



**Quantitative Report  
Programme  
April 2008**



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# Unpacking business vs. research objectives



## Business objective

To develop an inclusive and transparent strategic future-plan for the Clairwood area that meets both municipality and property owner needs.



## Research objectives

- Understand property ownership patterns and property usage
- Understand property owners' needs and aspirations

## Research Methodology

Face-to-face interviews were conducted with sixty property owners in the Clairwood area.

Interviews took place between 21 February and 4 March 2008.

Respondents were interviewed in their homes or place of work.

All respondents owned property in the Clairwood area  
35 respondents currently live in Clairwood  
31 respondents currently own a business in Clairwood



## Interesting insights gained while conducting fieldwork...

### Questionnaire

- Property prices were a sensitive issue – people thought we wanted to sell their houses and were reluctant to give us answers until we convinced them we were from an independent research house and had nothing to do with property sales.

### Fieldwork

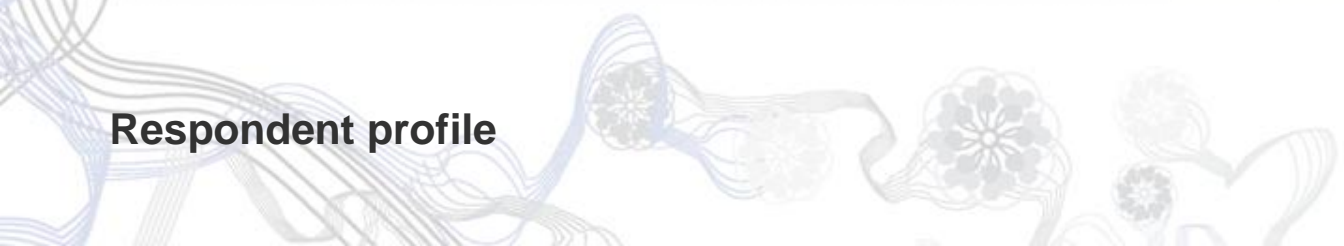
- We did not experience the problems that were encountered during the qualitative phase (groups). We think this is because respondents were more comfortable speaking on a one-to-one basis rather than in a group, and were more comfortable in the own homes or place of work than at another venue
  - We also had to stress that we are an independent survey based research company and did not mention the municipality as this helped secure interviews.
  - Even though it was a sensitive subject, everyone in the area seems to have strong opinions and had a lot to say. We even had people calling our office to ask why they hadn't been interviewed as their neighbour had been. People wanted to talk about issues not covered by the questionnaire e.g. we had complaints that there are no services in area like library, clinic, etc. We also had cases of residents complaining to us about illegal businesses causing problems in area like noisy trucks keeping people awake at night, knocking down walls etc.
  - It was sometimes difficult to get hold of the owners of properties as some tenants were reluctant to reveal names.
  - Respondents said that there had been other studies in the past and nothing had changed, and were concerned about the outcome of this research.
  - We found that many of the residents in the area live in very bad conditions e.g. one resident has not had water for the past 9 months.
-



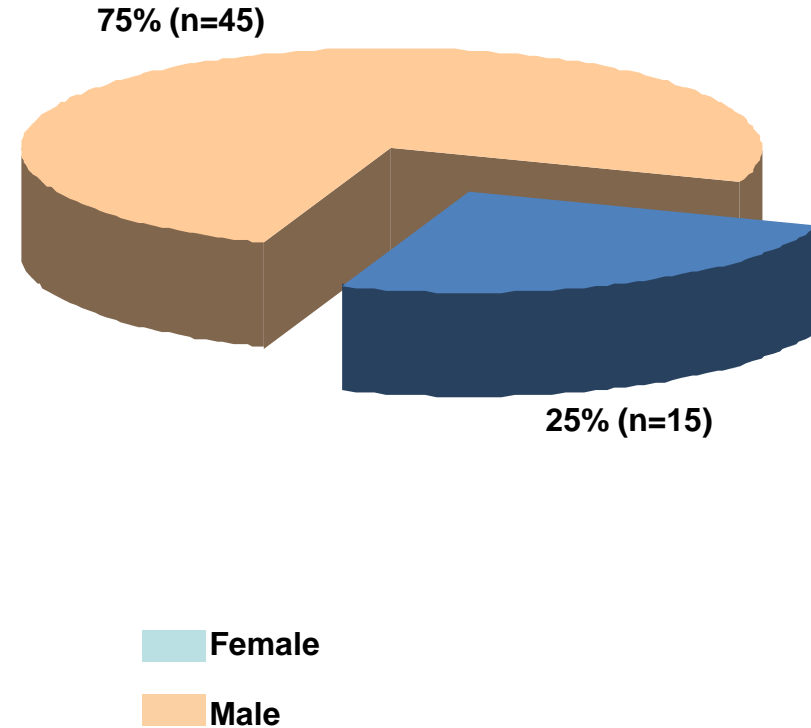
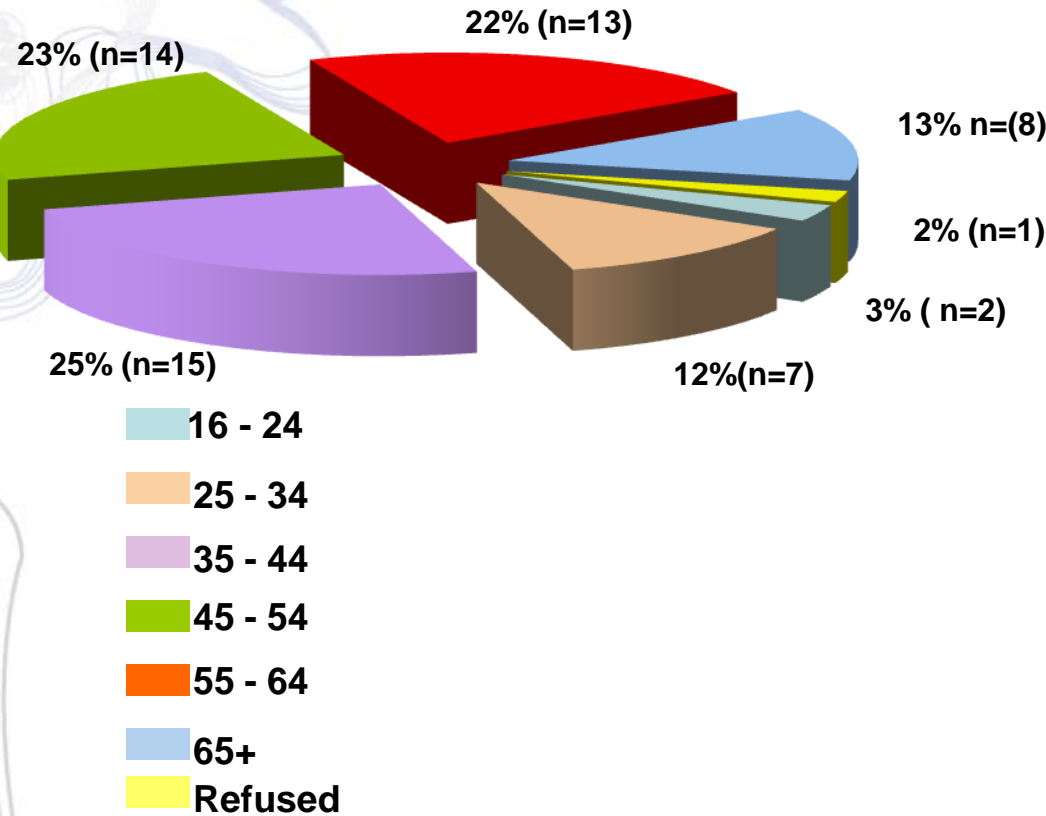


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**Respondent profile**



**Age and gender  
Question 8 & 9**



(n=60)

The majority respondents were over the age of 35 with a significant proportion (35%) being 55 and older. More males than females were included in the study.

## Household profile

### Question 10 & 11

Who lives with you	
%	
I live with a partner	77 (n=46)
I live with other adult (s) – not partner – age 18+	53 (n=32)
I live with children between 8 to 18 years	45 (n=27)
I live with children under 8 years	33 (n=20)

How many children under 8 years live with you at home	
%	
One	60 (n=12)
Two	35 (n=7)
Four	5 (n=1)

(n=60)

**Multimentions possible**

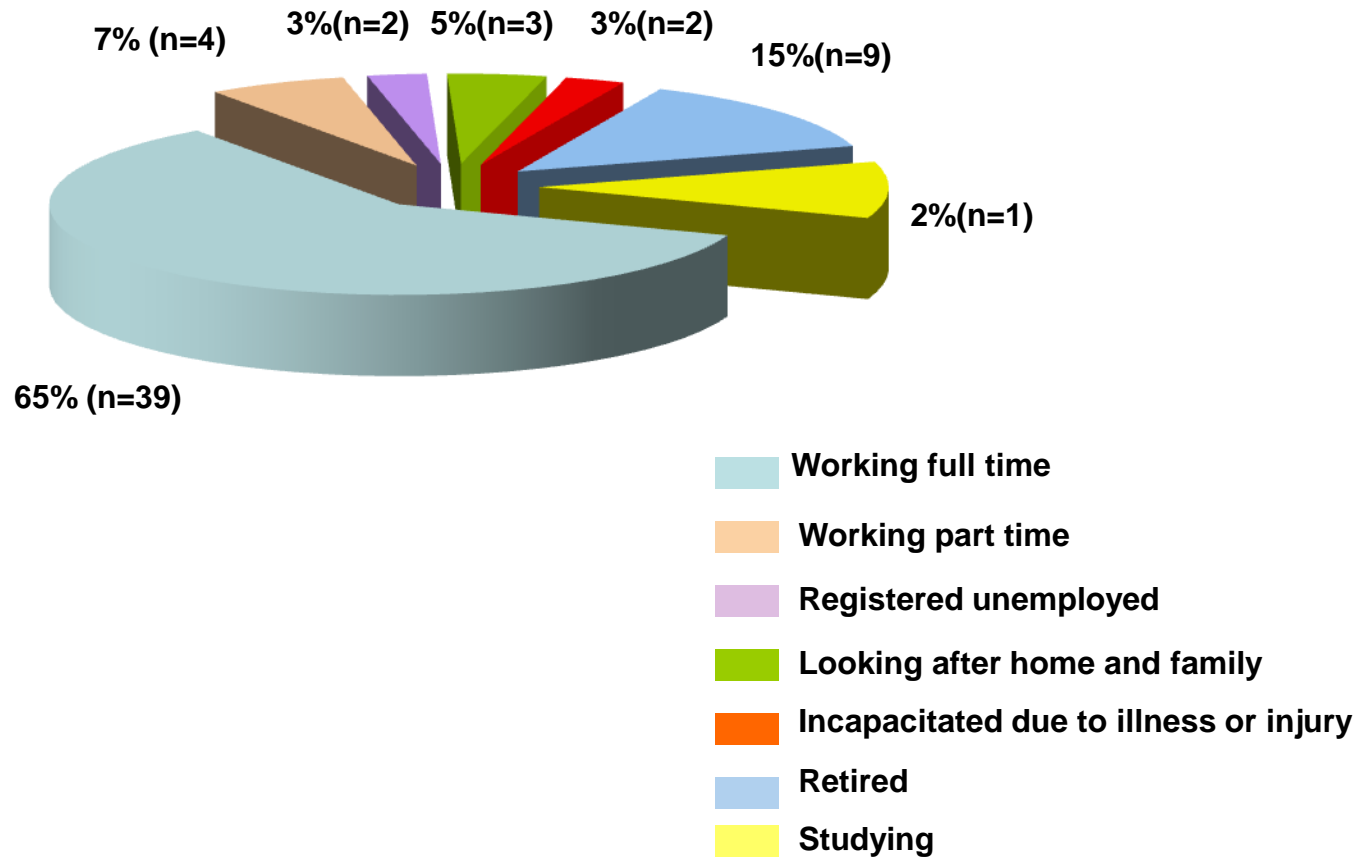
(n=20)

Most respondents live with their partners and have at least one child



# Work status

## Question 12



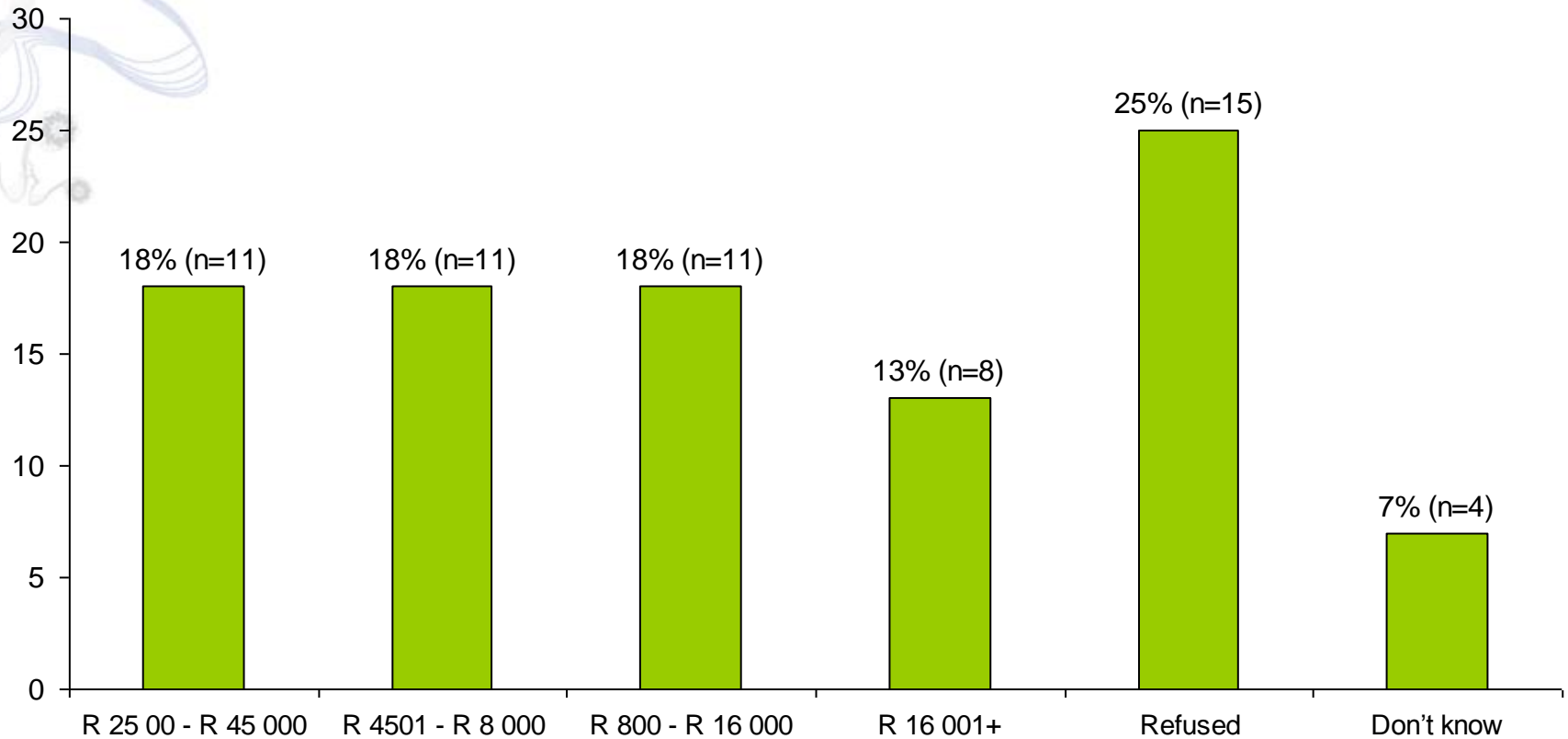
(n=60)

Two thirds of the respondents work full time.

The 15% of respondents who are retired are very reluctant to move out of Clairwood.

# Total monthly income

## Question 13



(n=60)

Over half of those respondents who gave a monthly income earn less than R 8 000 per month.

**Memberships: All respondents**  
**Question 12a & 12 b**

**Member of  
the  
Ratepayers  
Ass.**



**Yes (n=18)**

**No (n=42)**

**Member of  
the  
Clairwood  
Business  
Forum**



**Yes (n=5)**

**No (n=55)**

**(n=60)**

**Respondents are more likely to belong to the Ratepayers Association than to the Clairwood Business Forum.**

# Memberships: Residents



## Question 12a & 12 b

Member of the Ratepayers Ass.



Yes (n=15)

No (n=20)

Member of the Clairwood Business Forum



Yes (n=2)

No (n=33)

(n=35)

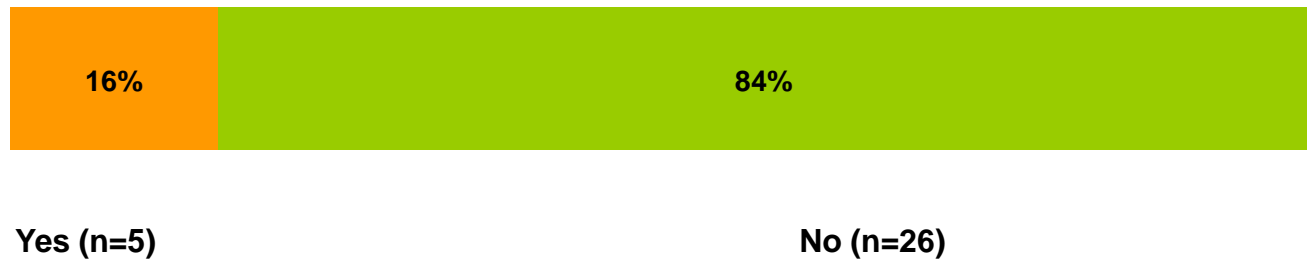
Nearly half of the residents belong to the Ratepayers Association

## Question 12a & 12 b

**Member of  
the  
Ratepayers  
Ass.**



**Member of  
the  
Clairwood  
Business  
Forum**

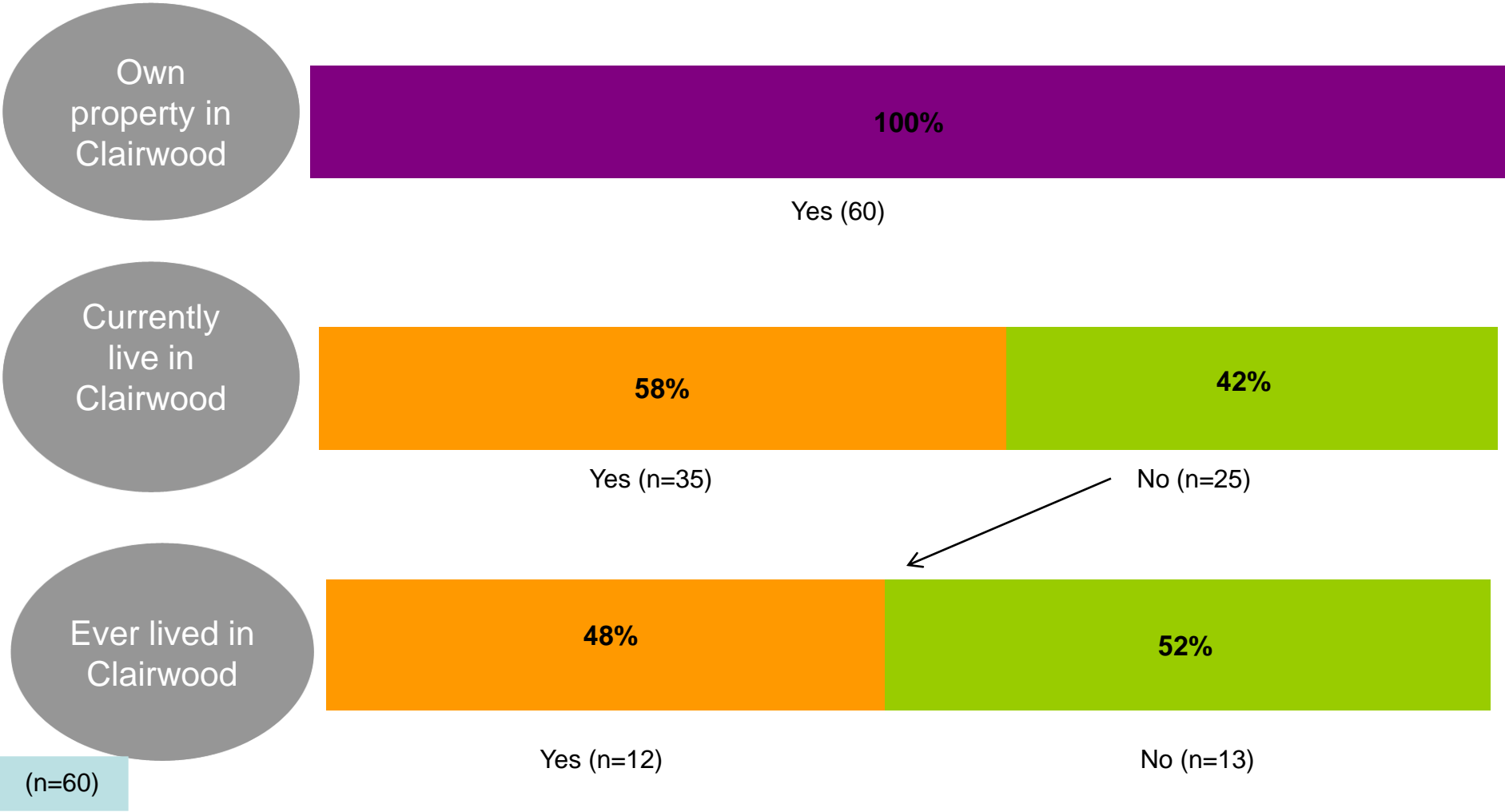


(n=31)

**Only 16% of business owners belong to the Clairwood Business Forum, and only 23% belong to the Ratepayers Association**

# Respondent profile

## Question 1, 2 & 3



21% of the total sample of respondents have never lived in Clairwood



# Respondent profile



## Question 1, 2 & 3

**Respondents who have never lived in Clairwood: n = 25**

- The 13 respondents who have never lived in Clairwood own a total of 13 properties.

### Ownership

- 9 respondents purchased their properties and 4 were inherited.

### Income of non-residents

- 2 respondents earn between R3 501-R4 500
- 1 respondent earns between R4 501-R6 000
- 1 respondent earns between R6 001-R8 000
- 1 respondent earns between R11 001-R16 000
- 2 respondents earn between R16 001-R30 000
- 1 respondent earns more than R30 000
- 3 respondents refused to give their income and the other 2 said didn't know

### Age of non-residents

- 3 respondents are aged between 25-34
- 7 respondents are aged between 35 – 54
- 3 respondents are aged 55 - 65+

# Respondent profile

## Question 1, 2 & 3

### Respondents who currently live in Clairwood: n = 35

- The 35 respondents who currently live in Clairwood own a total of 37 properties.

### Ownership

- 18 respondents purchased their properties and 19 were inherited.

### Income of residents

- 7 respondents earn between R2 501-R3500
- 1 respondent earns between R3500-R4500
- 5 respondents earn between R6 001-R8 000
- 5 respondents earn between R8 001-R11 000
- 4 respondents earn between R11 001-16 000
- 3 respondents earn between R16 001-R30 000
- 8 respondents refused to give their income and 2 said they didn't know

### Ages of residents

- 1 respondents are aged between 25-34
- 20 respondents are aged between 35 – 54
- 14 respondents are aged between 55 - 65+



# 35 Respondents currently live in Clairwood. They were asked how many years they had lived in the area



## Question 4

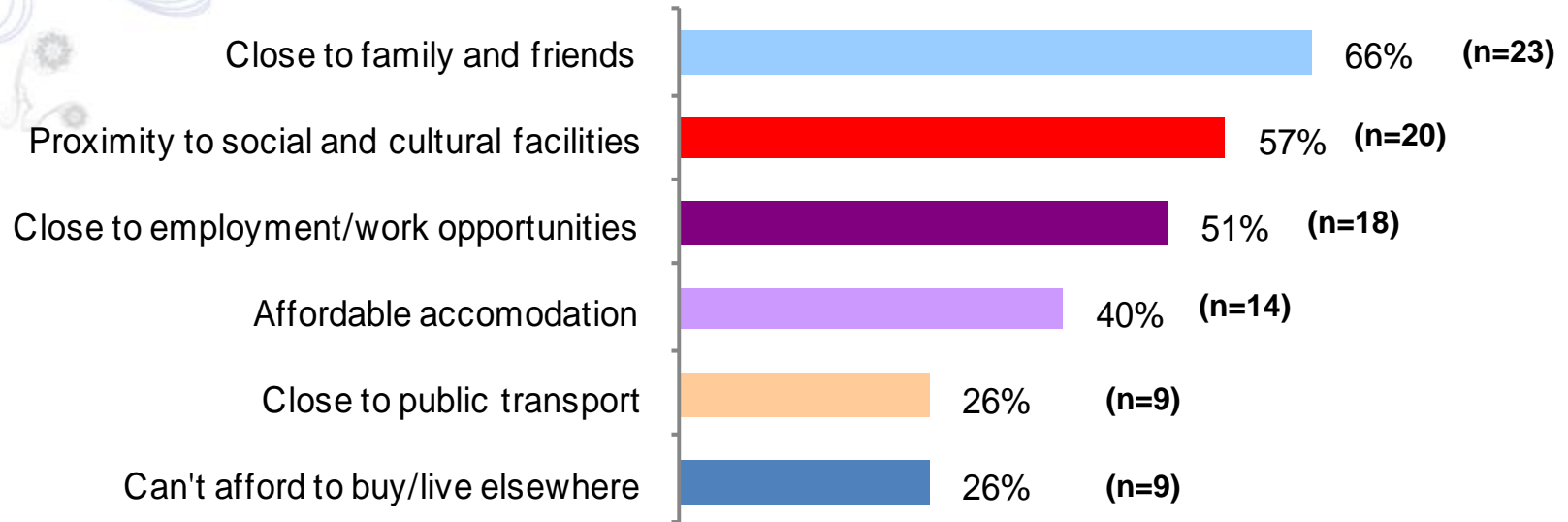
Number of years respondents have lived in Clairwood %	
Up to 1 year	0
More than 1 up to 2	0
More than 2 up to 5	0
More than 5 up to 10	0
More than 10 up to 15	5 (n=2)
More than 15 up to 20	6 (n=2)
More than 20	89 (n=31)

(n=35)

**89% of respondent who currently live in Clairwood have lived there for more than 20 years**

# Main reasons why respondents, living in Clairwood, have never moved

## Question 5



(n=35)

Multimentions possible

People who have chosen to remain in Clairwood have been there for many years, and stay because of their family and social lives

# People who currently live in Clairwood

## Question 5



Primarily for respondents who still live in Clairwood	Most important	Second most important	Third most important
Close to family & friends	31% (n=11)	17% (n=6)	17% (n=6)
Proximity to social & cultural facilities	6% (n=2)	34% (n=12)	17% (n=6)
Close to employment / work opportunities	23% (n=8)	9% (n=3)	17% (n=6)
Affordable accommodation	6% (n=2)	17% (n=6)	17% (n=6)
Close to public transport	14% (n=5)	6% (n=2)	6% (n=2)
Can't afford to buy / live elsewhere	11% (n=4)	9% (n=3)	6% (n=2)
Central to most locations	0	3% (n=1)	3% (n=1)
Always lived there	6% (n=2)	0	0
Hospitals and schools are near	0	3% (n=1)	0
Apartheid regime	3% (n=1)	0	0
No second and third important consideration	0	3% (n=1)	17% (n=6)

(n=35)

**Multimentions possible**

**Proximity to family and friends is the primary driver for remaining in Clairwood. Being close to work/employment is also an important issue**

# 12 Respondents used to lived in Clairwood. They were asked why they left.

## Question 6

Reasons for leaving Clairwood: “Wanted to”	
Got married	33% (n=4)
Crime/unsafe area	25% (n=3)
Wanted a larger property	8% (n=1)
To start a family	8% (n=1)
Wife works near home	8% (n=1)
No one to run business	8% (n=1)
Slum clearance	8% (n=1)
Municipality unsure of use of property	8% (n=1)
To buy/own	0
Wanted a smaller property	0
Wanted a different area	0
Don't know	25% (n=3)

Reasons for leaving Clairwood: “Had to”	
Crime/unsafe	17% (n=2)
Change in family size	17% (n=2)
To be nearer family and friends	8% (n=1)
More space for others at home	8% (n=1)
Land frozen here	8% (n=1)
Council did not want to improve and clean up the area	8% (n=1)
Moved because of work	0
Couldn't afford accommodation	0
Could afford new accommodation	0
Part of job requirement	0
Don't know	50% (n=6)

(n=12)

**Multimentions possible**

**Changes in family status and crime were the two main reasons why people moved out of Clairwood**



# Business ownership

## Question 7 & 13a

Yes (31)

No (29)

Own a business

(n=60)

52%

48%

### Nature of primary business in Clairwood

Transport	13% (n=4)
General dealer	10% (n=3)
Motor Repairs	7% (n=2)
Scrap yard / motor scrap	7% (n=2)
Car and car parts	3% (n=1)
Motor spares	3% (n=1)
Diesel mechanic - truck and bus repairs	3% (n=1)
Auto fitment centre	3% (n=1)
Financial adviser	3% (n=1)
Jewellery repairs	3% (n=1)
Manufacturing	3% (n=1)

(n=31)

Multimentions possible

### Nature of primary business in Clairwood

Take - Away	3% (n=1)
On premises bar / tavern	3% (n=1)
Retail	3% (n=1)
Selling live poultry	3% (n=1)
Tuck shop	3% (n=1)
Firewood and coal	3% (n=1)
Gas cylinders	3% (n=1)
Printing	3% (n=1)
Collects old oil	3% (n=1)
Kitchen furniture manufacturing	3% (n=1)
Broker for textiles	3% (n=1)
Engineering and industrial supplies	3% (n=1)
Refused	3% (n=1)

A significant proportion of businesses relate to the motor/transport industry

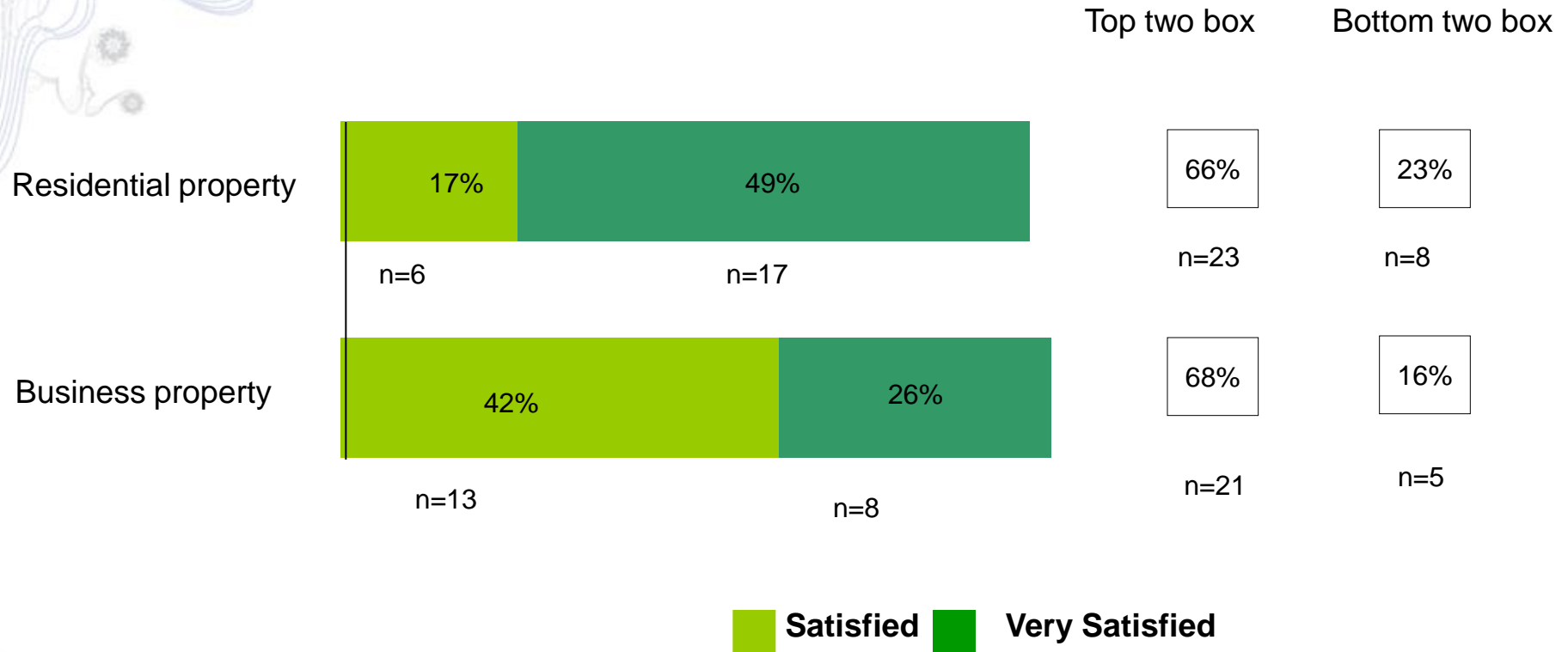


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## **Level of Satisfaction with Clairwood Property Environment: Residents**

# Overall level of satisfaction with property in Clairwood

## Question 13b

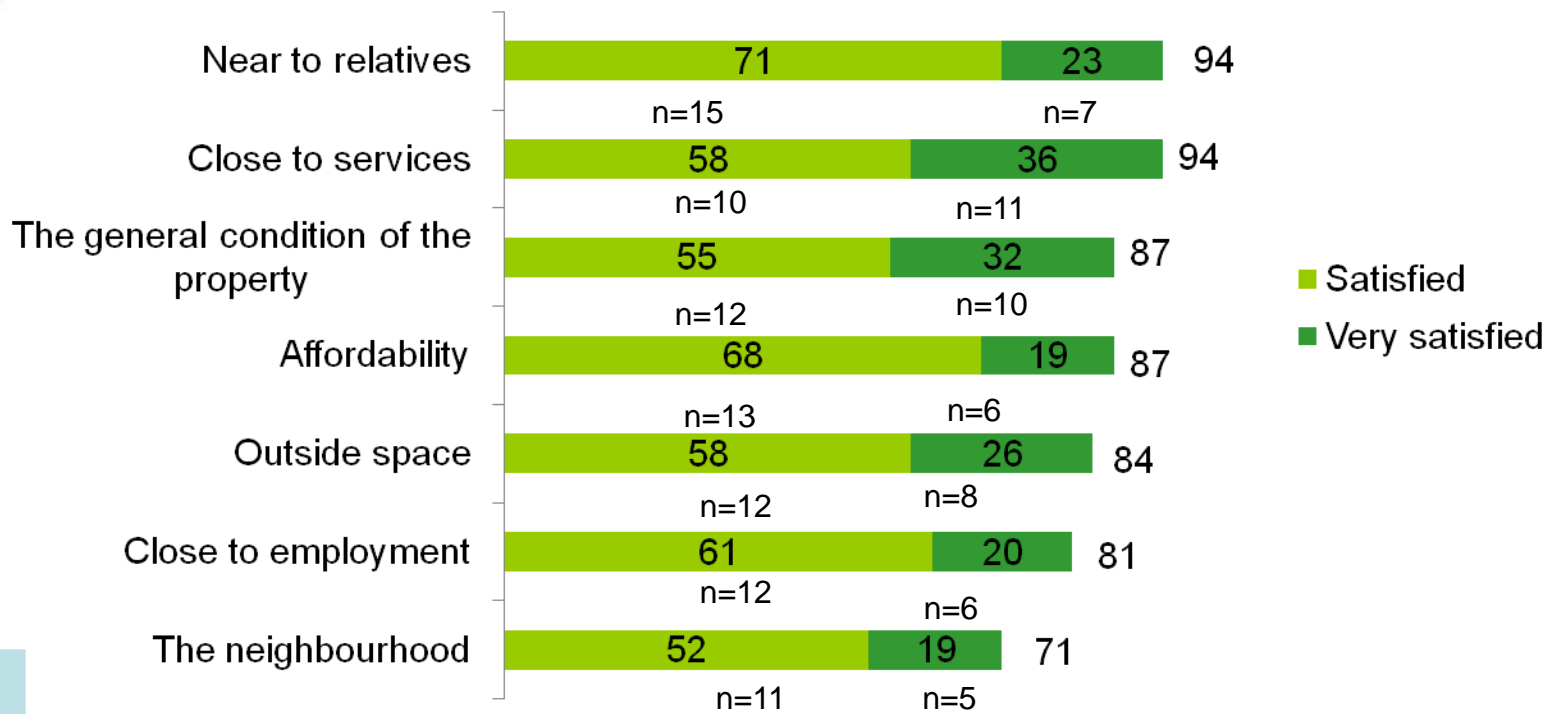


Most respondents reported a high level of satisfaction with their Clairwood property

**Clairwood residents who are satisfied/very satisfied with their property in Clairwood**  
**Question 14a**



**Rating of specific aspects relating to their property in Clairwood**



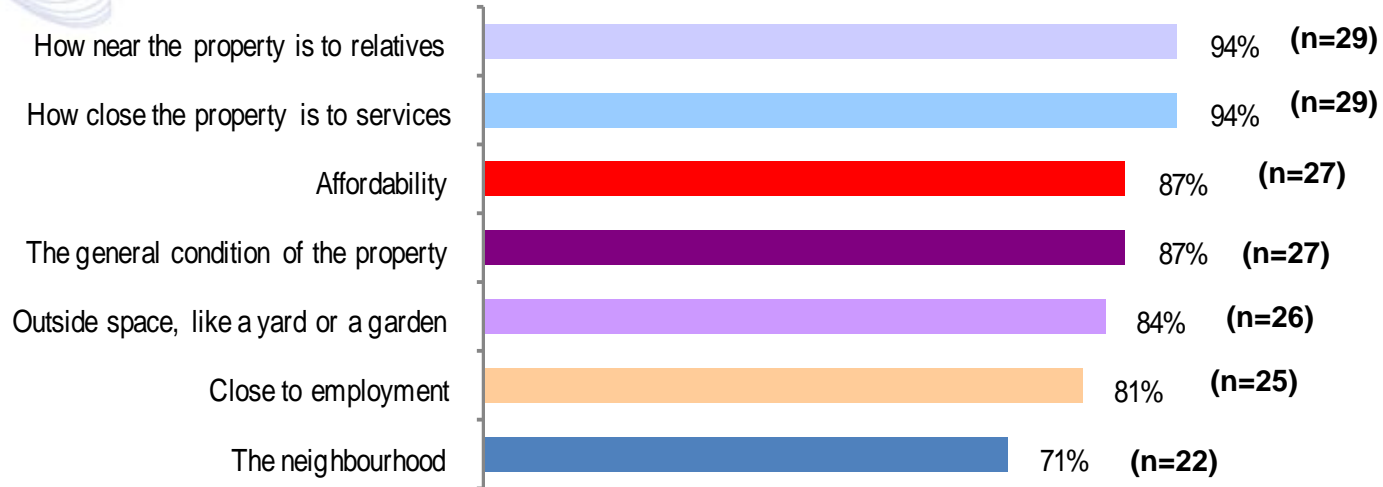
(n=31)

**All of the aspects received a high rating, with the proximity of Clairwood to relatives and services being rated particularly highly**



## Important issues for people who live in Clairwood

### Question 14a



(n=31)

Multimentions possible

The most important issues for residents are the general condition of the property and accessibility to services

# Important issues for people who live in Clairwood

## Question 15a



	Most important issues	Second most important issue	Third most important issue
The general condition of the property	36% (n=11)	16% (n=5)	13% (n=4)
How close the property is to services	32% (n=10)	16% (n=5)	26% (n=8)
Affordability	13% (n=4)	16% (n=5)	13% (n=4)
Your neighbourhood	10% (n=3)	19% (n=6)	13% (n=4)
Outside space, like a yard or garden	0	19% (n=6)	10% (n=3)
Close to employment	7% (n=2)	7% (n=2)	10% (n=3)
How near the property is to relatives	3% (n=1)	3% (n=1)	13% (n=4)
No second and third most important issues	0	3% (n=1)	3% (n=1)

(n=31)

Multimentions possible

The most important issues for residents are the general condition of their property and accessibility to services



# Respondents who are not at all/not satisfied, neither satisfied nor dissatisfied with their property in Clairwood



## Question 16

Reasons for feeling dissatisfied	Respondents %
Neglected area - dirty	93% (n=13)
Slums/shacks/squatters	79% (n=11)
Lack of security/unsafe - criminal activities	64% (n=9)
Poor service delivery	43% (n=6)
Traffic congestion	21% (n=3)
Vacant pieces of land	14% (n=2)
Illegal businesses	14% (n=2)
Trucks	14% (n=2)
Pollution	14% (n=2)
Council does not care	7% (n=1)
Politics	0

(n=14)

**Multimentions possible**

Those residents who are feeling dissatisfied are concerned that the Clairwood area has been neglected, that slums have sprung up in the area and that there has been an increase in crime.

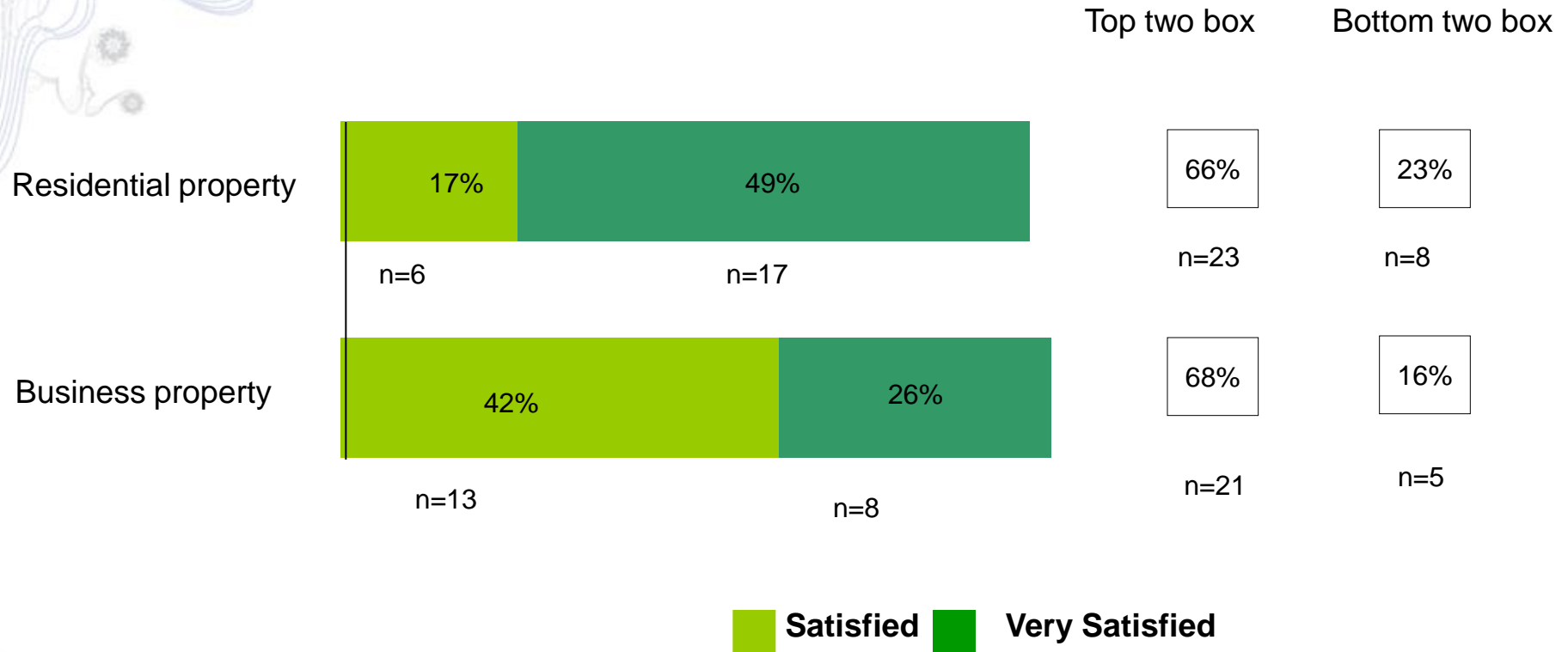


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**Level of Satisfaction with Clairwood Property Environment: Business owners**

# Overall level of satisfaction with property in Clairwood

## Question 13b



Most respondents reported a high level of satisfaction with their Clairwood property

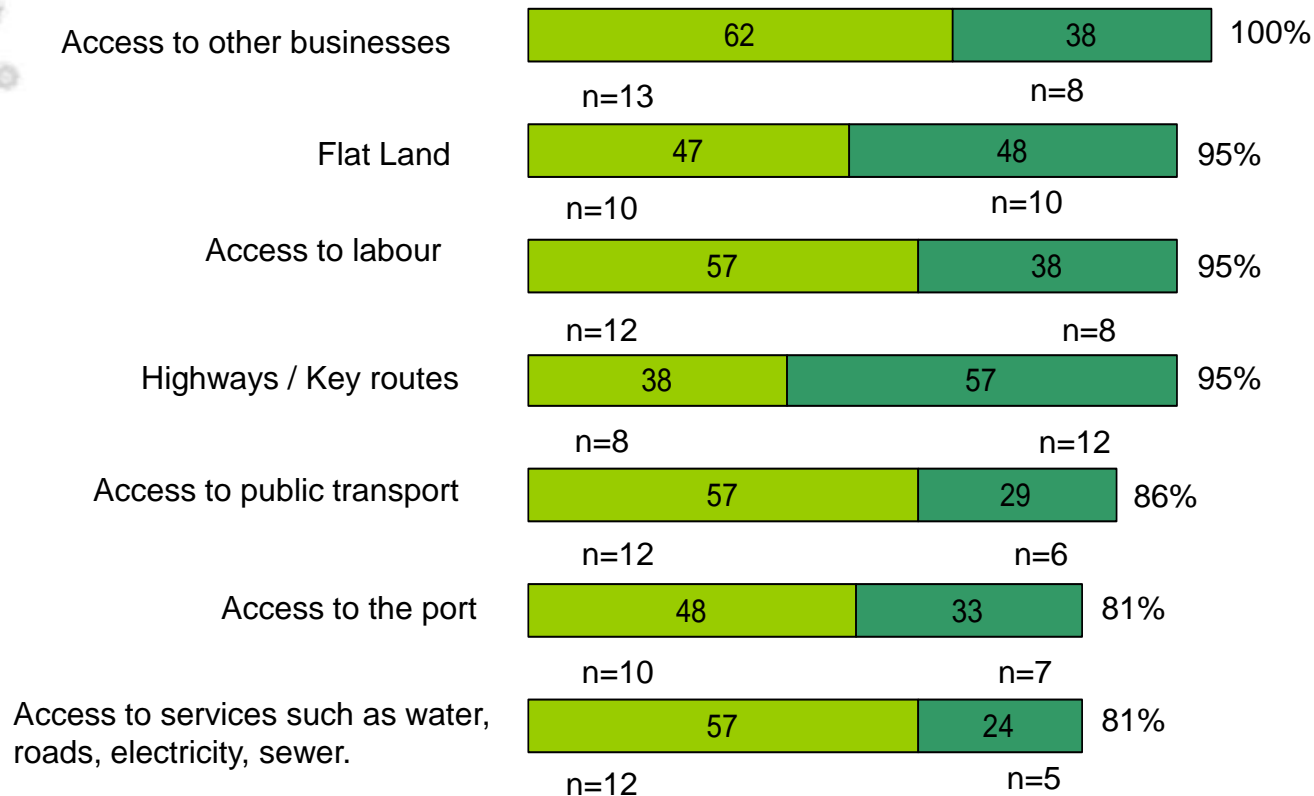
# Business respondents who are satisfied/very satisfied with their property in Clairwood



## Question 14b

### Rating of specific aspects relating to their property in Clairwood

(n=21)



**Satisfied**  
**Very Satisfied**

**There is a high level of satisfaction with all aspects, and particularly those related to accessibility**

# Issues important to you in regards to conducting /operating your business in Clairwood



## Question 15b

Business respondents who are satisfied / very satisfied with their property in Clairwood	Most important issues	Second most important issue	Third most important issue
Access to other businesses	19% (n=4)	33% (n=7)	14% (n=3)
Highways / key routes	10% (n=2)	24% (n=5)	19% (n=4)
Access to labour	10% (n=2)	19% (n=4)	24% (n=5)
Access to services such as water, roads, electricity, sewer	29% (n=6)	5% (n=1)	5% (n=1)
Access to public transport	10% (n=2)	10% (n=2)	19% (n=4)
Flat land	10% (n=2)	5% (n=1)	14% (n=3)
Access to the Port	14% (n=3)	5% (n=1)	5% (n=1)

(n=21)

Multimentions possible

One of the most important statements which business owners have highlighted is access to services followed by access to other businesses and lastly access to labour.

# Business owners who are not satisfied with their property in Clairwood



## Question 16

Why is it that you are not satisfied	Respondents	
Neglected area - dirty	100%	(n=10)
Slums/shacks/squatters	70%	(n=7)
Lack of security/unsafe - criminal activities	70%	(n=7)
Traffic congestion	50%	(n=5)
Poor service delivery	20%	(n=2)
Illegal businesses	20%	(n=2)
Vacant pieces of land	10%	(n=1)
Politics	10%	(n=1)
Trucks	0	
Pollution	0	
Council does not care	0	

(n=10)

**Multimentions possible**

**Business owners have similar concerns to the residents of Clairwood**





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**Property Ownership and Land Related Arrangements**

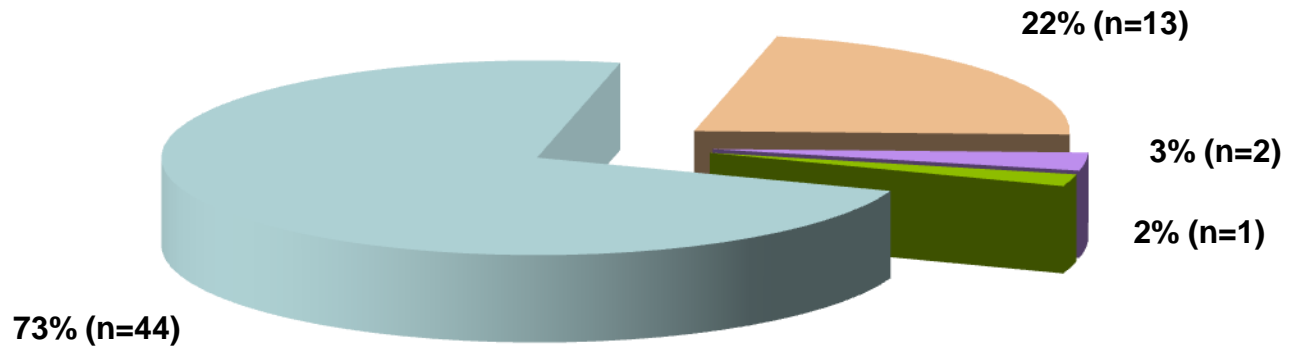






# How many properties do you own?

## Question 17



- One
- Two
- Three
- Four and more

(n=60)

Multimentions possible

Most respondents have only one property

# How did you acquire your property

## Question 18

	Property 1	Property 2	Property 3	Property 4	
<b>Properties</b>	n=60	n=16	n=3	n=1	n=80
Purchased	53% (n=32)	87% (n=14)	100% (n=3)	100% (n=1)	n=50
Inherited	47% (n=28)	13% (n=2)	0	0	n=30

(n=80)

**63% of properties were purchased rather than inherited**

# How did you acquire your property residential

## Question 18



**42 of the 80 properties are residential**

### **Ownership**

- 22 respondents purchased their properties
- 20 inherited their properties

### **Owners' income**

- 7 respondents earn between R2 501-R3 500
- 1 respondent earn between R3 501-R4 500
- 5 respondents earn between R6001-R8 000
- 7 respondents earn between R8 001-R11 000
- 7 respondents earn between R11 001-R16 000
- 4 respondents earn R16 001-R30 000
- 9 respondents refused and a further 2 respondents didn't know

### **Owners' ages**

- 1 respondent is aged between 16-34
- 26 respondents are aged between 35-54
- 15 respondents are aged between 55-65+

# How did you acquire your property business

## Question 18

48 of the 80 properties are for business purposes.

### Ownership

- 36 respondents purchased their properties
- 12 inherited their properties.

### Owners' income

- 1 respondent earned between R2 501-R3 500
- 1 respondent earned between R3 501-R4 500
- 3 respondents earn between R4 501-R6 000
- 1 respondent earned between R6001-R7999
- 4 respondents earn between R8 001-R11 000
- 8 respondents earn between R11001-R16 000
- 13 respondents earn between R16 000-R30 001
- 14 respondents refused and a further 3 respondents said they didn't know

### Owners' ages

- 14 are aged between 16-34
- 22 are aged between 35-54
- 12 are aged between 55-65+



Year	Property 1 n=32	Property 2 n=14	Property 3 n=3	Property 4 n=1
1980-1990	12% (n=4)	2% (n=1)	0	0
1991-1995	27% (n=9)	28% (n=4)	0	0
1996-2001	24% (n=8)	28% (n=4)	67% (n=2)	100% (n=1)
2002-2007	30% (n=10)	35% (n=5)	33% (n=1)	0
Don't know	3% (n=1)	0	0	0

(n=50)

Number of properties purchased

Approximately one third of properties were bought before 1995, a further third between 1996 and 2001, and a slightly lower percentage since 2002

## Year of purchase: Property 1

### Question 19

A total of 32 properties were purchased

- 12 properties were used for residential purpose
- 15 properties were used for business purpose
- 5 properties were used for residential and business purpose



Year of purchase	Residential	Business	Residential & business
1980 (2 properties)	1	1	
1989 (1property)		1	
1990 (1property)		1	
1991 (1property)	1		
1992 (2 properties)	2		
1993 (3 properties)	1	1	1
1994 (1 property)	1		
1995 (2 properties)		2	

(n=50)

**50% of residential and 73% of business properties were purchased after 1994**

**25% of residential and 46% of business properties were purchased after 2000**

## Year of purchase: Property 1 cntd.

### Question 19

A total of 32 properties were purchased

- 12 properties were used for residential purpose
- 15 properties were used for business purpose
- 5 properties were used for residential and business purpose



Year of purchase	Residential	Business	Residential & business
1996 (3 properties)	1	2	
1997 (1 property)	1		
2000 (3 property)		2	1
2001 (1 property)		1	
2002 (2 properties)	1	1	
2003 (3 properties)	1		2
2004 (1 property)	1		
2006 (1 properties)			1
2007 (3 properties)		3	

One residential respondent did not know when their property was bought.

(n=50)

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**50% of residential and 73% of business properties were purchased after 1994**

**25% of residential and 46% of business properties were purchased after 2000**



## Year of purchase: Property 2

### Question 19



A total of 14 second properties were purchased

- 3 properties were used for residential purpose
- 6 properties were used for business purpose
- 5 properties were used for residential and business purpose

Year of purchase	Residential	Business	Residential & business
1988	1		
1991			1
1993			1
1995		1	1
1996	1	1	
1997		1	
1998			1
2003		1	
2004			1
2006	1		
2007		2	

(n=50)

**Only 21% of second properties were purely residential**

**35% of properties have been purchased since 2003**

## Year of purchase: Property 3

### Question 19



A total of 3 properties were purchased

- 1 property is used for residential purpose
- 2 properties are used for business purpose

Year of purchase	Residential	Business
2000	1	1
2002		1

## Property 4

1 property was purchased

- The property is used for residential and business

Year of purchase	Residential & business
2000	1

(n=50)

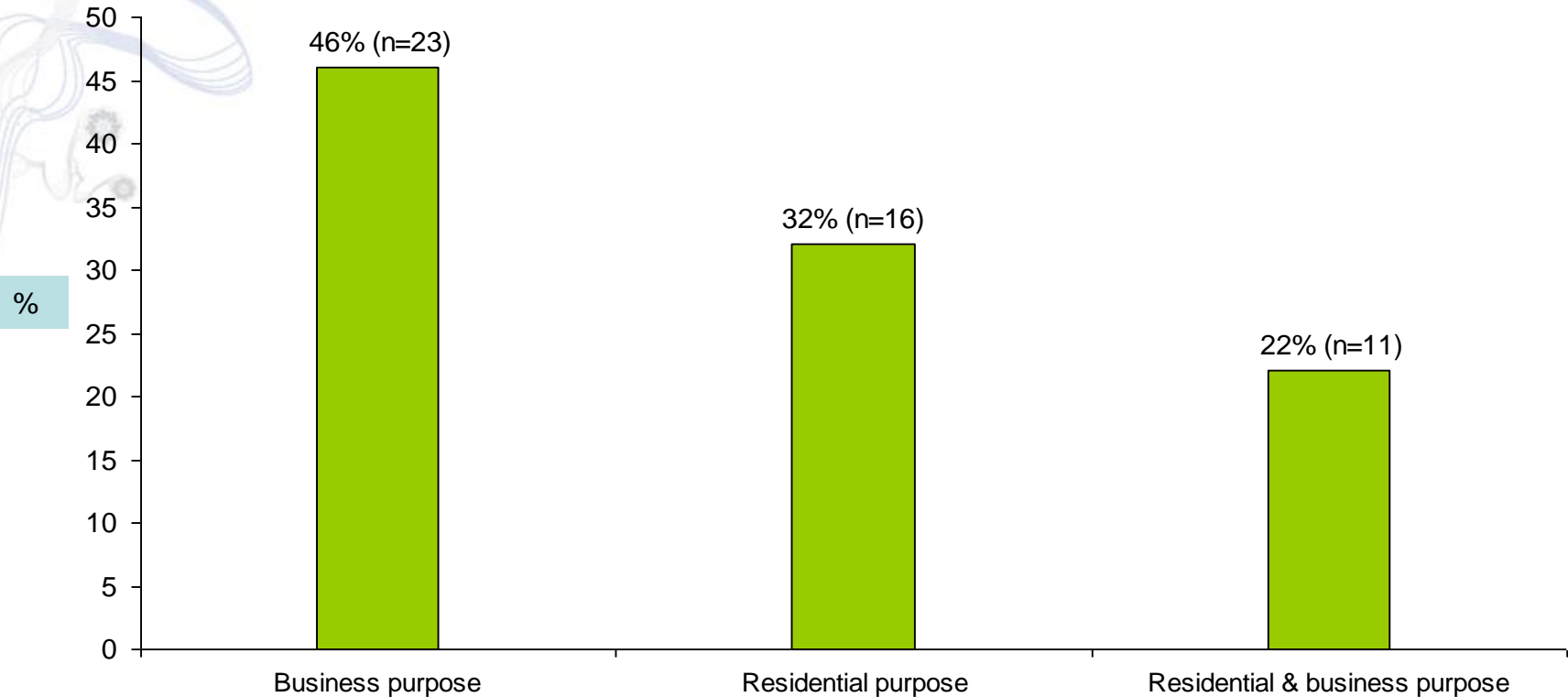
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**All of the third and fourth properties have been purchased since 2000**



## Reason for purchasing each property

### Question 20



(n=50)

**46% of properties were purchased for business, with a further 22% being purchased for resident and business purposes**

# The original reason for purchasing each property

## Question 20



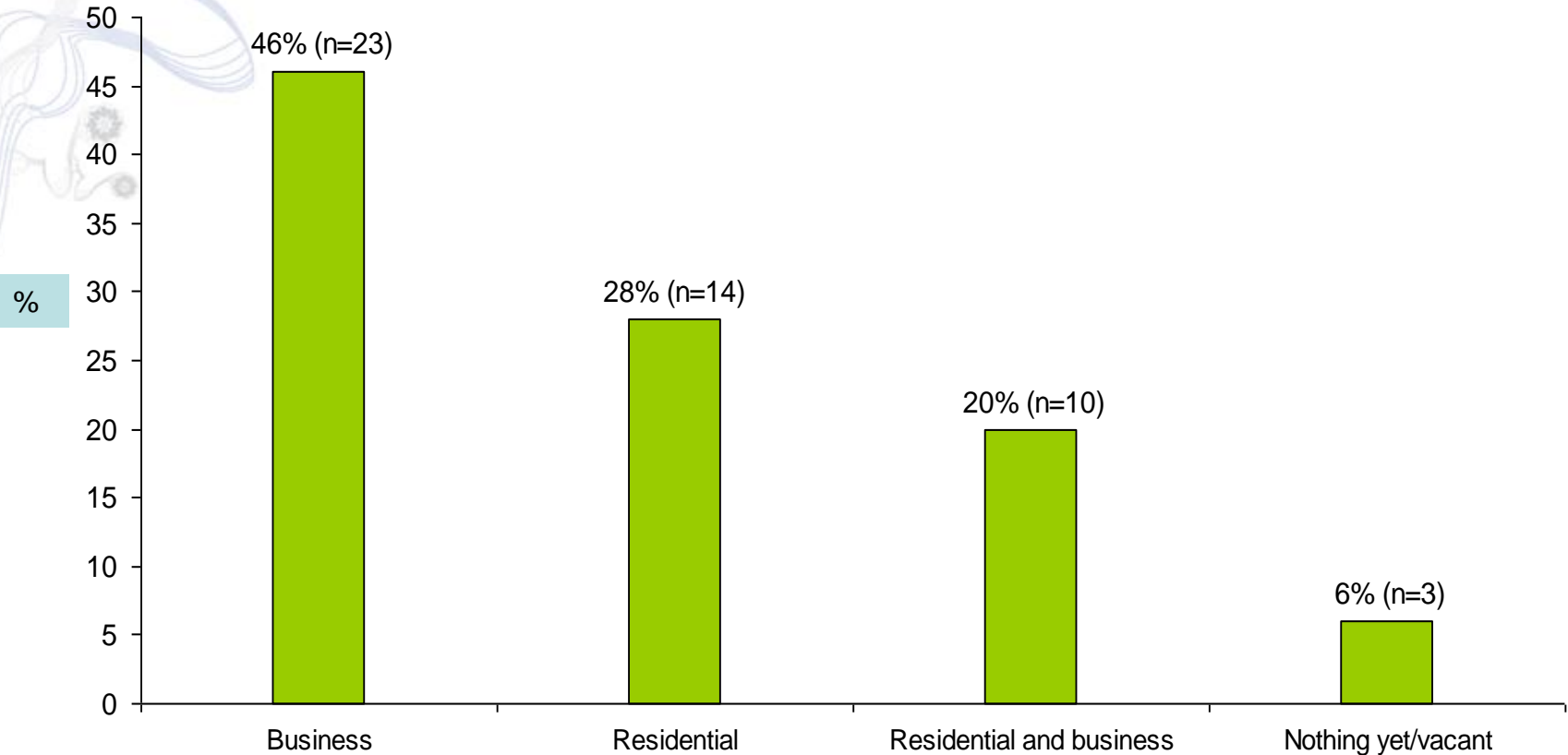
	Property 1 n=32	Property 2 n=14	Property 3 n=3	Property 4 n=1
Residential purposes	37% (n=12)	21% (n=3)	33% (n=1)	0
Business purposes	47% (n=15)	43% (n=6)	67% (n=2)	0
Residential and business purposes	16% (n=5)	36% (n=5)	0	100% (n=1)

(n=50)

**46% of properties were purchased for business, with a further 22% being purchased for resident and business purposes**

# Property/properties now currently used for?

## Question 21



(n=50)

**Most respondents are currently using their properties for the original purpose for which it was purchased**

# Property/properties now currently used for?

## Question 21



	Property 1 n=32	Property 2 n=14	Property 3 n=3	Property 4 n=1
Residential purposes	31% (n=10)	29% (n=4)		0
Business purposes	44% (n=14)	57% (n=8)	33% (n=1)	0
Residential and business purposes	19% (n=6)	14% (n=2)	33% (n=1)	100% (n=1)
Nothing yet / Vacant	6% (n=2)	0	33% (n=1)	0

n=(50)

**Most respondents are currently using their properties for the original purpose for which it was purchased**

## Property/properties now currently used for?

### Question 21

3 respondents said that their properties are vacant

- The first respondent owned three properties. All three properties were purchased. The original reason for purchasing the first two properties was business and the third one was for residential purposes. The current usage for the first two properties is still business and the third property is now vacant. The owner of these properties is aged between 25-34 and refused to give his income.
- The second respondent purchased his property. The original reason for the purchase was residential and business. The property is currently vacant and the respondent refused to give his income and age.
- The third respondent originally purchased the property for residential purposes. The property is currently vacant. The respondent is aged between 55-64, and earns between R11 001 and R16 000.







**Sale of property**

What is the approximate current market value of property / properties.

Question 22



	Property 1 n=60	Property 2 n=16	Property 3 n=3	Property 4 n=1
Between R60 000 and R210 000	25% (n=15)	19% (n=3)	0	0
Between R250 000 and R500 000	29% (n=17)	12% (n=2)	0	0
Between R550 000 and R950 000	21% (n=13)	25% (n=4)	33% (n=1)	0
Between R1000 000 and R6 000 000 +	13% (n=8)	38% (n=6)	33% (n=1)	100% (n=1)
Refused	2% (n=1)	6% (n=1)	33% (n=1)	0
Don't know	10% (n=6)	0	0	0

(n=80)

**42% of the properties are believed to be worth R500 000 or more**

# Have you been approached to sell your property/properties?



## Question 23

	Property 1	Property 2	Property 3	Property 4
	n=60	n=16	n=3	n=1
Yes	53% (n=32)	50% (n=8)	67% (n=2)	0
No	47% (n=28)	50% (n=8)	33% (n=1)	100% (n=1)

(n=80)

Just over half the respondents have been approached to sell their property/ies

# Who approached you with regards to the offer of sale?

## Question 24



	Property 1	Property 2	Property 3	Property 4
	n=32	n=8	n=2	n=0
Private buyer	53% (n=17)	38% (n=3)	0	0
Commercial enterprise / Company	41% (n=13)	50% (n=4)	100% (n=2)	0
Estate agent	6% (n=2)	12% (n=1)	0	0

(n=42)

**Private and commercial buyers are interested in purchasing property in Clairwood**

# What was the price offer you received for your property?

## Question 25



	Property 1	Property 2	Property 3	Property 4
	n=32	n=8	n=2	n=0
R50 000 – R200 000	16% (n=5)	13% (n=1)	0	0
R200 001 – R350 000	12% (n=4)	0	0	0
R400 001 +	28% (n=9)	26% (n=2)	50% (n=1)	0
Don't Know	44% (n=14)	63% (n=5)	50% (n=1)	0

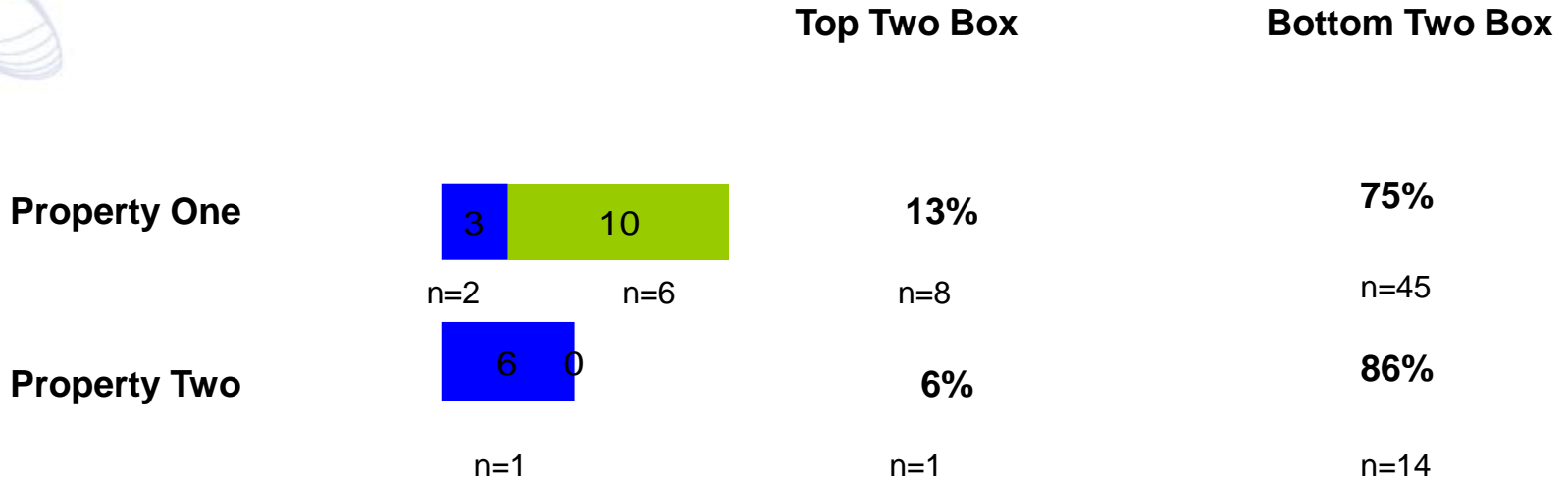
(n=42)

Prices that have been offered are significantly lower than owners' perception of their property value



# How likely are you to sell if a reasonable price was offered?

## Question 26



None of the respondents who own a third or fourth property want to sell

(n=60)

Likely Very likely

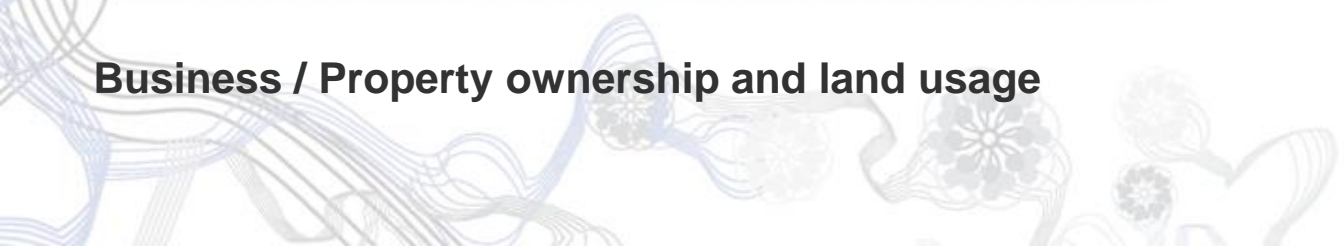
Property owners are all very resistant to sell





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**Business / Property ownership and land usage**





# Currently use property for business



## Question 27

Total %		
Commercial	55%	(n=18)
Industrial	24%	(n=8)
Trucking/ transport	9%	(n=3)
Office	6%	(n=2)
Tenancy	3%	(n=1)
General dealer	3%	(n=1)

(n=33)

Respondents who use property for business

# Only one business owner said that their property was vacant



The reason given was:  
Question 28 & 29

	Total %
Waiting for the municipality to zone industry	100% (n=1)

## Are there informal settlements or squatters in your property?

	Total %
No	100% (n=1)

(n=1) Base vacant property

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**Future property aspirations**





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“Move to a Different Area” has a significant, but neg. correlation with overall satisfaction of residents, indicating that the more satisfied a resident is, the less likely he/she will move.



# Potential future behaviour of satisfied residents

## Question 30 & 31



At some stage in the future would you like to move to a different area if you could?

-0.36

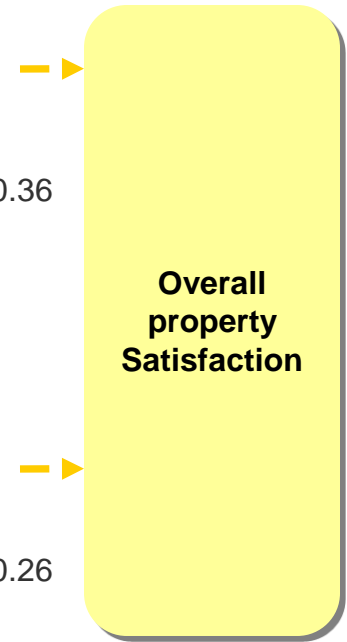
Likely or very likely = 6



Do you think that you may have to consider moving sometime in the future?

-0.26

Likely or very likely = 3



■ Not at all likely 
 ■ Not very likely 
 ■ Somewhat likely 
 ■ Likely 
 ■ Very likely

n=35

Respondents who are satisfied with living in Clairwood are highly unlikely to move to a different area.

## Potential future behaviour of satisfied residents

### Question 30 & 31

2 respondents said that they were likely/very likely to move to a different area if they could in the future.

- The two respondents inherited their properties.

Only one respondent said that he may consider moving in the future.

- The respondent purchased his property
- And earns between R16 001 and R30 000

**n=35**

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Question 32

Total %	
Born here / always live here / lived here for a long time	36% (n=12)
Area is convenient / everything is near	21% (n=7)
Do not want to move / not interested	15% (n=5)
Pioneers of Clairwood	12% (n=4)
Want to die here	12% (n=4)
Like the place / like my home	9% (n=3)
Family inheritance	9% (n=3)
Do not want to start again because of my age	9% (n=3)
Have invested a lot in this area	9% (n=3)
Conveniently located to transport	6% (n=2)
Where am I going to go / do not have a better place to go to	6% (n=2)
Built up my business here / business operates well here	6% (n=2)
Comfortable here	6% (n=2)

(n=33)

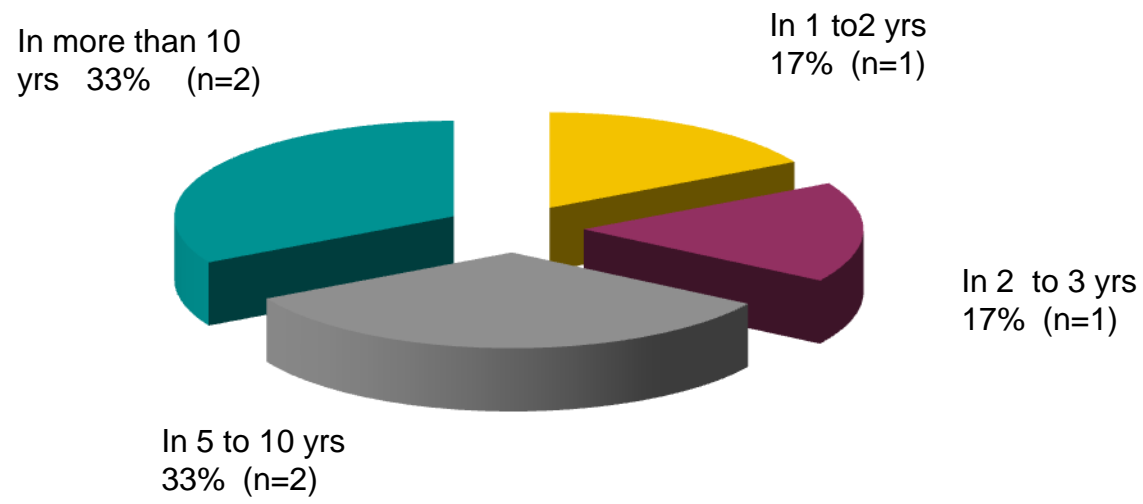
Mentions of 6% and above are shown





The six respondents who said they may move at some time in the future, were ask when they thought they would move to a new area?

Question 33



(n=6)

\*Note: small base size

# Area that residents would move to

## Question 34



Next closest area to Clairwood  
33% (n=1)



The Bluff  
33% (n=1)

JHB  
33% (n=1)



Reason why this area?

My children live there 25% (n=1)

-----  
Closer to shopping centers and doctors 25% (n=1)  
-----

(n=3)

\*Note: small base size

# What are the challenges to moving out of Clairwood?

## Question 36

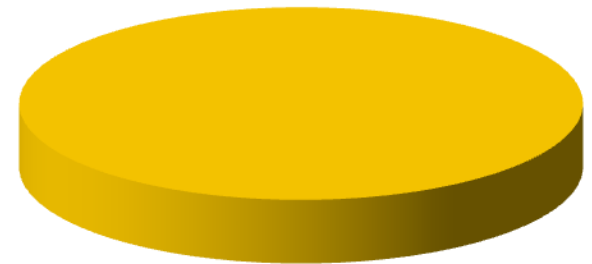


Can't afford to move	33% (n=2)
Have a nice dwelling	17% (n=1)
Central location	17% (n=1)
Closer to family and friends	17% (n=1)
Public transport	17% (n=1)

### Steps taken to move



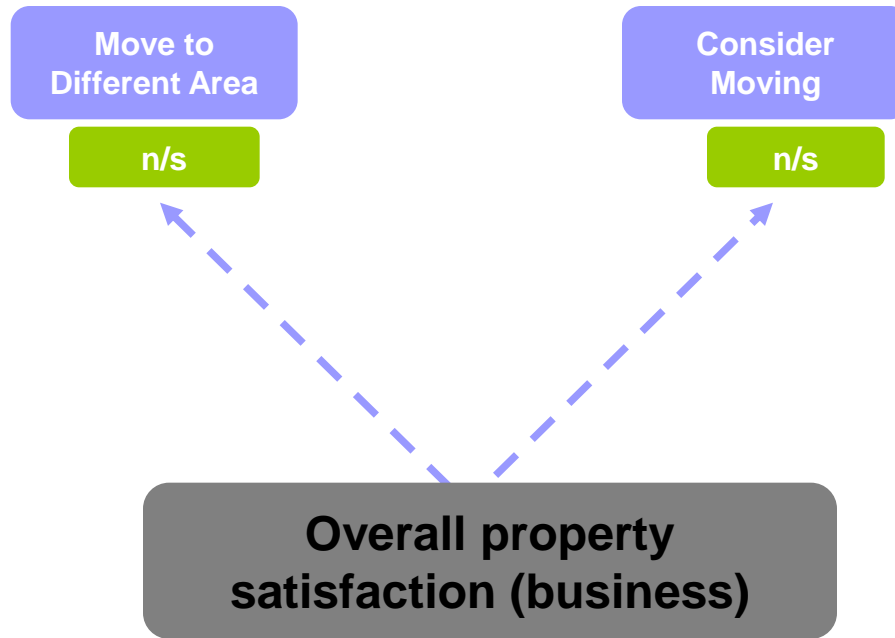
None 100%



(n=6)

\*Note: small base size

# Behaviour of satisfied business owners

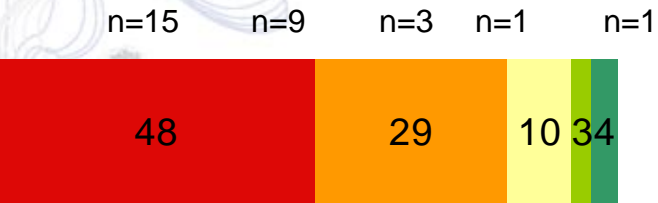


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**There is no relationship between business owners' satisfaction and their likelihood to move or consider moving their business(es) out of Clairwood.**

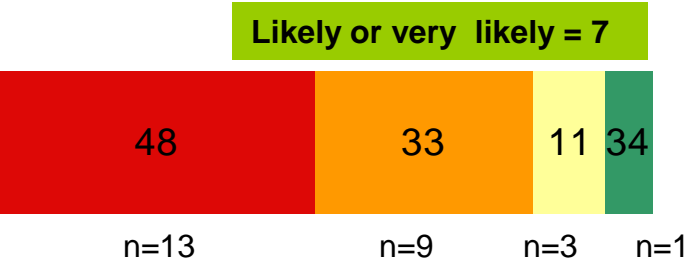
# Potential future behaviour of satisfied business owners

## Question 30 & 31



At some stage in the future would you like to move to a different area if you could?

-0.28



Do you think that you may have to consider moving sometime in the future?

-0.07



Likely or very likely = 7

Likely or very likely = 7

■ Not at all likely 
 ■ Not very likely 
 ■ Somewhat likely 
 ■ Likely 
 ■ Very likely

n=31

Satisfied business owners are also unlikely to move their businesses elsewhere

## Potential future behaviour of satisfied business owners

### Question 30 & 31

2 respondents said that they were likely/very likely to move to a different area if they could in the future.

- The two respondents inherited their properties.

Only one respondent said that he may consider moving in the future.

- The respondent purchased his property
- And earns between R16 001 and R30 000

n=35

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Question 32

Total		
Built up my business here / business operates well here	26%	(n=7)
Do not want to move / not interested	15%	(n=4)
Area is convenient / everything is near	15%	(n=4)
Area is well centralised for business	11%	(n=3)
Where am I going to go / do not have a better place to go to	11%	(n=3)
Pioneers of Clairwood	7%	(n=2)
Born here / always live here / lived here for a long time	7%	(n=2)
Like the place / like my home	7%	(n=2)
Comfortable here	7%	(n=2)
Have invested a lot in this area	7%	(n=2)
Cannot afford to move	7%	(n=2)

(n=27)

Mentions of 7% and above are shown



# Area that business owners would move to

## Question 34



Don't know  
25% (n=1)

JHB 25% (n=1)



An industrial area in  
Jacobs 25% (n=1)

Next closest area to  
Clairwood 25%  
(n=1)

Reason why  
this area?

Commercially more reliable	25% (n=1)
Closer proximity to ports	25% (n=1)

(n=4)

\*Note: small base size



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**Clairwood zoning**

## Your preferred land use for Clairwood: All respondents Question 37

Total	
Mixed: residential and business (along the lines of commercial, offices, retail and medium density residential)	37% (n=22)
Residential only	35% (n=21)
Small business / commercial only	10% (n=6)
Industrial only (manufacturing, warehousing, storage, transport & logistics)	10% (n=6)
Mixed Industrial and residential (along current path of development)	8% (n=5)

**n=60**

**37% of respondents would prefer Clairwood to be a mixed residential and commercial area**

# Your preferred land use for Clairwood: Residents

## Question 37



Total		
Residential only	51%	(n=18)
Mixed: residential and business (along the lines of commercial, offices, retail and medium density residential)	37%	(n=13)
Industrial only (manufacturing, warehousing, storage, transport & logistics)	6%	(n=2)
Small business / commercial only	3%	(n=1)
Mixed Industrial and residential (along current path of development)	3%	(n=1)

(n=35)

**51% of residents would prefer Clairwood to be residential only, with a further 37% wanting a mixed residential and commercial business area**



Total	
Mixed: residential and business (along the lines of commercial, offices, retail and medium density residential)	45% (n=14)
Small business / commercial only	19% (n=6)
Industrial only (manufacturing, warehousing, storage, transport & logistics)	16% (n=5)
Mixed Industrial and residential (along current path of development)	13% (n=4)
Residential only	7% (n=2)

(n=31)

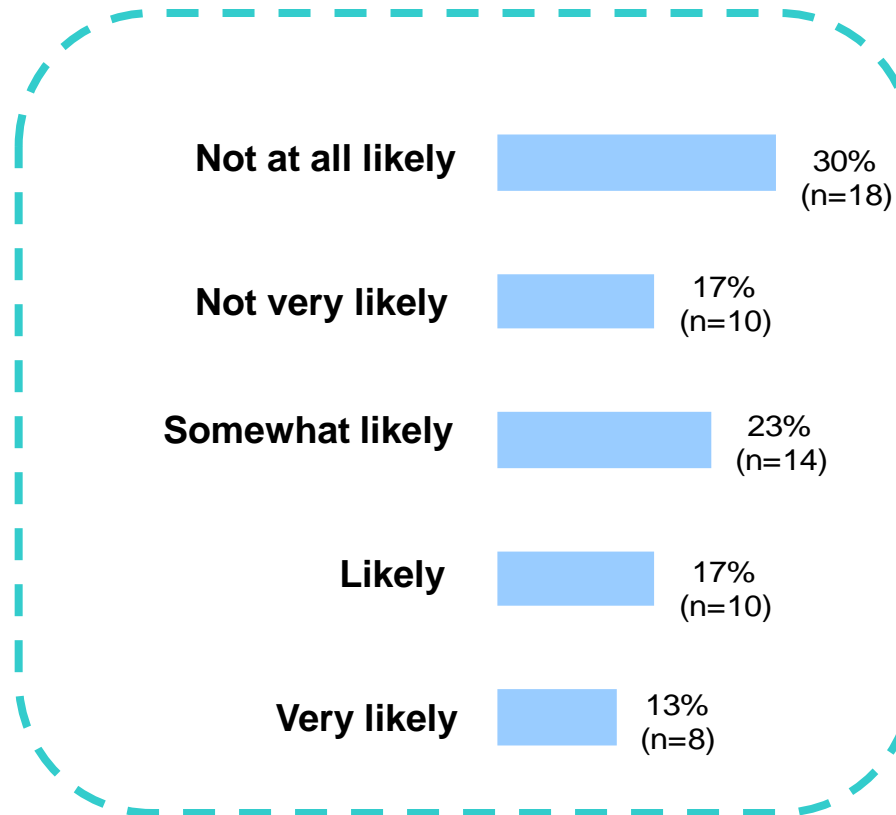
**45% of business owners would prefer Clairwood to be a mixed residential and commercial area, with a further 19% wanting it to be small business/commercial only**



How likely is it for Clairwood to meet both residential and industrial needs without one negatively affecting the other?

Question 38

All Respondents



n=60

37% of respondents would prefer Clairwood to be a mixed residential and commercial area

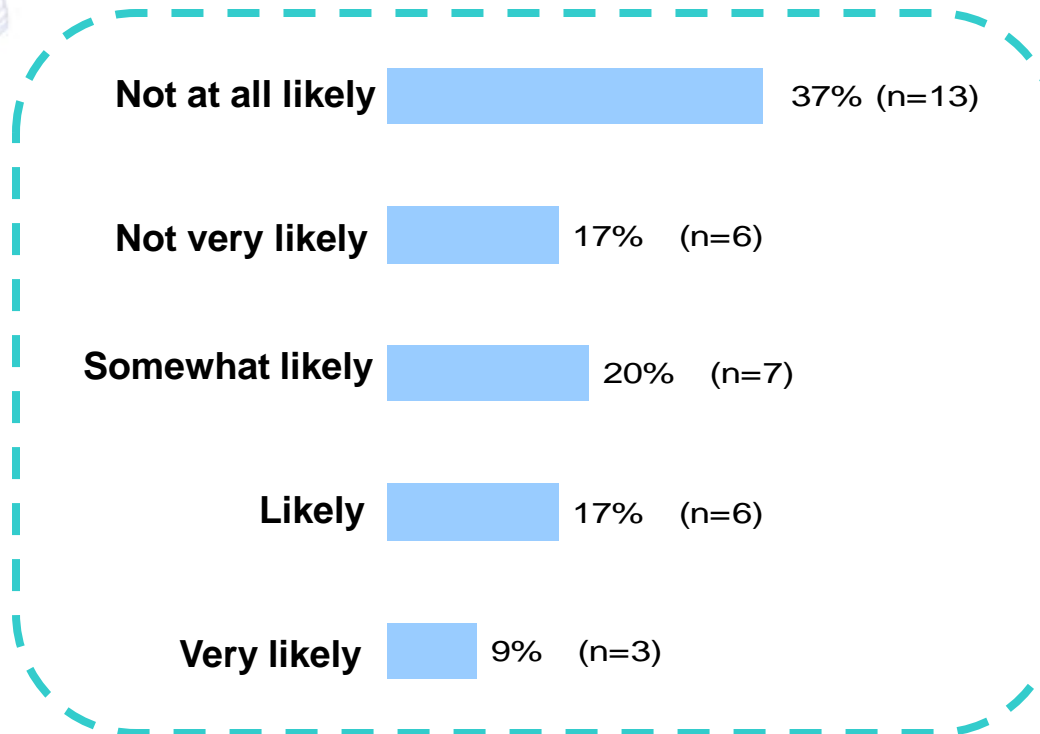
47% of respondents recognised that this was problematic



How likely is it for Clairwood to meet both residential and industrial needs without one negatively affecting the other?

Question 38

Residential



(n=35)

37% of residents would prefer Clairwood to be a mixed residential and commercial business area.

54% of residents recognised that this was problematic

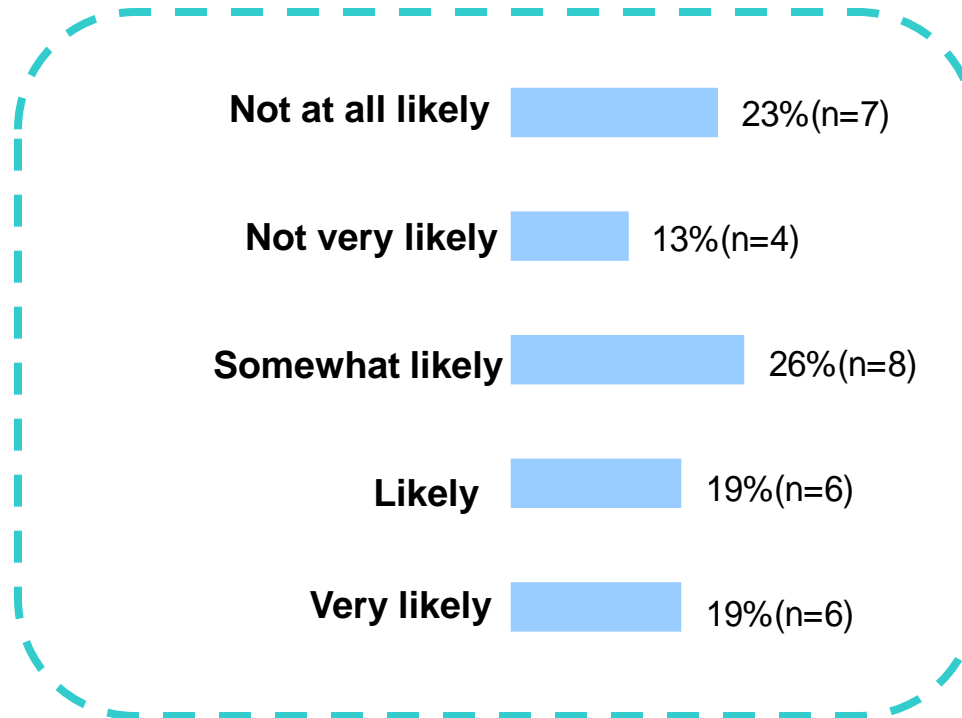




How likely is it for Clairwood to meet both residential and industrial needs without one negatively affecting the other?

### Question 38

### Business



(n=31)

45% of business owners would prefer Clairwood to be a mixed residential and commercial area

36% of respondents recognised that this was problematic

# Reasons for saying that this would be difficult

## Question 39



Total	
Clairwood is a mixed business and residential area / have been co-existing for years	18% (n=11)
Trucks are dangerous / cause accidents / not safe have caused too many deaths	12% (n=7)
Trucks are noisy / residents are unable to sleep at night due to the noise	10% (n=6)
No place for business in Clairwood / only need people here / do not want a mixed area	8% (n=5)
Residential and industrial needs are different / difficult to cater for both	7% (n=4)
Residential and business cannot co-exist / mixing does not work	7% (n=4)
Too many transport companies / trucks in the area	7% (n=4)
Trucks are driven negligently – on pavements, knock over fences, too fast	7% (n=4)
Roads are too narrow for the trucks	7% (n=4)

(n=60)

Mentions of 7% and above are shown

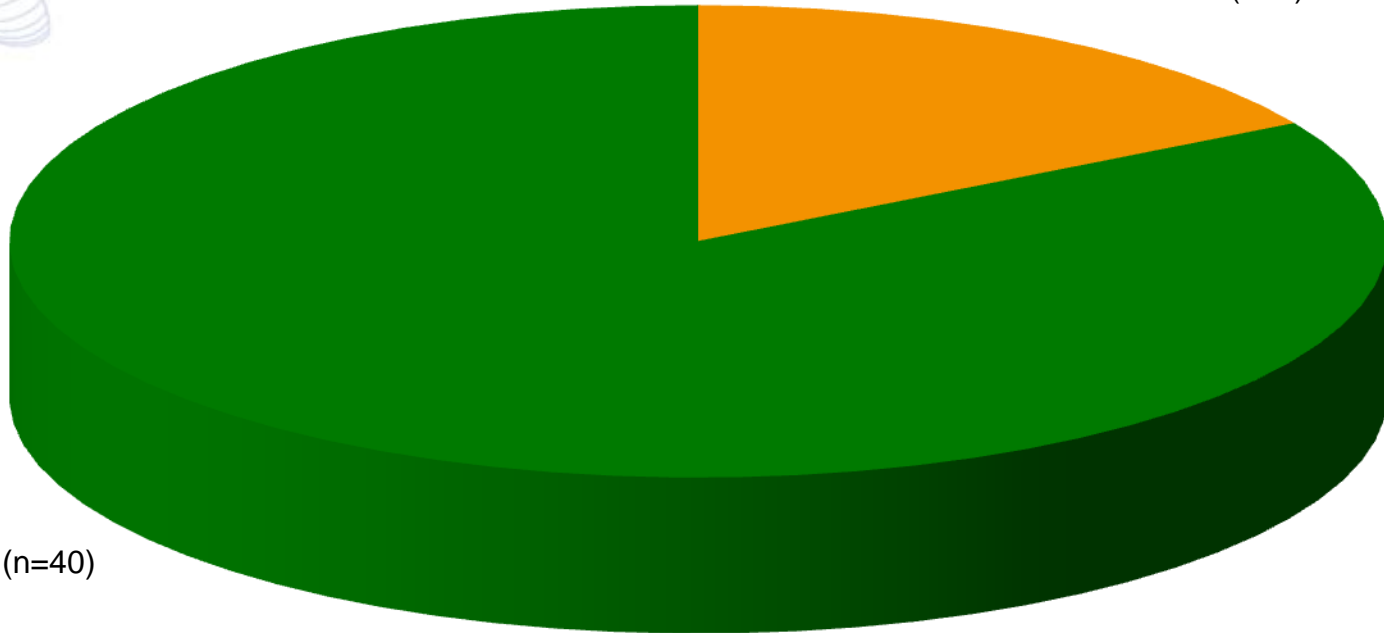
**Most reasons given were negative towards businesses**

# Business owners were asked whether their business was dependent on the port

## Question 40



Yes 17% (n=8)



No 83% (n=40)

n=(48) Some respondents own more than one type of business

Only 17% of respondents' businesses were port-related

# Reasons for saying that their business was port related

## Question 40



	Total %
My transport covers the area of Clairwood	38% (n=3)
The trucks transport the containers to the ships	25% (n=2)
There is a great deal of economic activity in the port	13% (n=1)
Manufacture the pallets that are used for the goods from the ships	13% (n=1)
The container come from the ship	13% (n=1)
Both the properties are combined	13% (n=1)
Transport motor vehicles that have been imported	13% (n=1)

(n=8)

If Clairwood were to be rezoned into an industrial area that concentrated on interaction with the port, how easy would it be for your business to align with such activities?

Question 41

	Total %
My business is not port related but I would not change my business	56% (n=27)
My business is already port related	23% (n=11)
My business is not port related but I would investigate options to make it more compliant with port related activities	21% (n=10)

(n=48)

Those business owners whose businesses are not port-related would change their business

Hypothetically speaking, if Clairwood were to be rezoned into a business or industrial or port related area, which of these statements would best suit your position?



Question 42

	Total
Retaining your property and continuing to live there	49% (n=28)
Retaining your property and investing in the new opportunities presenting itself in regard to the proposed new land uses	30% (n=17)
Selling your property and living somewhere else	9% (n=5)
Retaining your property and continuing to live somewhere else	5% (n=3)
Don't know	5% (n=3)
Other	2% (n=1)

(n=57)

Based on residential properties

Respondents expressed a high degree of resistance to moving, even if Clairwood was rezoned

# Under which circumstances would you sell your property?

## Question 43



	Total %
Under no circumstances will I sell my property	55% (n=33)
If I was offered the right price for my property	20% (n=12)
Only if forced to sell	7% (n=4)
If I could purchase a better property for my business	3% (n=2)
On retirement / when I retire	3% (n=2)
Don't know	3% (n=2)

(n=60)

Mentions of 3% and above shown

**A market-related price may convince some residents to sell, but over half the respondents would strenuously resist moving**



Question 44

	Total %
Clean up Clairwood / make sure it stays clean / get rid of the filth	20% (n=12)
Upgrade roads	15% (n=9)
Municipality must improve conditions in Clairwood / revamp whole area	12% (n=7)
Address the truck problem / remove to a more suitable area	10% (n=6)
Consult residents / listen to residents	8% (n=5)
More housing development	7% (n=4)
Make Clairwood the happy residential area it once was / an area we can be proud of	7% (n=4)
Address the squatter problem / too many informal settlements	7% (n=4)
Municipality must be honest / no more lies	7% (n=4)
Need to deliver to the people / hope the people of Clairwood will be helped	7% (n=4)

Mentions of 7% and above shown

(n=60)

Final comments related to improving conditions for residents in Clairwood



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## Key findings and Implications



## Key findings

- A total of 60 Clairwood residents and business owners were interviewed in early 2008
- 35 respondents were residents in Clairwood, and 31 respondents owned a business

### Resident attitudes

- 89% of respondents are currently living in Clairwood and have lived there for more than 20 years
  - Their main reason for continuing to stay in Clairwood was that it was close to family and friends, and to their social and cultural lives
  - The reasons why people chose to leave Clairwood related to changes in family status and concerns about crime
  - 66% of residents are satisfied with their property
  - Residents rated all aspects related to their property highly, and particularly those aspects related to proximity to relatives and services
-

## Key findings

- The most important issues for residents are the general condition of their property and accessibility to services
- Those residents who are dissatisfied are concerned that the area has been neglected, that slums have sprung up and that there has been an increase in crime

### **Business owner attitudes**

- 52% of respondents own a business in Clairwood
  - A significant proportion of businesses relate to the motor/transport industry
  - 68% of business owners are satisfied with their property
  - Business owners rated all aspects related to their property highly, and particularly accessibility to other businesses
  - Business owners are concerned that the area has been neglected, that slums have sprung up and that there has been an increase in crime
-

## Key findings

### Property ownership

- 73% of respondents have only one property in Clairwood
  - 63% of these properties were purchased rather than inherited
  - 28% of properties have been purchased in the past five years
  - 46% of properties were purchased for businesses purposes and a further 22% were purchased for residential and businesses purposes
  - Most property owners are currently using their property for the original purpose for which it was purchased
  - Perceived property values range from R60 000 to R6 000 000, with 72% being between R250 000 and R950 000
  - 53% of owners have been approached to sell their property/ies
-

## Key findings

### Property ownership

- Private buyers and companies have approached property owners to sell
- Prices that have been offered are significantly lower than perceived property values
- Property owners are all very resistant to sell, even if a reasonable price was offered
- The primary business usage is commercial, followed by industrial

### Future property aspirations

- Both residents and business owners are unlikely to move to a different area
  - This was particularly true for those residents who are satisfied with their property in Clairwood
  - Residents don't want to move because they have a long history in Clairwood and don't want to move to an unfamiliar area
  - Business owners don't want to move because their businesses are doing well and the area is well positioned for business
-

## Key findings

### Clairwood rezoning

- 45% of respondent would prefer Clairwood to remain a mixed area, with 37% wanting it to be mixed residential and business, and 8% wanting it to be mixed residential and industrial
  - However, 47% of respondents conceded that it would be difficult to meet both residential and industrial needs without one negatively affecting the other
  - Only 17% of businesses are port-related
  - Owners would change their businesses to become more port-related if the area was to be rezoned
  - Clairwood residents expressed a high degree of resistance to moving, even if Clairwood was rezoned
  - A market-related price may convince some residents to sell, but 55% of respondents would strenuously resist moving
-



## Implications

- Business owners are far more accepting of change than residents of Clairwood are, and most would adjust the usage of their property to capitalise on the opportunities that rezoning would offer them
  - Residents who have chosen to remain in Clairwood have a long history with the area and do not want to move to an unfamiliar area away from family and friends
  - Although they are concerned about the deterioration in the general area, most residents are satisfied with the condition and position of their own property
  - Some residents may be open to market-related offers on their properties but a significant number are very resistant to moving
  - It is unlikely that Clairwood residents will move willingly, and Ethekewini Municipality will have to commit to extensive negotiations with residents and residential associations if it wants to continue with plans to rezone the area
-



Thank you for sharing head space with us