



GENERAL REFERENCES

PERCEPTIONS STUDY OF CITIZENS OF THE GATEWAY CITIES TO ANTARCTICA, FOR WESTERN SYDNEY UNIVERSITY



Survey conducted by StatKnows in Punta Arenas, Ushuaia, Cape Town, Hobart, and Christchurch
between June 27 and July 15, 2020

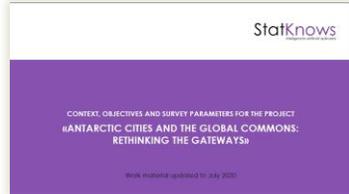
- StatKnows conducted an international survey focusing on the residents over the age of 18 of the **five Antarctic gateway cities: Punta Arenas (Chile), Ushuaia (Argentina), Cape Town (South Africa), Hobart (Australia), and Christchurch (New Zealand).**
- The survey was administrated between June 27 and July 15 2020(*) at the request of **Western Sydney University, in the framework of the research project “Antarctic Cities and the Global Commons: Rethinking the Gateways.”**
- The survey was conducted with applied artificial intelligence, in line with the StatKnows’ sample inference methodology for online surveys.
- The process considered a search throughout public information of 2,932,764 people, for the dynamic and optimized conformation of a sample integrated by 1,659 people. In technical terms, the type of sampling that we used is defined as stratified probabilistic sampling with allocation proportional to the size of biphasic selection.
- The estimated overall sampling error reached 1.33%, with a 95% confidence level. By city, the maximum error was 3%, also at 95% confidence level.

(*) Although the survey was applied during the year of the COVID-19 pandemic, owing to the project’s schedule flexibility the survey was initiated at a time when the Antarctic cities were not facing particularly complex situations.

WESTERN SYDNEY
UNIVERSITY



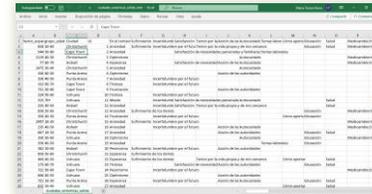
StatKnows
Inteligencia artificial aplicada



Objectives and parameters



Sample conformation with AI
Application
Calibration
Visualization



Anonymized database



Methodology report

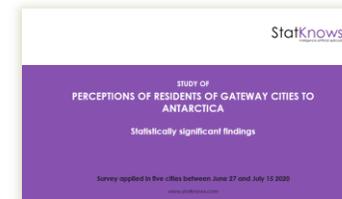
Data collection instrument
(English and Spanish)



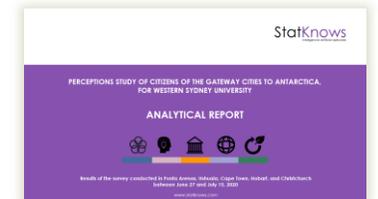
Dashboard



Statistical findings



Analytical presentation



StatKnows' sample inference methodology for online surveys

(Information in green corresponds to this study)



2,932,764 people

Search with AI

massive | efficient | systematic
across public information

Identification of multiple
characteristics of the universe of
people under study

1,654 people

Sample conformation

reflects the diversity detected

Stratified and random selection

Invitation to respond the survey
digitally

freedom to accept or decline



Calibration and weighing of answers

with census data and other
offline information
by the population of each
city's gender and age

Applied statistical science

Data tabulation and display

Interactive dashboard
Anonymized database

**ACCURATE
REPRESENTATION OF THE
UNIVERSE UNDER STUDY**

1,233,987 people

over 18 years of age living in Punta
Arenas, Ushuaia, Cape Town, Hobart and
Christchurch

NOT ONLY ACTIVE INTERNET USERS.



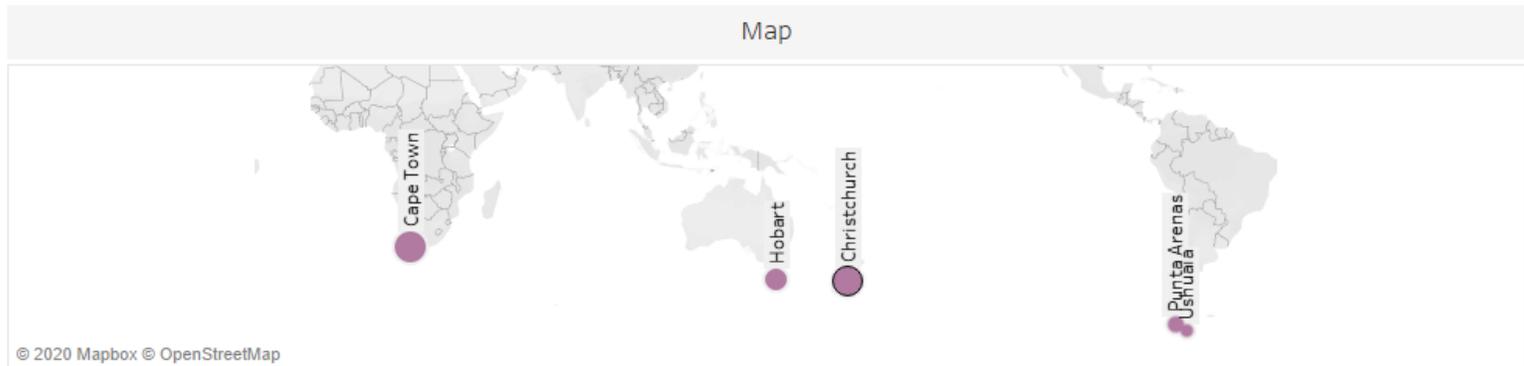
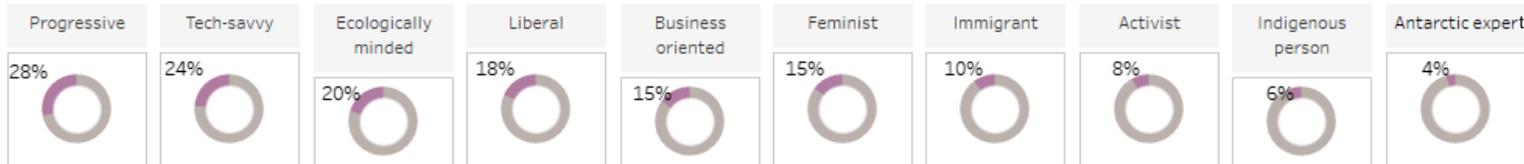
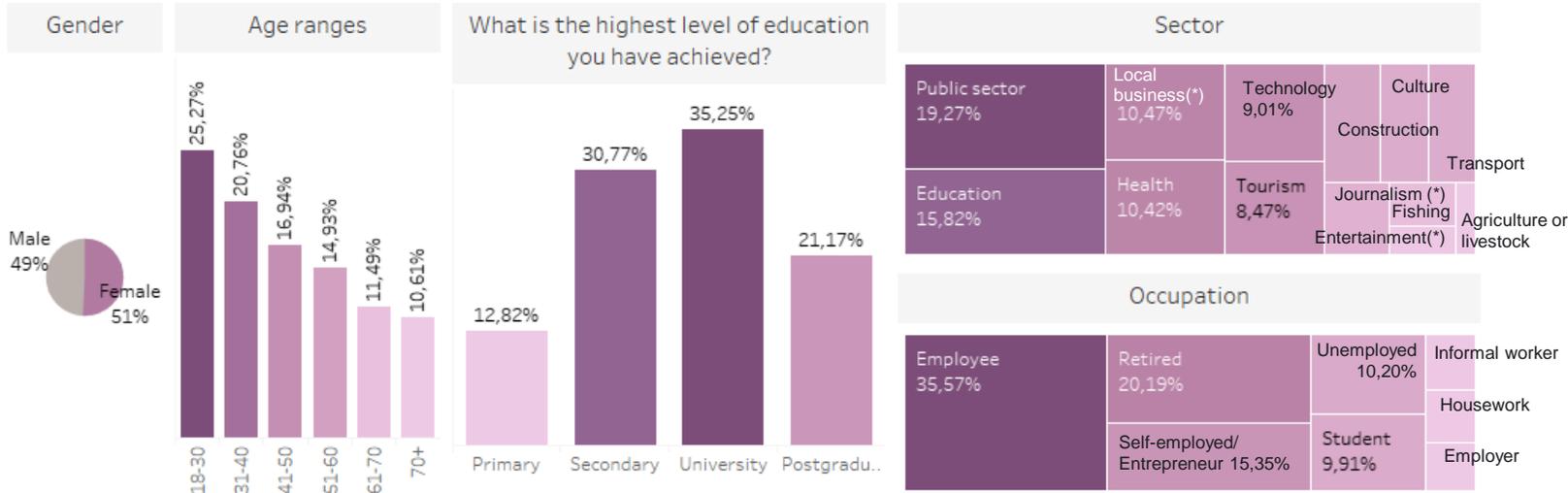
StatKnows.

Socio-demographic characteristics

StatKnows.

Socio-demographic

Population: 1.233.987 (Search: 2.932.764)
 Sampling size: 1.659
 Reference period: from 27 jun to 15 jul 2020
 Sampling Error: 1,33%



(*) Percentages allocated to "Local business", "Entertainment" and "Journalism" corresponds to the sum of spontaneous mentions (others).

General population over the age of 18 living in the Antarctic cities.

Only 20% identify as "Ecologically minded", while 4% identify as "Antarctic expert".

Young people between the ages of 18 and 40 represent 46% of the population.

Territory: Urban territories in Punta Arenas (Chile), Ushuaia (Argentina), Cape Town (South Africa), Hobart (Australia), and Christchurch (New Zealand).

Statistical representation: by cities and groups of cities.

Characteristics of the sample: General population over 18 years of age living in the cities of Punta Arenas (Chile), Ushuaia (Argentina), Cape Town (South Africa), Hobart (Australia) and Christchurch (New Zealand).

Sampling error: 1,33% estimated at the general level. **95%** reliability rate.

Search reach: 2,932,764 people.

Population represented: 1,233,987 people.

Sample size: 1,659 people.

Sampling type: Stratified probabilistic sampling with allocation proportional to the size of biphasic selection.

Administration period : **June 27 to July 15, 2020.**

Measurement and distribution instrument : digital, using StatKnows methodology of sample inference for online surveys.

Answers are calibrated and weighted by the population of each city's gender and age.

This survey is **carbon neutral**: The footprint is measured and neutralized by the company Proyecta-e.

Population, sample and sampling error for each Antarctic city

Category : **Cape Town** / **35.14%**

Population: 433,661

Sample: **388** (Error: 2.81%)

Category : **Christchurch** / **31.48%**

Population: 388,478

Sample: **297** (Error: 2.97%)

Population: 388,478 (Search: 2.932.764)

Sampling size: 297

Reference period: from 27 jun to 15 jul 2020

Sampling Error: 2.97%

Category : **Hobart** / **17.05%**

Population: 210,373

Sample: **276** (Error: 3.00%)

Category : **Punta Arenas** / **10.06%**

Population: 124,190

Sample: **345** (Error: 2.88%)

Category : **Ushuaia** / **6.26%**

Population: 77,285

Sample: **353** (Error: 2.87%)





...To have **useful perception data** as a basis for further research on the role that the five gateway cities to Antarctica can play.

These data would **help to advance towards the achievement of some of the objectives established by the project...**



MULTIDIMENSIONAL CONNECTIONS: Identify opportunities and challenges linked to the conceptualization of gateway cities, in pursuit of a rethinking of the relationship that considers not only the economic and political issues, but also the social, environmental and cultural dimensions.



SOCIAL IMAGINERIES: Understand and work around the social imaginaries of the population of the five cities.



PUBLIC POLICIES: Detect opportunities for the evaluation and design of public policies of local governments linked to the role of these cities.



INTERCITIES COOPERATION: Identify, strengthen and generate points of cooperation between territories: cities with a common and unifying factor, closely linked to the values of the Antarctic Treaty. (+ Find relevant information for the Antarctic Youth Coalition).



PROTECTION AND SUSTAINABILITY: Deepening the relationship between the protection of Antarctica and the sustainability of the custodian cities.

This study was conducted by StatKnows for Western Sydney University (WSU), within the framework of the research project “Antarctic Cities and the Global Commons: Rethinking the Gateways.”

The information is owned by WSU and other participating entities.

Western Sydney University is conducting further research, and will publish scientific reports incorporating findings from this study.

However, those interested in the subject may consult directly and request access to information from Professor Juan Francisco Salazar (j.salazar@westernsydney.edu.au).



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