

# Reasons for moving to Spain's Costa Blanca: A comparison between British and German retired migrants

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# INTRODUCTION

## Introduction

## Methodology

## Results

## Conclusions

- Last year, 1/3 of all European retirees registered in a Spanish town did it in the Costa Blanca.
- In 16 municipalities, foreigners are more than Spaniards.
- Most old-age pensioners are British or German in many towns, e.g., Calp 80%
- **Motivation seems to be the key to understand this kind of mobility known as leisure migration or international retirement migration.**

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Costa Blanca



# METHODOLOGY

Introduction

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Results

Conclusions

- Both qualitative and quantitative research.
- 10 in-depth interviews to key informants.
- A personal in-home survey with a sample of 667 interviews to German and British retired citizens.
  - Confidence Level: 99% ( $2\sigma$ )
  - Confidence Interval: +/- 5%
  - Systematic sampling with random grid position.
  - 12 towns.

# WHO ARE THEY?

Introduction

Methodology

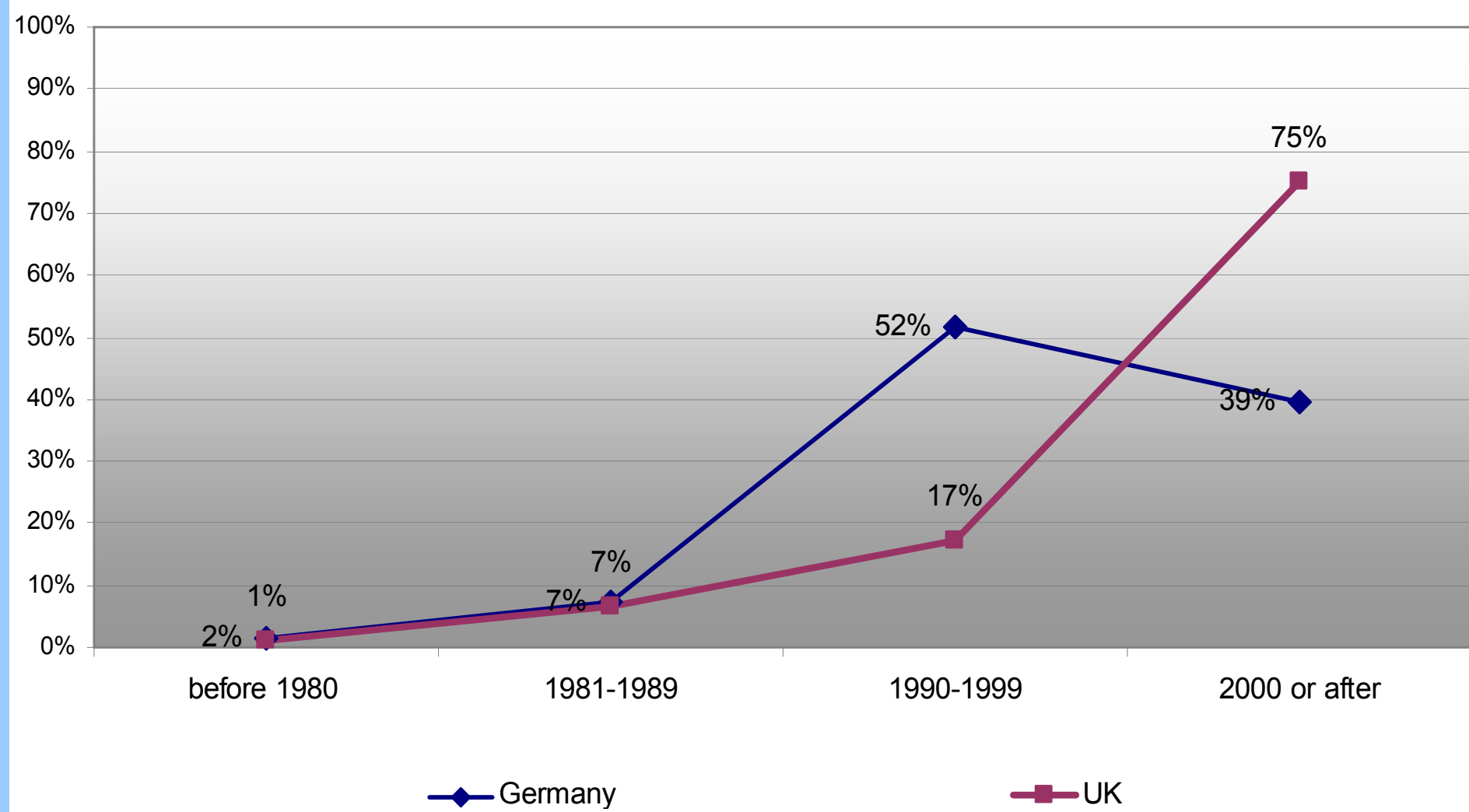
**Results**

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- We estimate:
  - 50,000 German retirees.
  - 156,000 Britons.
- Average age: 62.6 years old.
  - German older than Britons.
- High education level: higher in British population.

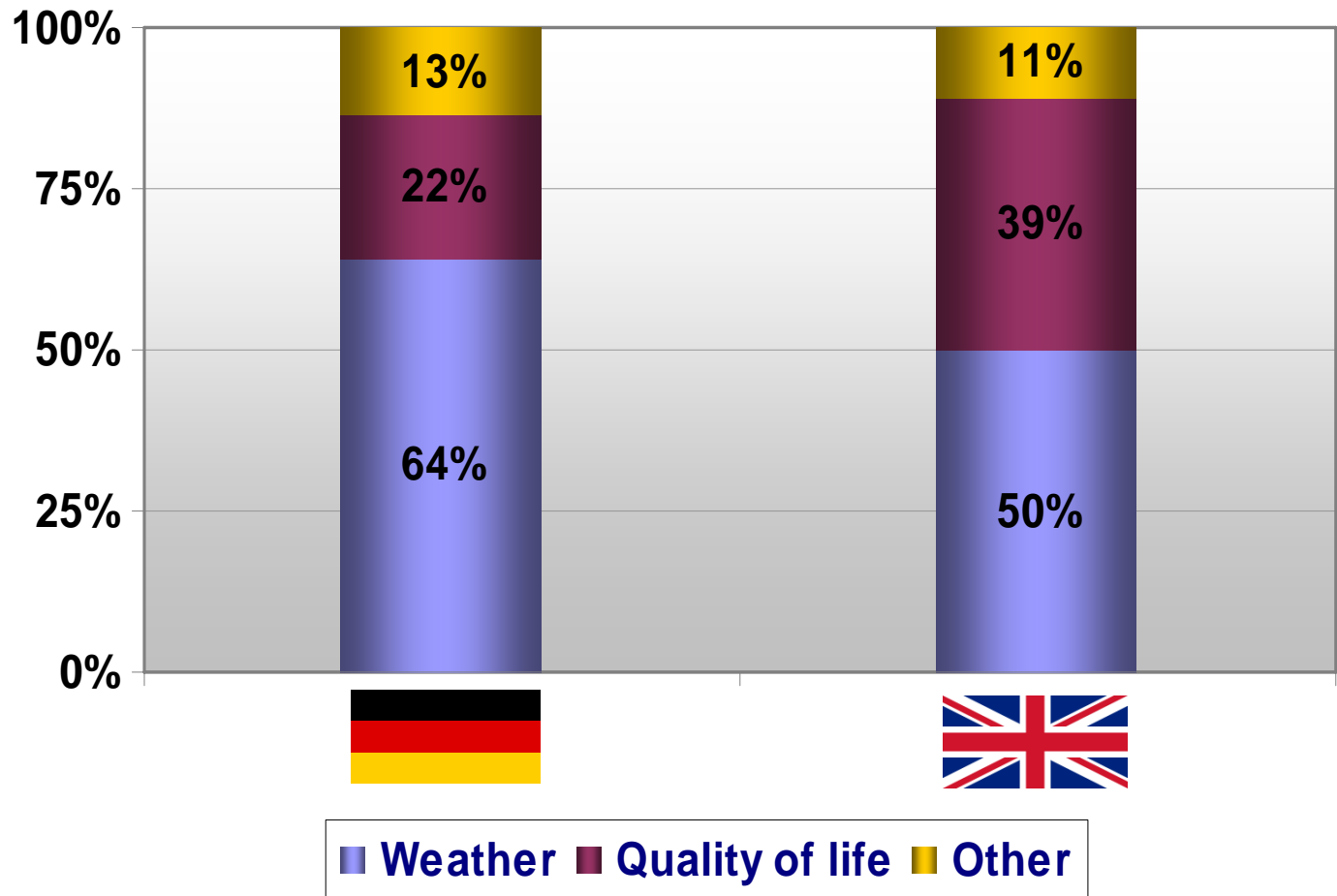
# WHO ARE THEY?

## When did they move to the Costa Blanca?



# WHY DO THEY MOVE?

What is their main reason for living on the Costa Blanca?



Introduction

Methodology

**Results**

Conclusions

# QUALITY OF LIFE

Introduction

Methodology

**Results**

Conclusions

## 🌍 Mediterranean lifestyle?

- Relaxed life
- Valuable environment
- Social relationship factors:
  - » Associations (British +)
  - » Cultural events (=)
  - » Neighbourhood relationships (Germans +)
- Health services (British +)
- Sports facilities (British +)





# QUALITY OF LIFE

Introduction

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**Results**

Conclusions

- ④ Urbanisation process:
  - Unplanned, non-sustainable
  - Low quality of houses
  - Overcrowded spaces
- ④ Culture and language difficulties.
- ④ German opinions about public services more negative than English.

# CONCLUSIONS

Introduction

Methodology

Results

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- ❶ Socio-cultural aspects become a pull factor as important as the geographical conditions of the destination.
- ❷ New requirements and facilities in the future.
- ❸ Consequences for local economy, culture and environment are both positive and negative.

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