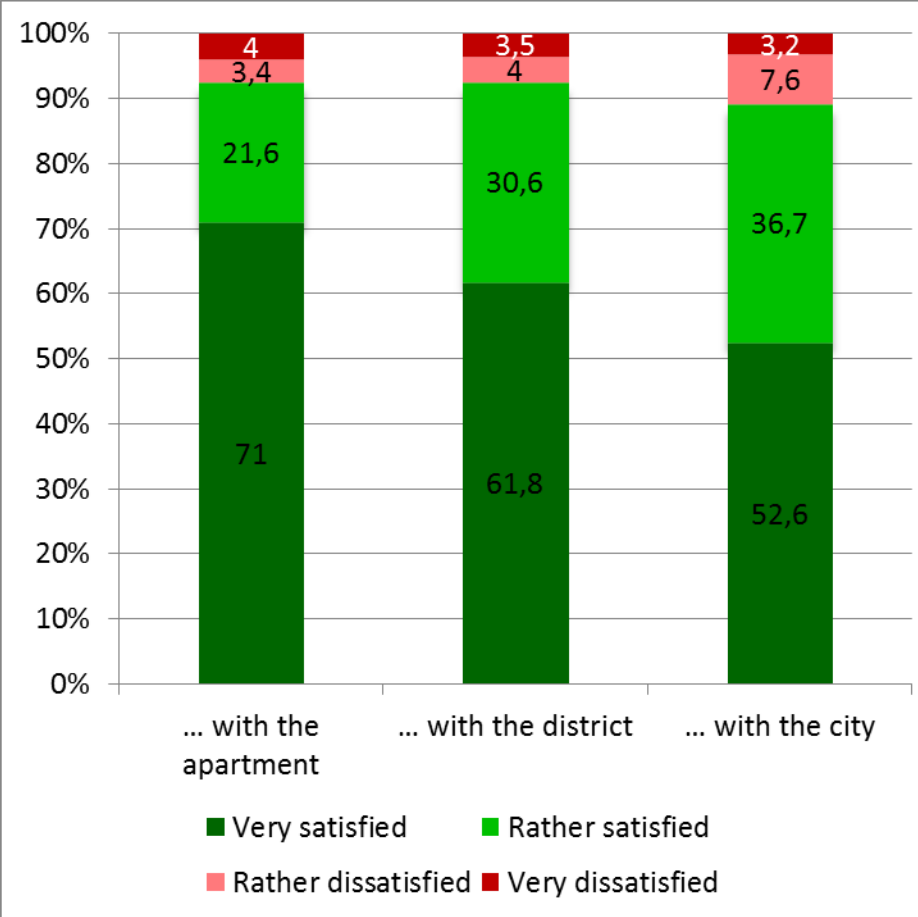


Employees: Satisfaction with current living situation

People living in Moenchengladbach



People living outside of Moenchengladbach

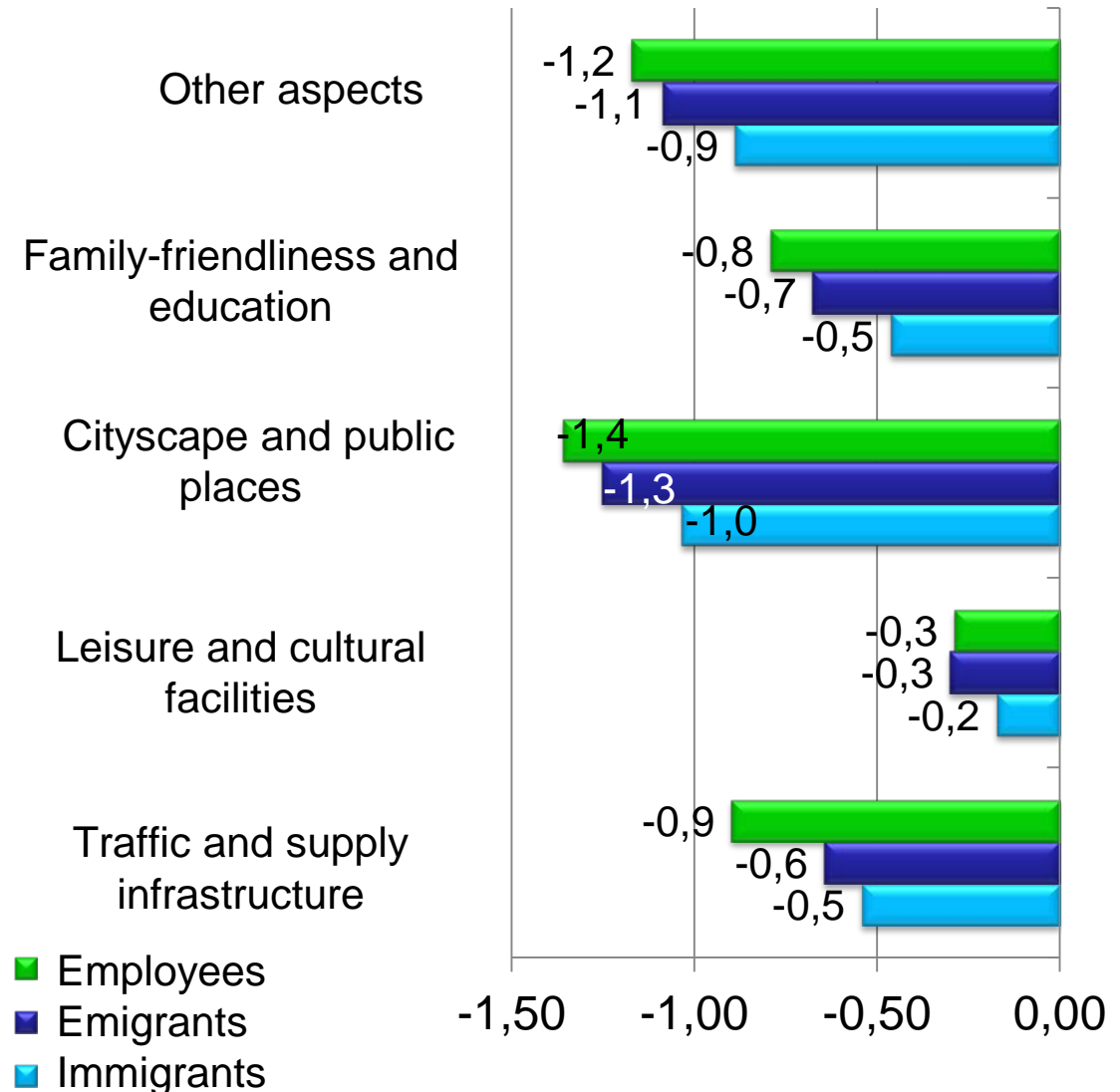


Source: Own illustration based on the conducted survey

GAP-Analysis comparing the surveys

- Employees evaluate the reviewed determinants most negatively, immigrants evaluate less negatively
- **ONLY negative GAPS;** Importance always higher than evaluation
- **Biggest problem of the city: Cityscape and public spaces**
- **Culture and leisure facility are not the primary concern of the city - due to a relatively low importance**

∅ Importance – ∅ Evaluation



Source: Own calculations based on conducted surveys

Location factors

quality and importance

1 – very important
4 – very unimportant

1 – very positive
4 – very negative

Location and living satisfaction	Importance \emptyset	Quality \emptyset
Traffic and care	1,63	2,42
Inner-city transport connection (public transport)	1,67	2,28
Interurban transport connection (bus&train)	1,67	2,36
Street- and transport infrastructure	1,46	2,65
Pedestrian friendliness	1,70	2,44
Bicycle friendliness	1,78	2,97
Medical care	1,39	1,79
Purchasing opportunities, shopping	1,72	2,47
Cityscape and public space	1,57	2,86
Attractiveness of cityscape	1,61	2,98
Green space, parks	1,53	2,50
Quality at public places	1,74	3,05
Cleanness	1,40	2,91
Culture and free time	1,90	2,17
Cultural institutions and supplies	1,90	2,28
Cinemas	2,10	2,08
Sports infrastructure	1,84	2,13
Gastronomy	1,75	2,19
Family-friendliness and education	1,65	2,38
Day-nursery (U3-care)	1,78	2,37
Kindergarden	1,62	2,21
Elementary school	1,57	2,12
Secondary school	1,51	2,13
University	1,71	1,95
Playgrounds	1,70	2,85
Free time activities for young people	1,56	2,94
Institutions and offers for seniors	1,77	2,47
Other aspects	1,54	2,65
Municipality	1,67	2,47
Charges and duties	1,75	2,87
Social living environment	1,36	2,65
Image of the city	1,74	2,88
Security	1,28	2,57
Calm and low air pollution	1,47	2,49

Source: Own illustration based on conducted survey

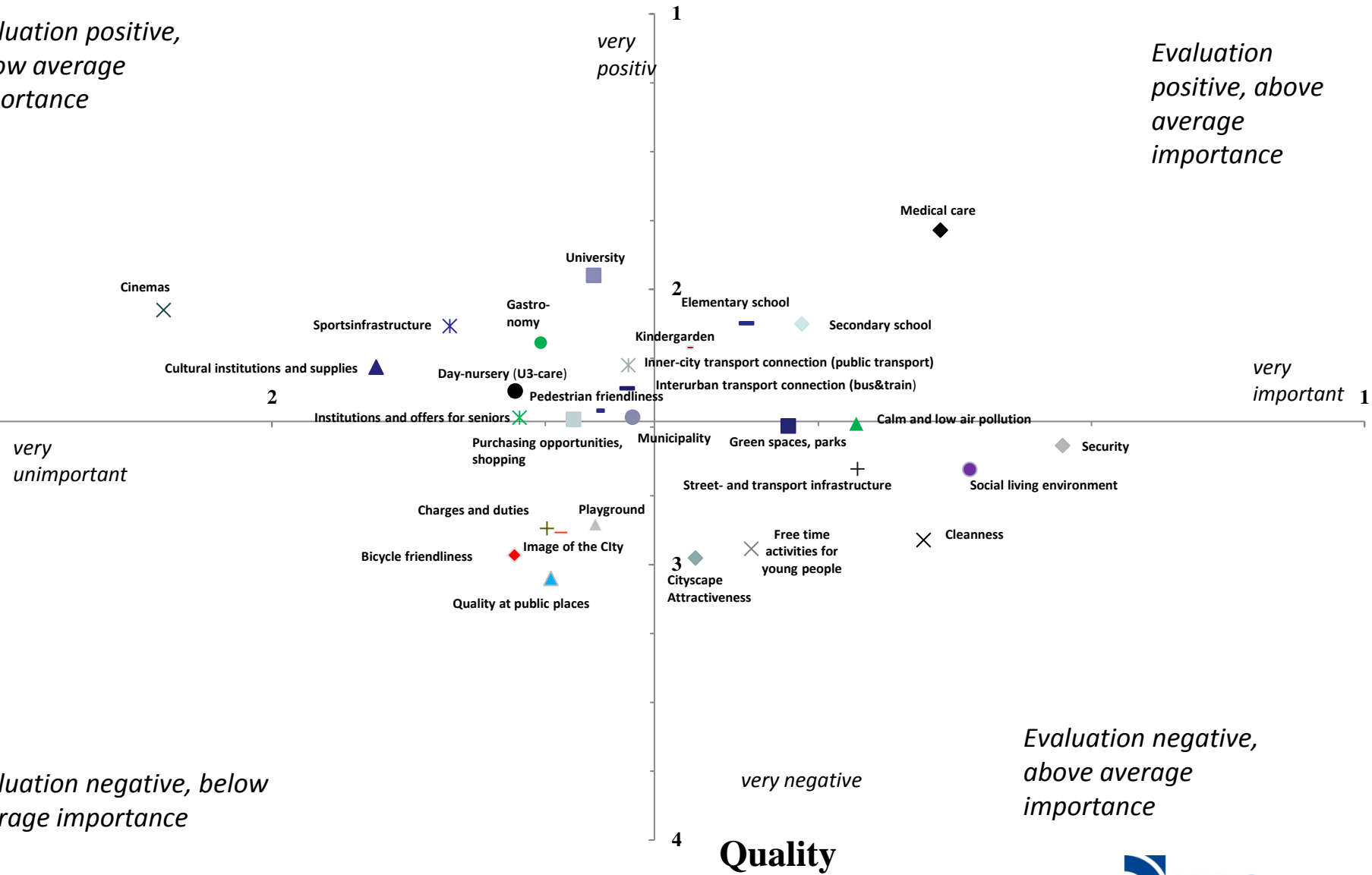
Importance and quality of location factors in MG - survey

Skala: 1 - very important/positive / 2 - rather important/positive / 3 - rather unimportant/negative / 4 - very unimportant/negative

Evaluation positive, below average importance

Evaluation positive, above average importance

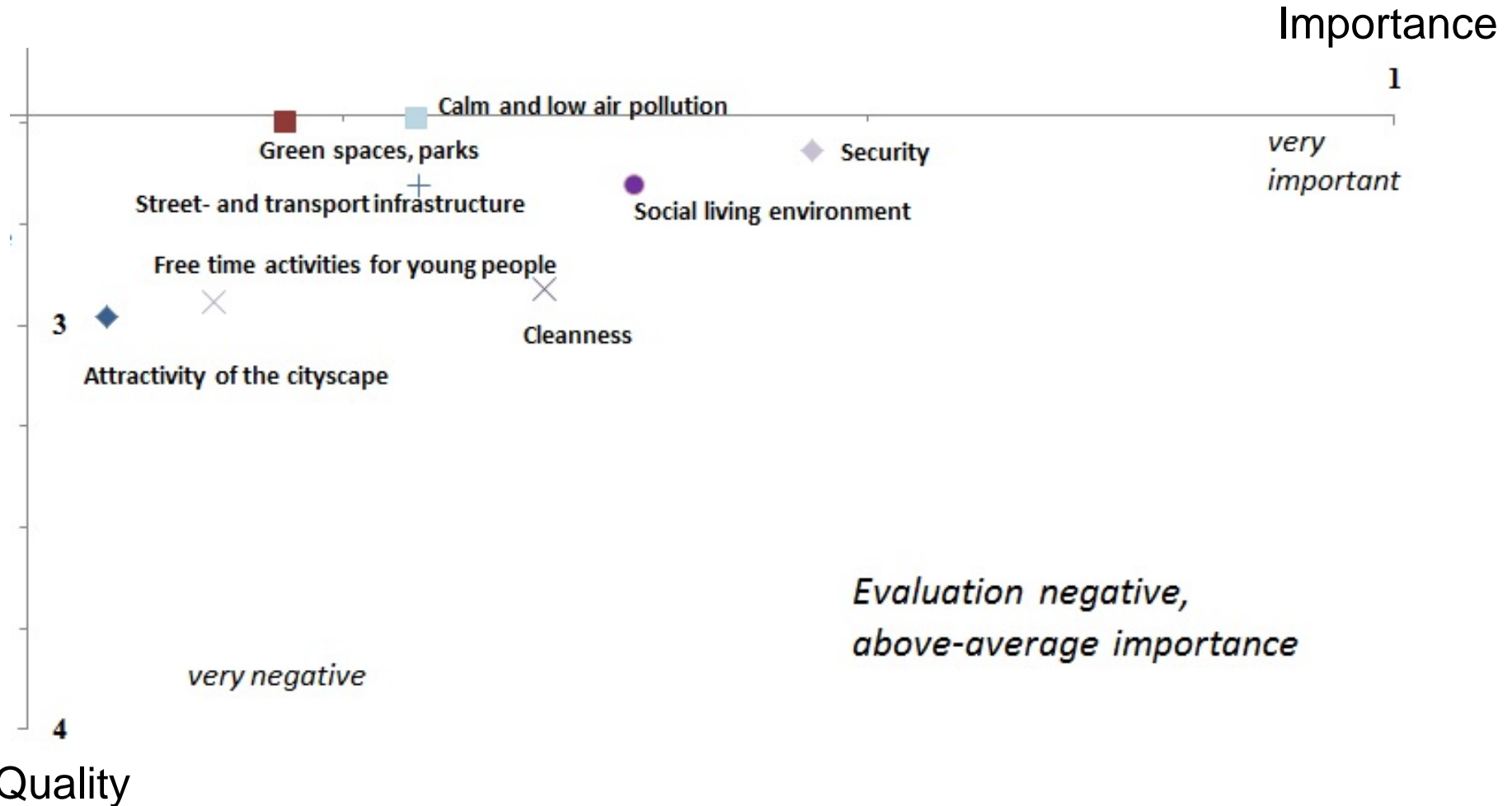
Importance



Evaluation negative, below average importance

Evaluation negative, above average importance

Special measures required from the perspective of the citizens...



Scales intersect at arithmetic mean of all factors → importance 1,65; quality 2,48;

Result and Summary

- **Fundamental conclusion: All location factors are important, most are inferior**
- **Sector "Leisure and Cultural Amenities" is not an important migration motive / location factor**
- **Four of the five most important location factors are soft location factors**
- **High importance of intraregional competition**
- **Immigrants and emigrants like:** good location, reachability, cheap rents
- **Immigrants and emigrants criticize:** Cityscape, infrastructure, social (living) environment
- **Policy recommendations:** cleanness, attractiveness of cityscape, quality of public places, social living environment, street and transport infrastructure, silence and low air pollution

Thank you for your attention!

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Further Information on the project:

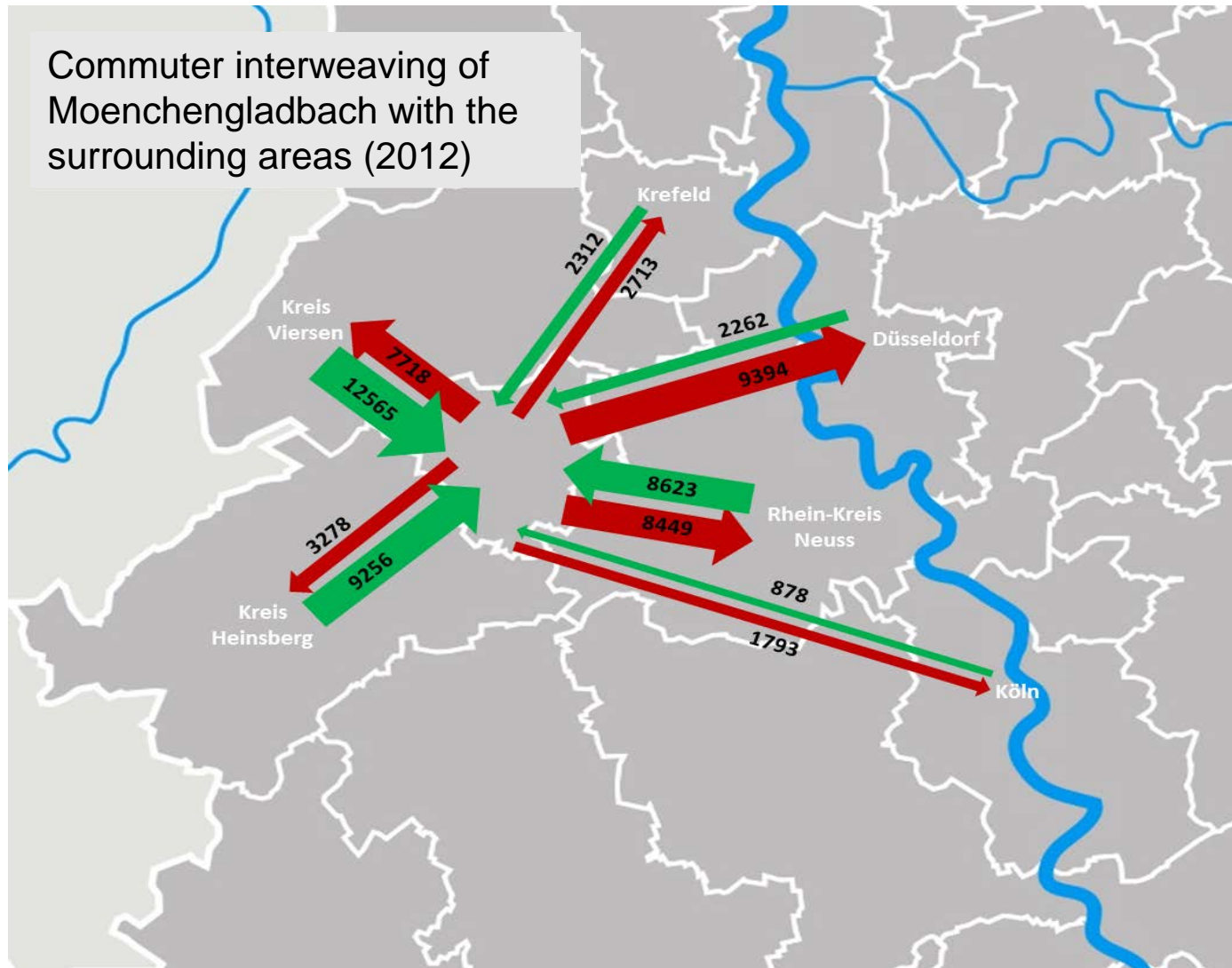
<http://www.hs-niederrhein.de/research/research-centers/niers/>

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Commuter traffic: In total 47.880 in-commuters, 44.229 out-commuters, slightly positive commuter balance of 3.651



Source: Own illustration based on data of IT:NRW, 2012