

1. Introduction

Jon Mitchell, Manager, Regional Emergency Management Office, Canterbury requested Opinions Market Research Ltd (Opinions) repeat the Biennial Cantabrians Attitude and Behaviour Monitor (last completed in 2009).

This research was also required to complement the findings from the National Advertising Campaign Research 2011.

A community emergency management work programme is currently being developed for Canterbury and this research is also required to inform this process.

2. Overall Research Objectives

The overall objectives are fourfold:

- ⌘ To inform the development of a work programme for all agencies in Canterbury involved with emergency management by providing a measure of people's disaster preparedness and the extent to which people would be able to cope and recover i.e. their resilience if there was a serious emergency event right now.
- ⌘ To repeat the 2009 Cantabrians Attitude and Behaviour Monitor for Canterbury, including Christchurch City.
- ⌘ To compare the findings with:
 - ⌘ The 2009 Biennial Residents Attitude and Behaviour Monitor
 - ⌘ The Post 4th September 2010 Research.
- ⌘ To bridge the findings with:
 - ⌘ The 2011 National Ministry of Civil Defence & Emergency Management Campaign Monitoring Research. Note, this research excluded Christchurch in 2011.

3. Research Approach and Sample Structure

Questions were placed on the Opinions Monitor, September 2011. The Opinions Monitor is a monthly telephone survey typically conducted among a representative sample, aged 15 and over, of Christchurch residents and Cantabrians living outside Christchurch.

This survey was conducted with a total sample of 850 Cantabrians consisting of a representative sample of 400 Christchurch residents and an additional 450 Cantabrians living outside of Christchurch, aged 15 and over.

The 450 residents interviewed in Canterbury outside of Christchurch City, comprised of 150 from each of the following areas:

North Canterbury:

Kaikoura District
 Hurunui District
 Waimakariri District

Central Canterbury:

Ashburton District
 Selwyn District

South Canterbury:

Timaru District
 Waimate District
 MacKenzie District

The sample within each area is representative in terms of location, age and gender based on the 2006 Census, as follows:

Base:	Christchurch 400				North Canterbury 150			
	Census 2006	Opinions Monitor No.	Opinions Monitor No.	Statistical Margin of Error	Census 2006	Opinions Monitor No.	Opinions Monitor No.	Statistical Margin of Error
	%	%	N		%	%	N	
Male	48	48	190	± 7.1%	49	49	74	± 11.4%
Female	52	52	210	± 6.8%	51	51	76	± 11.2%
15-29	27	27	107	± 9.5%	18	19	28	± 9.6%
30-59	51	51	205	± 6.8%	57	56	84	± 10.7%
60+	22	22	88	± 10.4%	25	25	38	± 15.9%

Base:	Central Canterbury 150				South Canterbury 150			
	Census 2006	Opinions Monitor No.	Opinions Monitor No.	Statistical Margin of Error	Census 2006	Opinions Monitor No.	Opinions Monitor No.	Statistical Margin of Error
	%	%	N		%	%	N	
Male	51	51	76	± 11.2%	48	49	73	± 11.5%
Female	49	49	74	± 11.4%	52	51	77	± 11.2%
15-29	22	22	33	± 17.0%	19	19	29	± 9.5%
30-59	57	57	85	± 10.6%	52	52	78	± 6.8%
60+	21	21	32	± 17.3%	29	29	43	± 10.4%

The data has been weighted where reported in total, or structured for reporting in terms of Canterbury (outside of Christchurch) versus Christchurch.

- ⌘ **Total Canterbury (including Christchurch)** N=850, weighted to be representative of the population distribution between Christchurch and the rest of Canterbury. The weightings were applied as follows:
 - ⌘ **Canterbury:** actual achieved sample N=450 weighted to N=276
 - ⌘ **Christchurch:** actual achieved sample N=400 weighted to N=574

- ⌘ **Canterbury (excluding Christchurch)** N=450 weighted to be representative of the population distribution between North, Central and South Canterbury:
 - ⌘ **North Canterbury:** N=150 weighted to 143
 - ⌘ **South Canterbury:** N=150 weighted to 155
 - ⌘ **Central Canterbury:** N=150 weighted to 152

The results have been analysed by demographics including, age, gender, life stage, ethnicity, working status, rate paying status and location of residence.

To address the objectives of this exercise the questions were based on those asked in July 2009 and September 2010. The findings have been compared with these earlier surveys where relevant.

In addition, key questions from the National Ministry of Civil Defence and Emergency Management Campaign Monitoring Research 2009 and 2011 were included to provide a benchmark comparison.

The interviews were conducted 2nd September – 2nd October 2011.

Interviewing was completed by the trained and experienced Opinions Telephone Interviewing Team. The data was processed by the Data Services Team at Opinions and reported by the Opinions Research Team.