The effects of the Canterbury earthquakes on responses to the Christchurch City Council Point of Contact Residents survey

Kayleigh Urmson

Administer the CCC Point of Contact Residency survey
Quick Rundown

Libraries

Service categories

Regional Parks

Redwood
New Brighton
Shirley

Different Library sites

Satisfaction Scale:

1 Very Dissatisfied
2 Dissatisfied
3 Neither Satisfied nor Dissatisfied
4 Satisfied
5 Very Satisfied

Simple.
To Survey or Not to Survey...
A number of the services provided by the Christchurch City Council have been affected by the recent earthquakes. Some services have been closed temporarily or permanently and others are operating at reduced levels. When answering the following questions, please put aside the service levels from the past and think instead about the current circumstances Christchurch faces.

Focusing Illusion
Strack, Martin, & Schwarz (1988)

A) “How happy are you with your life in general?”

B) “How many dates did you have last month?”

Correlation of -0.012
(not statistically significantly different from 0)
**Focusing Illusion**

Strack, Martin, & Schwarz (1988)

A) “How happy are you with your life in general?”

B) “How many dates did you have last month?”

Correlation of -0.012

(not statistically significantly different from 0)

B) “How many dates did you have last month?”

A) “How happy are you with your life in general?”

Correlation of 0.66

---

**Does the Earthquake Blurb Affect the Results?**
Pilot study

*Administered 5 extra surveys that did not have the earthquake blurb at six different service category sites*

- Public affairs at Cashell Mall,
- Redwood Library,
- Scarborough Beach Regional Park,
- Linwood X Games Sports Event,
- The Buskers Festival, and
- Shirley Service Centre.

![Graph showing overall satisfaction for Public Affairs](image)
<table>
<thead>
<tr>
<th>Survey Site/Type</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Affairs Non-EQ</td>
<td>53%</td>
<td>13%</td>
</tr>
<tr>
<td>Public Affairs EQ</td>
<td>93%</td>
<td>0%</td>
</tr>
<tr>
<td>Libraries Non-EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Libraries EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Regional Parks Non-EQ</td>
<td>73%</td>
<td>20%</td>
</tr>
<tr>
<td>Regional Parks EQ</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>Rec. and Sport Event Non-EQ</td>
<td>87%</td>
<td>7%</td>
</tr>
<tr>
<td>Rec. and Sport Event EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Events and Festivals Non-EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Events and Festivals EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Customer Service Non-EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>Customer Service EQ</td>
<td>100%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Do we know what we are actually measuring?