

Christchurch residents survey

July 2011



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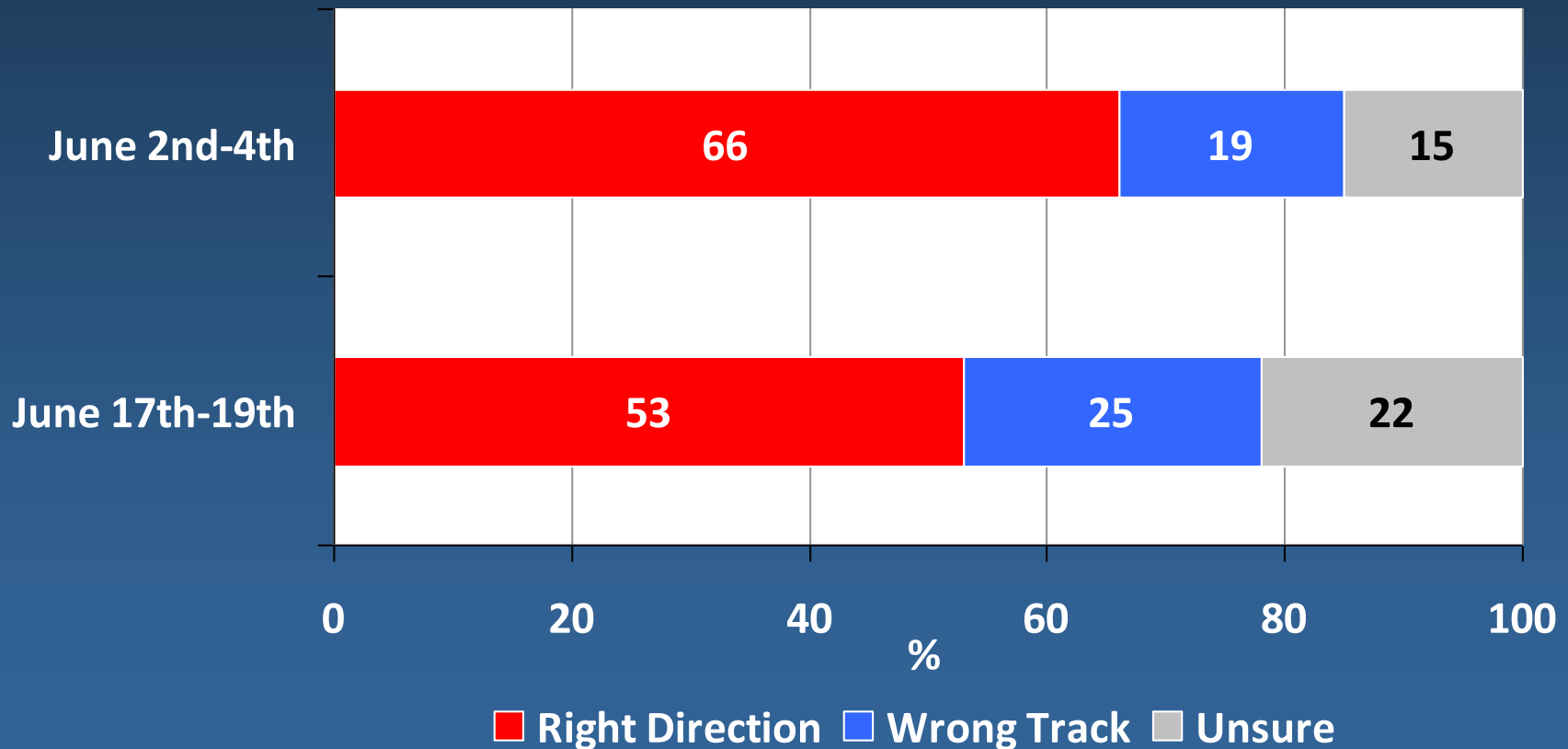
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Methodology

- Fieldwork was conducted between 2nd and 4th June 2011 from UMR's call centre facility located in Auckland.
- A smaller secondary survey was undertaken between the 17th and 19th of June following the latest earthquakes on June 13
- Sample size $n=400$, margin of error of $\pm 4.9\%$
- Some data from UMR's Nationwide Omnibus survey, $n=750$ with a margin of error of $\pm 3.6\%$

Significant deterioration in mood after 13 June

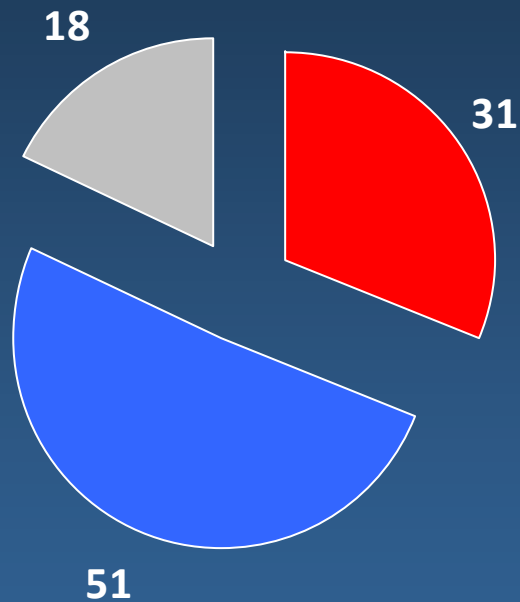
Generally speaking, are things in Christchurch heading in the right direction or are they off on the wrong track



Expectations for future earthquakes rise sharply

While it is hard to tell, do you think there are now only aftershocks which will subside or do you think that there could be another big destructive earthquake in the next twelve months?

June 2nd-4th



- Aftershocks will subside
- Another big earthquake in the next twelve months
- Unsure

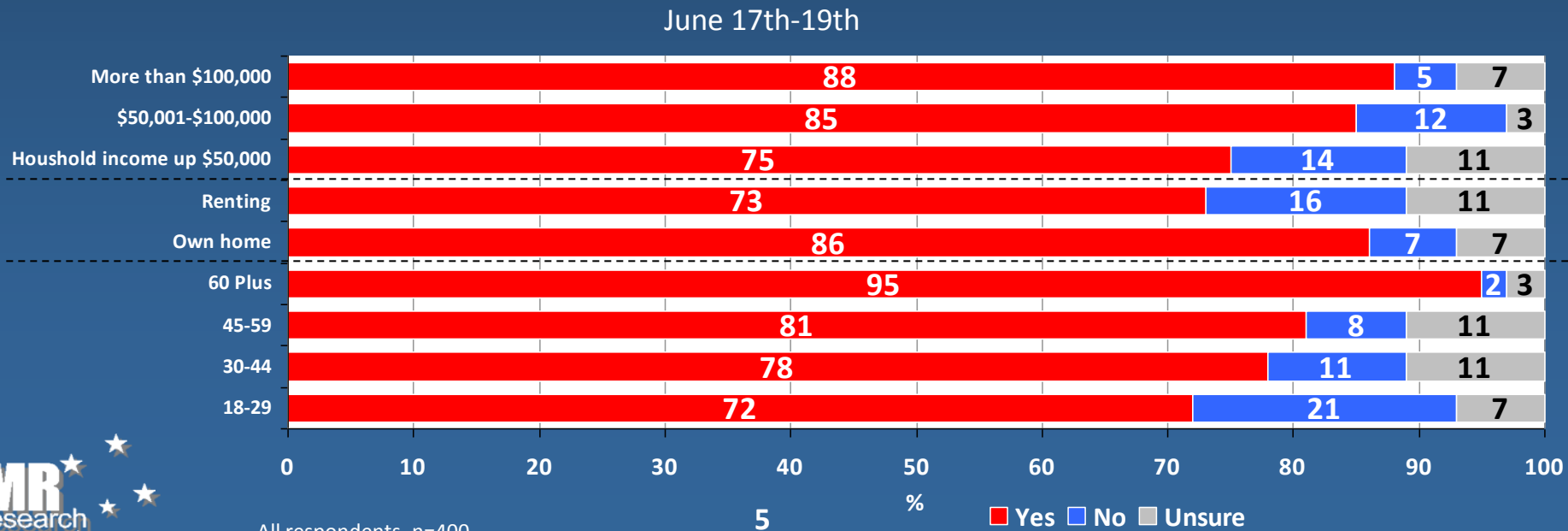
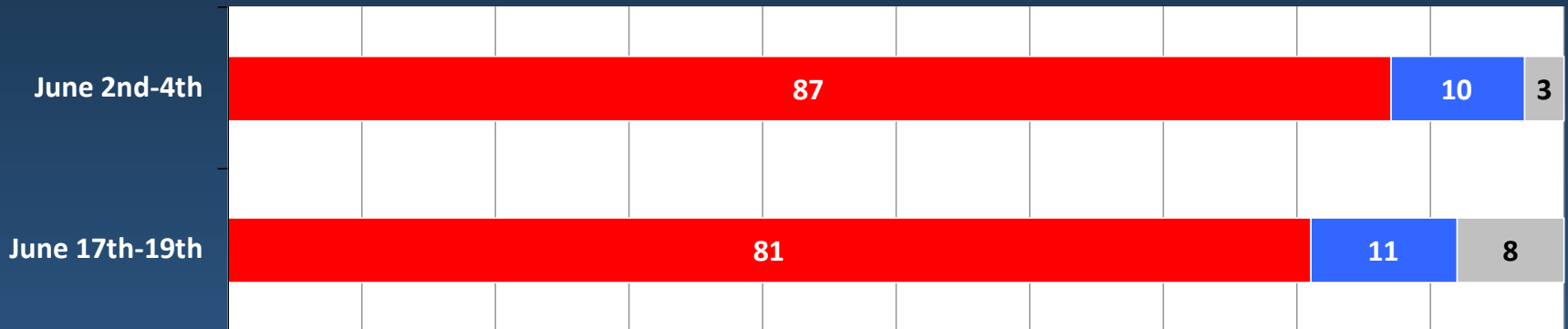
June 17th-19th



- Aftershocks will subside
- Another big earthquake in the next twelve months
- Unsure

More intend to leave Christchurch

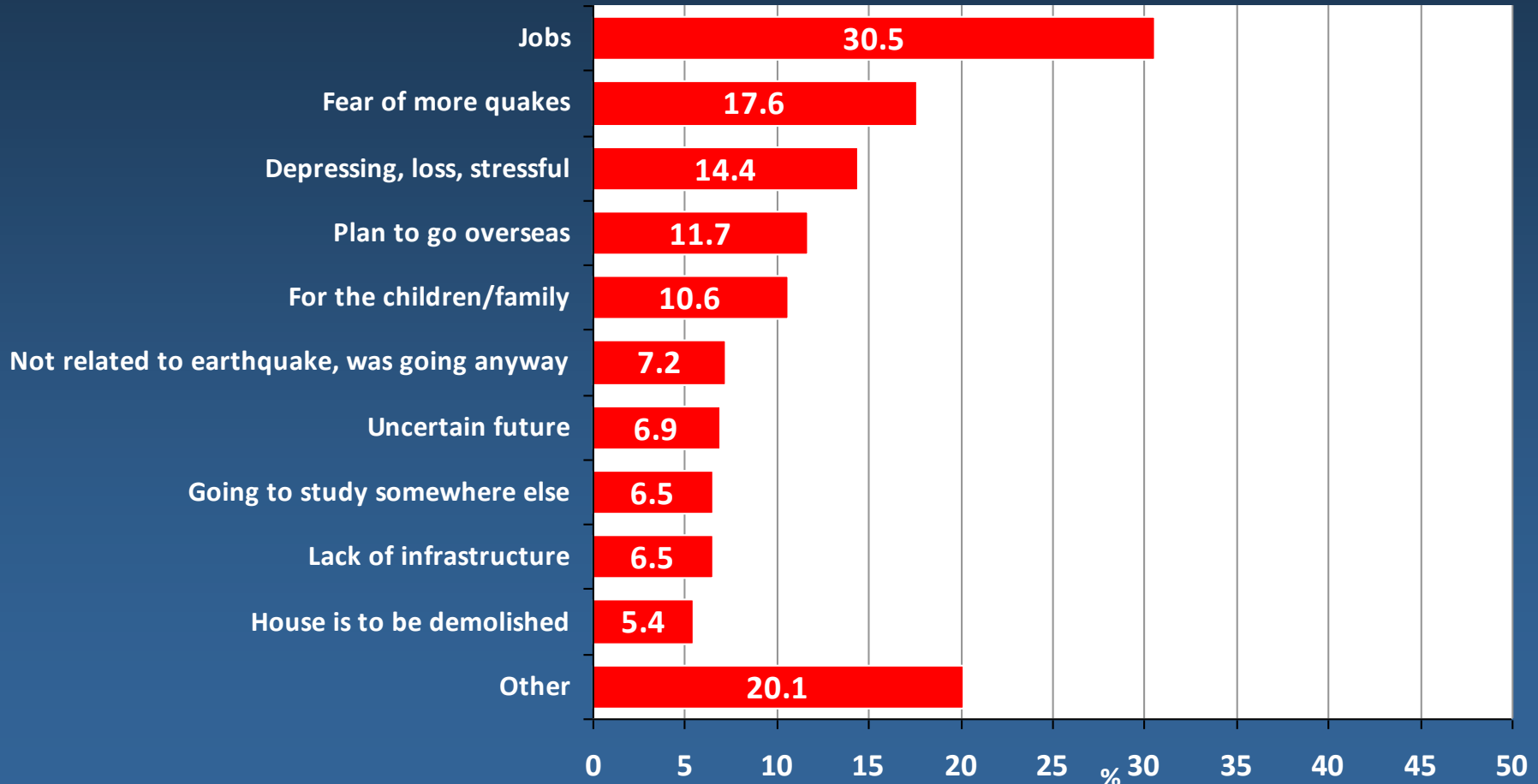
Do you expect to keep living in Christchurch for the next few years?



Work, fear and stress drive departures

[June 2nd -4th]

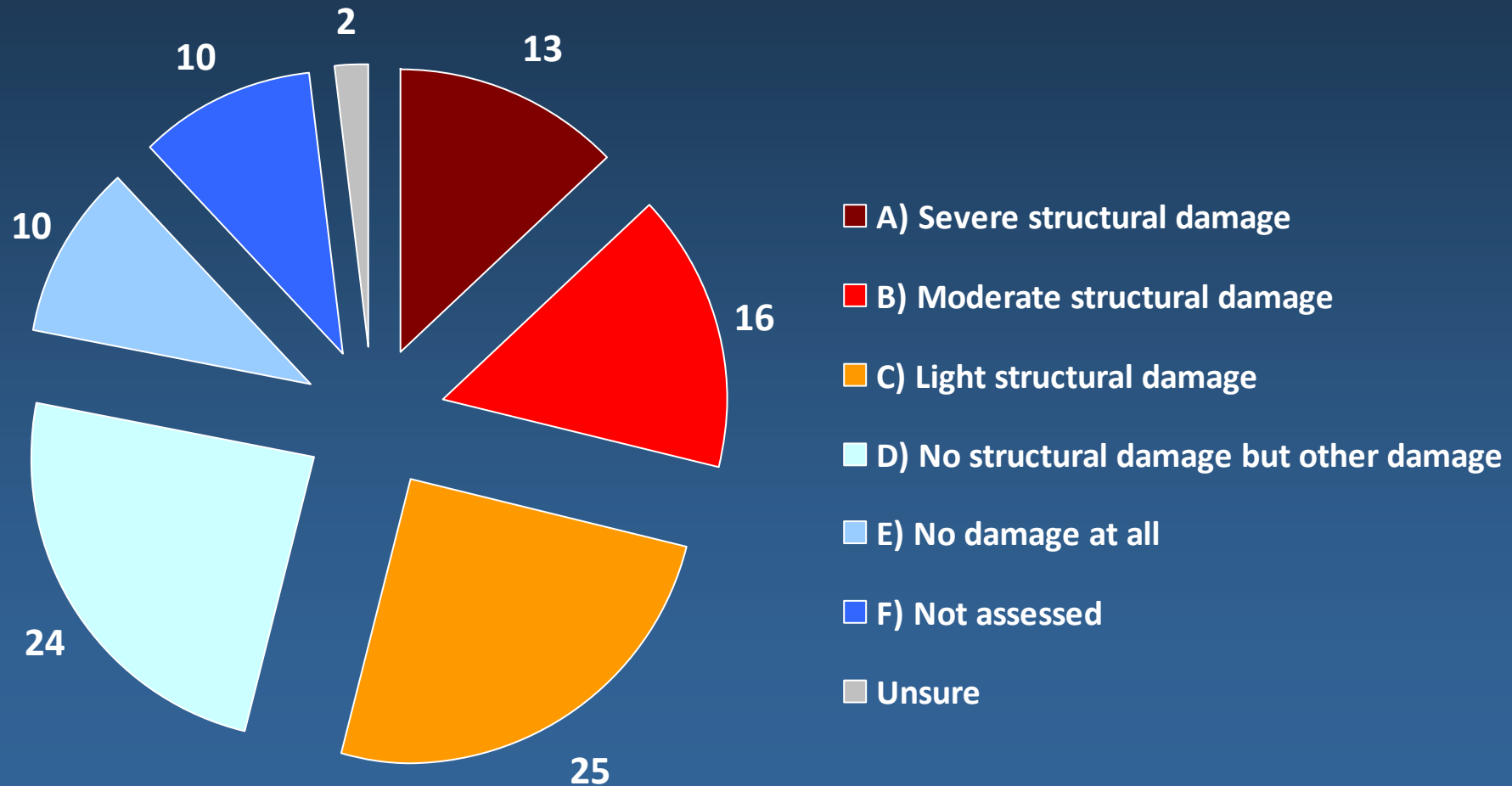
What are the reasons that you are leaving Christchurch?



Assessment of house

[June 2nd-4th]

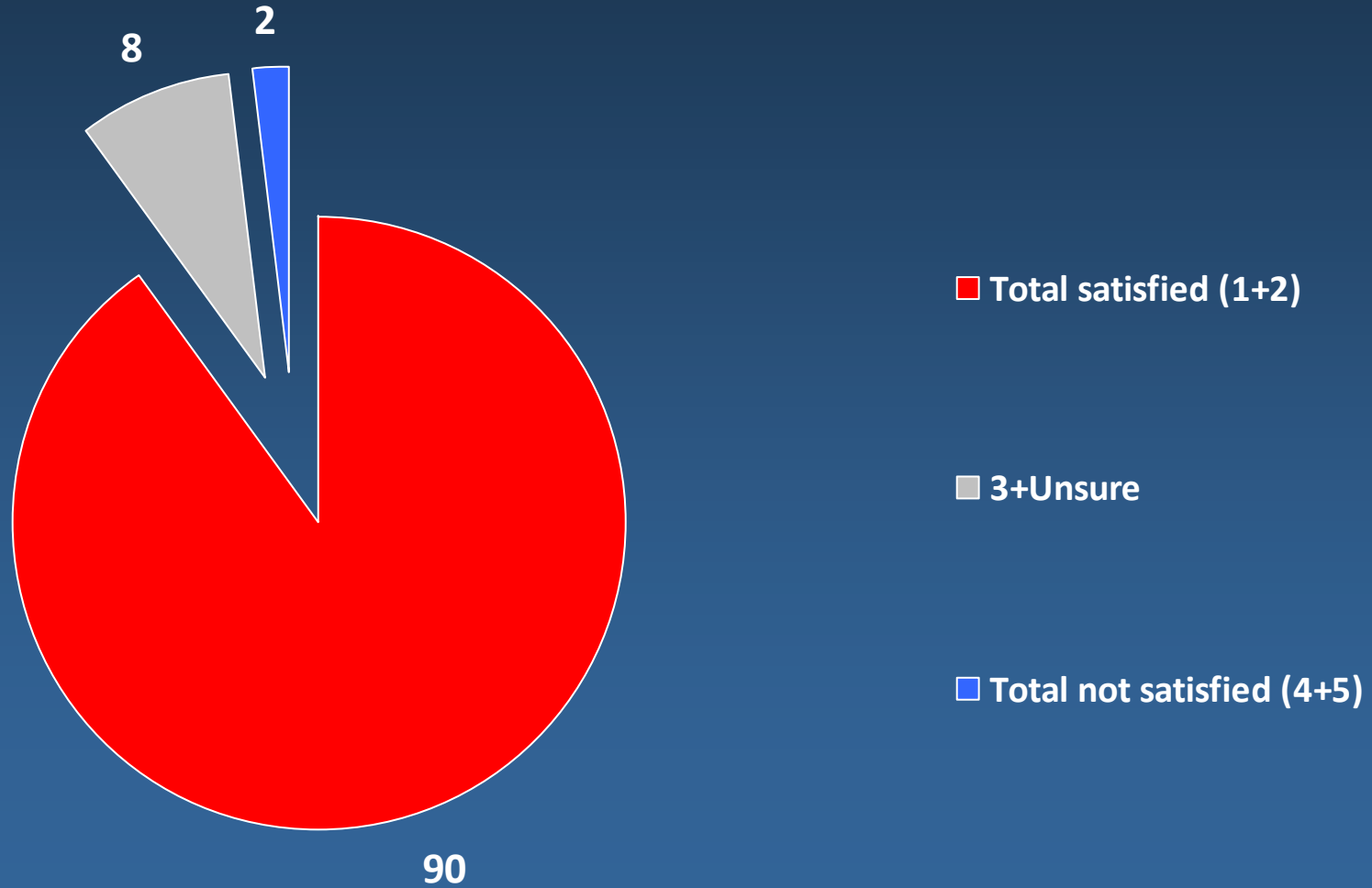
Has your house that you live in been assessed to have...?



Satisfied with support from around New Zealand

[June 2nd -4th]

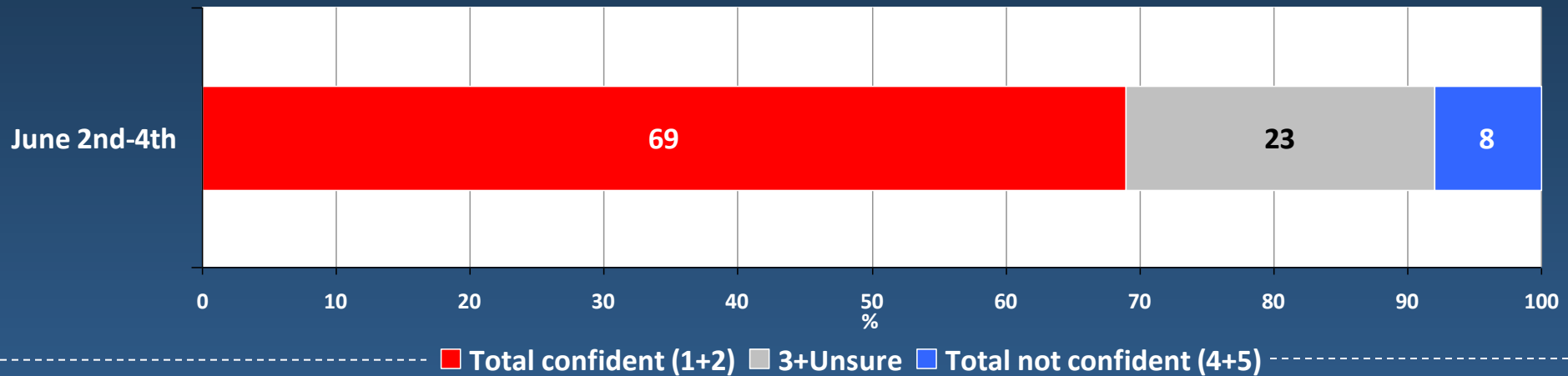
Using a 1 to 5 scale where 1 means very satisfied and 5 means not satisfied at all, how satisfied are you with support from the rest of New Zealand for Christchurch?



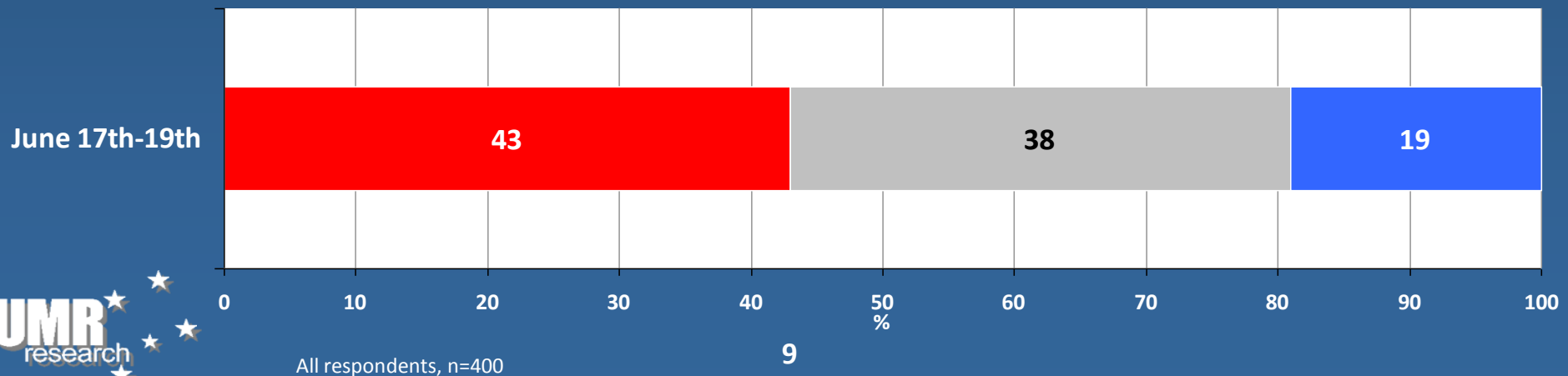
Confidence in future support

Using a 1 to 5 scale where 1 means very confident and 5 means not confident at all, how confident are you that...:

The local Christchurch and New Zealand governments over the next ten years or so will take the opportunity caused by the massive destruction to rebuild a better and more liveable Christchurch



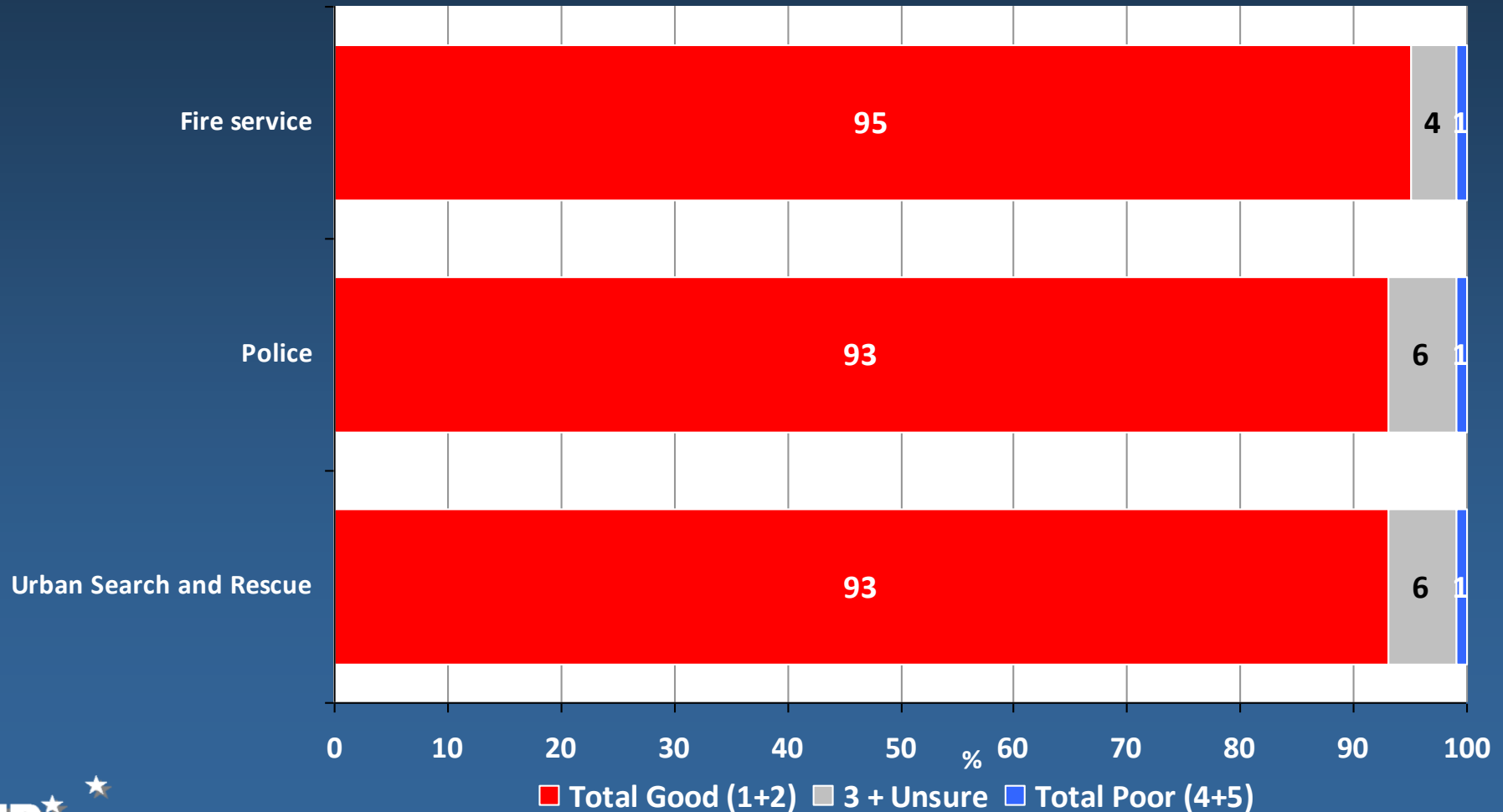
Support will continue when Christchurch is not so much in the headlines



Ratings of key players

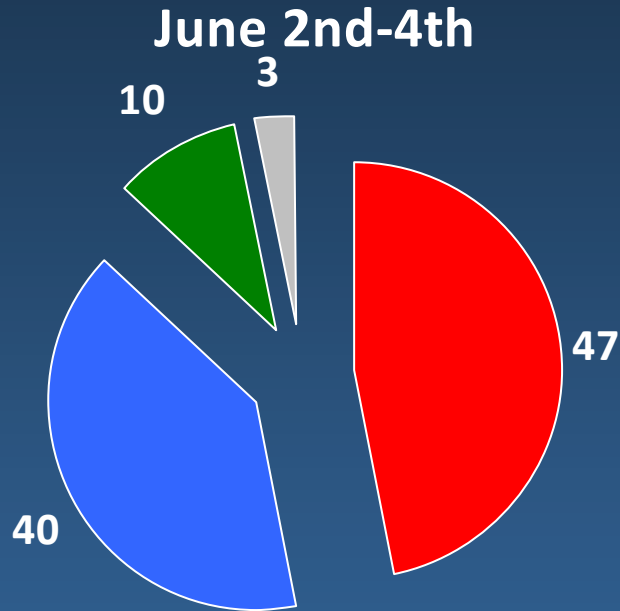
[June 2nd -4th]

Using a scale of 1 to 5, where 1 means very good and 5 means very poor, how would you rate the performance of the following groups and organisations in responding to the earthquakes?

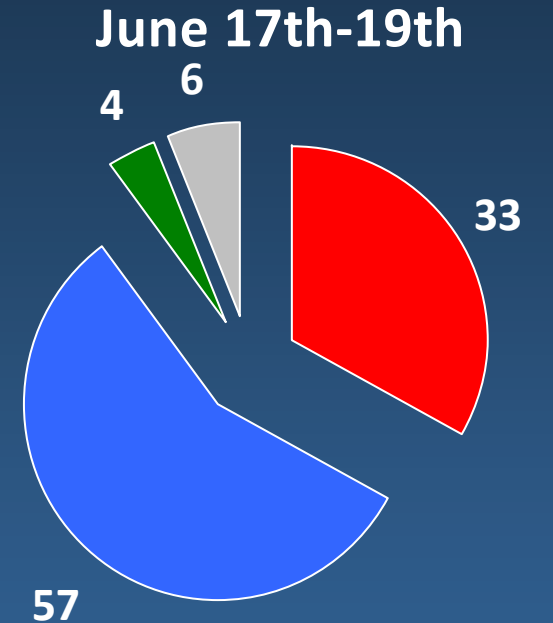


Access to CBD

Do you think that the CBD business owners should have been allowed more access to their business premises or do you think that authorities have been right to take no risks with safety?



- Allowed more access
- Authorities taking no risks
- Depends
- Unsure

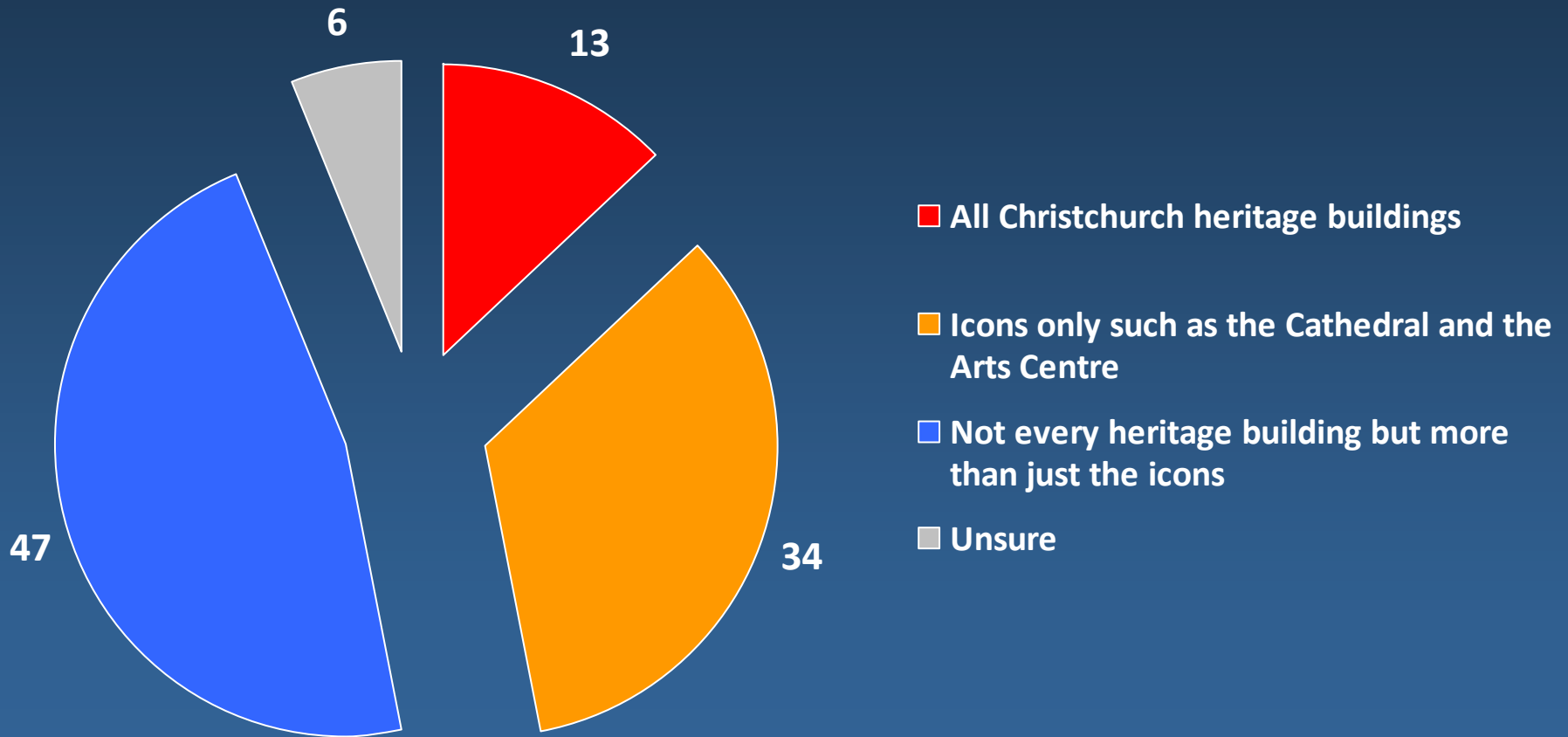


- Allowed more access
- Authorities taking no risks
- Depends
- Unsure

Maintain heritage

[June 2nd -4th]

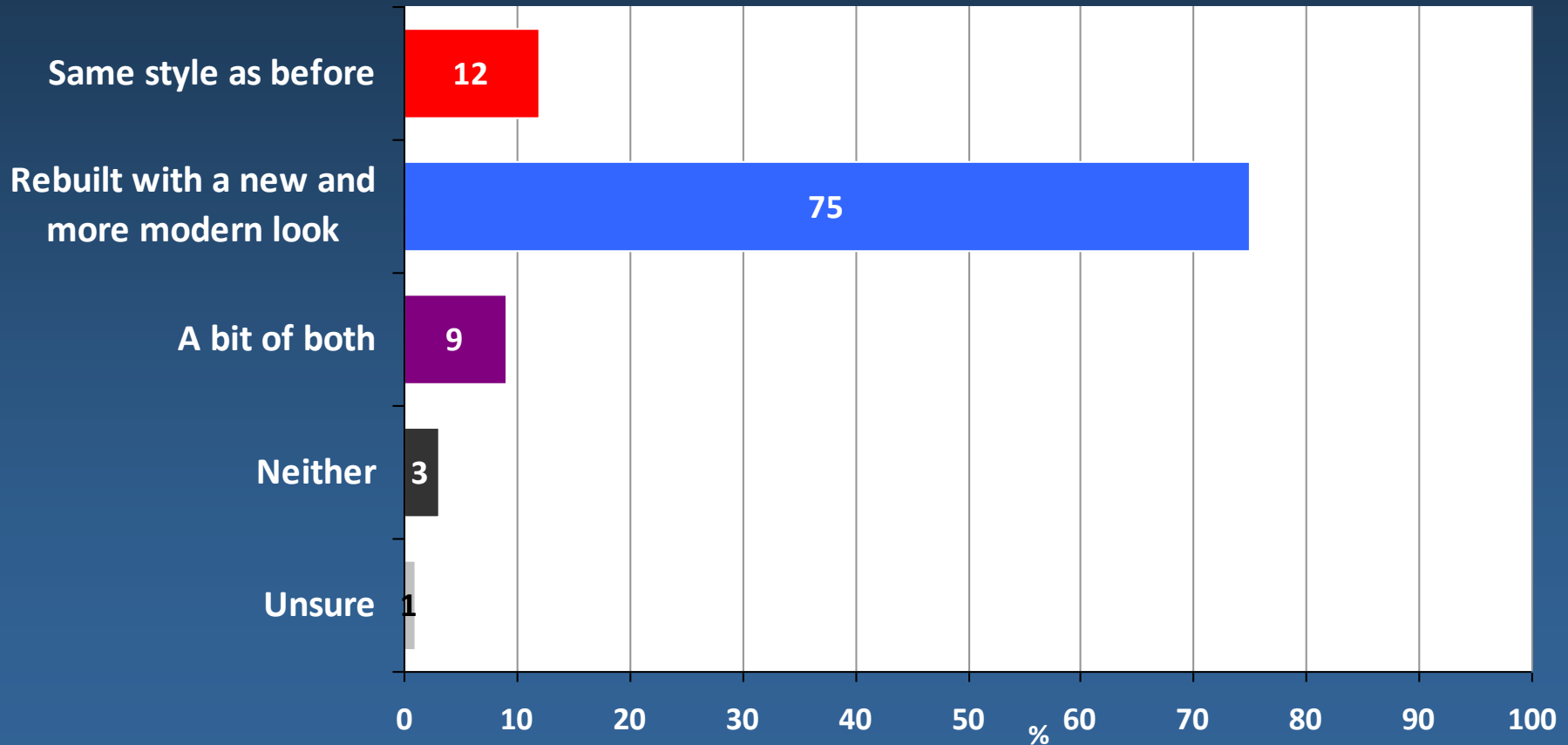
Do you think every effort should be made to preserve...?



Rebuild Christchurch as before or with modern look

[June 2nd -4th]

Would you like to see the Christchurch CBD area rebuilt similar to the way it was before the earthquake or rebuilt with a new and more modern look?



About UMR

- UMR is a full-service market research and evaluation company operating in both New Zealand and Australia.
 - We utilise a full range of qualitative and quantitative methods
 - Our online panel SAYit is one of the highest quality online research panels available in New Zealand
- We run New Zealand's longest running tracking study of key social, economic and political data to give clients insights into the New Zealand mood.
- We take research to the next stage by giving clear direction and evidence-based solutions.
- Areas where we have specialist expertise include:
 - Corporate reputation
 - Issue management
 - Evaluation and social marketing
 - Local and central government
 - Agriculture & the rural sector
 - Financial sector and investments
 - Telecommunications
 - Energy sector
 - Sports