

5.5 Demographic Subgroup Differences

Life stage was identified to be a more defining factor than age in relation to the 2011 findings.

Perception as to the likelihood of types of disaster in Canterbury was very similar across life stage groups.

In terms of the events of most concern, earthquakes were the event of most concern for Christchurch residents across all life stage groups. However, outside of Christchurch in other parts of Canterbury, younger people with no children were less concerned about earthquakes (43% mentioned earthquakes as the event they are more concerned about compared with 89% of people with dependent children).

Perceptions as to how households would cope with the emergency event of most concern to them were similar across the demographic subgroups. However, when asking what could be done to enable households to cope better, a greater proportion of young people without children mentioned the need to have a survival kit, to store more food and water in order to cope with emergency events. This was a reflection of the fact that they were generally less well prepared. Males were more likely than females to think nothing can be done to enable workplaces to cope better.

Whilst all Cantabrians agreed that it was very or quite important to be prepared. The importance of being prepared for a disaster was rated more highly by females than males.

In relation to how well prepared people are, a greater proportion of younger people without children (compared to those with dependent children and empty nesters) claimed to be not very well prepared, especially those in Christchurch.

People living with dependent children were more prepared in terms of having a plan as a household in case there is a disaster, either at home or away from home.

Ratepayers were more prepared in terms of having more knowledge of disasters that could strike, they claimed to have more survival items, and water stored.

When asking people if they had enough water to cook and drink for three days, the younger participants without children were identified, as in surveys in earlier years, to be the ones that are least prepared.

Those with dependent children have lower expectations of receiving help from other people or groups than younger people with no dependent children.

Since the 4th September 2010 earthquake it was identified that Cantabrians have been helping others in different ways depending on their life stage:

- Younger people with no dependent children have been more likely to have helped out more with damage in the community
- People with dependent children have been more likely to have donated food
- And, empty nesters with no dependent children have been most likely to donate money.

Reflecting the life stage group profiles, a greater proportion of ratepayers than non ratepayers donated

food and money.

Differences were also identified in terms of the impact of events since the 4th September 2010:

- A greater proportion of people with dependents claimed to have damage to their homes and for the community where they live to have been affected (compared to those who have no dependent children), especially in Christchurch.
- More younger people with no dependents (than people with dependents or empty nesters) claimed people they knew had left the area and the transport they used was more likely to have been affected, especially in Christchurch.
- The mature empty nesters with no dependent children were more likely to claim to have personal health issues, followed by those with dependent children.

Ratepayers were more likely to state that they had damage to their homes and also the community where they live to have been affected. Non ratepayers were more likely to claim the transport they use had been affected.

Females were more likely to claim to live in a community that has been affected and to have close friends, colleagues or family members who have health issues or to have health issues themselves.

Comparing the preparedness of Cantabrians before and after the 4th September 2010 earthquake, there are no significant differences between the demographic subgroups; participants in general were identified to be more prepared. Those with dependent children were more likely to now be 'a lot better prepared' than those without dependent children. Females were also more likely to be a lot better prepared, in particular, they were more likely to have a survival kit/ have stored more food or water.