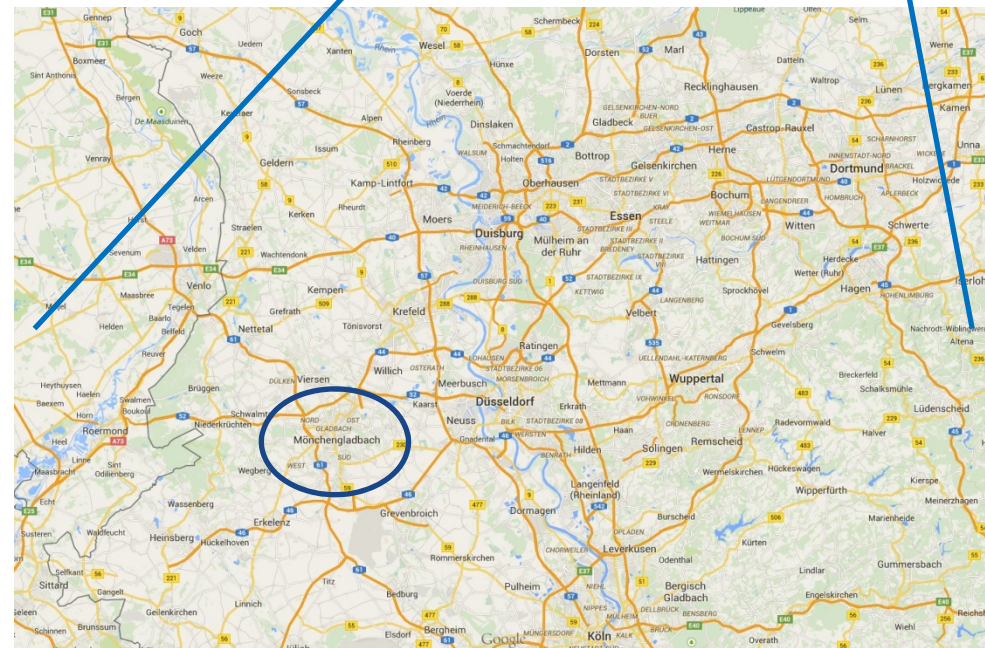
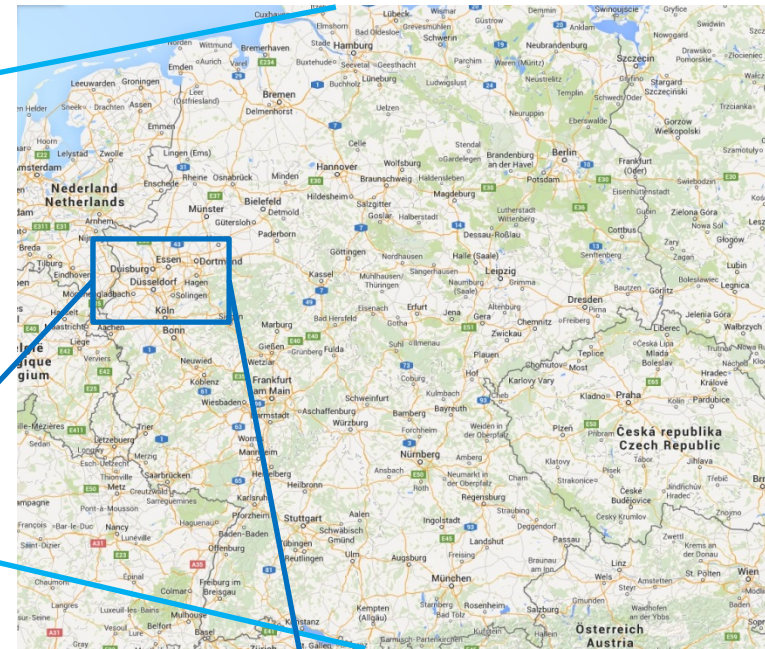
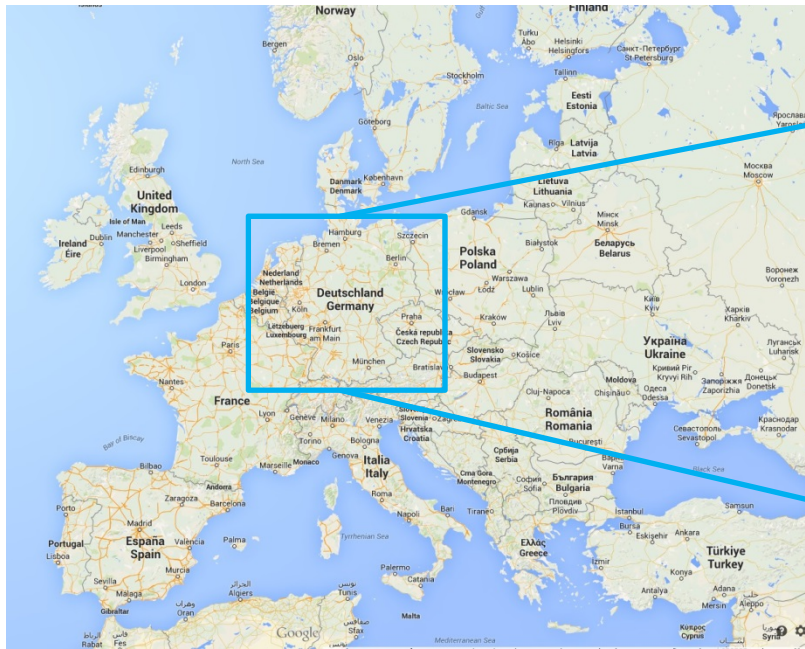


Determinants of location evaluation and choice of residence.

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



Source: Own illustration based on Google Maps

Determinants of location evaluation and choice of residence. An empirical analysis of the city of Moenchengladbach

1. Project presentation “MG Bewegt”

2. Secondary statistical analysis

3. Structure of mobility processes and choice of residence

4. Determinants of location evaluation

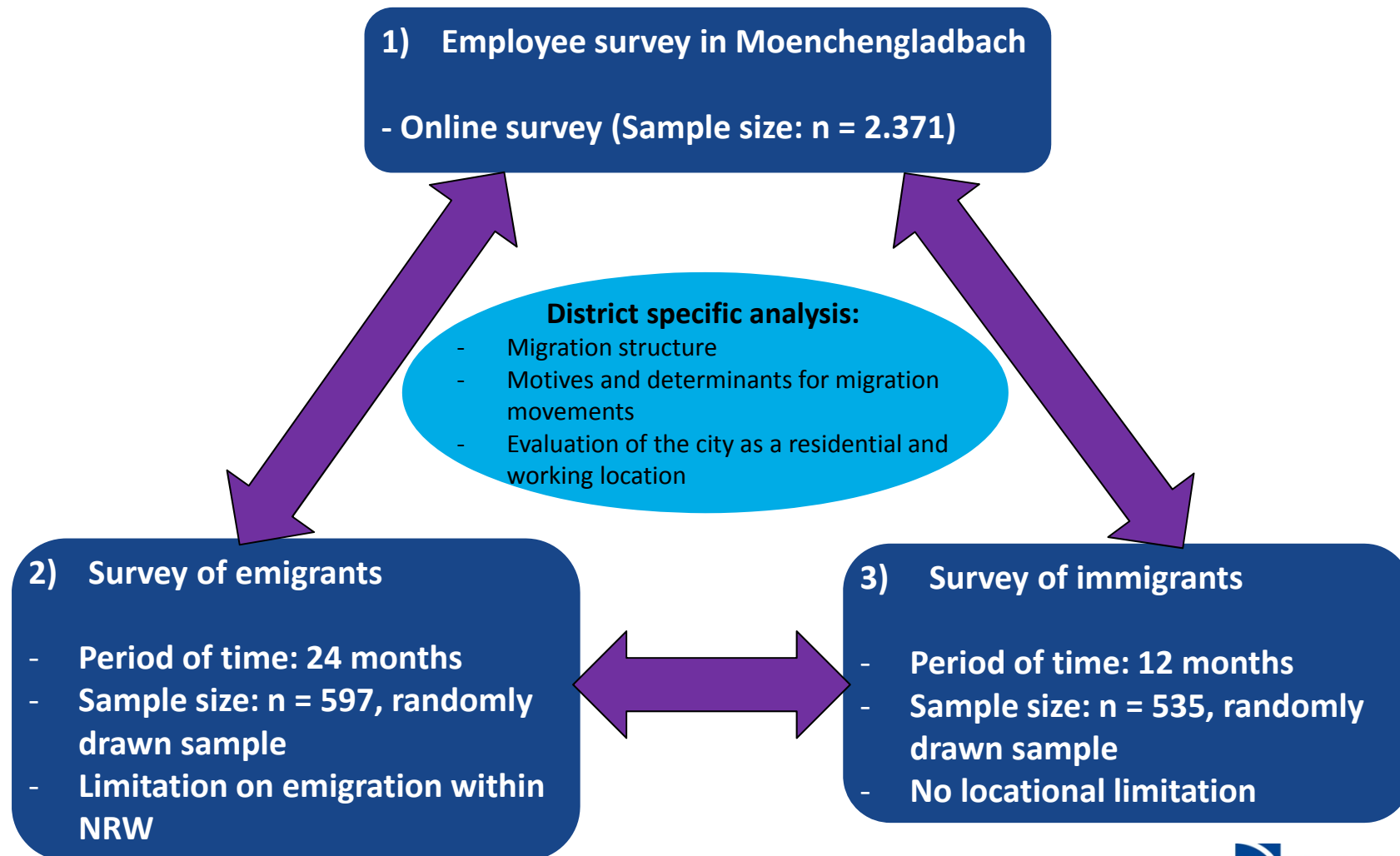
5. Discussion and conclusion

MG Bewegt – Project presentation

- **Target group specific analysis of migration processes and its reasons concerning the living and working location Moenchengladbach**
- **Location evaluation and migration analysis of private households**
- **District specific consideration**
- **Client: WFMG, EWMG**
- **Period of time: Officially 6 months**

MG Bewegt – Project presentation

Primary statistical surveys as part of the project „MG Bewegt“



Determinants of location evaluation and choice of residence. An empirical analysis of the city of Moenchengladbach

1. Project presentation “MG Bewegt”

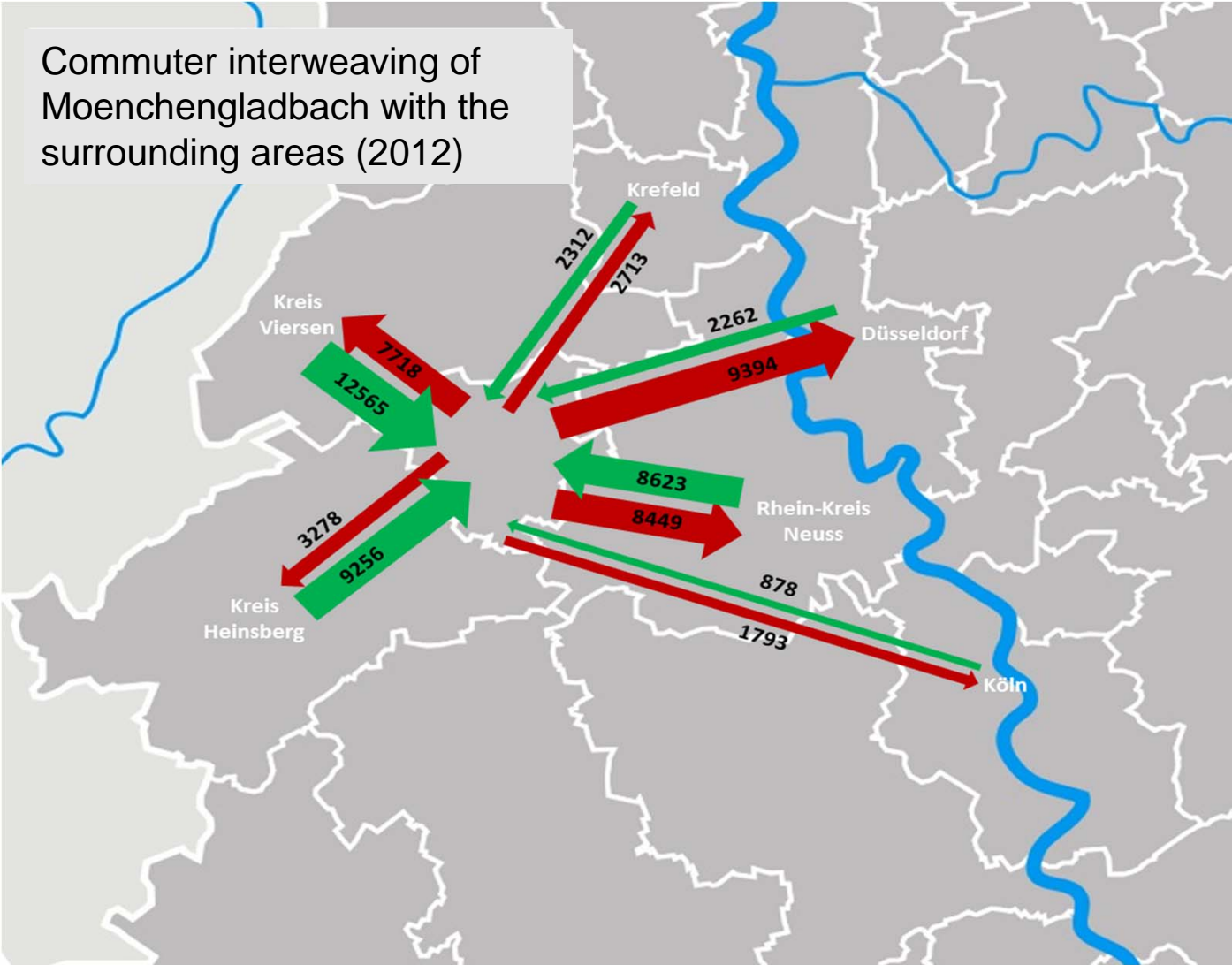
2. Secondary statistical analysis

3. Structure of mobility processes and choice of residence

4. Determinants of location evaluations

5. Discussion and Conclusion

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

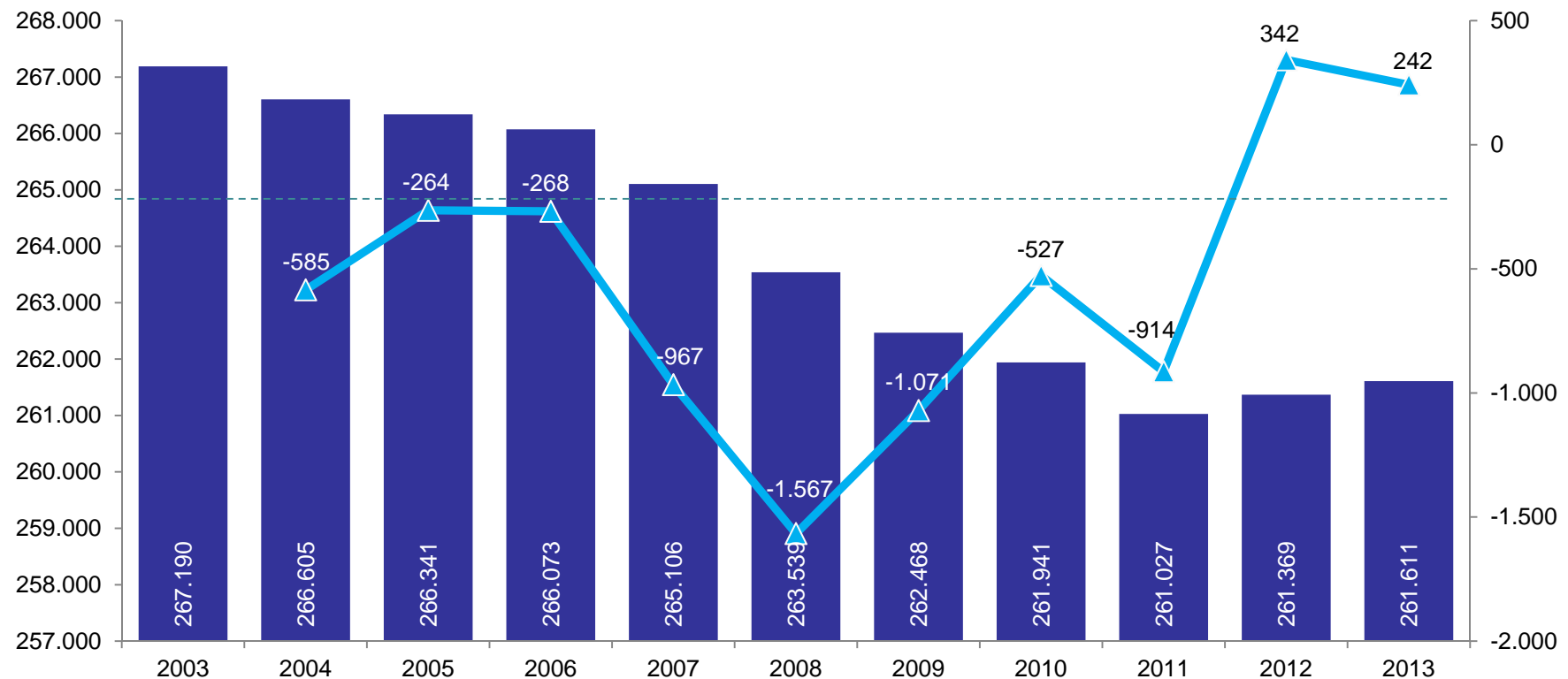


Source: Own illustration based on data of IT:NRW, 2012

Population trend in MG

→ Number of inhabitants was decreasing in the last years in Moenchengladbach

→ In 2012 and 2013, a stable, slightly increasing development could be observed

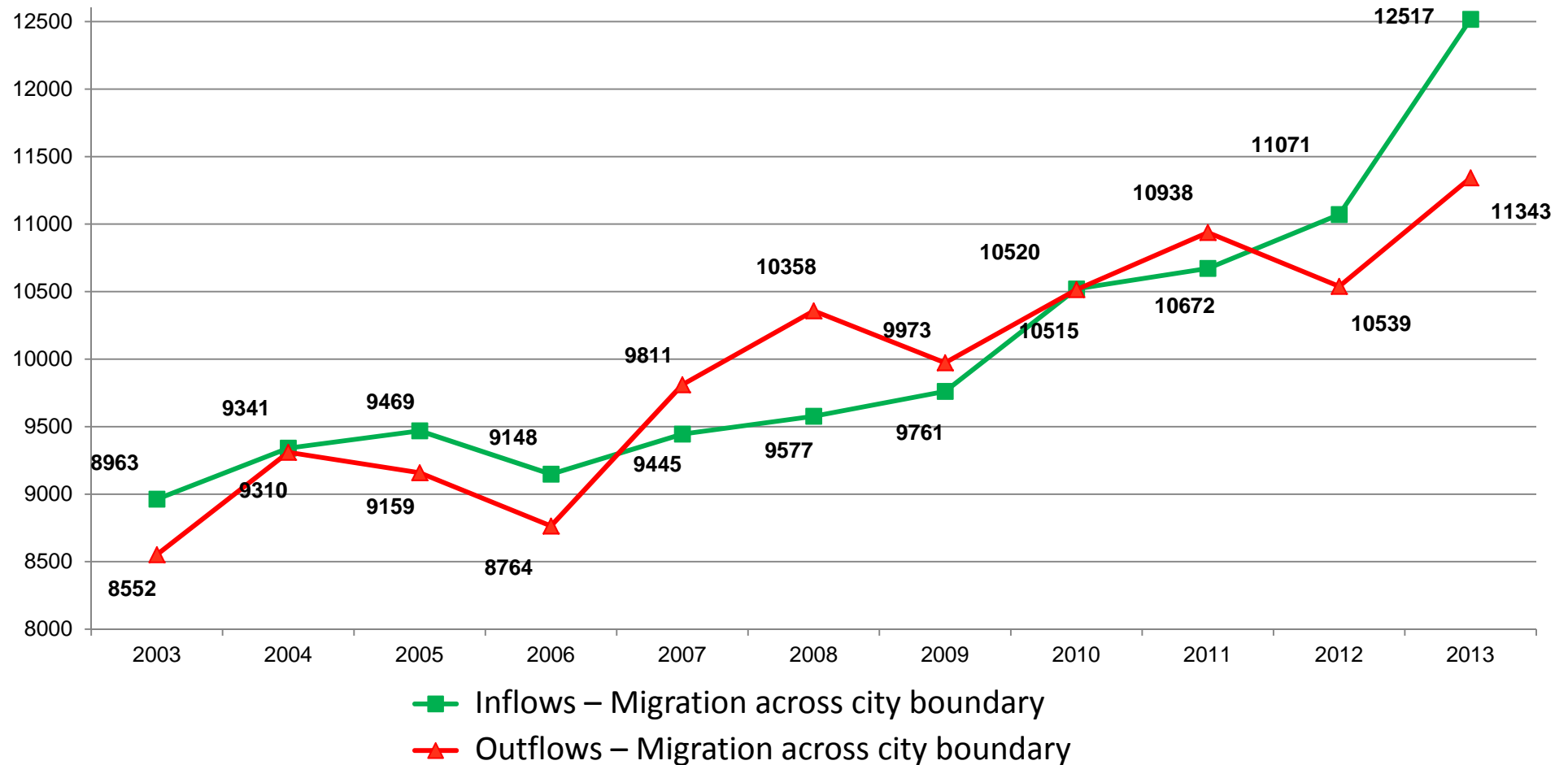


Source: Own illustration based on data of the city MG – faculty urban development and planning

■ In total

▲ Population change versus previous year

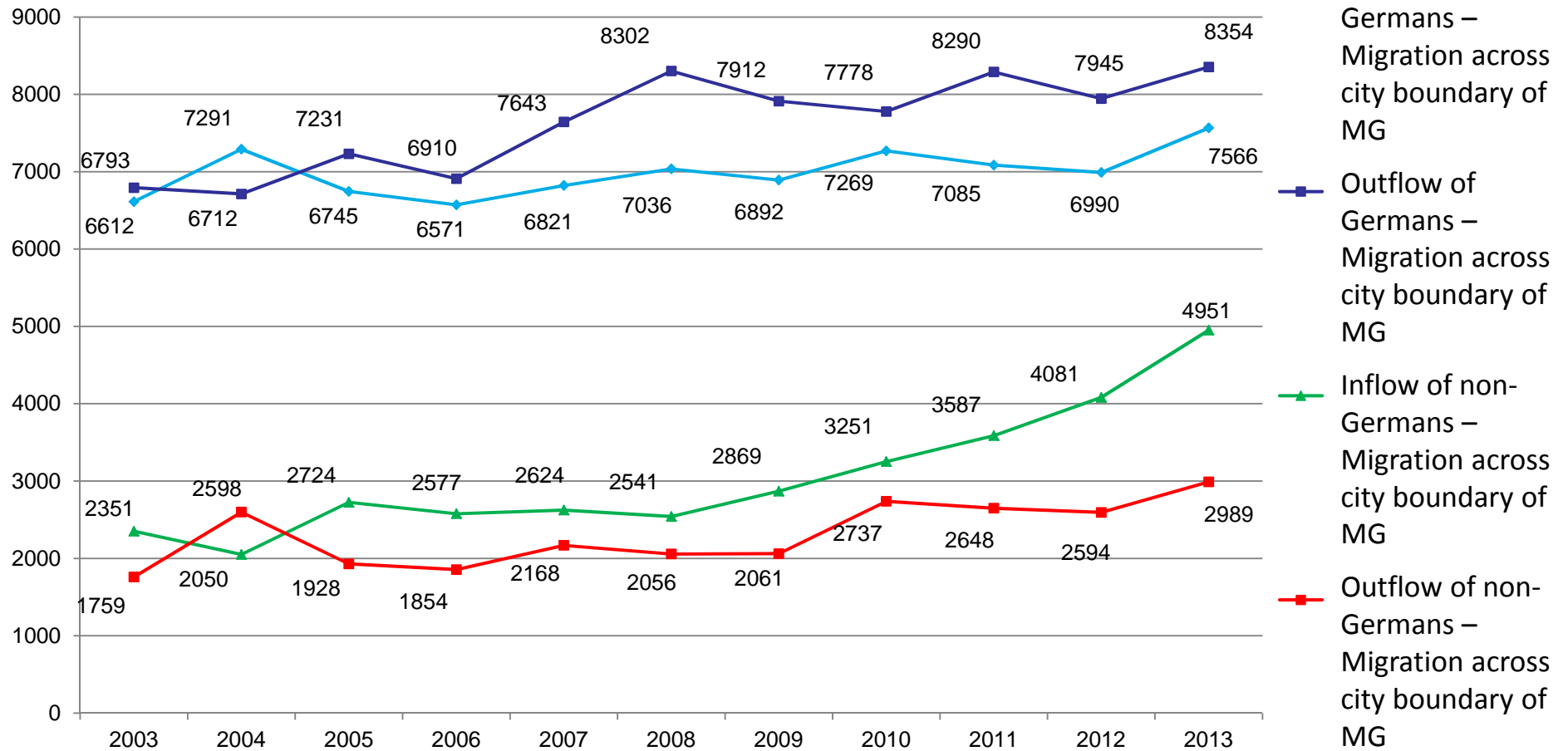
Migration across city boundary



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

Migration movements in Moenchengladbach Comparison of Germans and non-Germans

Migration movements of Germans and non-Germans

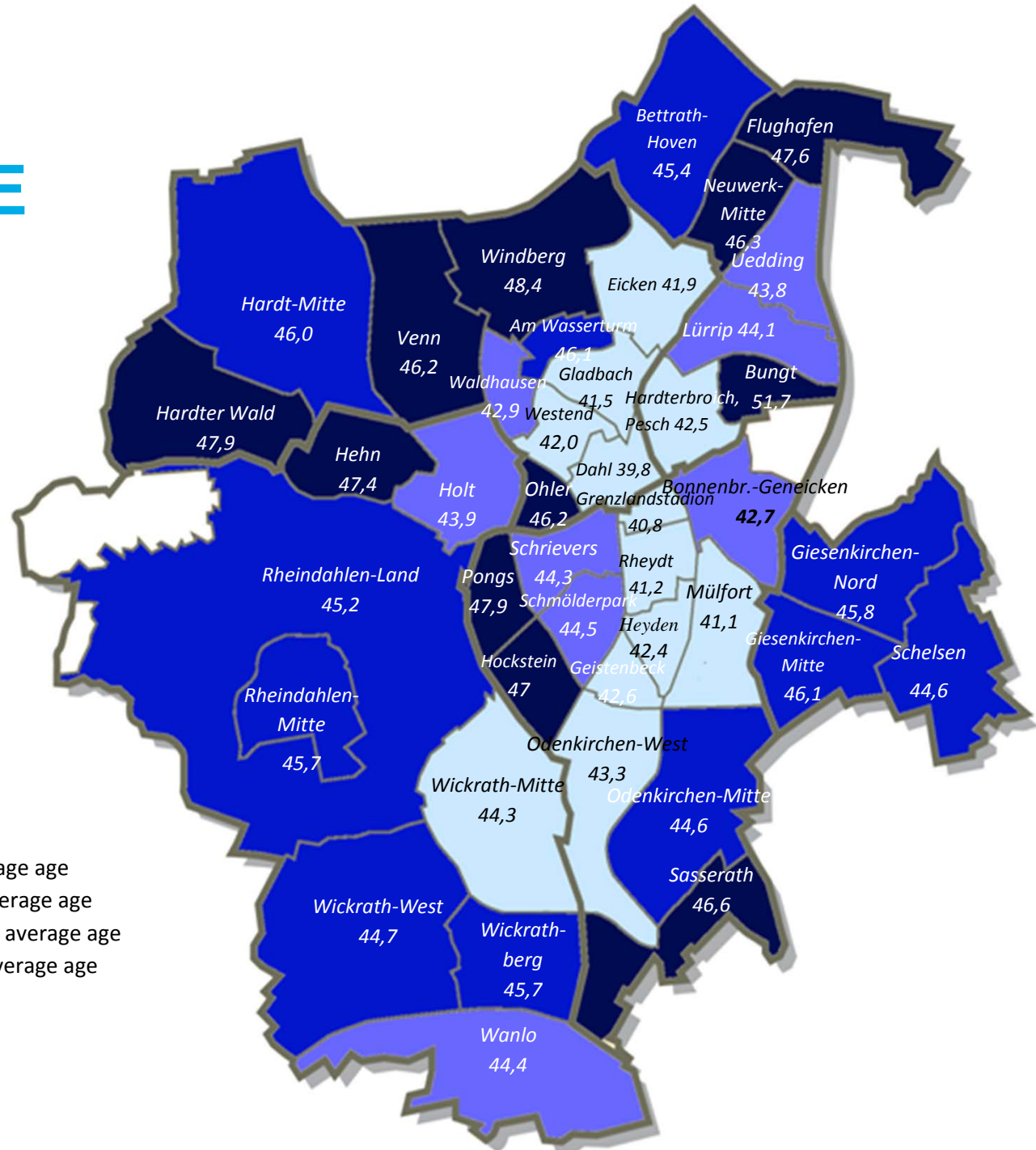


Source: Own illustration based on data obtained by the city MG – faculty urban development and planning

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AGE STRUCTURE

Average age in years

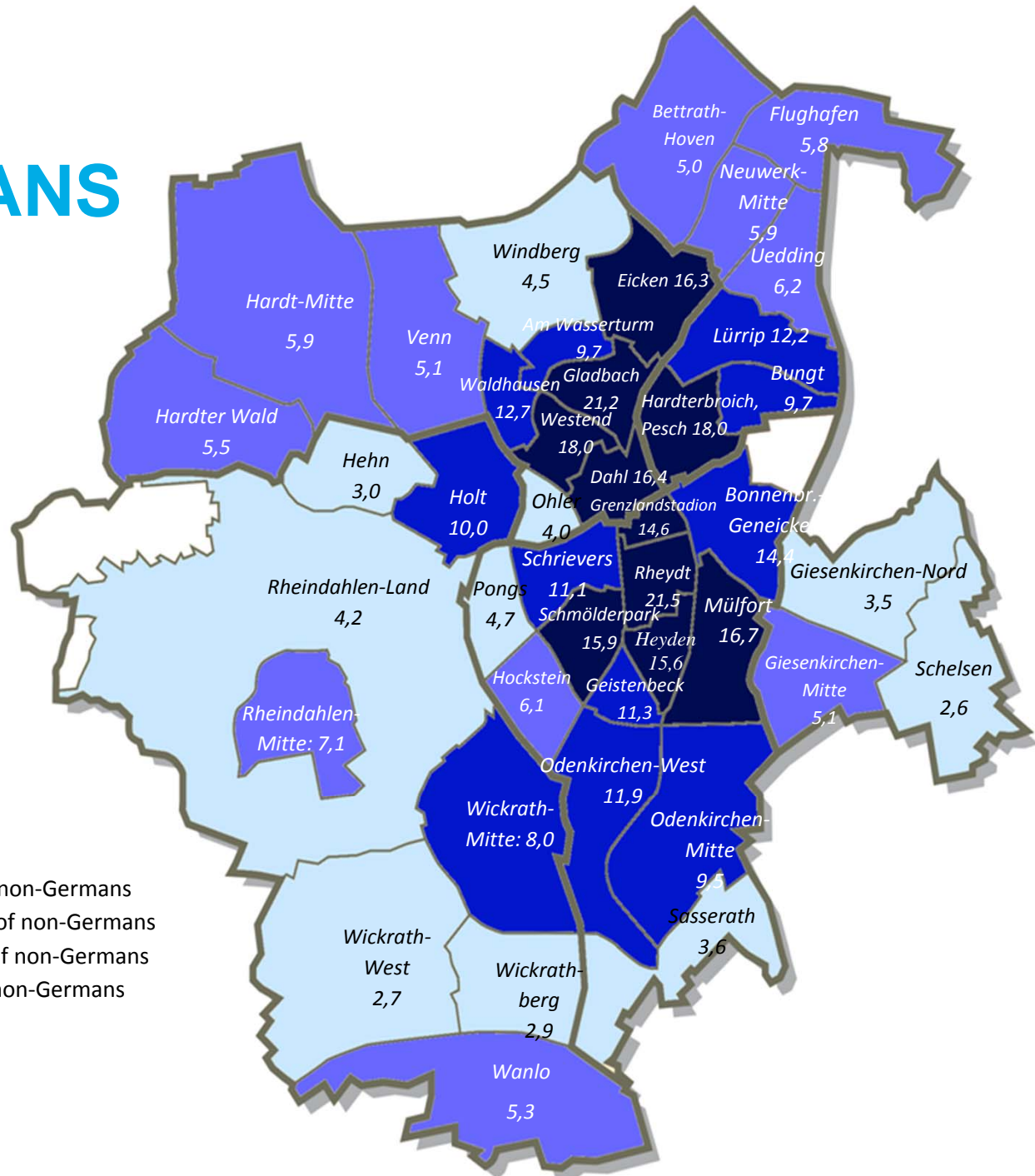


- The 25% of districts with the oldest average age
- The 25% of districts with the 2. oldest average age
- The 25% of districts with the 2. youngest average age
- The 25% of districts with the youngest average age

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

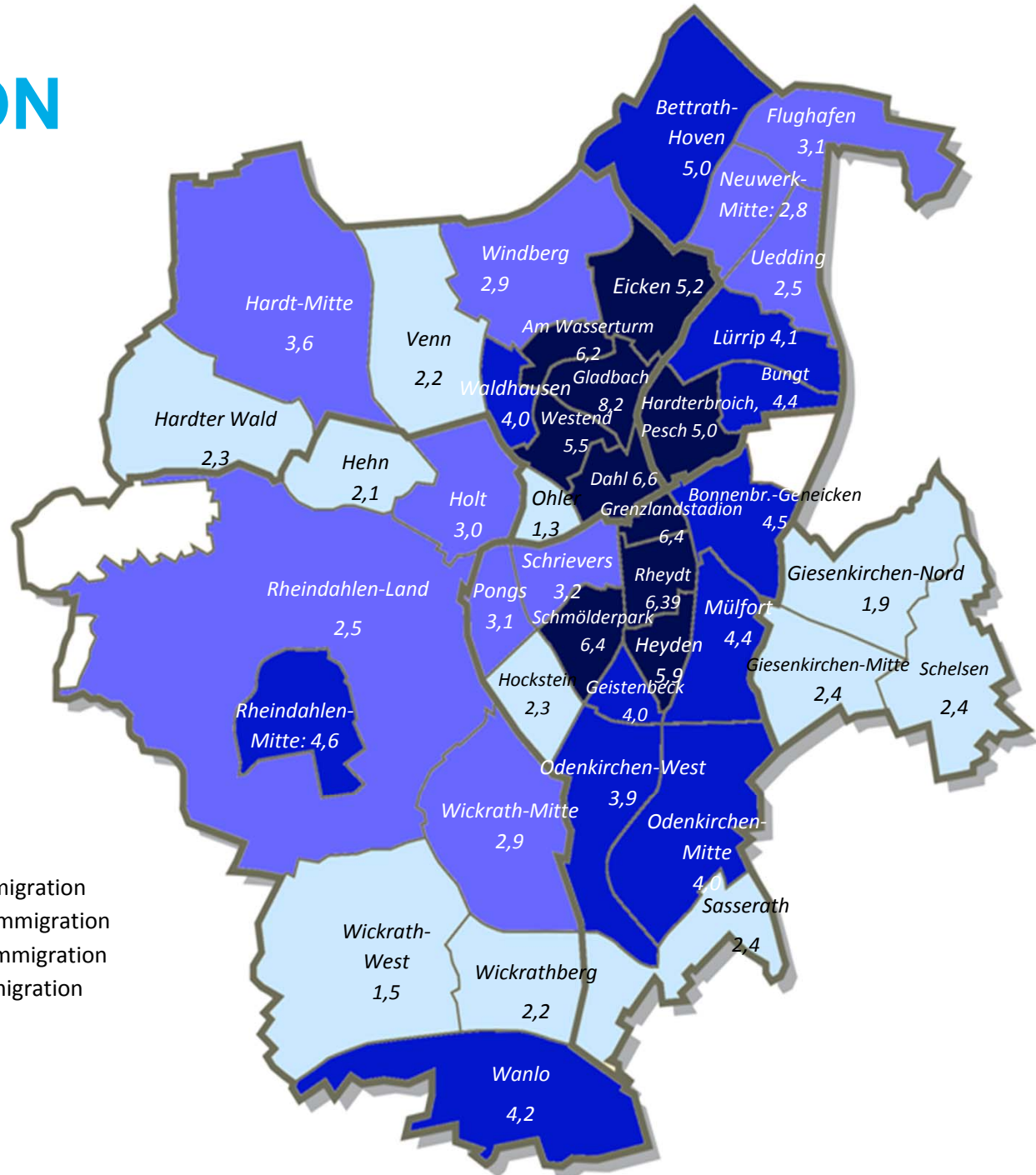


- 25% of districts with the highest share of non-Germans
- 25% of districts with the 2. highest share of non-Germans
- 25% of districts with the 2. lowest share of non-Germans
- 25% of districts with the lowest share of non-Germans

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

IMMIGRATION

Immigration across city boundary in relation to the population

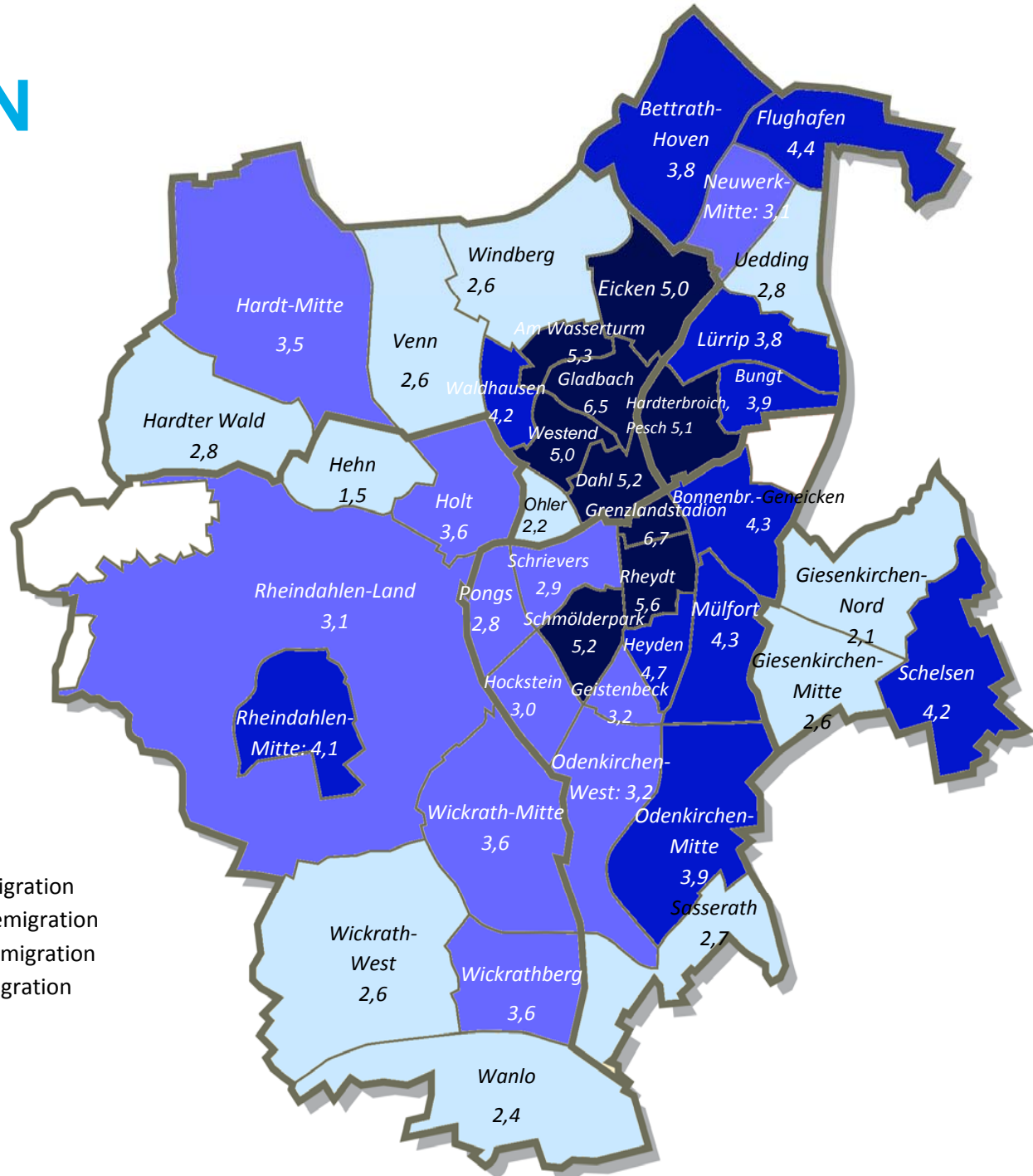


- 25% of districts with the most relative immigration
- 25% of districts with the 2. most relative immigration
- 25% of districts with the 2. least relative immigration
- 25% of districts with the least relative immigration

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

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Socio-demographical characteristics of the surveyed immigrants and emigrants

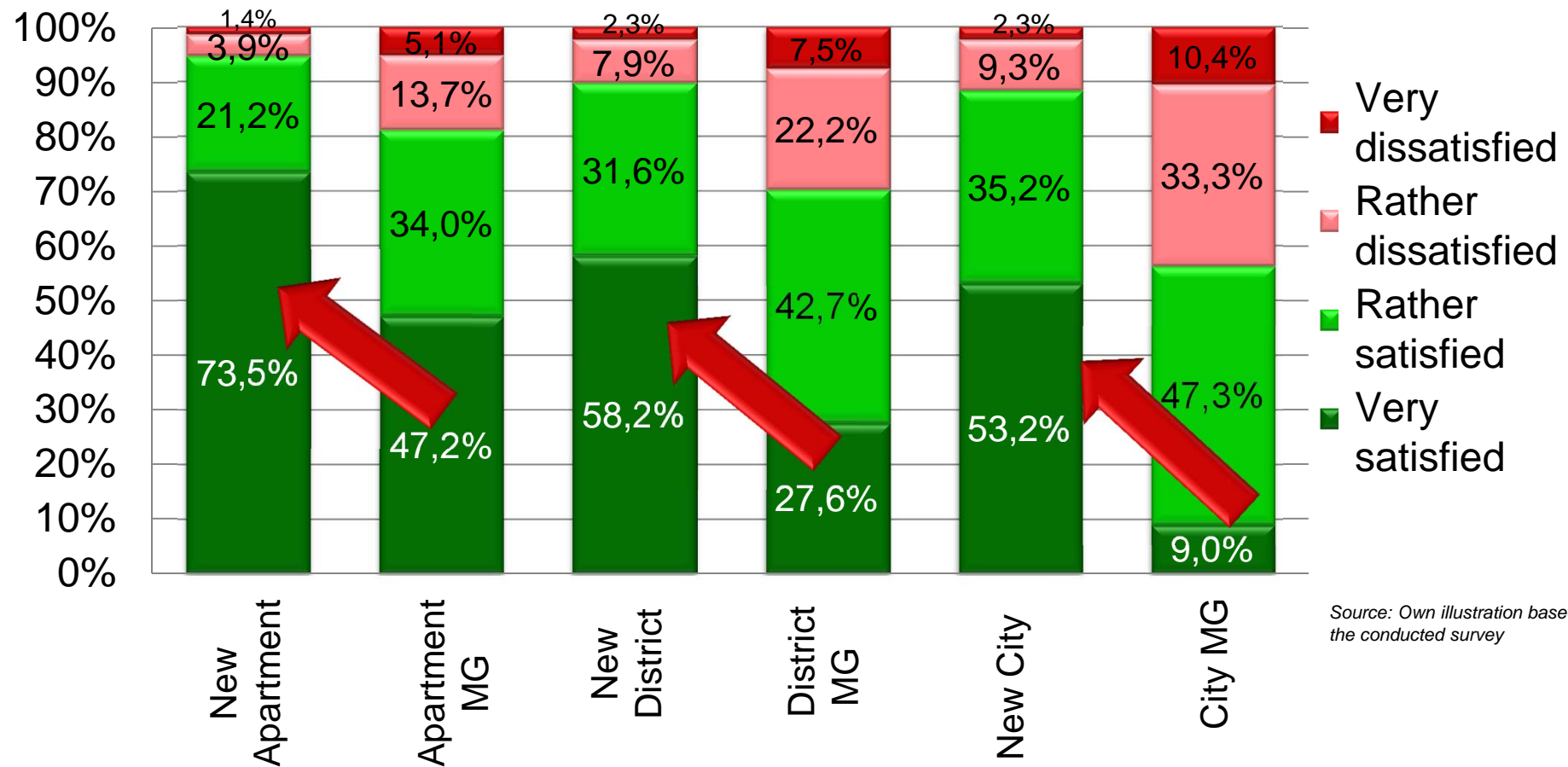
		Immigrants		Emigrants		Difference(Im - Em)
		N	%	N	%	Percentage points
Gender	Female	251	47,1%	333	56,0%	-8,9%
	Male	282	52,9%	262	44,0%	8,9%
Age	Young adults (18-29)	232	43,6%	248	41,8%	1,8%
	Household founder (30-39)	125	23,5%	163	27,5%	-4,0%
	Established people (40-49)	72	13,5%	83	14,0%	-0,5%
	Best Ager (50-59)	50	9,4%	52	8,8%	0,6%
	Silver Ager (60-75)	46	8,6%	42	7,1%	1,5%
Type of household	Single-household	177	33,4%	162	27,6%	5,8%
	Couple-household	207	39,1%	253	43,1%	-4,0%
	Single parent with child	16	3,0%	21	3,6%	-0,6%
	Family with 1-2 children	75	14,2%	74	12,6%	1,6%
	Flat-sharing community	38	7,2%	42	7,2%	0,0%

Socio-demographical qualities of the surveyed immigrants and emigrants

		Immigrants		Emigrants		Difference(Im - Em)
		N	%	N	%	Percentage points
Vocational situation	Employed	307	58,4%	370	63,9%	-5,5%
	Seeking employment	37	7,0%	18	3,1%	3,9%
	Self-employed/freelance	20	3,8%	20	3,5%	0,3%
	In training/study	105	20,0%	132	22,8%	-2,8%
	Pensioner/retired person	46	8,7%	29	5,0%	3,7%
Net household income	Under 1.000€	102	23,4%	97	19,8%	3,6%
	1.000 - 1.999€	129	29,7%	132	26,9%	2,8%
	2.000 - 2.999€	101	23,2%	102	20,8%	2,4%
	3.000 - 4.999€	80	18,4%	124	25,3%	-6,9%
	Above 5.000€	23	5,3%	35	7,1%	-1,8%

Emigrants: Satisfaction with new and old living situation

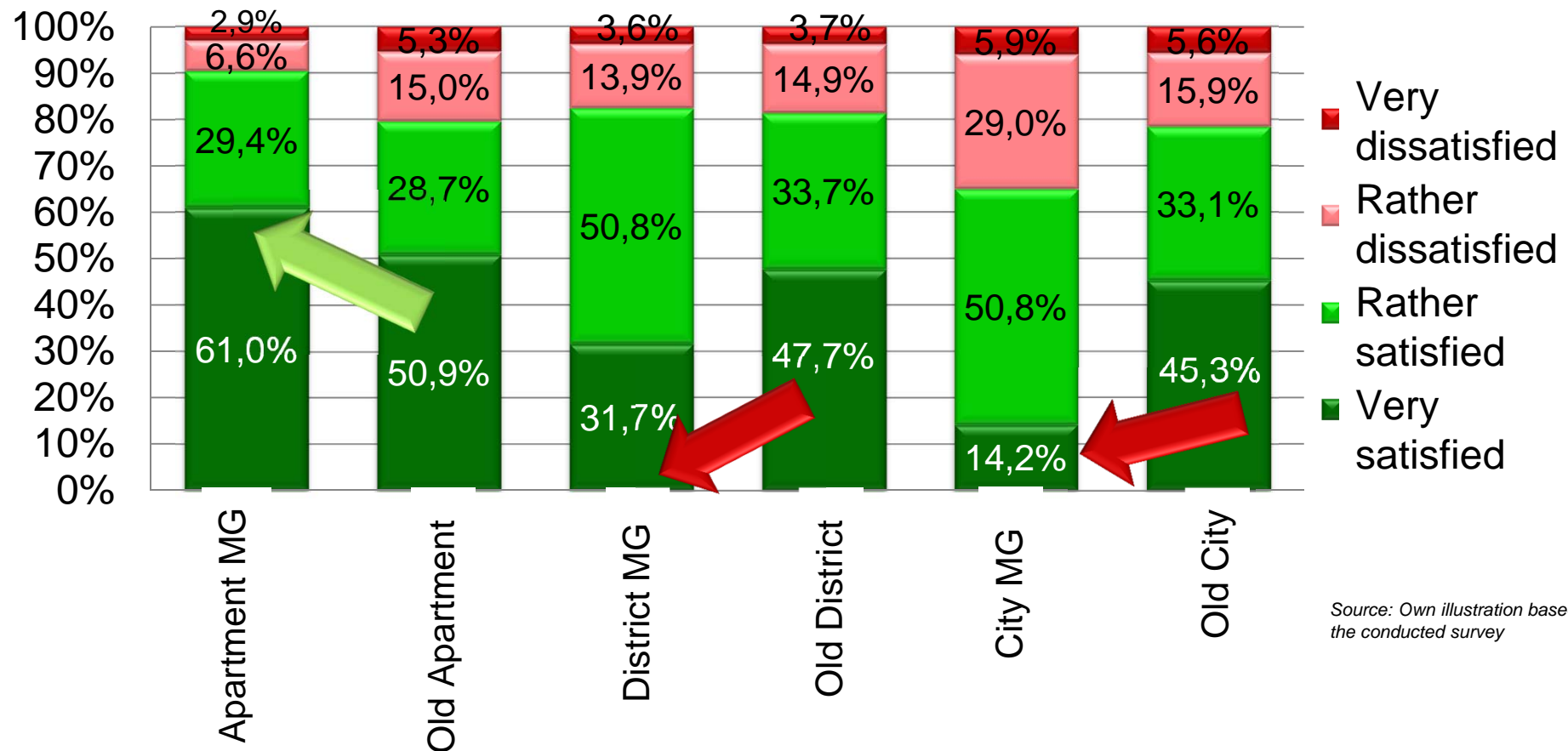
→ After moving away from Moenchengladbach city, district and apartment are evaluated more positively.



Source: Own illustration based on the conducted survey

Immigrants: Satisfaction with new and old living situation

→ After moving to Moenchengladbach, city and district are evaluated less positively, the apartment more positively.



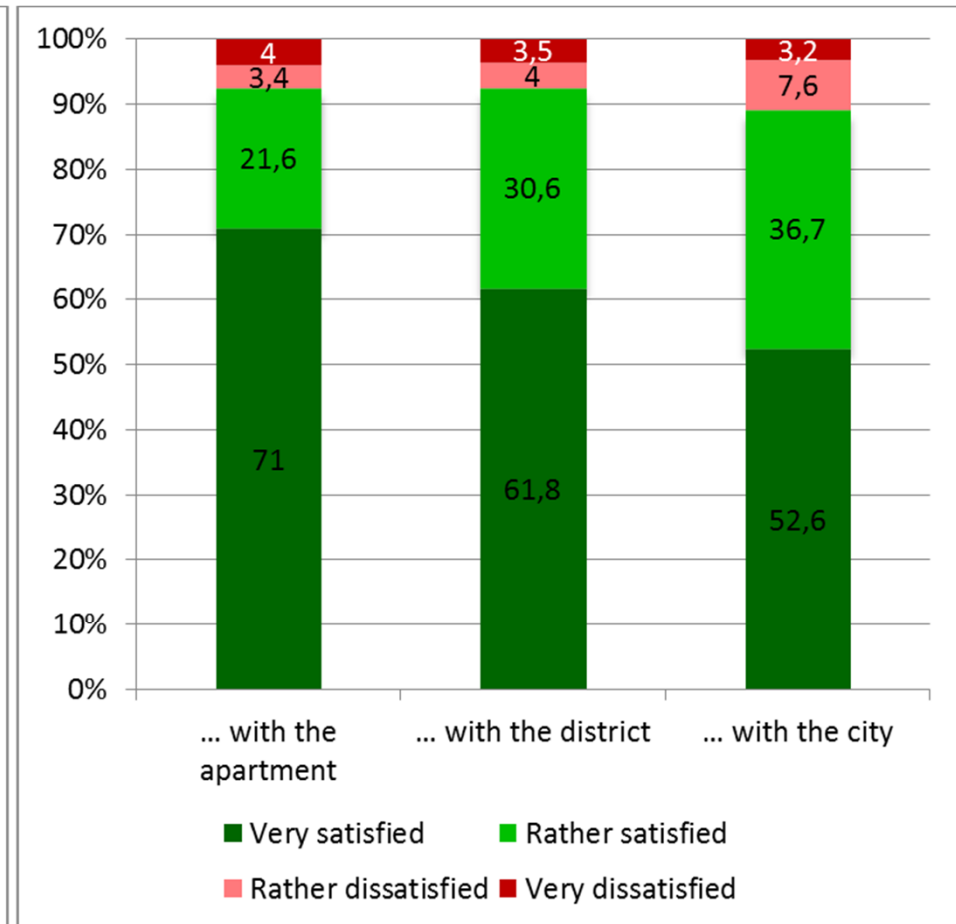
Source: Own illustration based on the conducted survey

Employees: Satisfaction with current living situation

People living in Moenchengladbach



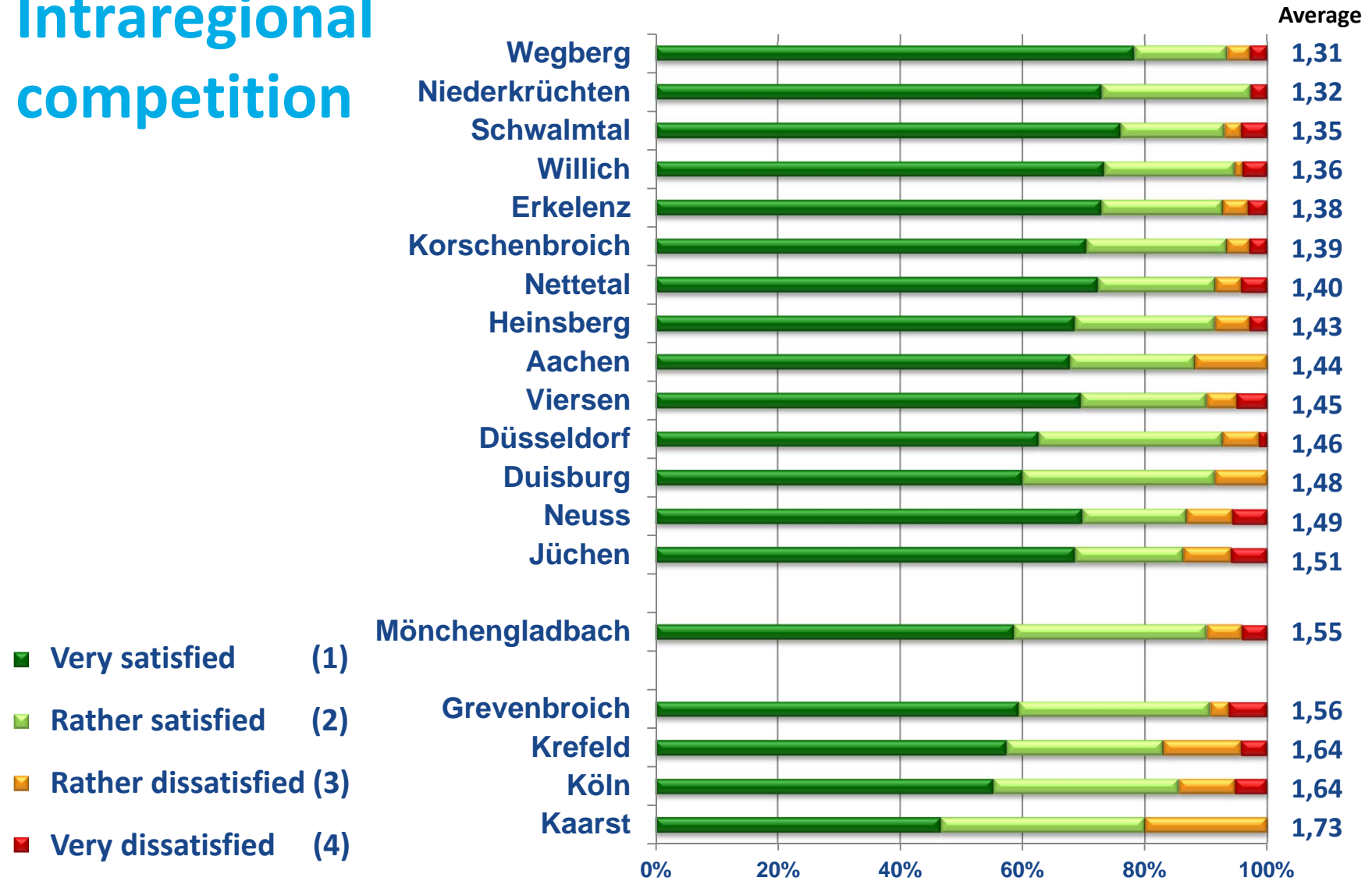
People living outside of Moenchengladbach



Source: Own illustration based on the conducted survey

Intraregional competition

Satisfaction with apartment

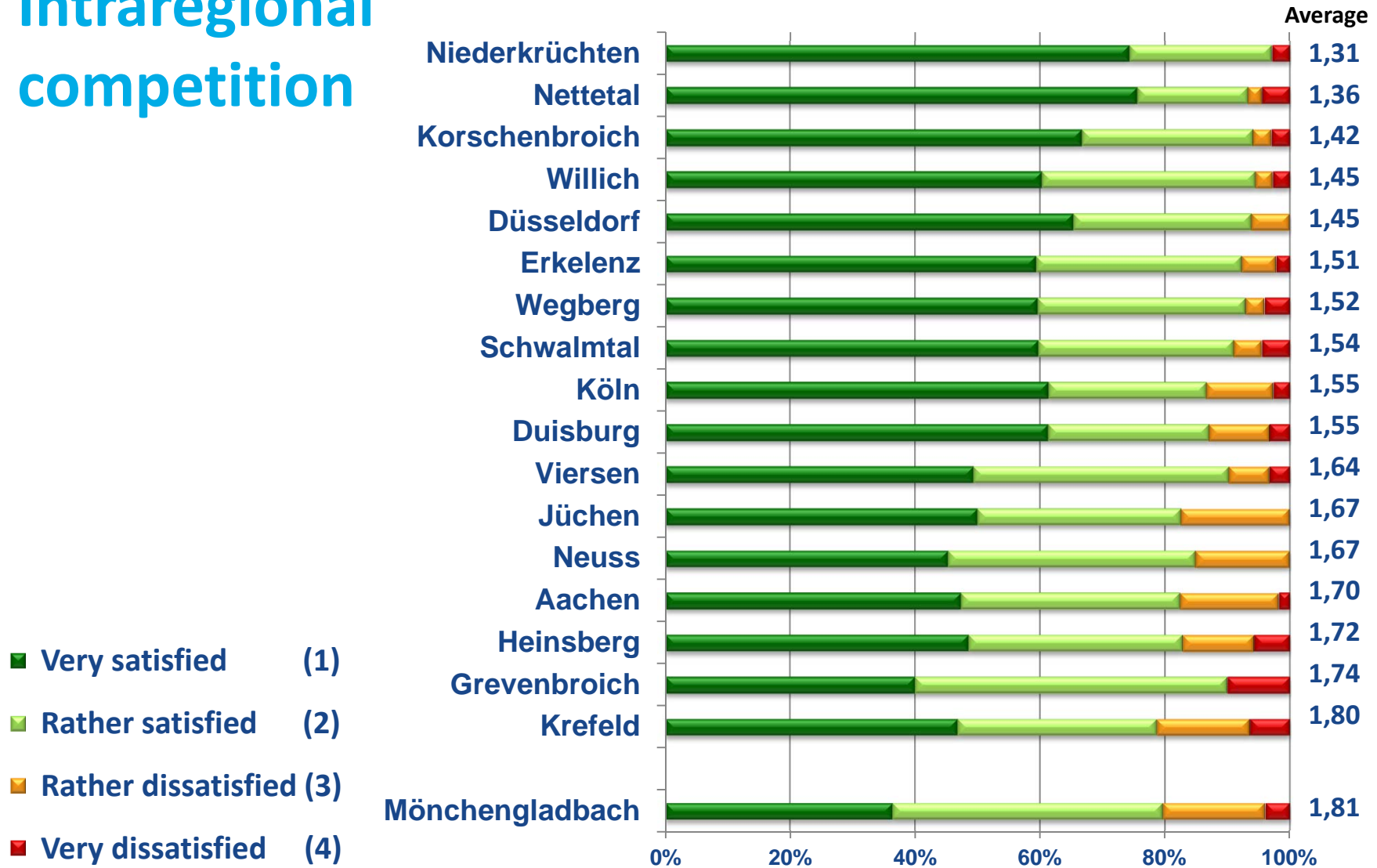


- Very satisfied (1)
- Rather satisfied (2)
- Rather dissatisfied (3)
- Very dissatisfied (4)

Source: Own illustration based on conducted survey

Intraregional competition

Satisfaction with living district

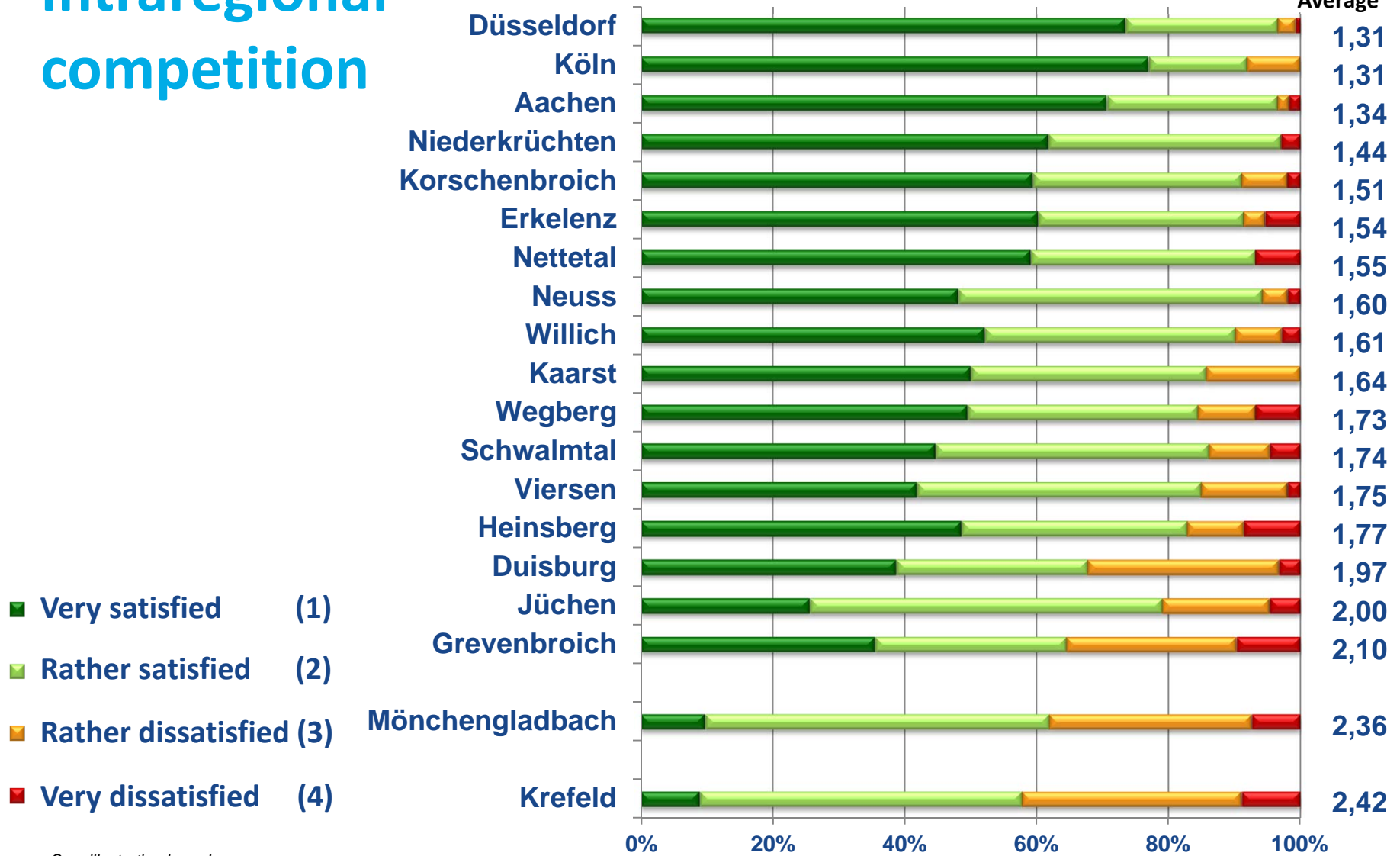


Source: Own illustration based on conducted survey

Intraregional competition

Satisfaction with city

Average



Source: Own illustration based on conducted survey

What are advantages of MG as a residential area?

What are disadvantages of MG?

	Immigrants	N	% of cases
1.	Good transport connections	140	29,7%
2.	Central location/reachability	105	22,3%
3.	Cheap real estate prices/rents	83	17,6%
4.	Landscape/nature/green space	76	16,1%
5.	Culture/events/leisure facilities	58	12,3%
6.	Good purchasing opportunities	47	10,0%
7.	Proximity to work place	40	8,5%
8.	Proximity to family/partner	38	8,1%
9.	(Social) living environment	36	7,6%
10.	Good infrastructure	33	7,0%

	Immigrants	N	% of cases
1.	Unattractive cityscape	127	32,7%
2.	Road and transport infrastructure	89	22,9%
3.	Social living environment, people in MG	57	14,7%
4.	Waste, waste disposal	53	13,7%
5.	Too little culture/leisure opportunities	49	12,6%
6.	Purchasing opportunities	28	7,2%
7.	Too many foreigners	22	5,7%
8.	Missing security	22	5,7%
9.	Bad transport connections	20	5,2%
10.	High level of unemployment	19	4,9%

Source: Own calculation based on conducted survey

Résumé of mobility structure and motives

- **Immigrants and emigrants like:** good location, reachability, cheap rents
- **Immigrants and emigrants criticize:** Cityscape, road and transport infrastructure, social (living) environment

- **Criteria**

	Immigrants more often...	Emigrants more often...
Gender	male	female
Age	u18 or o50	household founder / established
Type of households	singles	couple household
Profes. situation	searching for a job, pensioner	employed, training / study
Salary	lower 3000€	above 3000€

- **Satisfaction of immigrants and emigrants with old/new living situation is higher than in Moenchengladbach**
 - City and district are evaluated less positive
 - Immigrants evaluate their apartment in MG more positively

- **MG is evaluated less positive than other cities nearby**

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Location factors in MG – quality and importance

1 – very important
4 – very unimportant

1 – very positive
4 – very negative

Source: Own calculations based on conducted surveys

Location and living satisfaction (in total)	Importance Ø	Quality Ø
Traffic and care		
Inner-city transport connection (public transport)		
Interurban transport connection (bus&train)		
Street- and transport infrastructure		
Pedestrian friendliness		
Bicycle friendliness		
Medical care		
Purchasing opportunities, shopping		
Cityscape and public space		
Attractiveness of cityscape		
Green space, parks		
Quality at public places		
Cleanness		
Culture and free time		
Cultural institutions and supplies		
Cinemas		
Sports infrastructure		
Gastronomy		
Family-friendliness and education		
Day-nursery (U3-care)		
Kindergarden		
Elementary school		
Secondary school		
University		
Playground		
Free time activities for young people		
Institutions and offers for seniors		
Other aspects		
Municipality		
Charges and duties		
Social living environment		
Image of the city		
Security		
Calm and low air pollution		

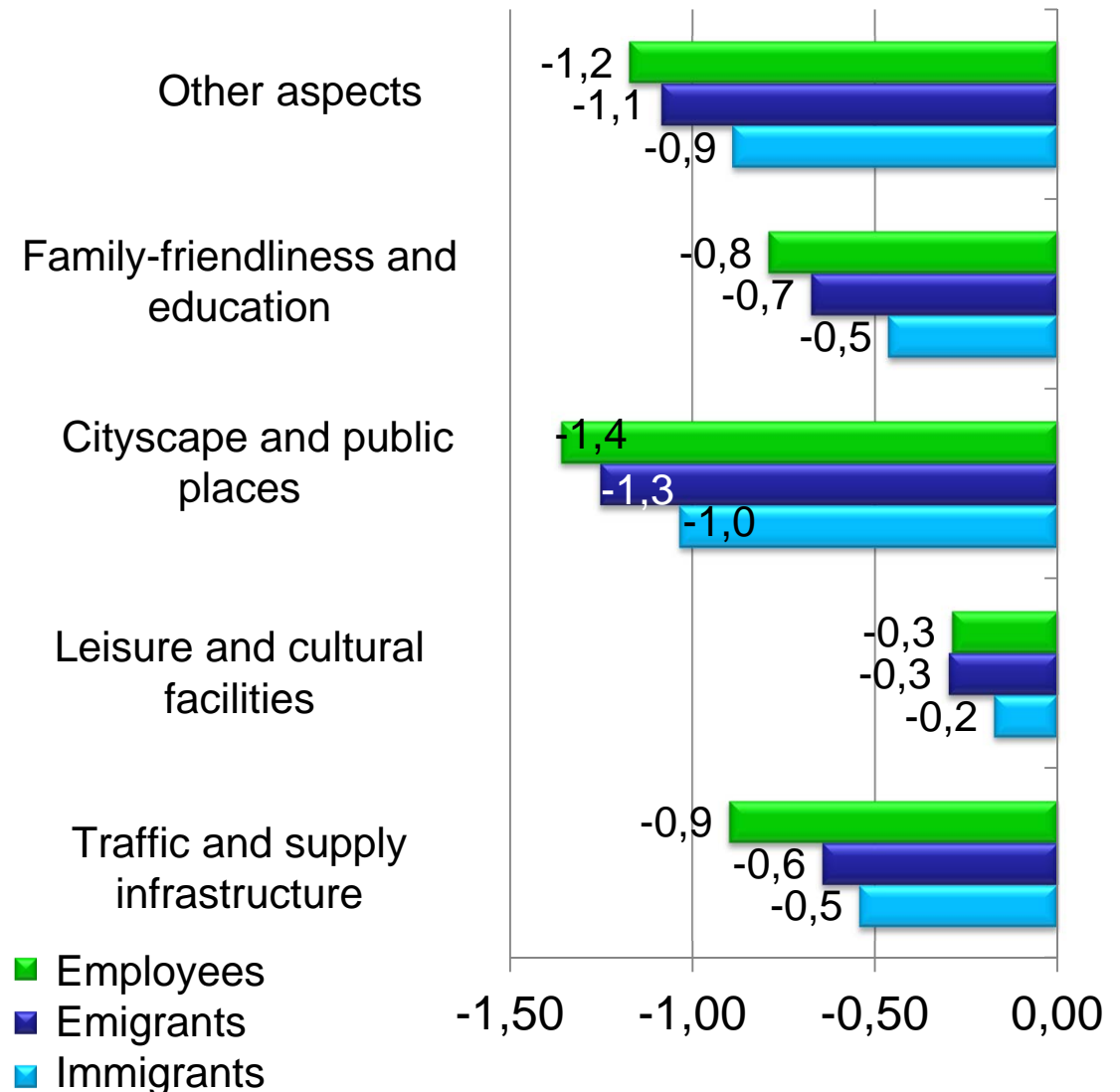
GAP-Analysis comparing the surveys

- 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**

Source: Own calculations based on conducted surveys

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∅ Importance – ∅ Evaluation



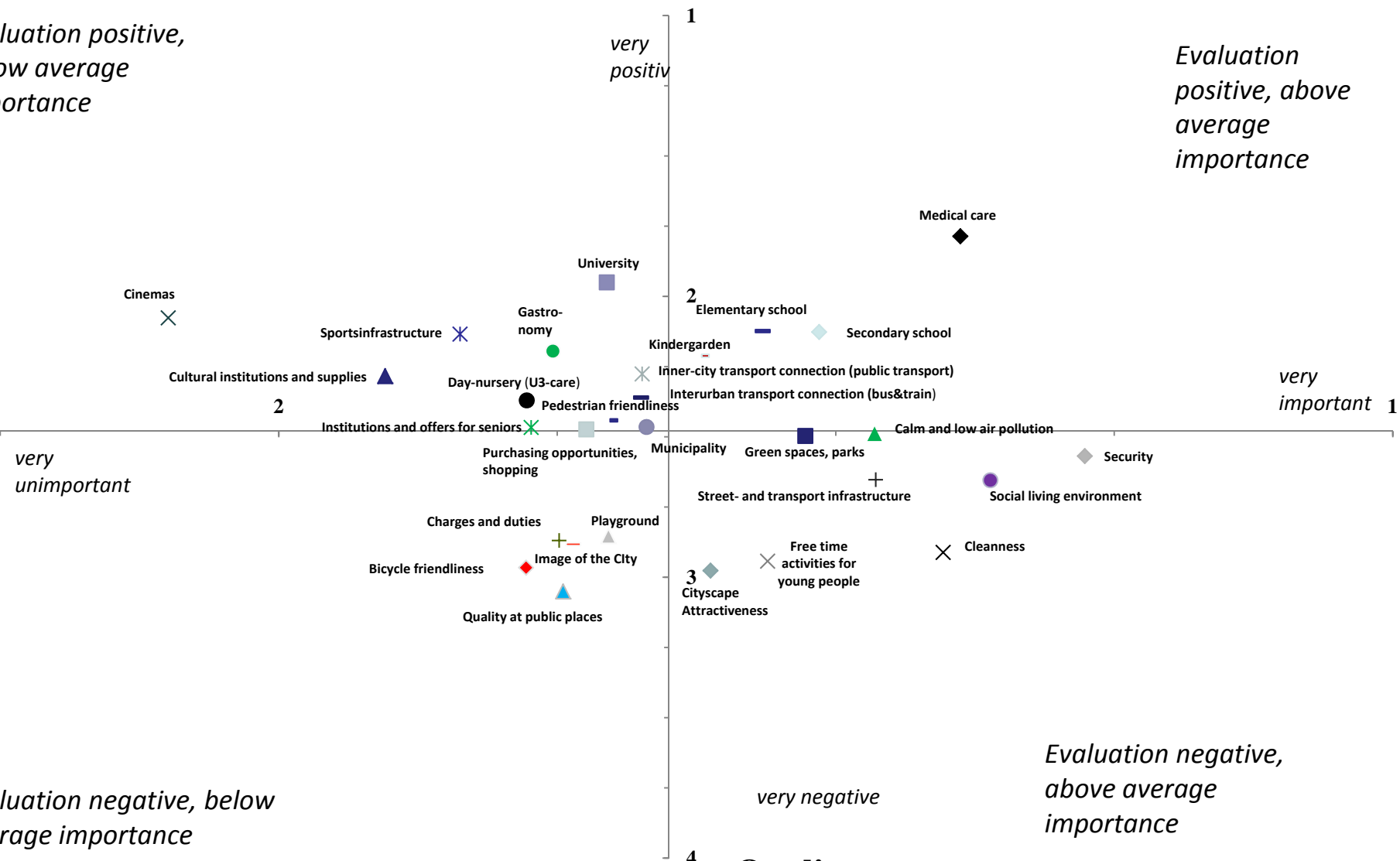
Importance and quality of location factors in MG - survey

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

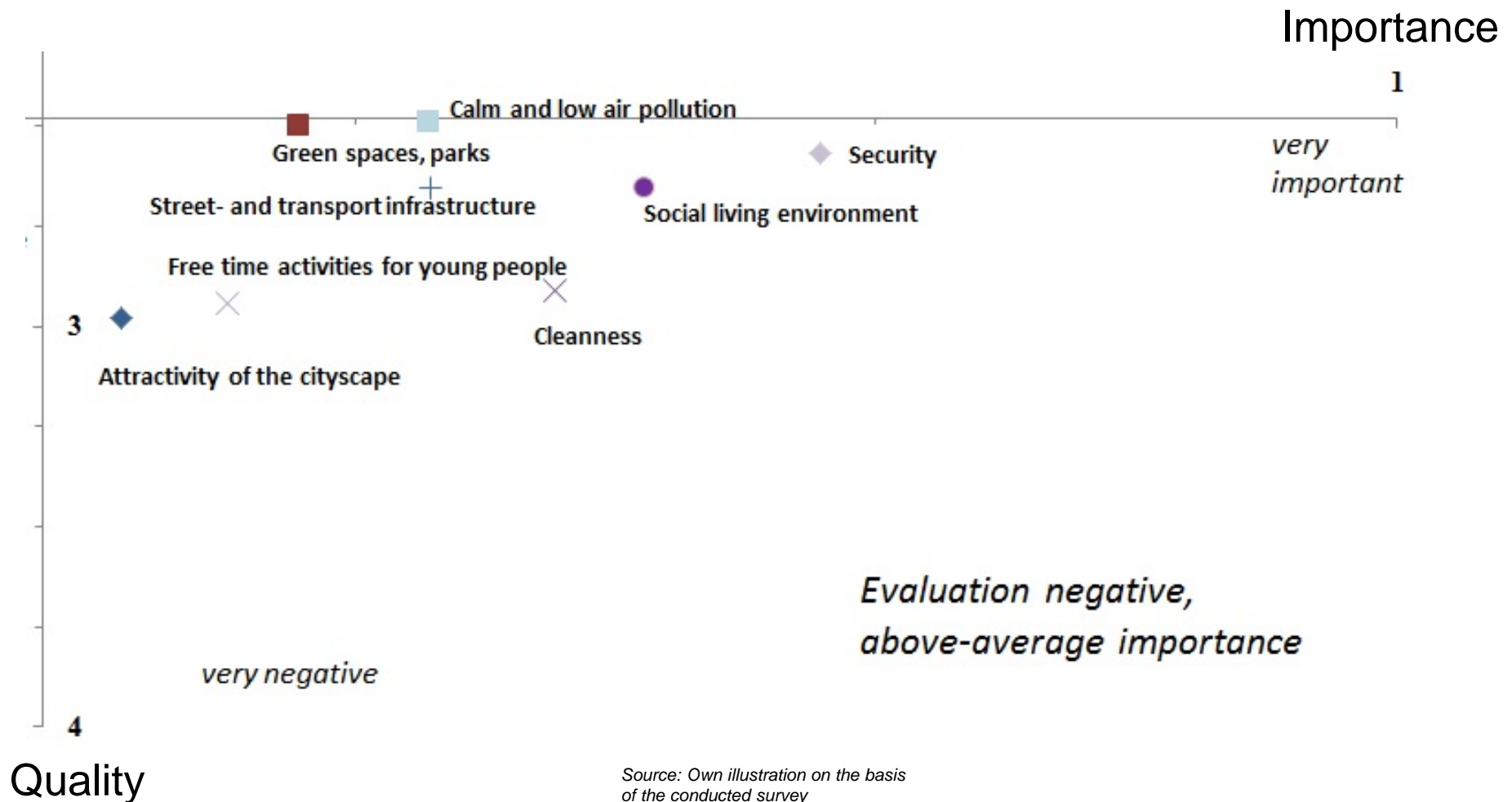


Evaluation negative, below average importance

Evaluation negative, above average importance

Quality

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 of citizens: All reviewed aspects are important, most are inferior**
- **Immigrants and emigrants evaluate the city MG and their city district less positive than their old/new place of residence.**
- **Unexpectedly, the sector "Leisure and Cultural Amenities" is not an important migration motive**
- ➔ **Pro Moenchengladbach**
 - ➔ **Good connection, central location, cheap costs of living, purchasing opportunities, landscape / nature / green space**
- ➔ **Contra Moenchengladbach**
 - ➔ **Unattractive cityscape, cleanness, security, street- and transport infrastructure, social environment, people in Moenchengladbach**
- **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:

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

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