

## More than 8 out of 10 Brits tempted to move abroad

**29 June 2009:** Some eighty five per cent of Brits have considered, or could be persuaded, to move abroad permanently as a direct result of the economic downturn, according to a survey undertaken by Immigration New Zealand. The survey also revealed that more than forty percent of us believe that the UK is one of the worst affected countries by the credit crunch, with a high percentage admitting they would consider moving elsewhere if they were made redundant.

The survey highlighted a higher standard of living (48%), better weather (19%), a safer place to bring up children (17%) and a lower cost of living (16%) as the main motivators for moving abroad. New Zealand was seen as particularly attractive to young families looking to give their children a high standard of living, good education and promising employment prospects.

The survey comes hot on the heels of the annual Global Peace Index study that this year named New Zealand as the world's most peaceful country. The survey praised New Zealand's political stability, low levels of crime and general standard of living, which Immigration New Zealand hopes will encourage skilled migrants to consider a move to the country.

More recent research, the Mercer 'quality of life' survey, placed Auckland as the fourth best city in the world to live, highlighting the city's relaxed pace of life, high standard of facilities and stunning scenery. The country's capital, Wellington, came in at twelfth place.

Andrew Lockhart, regional manager for Immigration New Zealand commented: "New Zealanders pride themselves on their enviable lifestyle and we are delighted that the country is being recognized for its quality of life and low levels of crime.

"Permanent British migration to New Zealand is currently up 20% on previous years and we are still looking for skilled migrants during the economic downturn. We therefore hope that these new survey results will encourage even more skilled Brits to join us in New Zealand."

Immigration New Zealand is currently proactively targeting skilled British workers, business owners and investors looking to make a permanent move to the country, as well as those aged from 18-30 who are interested in applying for a Working Holiday Visa, allowing them to work and travel for up to 23 months. For more information, please visit:

[www.newzealandnow.govt.nz](http://www.newzealandnow.govt.nz).

**Ends**

### **Further Information**

For more information on working and living in New Zealand, please visit [www.newzealandnow.govt.nz](http://www.newzealandnow.govt.nz). This site has a media section.

For journalist enquiries, please contact Susie Tempest or Jenny Groutage at The Saltmarsh Partnership on 020 7928 1600 or email [susie/jenny@saltmarshpr.co.uk](mailto:susie/jenny@saltmarshpr.co.uk).