



Market Research Report for:

**Annual Survey of Residents
May 2006**

Part II

Tables

Prepared for:

Christchurch City Council

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1. Introduction

1.1 Overview

Each year the Christchurch City Council surveys the residents of Christchurch. This Annual Survey of Residents was conducted by Statistics New Zealand from 1991 to 1997, and by the National Research Bureau Ltd from 1998 to 2004. In 2005 Opinions Market Research Ltd became the provider of the Annual Survey of Residents. This report outlines the results from the 2006 Survey.

1.2 Survey Objective

The objective of the 2006 survey was to:

Provide statistically reliable measures of the views of Christchurch residents on a range of services and facilities provided by Christchurch City Council.

The 2006 Annual Survey of Residents was designed to produce measures (i.e., statistical indicators) of the Council's performance, as set down for specified service delivery areas. These statistical indicators will assist the Council's decision making, policy formulation, and resource allocation processes.

1.3 Scope and Coverage

The population for the 2006 Annual Survey of Residents was a representative sample of Christchurch residents aged 18 years and over, in households with access to a telephone. This last criterion indicates that a telephone survey methodology was adopted in 2005, and continued in 2006. This is significant because previous surveys used a face-to-face, door-to-door, research design. The change in methodology means the data from the 2006 Annual Survey of Residents is only compared with 2005 results, and is not directly comparable with the data collected in previous surveys.

1.4 Methodology

The methodology for the 2006 Annual Survey of Residents is described in detail in the companion report, *Annual Survey of Residents 2006 Part I: Methodology and Questionnaire* (prepared for the Christchurch City Council by Opinions Market Research Ltd, Christchurch, May 2006).

1.5 Reporting format

The data has been provided in table format as specified by the tender document. Where applicable, comparisons have been provided between the 2005 and 2006 surveys. Analysis among the total sample has a margin of error of 3% (at a 90% confidence level) but note any subset of the total sample will have a margin of error higher than this.

2. Leisure, Sport and Recreation

2.1 Satisfaction with access to leisure and recreation opportunities

Respondents were asked how satisfied they were with access to leisure and recreation opportunities, for example, beaches, clubs, sports, cafes, galleries and other leisure activities.

	2005	2006
Base: Total Sample	750	760
	%	%
very satisfied	63	54
quite satisfied	32	37
neither/ nor	3	5
quite dissatisfied	1	3
very dissatisfied	*	*
don't know	*	*

* less than 1%

2.2 Whether a Member of a Sports Club or Organisation

	2005	2006
Base: Total Sample	750	760
	%	%
yes, a member	33	38
no, not a member	67	62

2.3 Frequency of Participation in Physical Activity Run by a Club or Organisation

Respondents were asked how many times they had taken part in, or trained for, any physically active sport or game or lesson run by a club or organisation in the last 12 months.

	2005	2006
Base: Total Sample	750	760
	%	%
five or more times	31	30
three or four times	3	4
once or twice	7	7
not at all	59	60
don't know	*	*

* less than 1%

2.4 Participation in Sport or Physical Activity in the last four weeks

	2005	2006
Base: Total Sample	750	760
	%	%
yes, participated	88	85
no, did not participate	12	15

2.5 Sports Activities Participated in the last four weeks

Respondents were asked by means of an open-ended question, which exercise they had done in the past four weeks. All sports are listed below.

	2005	2006
Base: Those who have done exercise in last 4 weeks	662	647
	%	%
Gym sports		
exercising at the gym	13	13
aerobics/ pilates/ yoga/ tai chi	4	3
exercising at home	1	2
dancing	2	1
Water Sports		
swimming	10	10
yachting/ kayaking/ rowing	2	1
surfing/ waterskiing	2	1
aqua-aerobics	1	1
Team Sports		
golf	4	4
cricket	3	3
touch rugby	3	3
soccer	2	3
tennis	3	2
bowls/ ten pin bowling	2	2
rugby	2	2
squash	1	2
netball	1	2
badminton	1	1
boxing/ martial arts	1	1
basketball	1	*
volleyball	1	*
hockey	1	*
softball	1	*

* less than 1%

Sports Activities Participated in the last four weeks (cont.)

	2005	2006
Base: Those who have done exercise in last 4 weeks	662	647
	<i>%</i>	<i>%</i>
Individual Sports		
walking	57	56
cycling	17	18
running/ jogging	11	15
tramping	3	1
triathlon	1	*
Other Exercise		
gardening	9	5
work related exercise/ housework	4	4
playing with children	2	*
fishing	1	*
other	3	6
don't know/ no answer	*	-

* less than 1%

2.6 Council Swimming Pools Attended in the Last 12 Months

A list of Council swimming pools was read out to respondents and they were asked which they had been to in the last 12 months either to swim, watch or use any of the other facilities at the pool.

	2005	2006
Base: Total Sample	750	760
	%	%
QEII Pools	40	42
Pioneer Leisure Centre	21	21
Centennial Leisure Centre	14	14
Jellie Park Aqualand	18	13
Waltham Lido Pool	6	7
Sockburn Pool	4	5
Wharenui Pool	3	5
Halswell Aquatic Centre	5	4
Edgeware Pool	2	2
Papanui Pool	*	1
Woolston Pool	*	*
Belfast Pool	*	*
Templeton Pool	-	*
other	3	2
can't remember	*	1
none	38	39

* less than 1%

2.7 Council Stadiums Attended in Last 12 Months

A list of Council stadiums was read out to respondents and they were asked which they had been to in the last 12 months, either to watch or take part in any sport, performance or event.

	2005	2006
Base: Total Sample	750	760
	%	%
Jade Stadium	36	38
QEII stadium	22	27
Westpac Trust Sport and Entertainment Complex	29	17
Pioneer Leisure Stadium	18	17
Cowles Stadium	5	3
Porritt Park	5	3
English Park	3	3
Cuthberts Green Softball Complex	3	2
Denton Oval	2	1
other	3	5
can't remember	*	1
none	36	34

* less than 1%

2.8 Frequency of Attending a Performance or Event at the Town Hall

Respondents were asked how many times they had attended a performance or event at the Town Hall in the last 12 months.

	2005	2006
Base: Total Sample	750	760
	%	%
five or more times	5	4
three or four times	6	8
once or twice	34	32
not at all	55	56
don't know	*	*

* less than 1%

2.9 Frequency of Attending a Performance or Event at the Westpac Trust Centre

Respondents were asked how many times they had attended a performance or event at the Westpac Trust Centre in the last 12 months.

	2005	2006
Base: Total Sample	750	760
	%	%
five or more times	2	1
three or four times	2	3
once or twice	34	29
not at all	61	66
don't know	1	2

2.10 Frequency of Visiting Christchurch Art Gallery

Respondents were asked how many times they had visited the Christchurch Art Gallery in the past twelve months.

	2005	2006
Base: Total Sample	750	760
	%	%
not at all	53	54
one or two times	33	35
three or four times	9	6
five or more times	5	4
don't know	*	*

* less than 1%

2.11 Frequency of Visiting the Botanic Gardens

Respondents were asked how often they had visited the Botanic Gardens in the last 12 months.

	2005	2006
Base: Total Sample	750	
	%	%
five or more times	28	25
three or four times	17	17
once or twice	31	32
not at all	25	25

2.12 Attendance of the Following Events in the Past 12 Months

A list of events and festivals that had taken place in Christchurch were read out to respondents, and they were asked which they had attended in the last 12 months.

	2005	2006
Base: Total Sample	750	760
	%	%
World Buskers Festival	50	52
Other Summertimes festivals and events	32	31
New Zealand Cup/ Show Week/ Showtime Canterbury	30	21
Classical Sparks	26	18
Coca Cola Christmas in the Park	23	22
Festival of Flowers and Romance	21	19
attended none	27	29

2.13 Agreement with the Statement 'Events and Festivals contribute to the enjoyment of living in Christchurch'

Respondents were asked by means of a five point scale, whether they agreed or disagreed with the above statement.

	2005	2006
Base: Total Sample	750	760
	%	%
agree strongly	74	65
agree slightly	21	28
neither agree nor disagree	3	4
disagree slightly	1	3
disagree strongly	*	1
don't know	*	-

* less than 1%

2.14 Satisfaction with the City's Parks

Respondents were asked to rate (by means of a five point scale) how satisfied or dissatisfied they were, that the range of parks provided by the Council suitable for a wide number of uses, could be used for the following:

	Year	Base: Total Sample	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
sport run by a club or organisation	2006	760	%	4	-	1	8	46	42
	2005	750	%	5	-	2	8	41	45
for casual games among friends	2006	760	%	2	*	1	3	48	45
	2005	750	%	2	*	1	3	41	53
for picnics	2006	760	%	2	*	1	5	44	48
	2005	750	%	1	*	2	4	42	51
for enjoying flowers	2006	760	%	2	*	4	12	43	39
	2005	750	%	2	1	4	10	43	40
for exercising dogs	2006	760	%	10	3	7	16	39	25
	2005	750	%	11	4	9	15	33	29
for quiet enjoyment	2006	760	%	2	*	1	4	50	43
	2005	750	%	2	1	2	4	45	46

Satisfaction with the City's Parks (cont.)

	Year	Base: Total Sample	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
for children's play	2006	760	%	3	*	1	3	43	50
	2005	750	%	2	1	1	4	39	53
for families wanting to enjoy themselves together	2006	760	%	2	*	1	3	44	51
	2005	750	%	1	*	1	3	40	54
for walking and jogging	2006	760	%	2	*	1	2	43	52
	2005	750	%	1	-	1	3	39	56
for cycling	2006	760	%	5	*	5	8	44	37
	2005	750	%	5	2	8	11	37	38
for enjoying natural areas and native plants and wildlife	2006	760	%	2	*	4	7	45	41
	2005	750	%	2	1	5	7	41	43
enjoyment of the park without dogs	2006	760	%	4	2	6	11	43	33
	2005	750	%	2	1	8	14	38	37
satisfaction that the city's parks and open spaces are well looked after	2006	760	%	1	1	2	3	46	48
	2005	750	%	1	*	3	3	43	48

* less than 1%

2.15 Frequency of Taking Children to a Council Playground in Past 12 months

Those with children under ten were asked how often they had taken their children to a Council playground

	2005	2006
Base: Those with Children under 10	199	201
	%	%
five or more times	84	82
three or four times	6	7
once or twice	5	3
not at all	5	6
don't know	1	1

2.16 Perceptions of the Overall Safety of Parks in Christchurch

Respondents were asked to rate the overall safety of using the parks in Christchurch during the daytime.

	2005	2006
Base: Total Sample	750	760
	%	%
very safe	43	39
quite safe	48	50
neither safe/ nor unsafe	4	6
quite unsafe	3	3
very unsafe	*	1
don't know	1	2

* less than 1%

3. Christchurch City Parking and Traffic

3.1 Frequency of Visiting Central City for Purposes other than Work

Respondents were asked how often they had visited the Central City for purposes other than work in the past 12 months.

	2005	2006
Base: Total Sample	750	760
	<i>%</i>	<i>%</i>
haven't visited other than for work	10	11
once a week or more	32	28
once a month or more	28	31
once every three months	17	19
less often than that	14	10

3.2 Incidence of Attempting to Find a Parking Space in the Central City

Those respondents who had visited the central city for purposes other than work, were asked whether they had tried to find a parking space, either on the street or in a parking building.

	2005	2006
Base: Those who Visited Central City other than for Work	675	677
	<i>%</i>	<i>%</i>
Tried to find a parking space	83	82
Did not try to find a parking space	17	18

3.3 Satisfaction with the Availability and Convenience of Parking Spaces

Those respondents who tried to find a parking space were asked by means of a five-point scale, whether they were satisfied or dissatisfied with the availability and convenience of parking spaces, either on or off the street.

	2005	2006
Base: Respondents who Tried to Find a Parking Space	563	556
	<i>%</i>	<i>%</i>
very satisfied	20	18
quite satisfied	47	49
neither satisfied nor dissatisfied	9	9
quite dissatisfied	16	17
very dissatisfied	7	6
don't know	1	-

3.4 Satisfaction that the Traffic in Christchurch Moves Smoothly and Safely

Respondents were asked by means of a five point scale, whether they were satisfied or dissatisfied that the traffic in Christchurch moves smoothly and safely.

	2005	2006
Base: Total Sample	750	760
	<i>%</i>	<i>%</i>
very satisfied	9	7
quite satisfied	47	49
neither satisfied nor dissatisfied	15	16
quite dissatisfied	22	24
very dissatisfied	7	4
don't know	*	1

* less than 1%

4. City Council Services

4.1 Rating of Value for Money for Council Services/ Facilities

Respondents were informed that the average rates paid on a property in Christchurch was \$1060. They were then read out a selection of amenities provided by the Council and the proportion of rates paid towards each amenity (amount in brackets). They were then asked what value for money Christchurch as a whole gets from the rates paid on each amenity.

	Year	Base: Total	%	DK	very poor value	quite poor value	neither/ nor	quite good value	very good value
(\$34) Making sure the traffic moves smoothly and safely	2006	760	%	3	5	19	11	51	11
	2005	750	%	2	6	19	14	46	13
(\$123) Looking after roads and footpaths	2006	760	%	1	5	20	8	50	16
	2005	750	%	1	5	19	12	48	15
(\$134) Sewage disposal	2006	760	%	2	2	5	7	54	30
	2005	750	%	3	1	4	9	50	33
(\$29) Swimming pools	2006	760	%	5	2	12	11	51	19
	2005	750	%	5	2	10	11	46	25
(\$21) Promoting and supporting sport and recreation	2006	760	%	3	2	13	11	52	19
	2005	750	%	2	3	11	12	47	25

Rating of Value for Money for Council Services/ Facilities Parks (cont.)

	Year	Base: Total	%	DK	very poor value	quite poor value	neither/ nor	quite good value	very good value
(\$12) Stadiums and sporting facilities	2006	760	%	3	3	12	8	54	20
	2005	750	%	3	3	11	11	47	25
(\$37) Regulating activities and investigating nuisances	2006	760	%	5	4	18	13	48	11
	2005	750	%	4	5	16	18	45	12
(\$39) Landscaping the city's streets	2006	760	%	2	5	15	10	50	18
	2005	750	%	1	4	13	10	45	26
(\$93) Parks and playing fields	2006	760	%	2	2	7	5	57	28
	2005	750	%	2	1	6	7	48	36
(\$36) Overall city & environmental planning	2006	760	%	5	3	12	16	53	12
	2005	750	%	3	5	15	14	47	17

4.2 Satisfaction with the Spring and Summer Floral Displays and Street Landscapes around Christchurch

Respondents were asked to rate by means of a five-point scale, how satisfied or dissatisfied they were with:

	Year	Base: Total	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
...the spring and summer floral displays and plantings around Christchurch	2006	760	%	2	-	2	7	35	55
	2005	750	%	3	*	2	6	33	57
...the maintenance of the street landscapes in Christchurch	2006	760	%	1	2	11	10	45	31
	2005	750	%	1	2	11	9	43	35

* less than 1%

4.3 Impressions of How Well Christchurch's Waterways and Wetlands are Looked After

Respondents were asked how well they thought Christchurch's waterways and wetlands were looked after.

	2005	2006
Base: Total Sample	750	760
	%	%
very well looked after	29	26
quite well looked after	44	51
neither well/ nor poorly looked after	9	10
quite poorly looked after	6	6
very poorly looked after	1	1
don't know	10	6

4.4 Satisfaction with the City's Water Supply

Respondents were asked to rate the city's water supply by means of a five point satisfaction scale on the attributes quality and taste, appearance, pressure and reliability of the supply. The question was asked of all those on the city's water supply.

	Year	Base: those on city's water supply	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
quality and taste	2006	756	%	*	*	2	1	13	83
	2005	740	%	-	*	3	1	20	75
appearance	2006	756	%	-	*	2	1	17	79
	2005	740	%	-	1	4	2	24	69
pressure and flow	2006	756	%	*	1	6	3	20	70
	2005	740	%	*	2	5	3	22	68
reliability of the supply	2006	756	%	-	-	1	1	17	82
	2005	740	%	-	*	*	*	20	79

* less than 1%

4.5 Impressions of Value for Money of Council Rubbish Bags

Respondents were informed that the price of a Council black rubbish bag was \$1.00 and for that price, the bag was supplied, collected when full, and disposed of in the landfill. At \$1.00 per bag, they were asked to rate whether this was good or poor value for money.

	2005	2006
Base: Total Sample	750	760
	%	%
very good	18	18
quite good	41	43
neither good nor poor	7	8
quite poor	18	19
very poor	15	11
don't know	1	1

4.6 Opinion of the Green Crate Recycling Collection Service

Respondents were asked to rate their overall opinion of the green crate recycling collection service.

	2005	2006
Base: Total Sample	750	760
	%	%
very good	68	60
quite good	26	33
neither good nor poor	2	4
quite poor	2	2
very poor	1	1
don't know	1	1

4.7 Satisfaction with the Protection and Conservation of the City's Heritage

For the first time in the 2006 Survey, respondents were asked a new question about their satisfaction with the Council's protection and conservation of the City's Heritage.

	2006
Base: Total Sample	760
	%
very satisfied	17
quite satisfied	51
neither satisfied nor dissatisfied	16
quite dissatisfied	10
very dissatisfied	2
don't know	3

5. Council Consultation and Community Involvement

5.1 Satisfaction with Aspects to do with Christchurch and Christchurch City Council

Respondents were asked to rate by means of a five-point scale, how satisfied or dissatisfied they were with various aspects to do with Christchurch and the Christchurch City Council. The final category was a new one introduced in the 2006 survey.

	Year	Base: Total	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
Christchurch overall as a place to live, work and to spend spare time in	2006	760	%	*	*	1	2	32	65
	2005	750	%	1	*	1	2	25	72
the way Christchurch looks and feels	2006	760	%	*	*	4	4	38	53
	2005	750	%	*	1	2	4	34	60
the way the Council involves the public in the decisions it makes	2006	760	%	4	8	23	20	34	11
	2005	750	%	4	8	19	21	33	14
that the Council makes decisions that are in the best interests of the City	2006	760	%	3	10	21	18	40	9
	2005	n.a.	%						

* less than 1%; n.a. - not applicable, this category was not asked in the 2005 survey.

5.2 Agreement that the Central City is a Lively and Happening Place

Respondents were asked to agree or disagree that the Central City is a lively and happening place.

Base: Total Sample	2005	2006
	750	760
	%	%
agree strongly	28	15
agree slightly	38	33
neither agree nor/ disagree	12	14
disagree slightly	13	25
disagree strongly	6	10
don't know	4	3

5.3 Agreement with Statements Regarding the Community

Respondents were asked to agree or disagree with the following statements about the community, by means of a five-point scale. The final category was a new one introduced in the 2006 survey.

	Year	Base: Total	%	DK	disagree strongly	disagree slightly	neither/ nor	agree slightly	agree strongly
It is important to feel a sense of community with people in my local neighbourhood	2006	760	%	*	1	4	6	44	46
	2005	750	%	*	1	5	5	30	59
I feel a sense of community with others in my local neighbourhood i.e. share interests and concerns with them	2006	760	%	1	4	18	10	41	27
	2005	750	%	1	7	18	9	32	33
I feel my community is strong and thriving	2006	760	%	2	3	16	14	43	22
	2005	n.a.	%						

* less than 1%; n.a. - not applicable, this category was not asked in the 2005 survey.

6. Residential Building Alterations

6.1 Awareness of Residential Building Alterations

Respondents were asked whether they were aware of any residential building alterations, extensions, or new developments, including new sub divisions that had been completed in their area in the past 12 months.

	2005	2006
Base: Total Sample	750	760
	%	%
yes, aware of building alterations	48	46
no, not aware of building alterations	51	52
don't know	1	1

6.2 Impact of Building Alterations on Residential Area

Those aware of building alterations, extensions or new developments were asked to rate the impact of new developments on their area, by means of a five point scale.

	2005	2006**
Base: Those Aware of Building Alterations	361	353
	%	%
much better	29	31
slightly better	33	31
no different	17	17
slightly worse	14	14
much worse	6	5
don't know	*	1

* less than 1%

** please note: the wording for this question was slightly altered for the 2006 survey. In 2005, respondents were asked to think about 'the developments which have now been completed' when responding to the question. In 2006, respondents were asked to think about 'any residential building alterations, extensions or new developments including sub-divisions which have now been completed'. As such the results across the surveys are not directly comparable.

7. City Council Libraries

7.1 Frequency of Visiting

Respondents were asked how often they had visited any of the Christchurch City Council libraries in the past 12 months.

	2005	2006
Base: Total Sample	750	760
	<i>%</i>	<i>%</i>
five or more times	49	52
three or four times	10	9
once or twice	15	15
not at all	25	24

7.2 Satisfaction with Services Provided

Those that had attended a library in the last 12 months were asked to rate how satisfied or dissatisfied they were with the following aspects to do with their Council library.

	Year	Base: attended library in last 12 mths	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
the range of books at the library	2006	577	%	1	-	3	3	33	60
	2005	559	%	1	1	4	3	33	59
length of wait to get books/ other items issued	2006	577	%	3	-	*	3	31	62
	2005	559	%	4	*	1	3	29	63
helpfulness of staff	2006	577	%	1	-	1	2	24	72
	2005	559	%	2	-	1	2	21	75

* less than 1%

Satisfaction with Services Provided (cont.)

	Year	Base: attended library in last 12 mths	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
ease of getting information wanted	2006	577	%	3	*	1	3	30	64
	2005	559	%	4	*	1	3	26	66
length of time taken to get information	2006	577	%	3	*	1	5	33	58
	2005	559	%	4	*	1	3	30	62
amount of help received in finding information	2006	577	%	4	*	1	5	29	61
	2005	559	%	6	*	1	5	23	65

* less than 1%

7.3 Overall Satisfaction with the Council Libraries Visited

Those that had attended a library in the last 12 months were asked how satisfied or dissatisfied they were with the libraries they had visited in terms of places to read, study, relax or do other activities.

	2005	2006
Base: Attended a library in last 12 mths	559	577
	%	%
very satisfied	61	57
quite satisfied	28	37
neither satisfied/ nor dissatisfied	6	3
quite dissatisfied	3	2
very dissatisfied	1	1
don't know	1	*

* less than 1%

7.4 Incidence of Reserving a Book

Respondents that had attended a library were asked whether in the last 12 months, they had requested a book to be reserved for them, or requested the library obtain a book from another library.

	2005	2006
Base: Attended a library in last 12 mths	559	577
	%	%
yes, reserved book	46	39
no, did not reserve book	54	61

7.5 Satisfaction with the Time Taken for Requested Book to Arrive

Those that had reserved a book were asked how satisfied or dissatisfied they were with the time it took to arrive.

	2005	2006
Base: Those that Reserved a Book	257	223
	%	%
very satisfied	64	71
quite satisfied	28	24
neither satisfied/ nor dissatisfied	4	2
quite dissatisfied	3	2
very dissatisfied	1	1

8. Visitor Attractions in Christchurch

Respondents were asked to state three places they would take visitors, to show Christchurch at its best.

	2005	2006
Base: Total Sample	750	760
	%	%
Botanic Gardens	59	61
Port Hills	42	44
Arts Centre	32	34
Sumner Beach	23	28
Cathedral/ Cathedral Square	16	17
Christchurch Gondola	16	15
Christchurch Art Gallery	20	15
Canterbury Museum	9	14
City Centre	17	13
Brighton Beach/ Pier/ Shops	15	12
Hagley Park	6	8
Lyttelton	5	7
International Antarctic Centre	5	4
Rivers	4	4
Jade Stadium/ sports facilities/ golf courses	5	3
Nightlife/ the Strip	4	3
The Malls	3	3
Mona Vale	2	3
Orana Wildlife Park	2	3
Tram	5	2
The Groynes	1	2
QEII	1	2
Willowbank Wildlife Reserve	2	1
Bus ride/ drive around	1	1
Ferrymead Historic Park	1	1
Halswell Quarry	1	1

Visitor Attractions in Christchurch (cont.)

	2005	2006
Base: Total Sample	750	760
	%	%
Casino	2	1
Taylor's Mistake	2	1
Airforce World	*	1
Riccarton House/ Bush	*	1
Travis Wetlands	*	1
Canterbury University	1	*
Southern Encounter Aquarium	1	-
other	3	4
don't know	*	*

* less than 1%

9. Civil Defence

Respondents were asked the location of information on what to do in a civil defence emergency.

	2005	2006
Base: Total Sample	750	760
	%	%
back of the yellow pages	25	32
front of the yellow pages	15	12
yellow pages (unspecified)	6	10
front of the white pages/ phone book	20	13
back of the white pages/ phone book	18	14
phone book (unspecified)	7	10
fridge magnet	3	5
Internet	-	5
pamphlet/ leaflet	2	3
radio	1	1
blue pages	1	*
Council offices/ Service Centre	*	*
other	6	1
don't know	7	6

* less than 1%