



Ministry of Civil Defence & Emergency Management

Campaign Monitoring Research 2009



Te Rākau
Whakamarumaru

Ministry of Civil Defence
& Emergency Management



22 June 2009

Background and objectives

Background

- The Ministry of Civil Defence and Emergency Management needs to shift New Zealanders' level of preparedness for disasters.
- The Get Ready Get Thru social marketing campaign began in June 2006 and has now been running for three years.
- This survey builds upon a previous April-May 2006 pre-campaign benchmark survey, and two annual tracking surveys conducted in April-May 2007 and April-May 2008.

Objective

- To measure people's disaster preparedness, and to assess the effectiveness of the campaign over time.

Methodology

- Random telephone interview (n=1000, aged 15+).
- Fieldwork 14 April to 20 May 2009.
- Maximum margin of error of +/- 3.1% at the 95% confidence level.
- Methodology is the same as that used in the benchmark and the two annual measures.
- Some small revisions were made to the questionnaire this year to collect some additional information and to help focus our analyses.

Putting the survey into context...

Before interpreting research results it is useful to consider the context, or events that occurred, at around the time of fieldwork (14 April to 20 May 2009).

Events close to the time of fieldwork:



Swine flu outbreak (April 09) – during fieldwork

Earthquake in Italy (April 09)

Underwater volcanic eruption near NZ (March 09)

Flooding in Queensland Australia (February 09)

Bush fires in Victoria Australia (February 09)

Other considerations:

Aftershock mini-series and documentary on TV3 (October 08)

Lower overall advertising spend in the 08/09 financial year

Executive summary

Disaster preparedness – How prepared are New Zealanders?

- Overall, disaster preparedness has remained stable. Despite a lower overall advertising spend during the 08/09 financial year, key disaster preparedness diagnostics have remained consistent since the 2008 measure.
- As in 2008, one in every ten New Zealanders (10%) are fully prepared for an emergency – one in fourteen (7%) were fully prepared just prior to the start of the campaign. Being fully prepared means having an emergency survival plan that includes what to do when away from home, having emergency survival items and water, and regularly updating these items.
- Nearly one in every four New Zealanders (23%) are prepared for an emergency when at home – 21% were prepared at home just prior to the start of the campaign. Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items. This result appears to have declined slightly since 2008 (down from 26%), although this decrease is well within the margin of error for these two results.
- Four out of five New Zealanders (79%) have emergency survival items. Nearly half of New Zealanders (49%) have a survival plan. One in five New Zealanders say they have a plan that includes what to do when away from home (up from 15% in 2008 to 19% this year).
- Forty percent of New Zealanders say that in the last 12 months they have taken steps to prepare themselves or their households for disaster.
- When asked what households should do to prepare, three quarters of New Zealanders (76%) say that households need to maintain supplies of food or water, and 42% say households need a survival plan. One quarter of New Zealanders (25%) specifically comment that households need a plan for when they are away from home.

Executive summary (continued)

Who are the most prepared?

New Zealanders who are **fully prepared** for disasters tend to be born in New Zealand (or have lived here more than 10 years), in the older portion of the population, and be NZ European or Maori.



Who is unaware?



Those who are **unaware** of what disasters may occur and the chances of them happening tend to have lived in New Zealand for less than 10 years, be in the younger portion of the population, speak English as a second language, and live in larger households.

New Zealanders' perceptions of disaster preparedness

- The vast majority of New Zealanders (95%) believe it is quite important or very important to be prepared for a disaster. Significantly more New Zealanders this year believe that it is 'very important' to be prepared for a disaster (up from 49% in 2008 to 60% this year).
- Over half of New Zealanders (54%) say they are quite prepared or very prepared for a disaster. Significantly more New Zealanders this year say they are very prepared (up from 5% in 2008 to 8% this year).
 - We asked those who think preparedness is important for the reasons why they have not prepared. Over time, more NZers are saying they haven't prepared because they are 'lazy, complacent, or slack' (23%, up from 21% in 2008 and just 3% in 2007). Fewer NZers are saying they 'have not got around to it' (25%, down from 34% in 2008 and 44% in 2007).

Executive summary (continued)

Advertising – How well is the advertising working?

- The advertisements continue to be very effective. New Zealanders who have taken steps to prepare in the last 12 months were mainly prompted by advertisements they saw/heard/read (29%).
- Four out of five New Zealanders who have seen the ads (80%) have been prompted to think or take action to prepare for a disaster (up from 74% in 2008).
 - More than one third (37%) have been prompted to make a survival kit (up from 30% in 2008) and 30% have been prompted to make a survival plan (up from 24% in 2008).
 - Two thirds (67%) have thought about preparing for a disaster (up from 62% in 2008) and 50% have talked with family or friends about it (up from 40% in 2008).
- Diagnostically, the TV ads continue to work well. The vast majority of New Zealanders who have seen the ads understand them (98%) and find the points believable (96%), relevant (94%), and helpful (95%).
- More people who have seen the ads find them enjoyable to watch (up from 80% to 85% this year) and feel that the ads contain new information (up from 53% to 70% this year).
- Public awareness of Civil Defence TV advertisements has increased 6 percentage points, from 56% in 2008 to 62% this year.
- Awareness of the 'Get Ready, Get Thru' tag line has also increased significantly from 34% in 2008 to 41% this year.
- Awareness of the Get Thru website has increased from 24% in 2008 to 35% this measure.



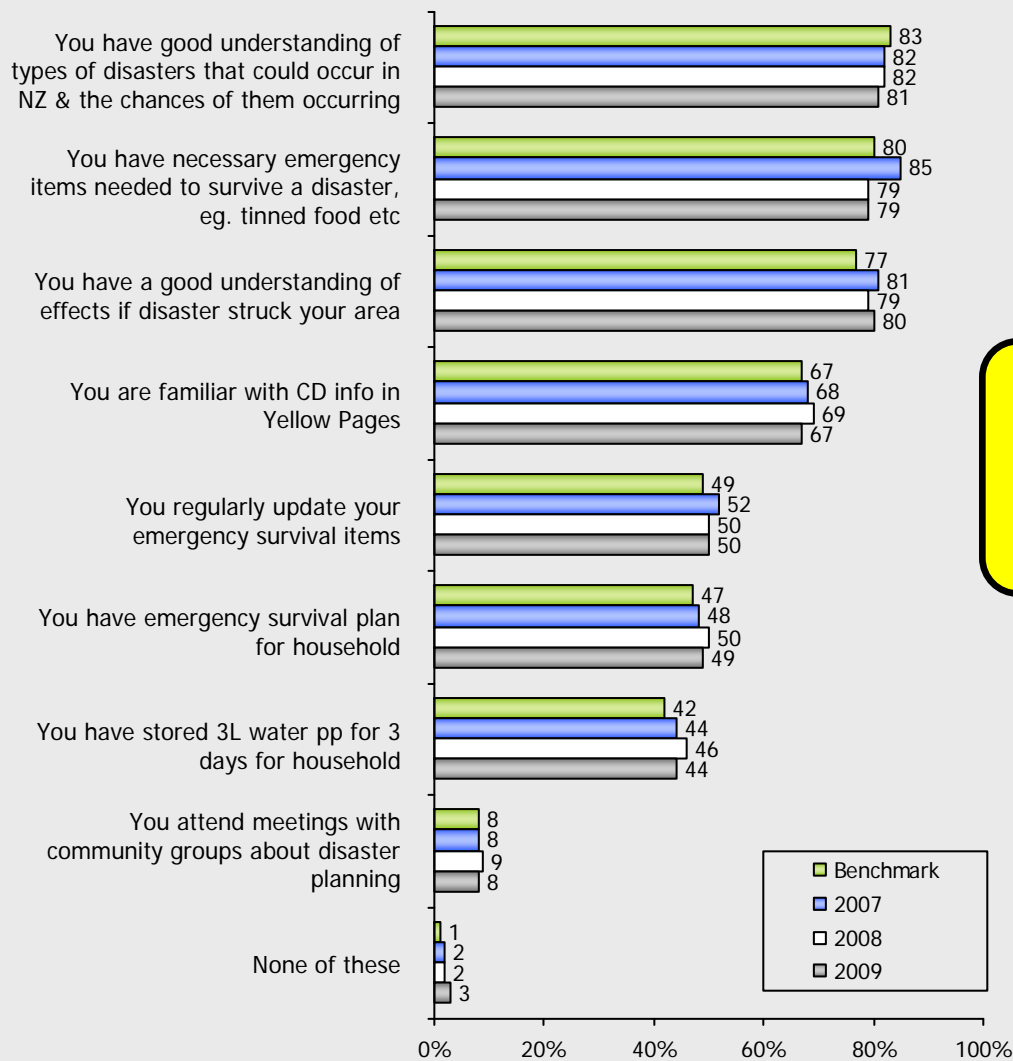
How prepared are New Zealanders for a disaster?



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Preparedness diagnostics



As in previous years, most New Zealanders say they have awareness and understanding about disasters.

- This year's results are fairly similar to the results from last year.
- Four out of five New Zealanders have emergency survival items (79%) and half have a survival plan (49%)

Q10 Which of the following statements apply to you?
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)

How prepared is New Zealand?

One in every ten NZers is fully prepared. One in fourteen were fully prepared at the 2006 benchmark measure.

Have an emergency survival plan that includes what to do when not at home.

+

Have emergency items and water

+

Regularly update emergency survival items

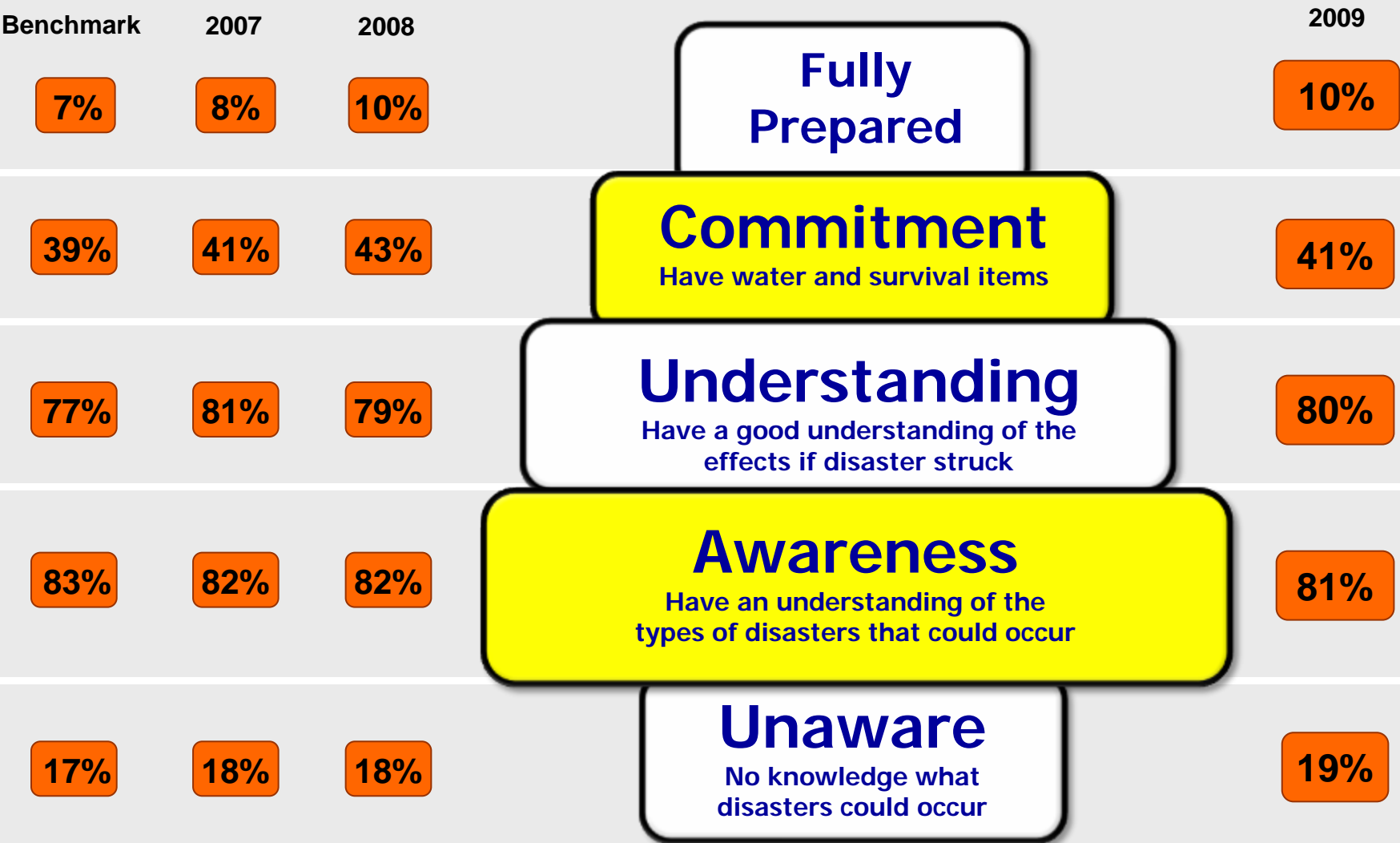
FULLY PREPARED = 10%

10% - 2008 measure

8% - 2007 measure

7% - Benchmark

New Zealand's state of preparedness is very similar to 2008



How prepared is New Zealand (when at home)?

Nearly one in every four NZers (23%) are prepared at home.

Have an
emergency
survival plan

+

Have
emergency
items and water

+

Regularly
update
emergency
survival items

PREPARED AT HOME = 23%

26% - 2008 measure

24% - 2007 measure

21% - Benchmark

Who are the most prepared?

10%

**Fully
Prepared**



Fully prepared NZers are more likely to...

- Be in the **older portion of the population** (15% of those aged 50 or over are fully prepared)
- Be **NZ European or Maori** (5% of those who identify with other ethnicities are fully prepared)
- Be **born in NZ, or have lived here more than 10 years** (just 3% of those who have lived here less than 10 years are fully prepared)

Who is unaware?

19%

Unaware

No knowledge what disasters could occur



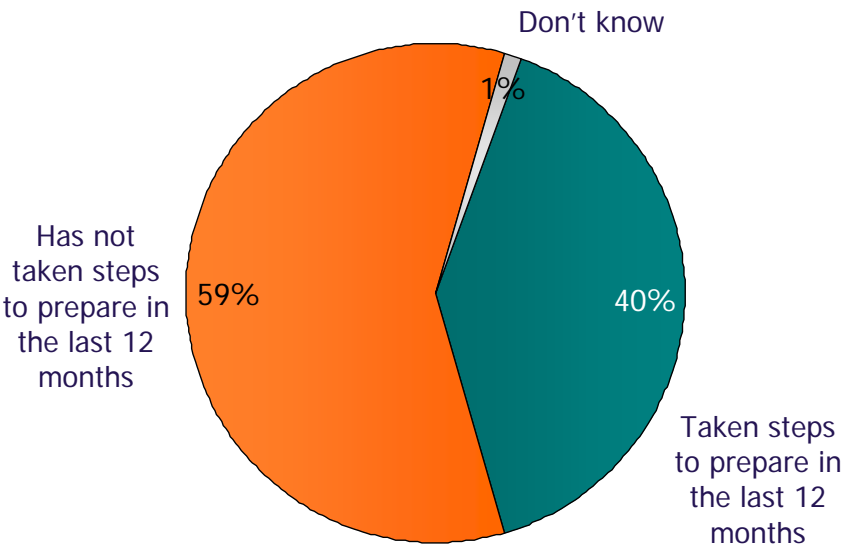
Those who are unaware are more likely to...

- Be **younger**, under 40 years of age (26% are unaware)
- Live in **larger households** (23% of those in homes with three or more people are unaware, compared to 18% in homes with two people, and just 12% who live alone)
- Have **lived in NZ for less than 10 years** (28% are unaware)
- Speak **English as a second language** (27% are unaware)

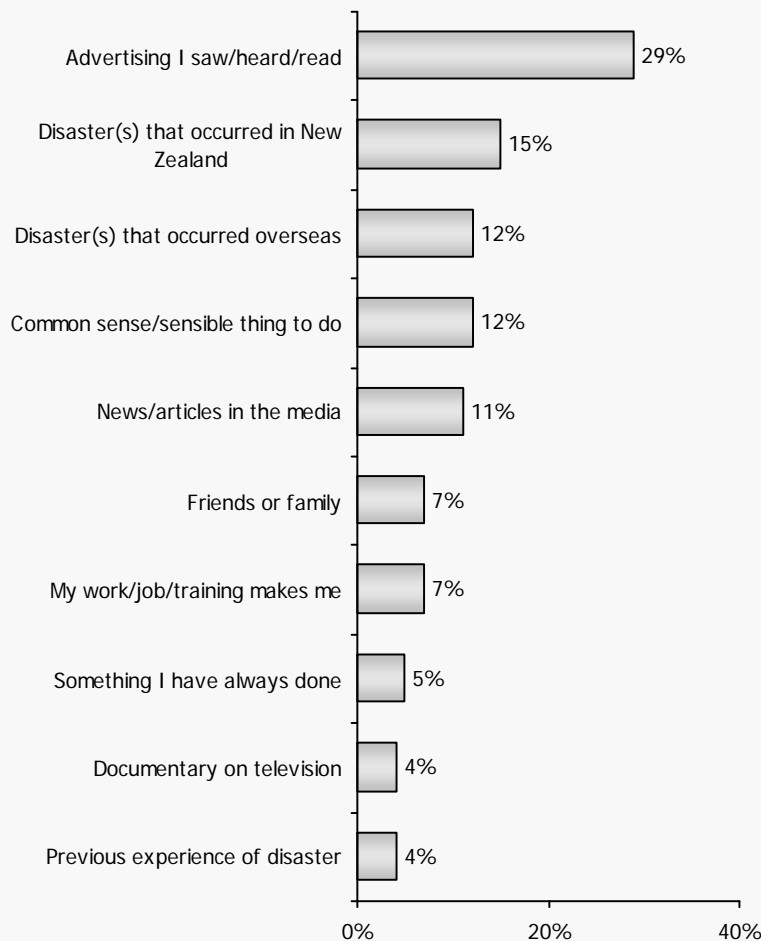
Note: There is a close relationship between length of time living in New Zealand and the likelihood that a person speaks English as a second language – 43% of those who have lived in New Zealand less than 10 years speak English as a second language, compared to 22% who have lived here more than 10 years (but were not born here) and just 1% who were born in New Zealand.

40% of New Zealanders say that in the last 12 months they have taken steps to prepare for a disaster

Those who have taken steps to prepare were mainly prompted to do so as result of advertisements they saw/heard/read (29%).



What prompted them to take these steps?



Q11a: In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster? Base: All Respondents, n = 1000

Q11b: What prompted you to do this? Base: Those who have taken steps towards preparing for a disaster in the last 12 months, n = 422

Note: This question was asked for the first time this year. Only the top ten responses are shown.

Summary slide: How are we doing?

The number of NZers who are **fully prepared** has been increasing gradually over the course of the campaign, although no significant changes have occurred since last year.

The proportion of NZers who are **prepared at home** appears to have slightly decreased this year (although the difference between '08 and '09 is within the margin of error).

Four out of five New Zealanders have emergency survival items, and half have a survival plan.

Those more **at risk** when disaster strikes...

- Those under 40 are less likely to be fully prepared for disaster.
- Those who have lived here for less than 10 years and those who speak English as a second language have less awareness of what disasters can occur.
- Those who live in larger households have less awareness of what disasters can occur.



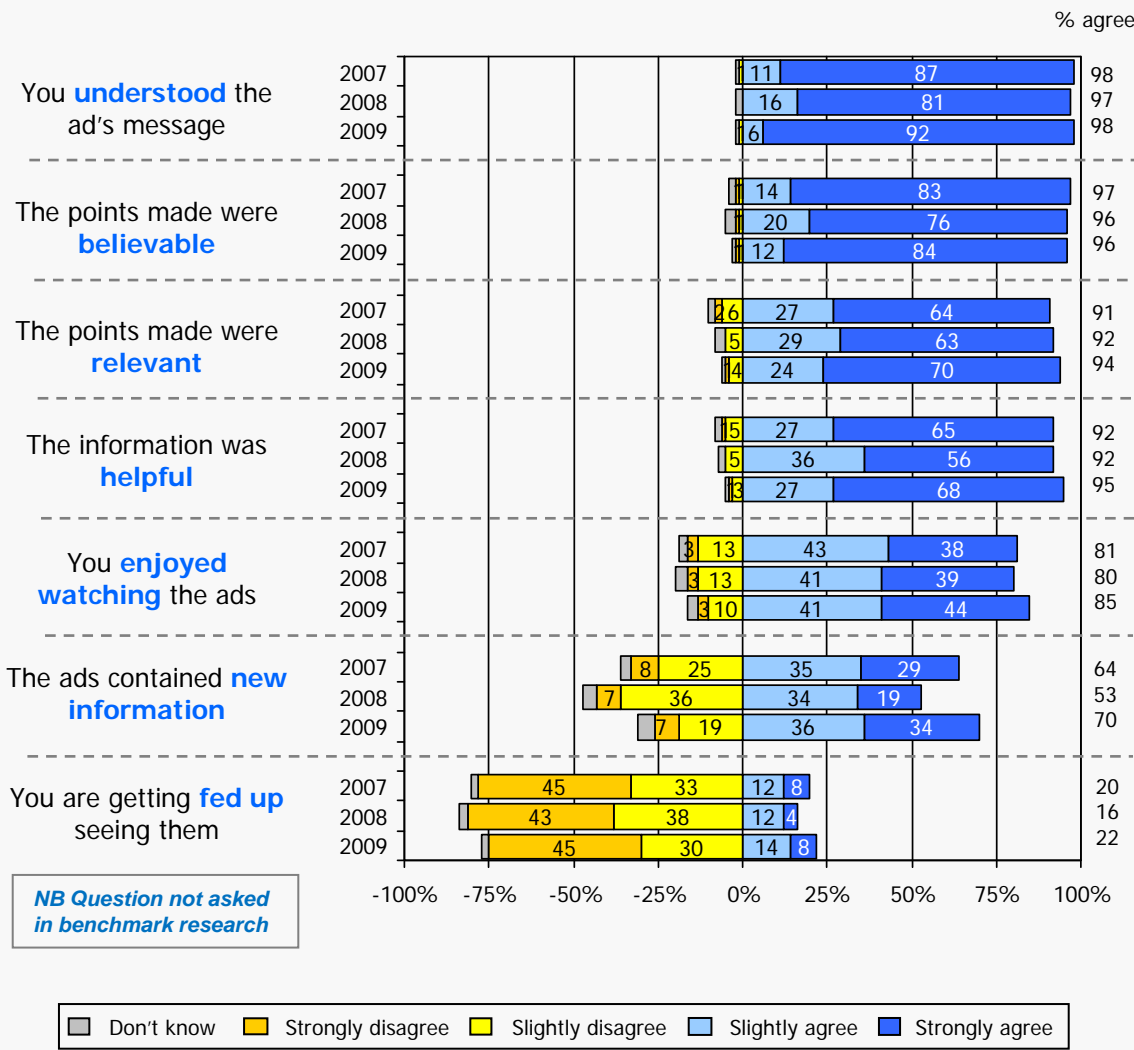
How well is the Civil Defence advertising working?



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Diagnostically, ads remain very effective



The vast majority of New Zealanders who have seen the ads **understand** them and find the points **believable, relevant, and helpful.**

The proportion of respondents who **enjoy watching** the ads and who think the ads contain **new information** have both significantly increased this year.

- Those under 40 years of age are more likely than those 40+ to agree that the ads contain **new information** (81% agree, cf. 59% of those aged 40+).
- Those who have lived in NZ for less than 10 years also tend to agree that the ads contain **new information** (83%, cf. 70% overall).

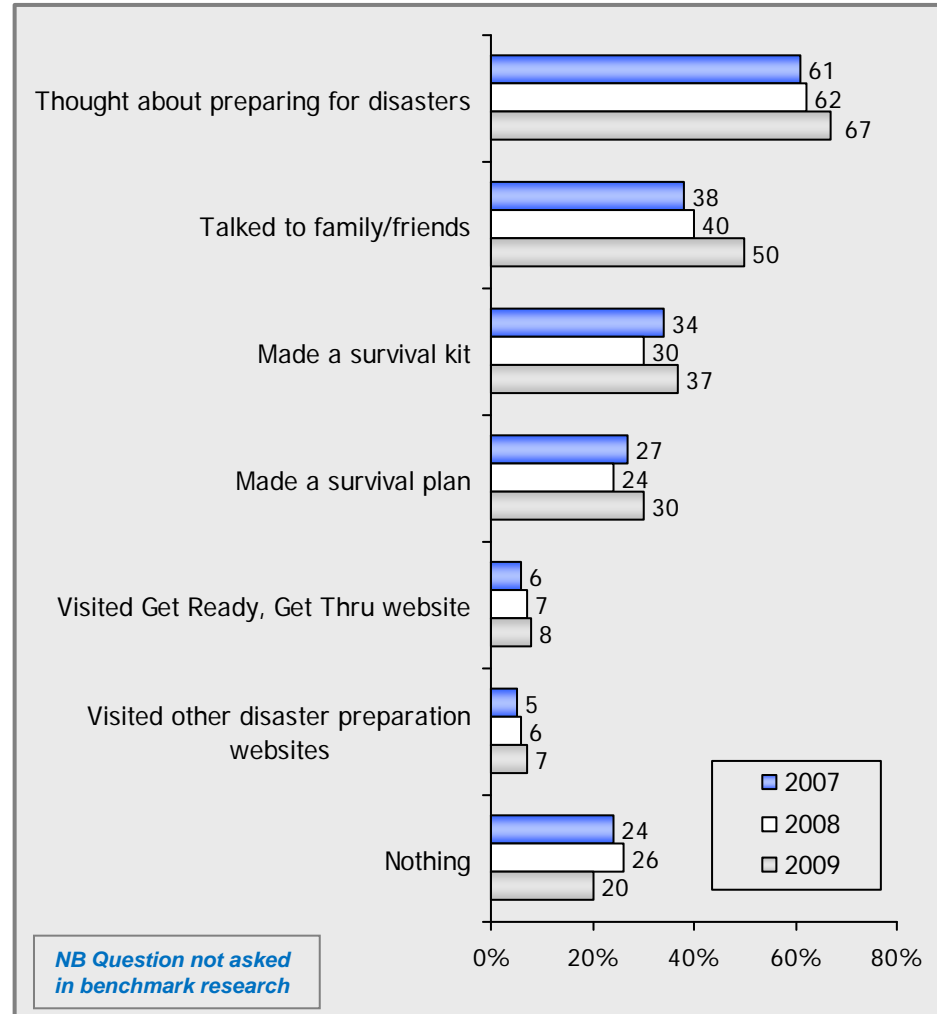
Q19 Thinking about these adverts for the Ministry of Civil Defence and Emergency Management, please tell me whether you strongly agree, slightly agree, slightly disagree or strongly disagree with each of these statements? Base: Those respondents who stated that they had seen the Civil Defence TV advertising, 2007 (n=631), 2008 (n=418), 2009 (n=608).

The ads are prompting people to take action

The proportion of respondents who are prompted to take action as a result of seeing the ads has increased.

The two actions that have increased the most since last year are 'talked to family/friends' (from 40% to 50%) and 'made a survival kit' (from 30% to 37%). The proportion of respondents who report doing nothing as a result of seeing the ads has declined since last year (from 26% to 20%).

- Those who have lived in NZ for less than 10 years and who have seen the ads are *more likely* than others to have **talked with their family and friends** (77%, cf. 48% others) and to have **visited the 'Get Ready, Get Thru' website** (16%, cf. 7% of others).
- Those who have lived in NZ for less than 10 years and who have seen the ads are *less likely* than others to say they have **done nothing** as a result of seeing the ads (3%, cf. 21% of others)



Television advertising recall

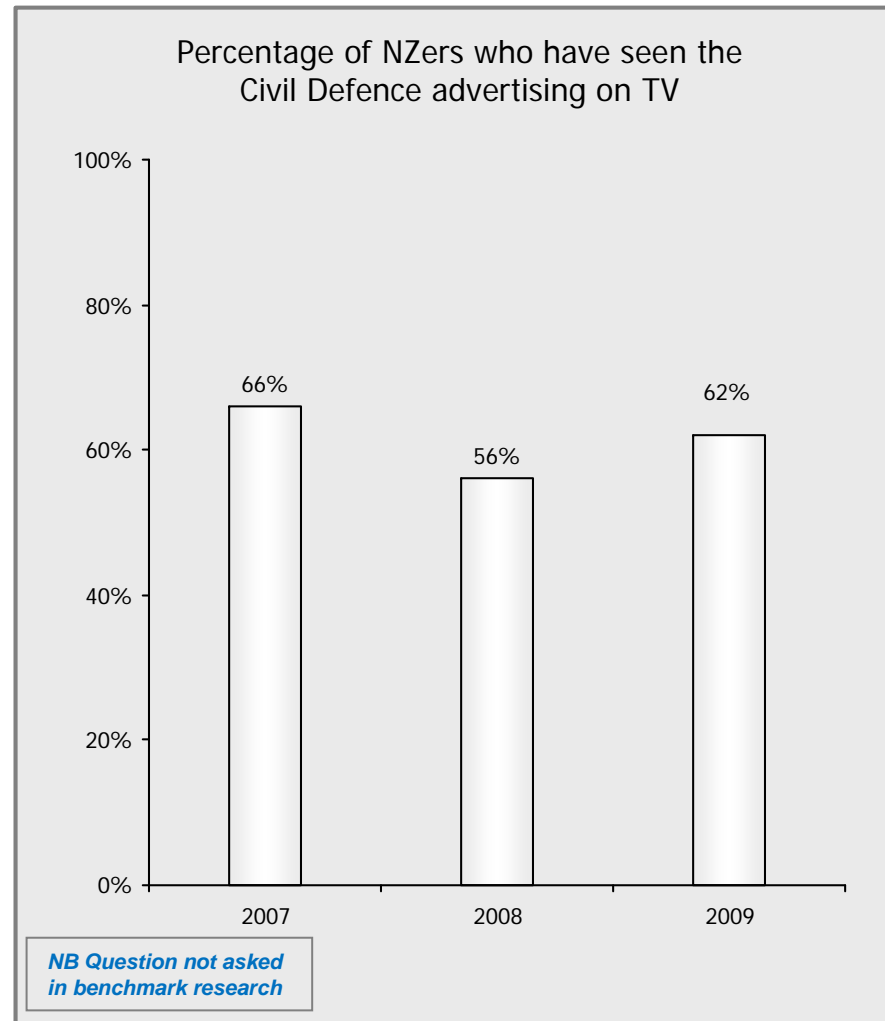
Public awareness of the Civil Defence TV advertising campaign has increased since last year.

Recall is higher than average among:

- Those under 40 years old (74%)
- Those in homes with 3 or more people (70%).
- Those living in the Bay of Plenty (73%)

Recall is lower than average among:

- Those over 60 years of age (41%).
- Those who have lived in NZ for less than 10 years (53%).
- Those who speak English as a second language (52%).



Q18. Have you seen any television advertisements for Civil Defence presented by Peter Elliot? The ads featured emergency services, public transport, and hospitals. The ads show what services may not be there to help you in an emergency and what you need to do to help you survive a disaster. Peter also directs us to the Yellow Pages for further information as well as telling us to go to the "Get Ready, Get Thru" website.

Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000).

Prompted recall: "Get Ready, Get Thru"



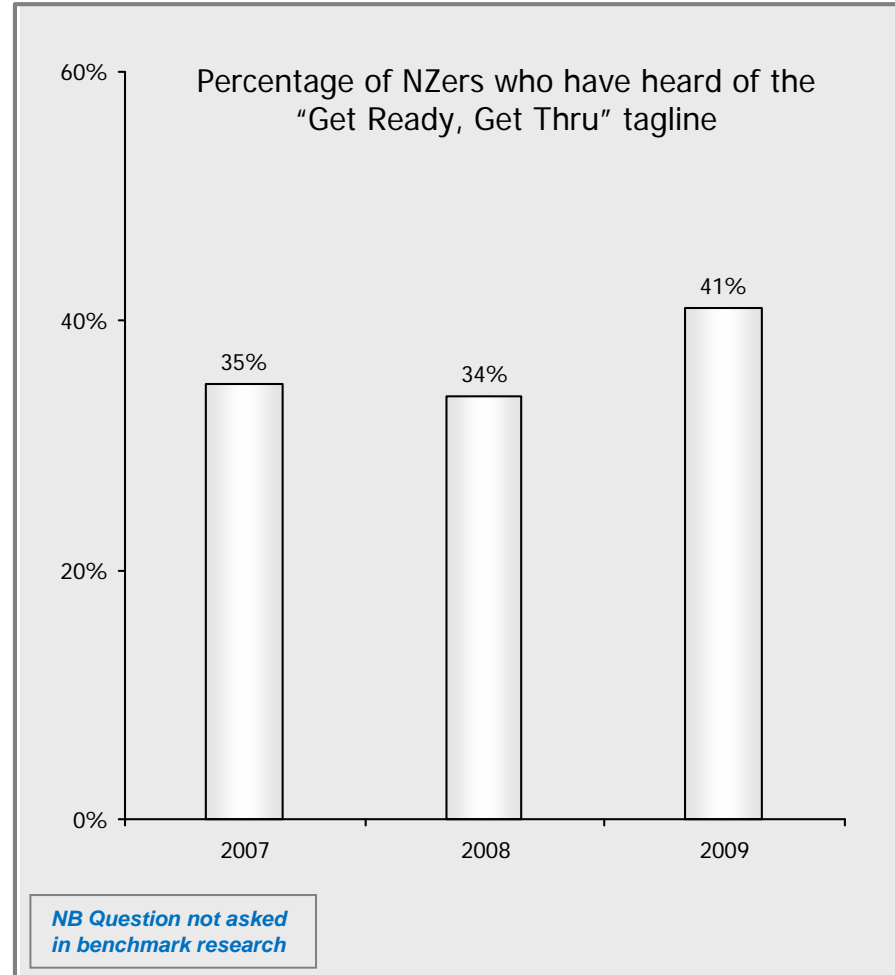
Recall of "Get Ready, Get Thru" has increased since last year.

Recall is higher than average among:

- 15-29 year olds (60%)
- 30 to 49 year olds (51%)
- Those in households with three or more people (47%)

Recall is lower than average among:

- Those over 50 years of age (25%).
- Those who have lived in NZ for 1 year or less (6%)



Prompted recall: getthru.govt.nz

For more information visit
www.getthru.govt.nz

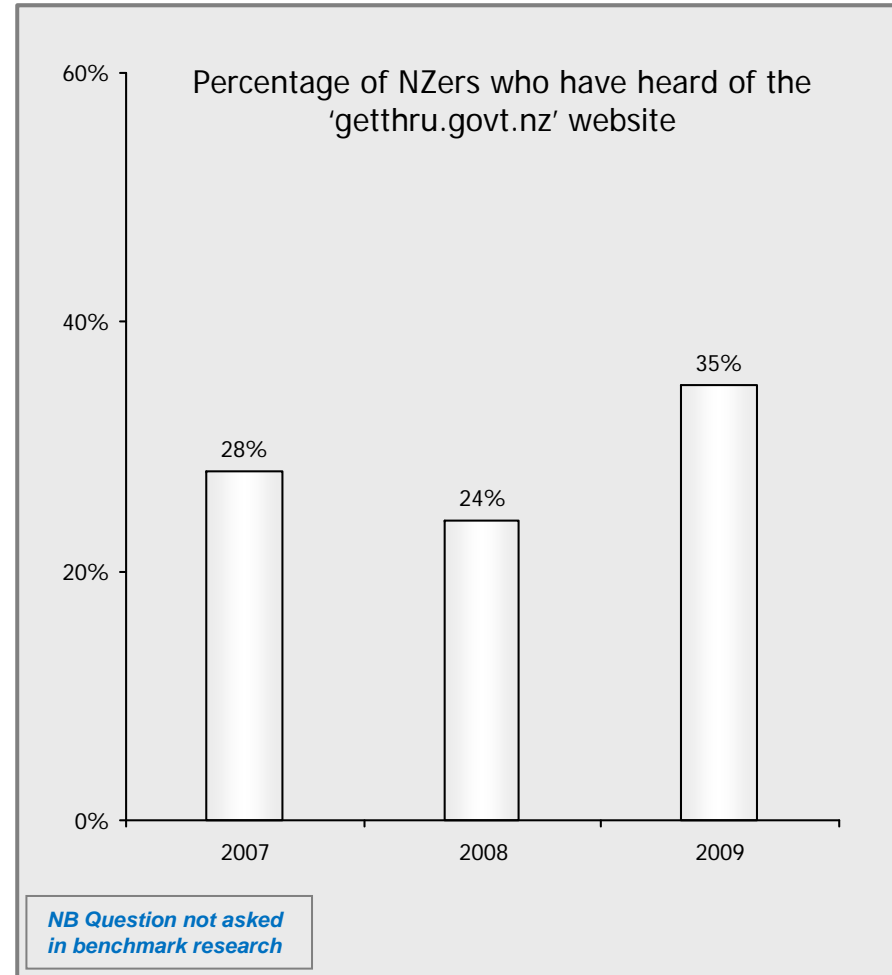
This year, one third of all respondents were able to recall the "Get Thru" website compared to last year when only a quarter of respondents were able to recall the website.

Recall is higher than average among:

- 15 to 19 year olds (63%)
- 20 to 39 year olds (43%)
- Those in households with three or more people (40%)

Recall is lower than average among:

- Those over 50 years of age (20%).
- Those who have lived in NZ for 1 year or less (14%)



Summary slide: How well is the TV advertising working?

The TV ads are very effective - the proportion of respondents who enjoy the ads and who think they contain new information has increased significantly since last year.

The ads prompt people to think or take action to prepare for a disaster. Half of respondents report talking to family/friends while more than a third have made a survival kit.

Awareness of "Get Ready, Get Thru" and the "Get Ready, Get Thru" website has increased significantly since last year.

Awareness of the TV campaign has also increased since last year.



All market messages

Including non-Civil Defence advertising

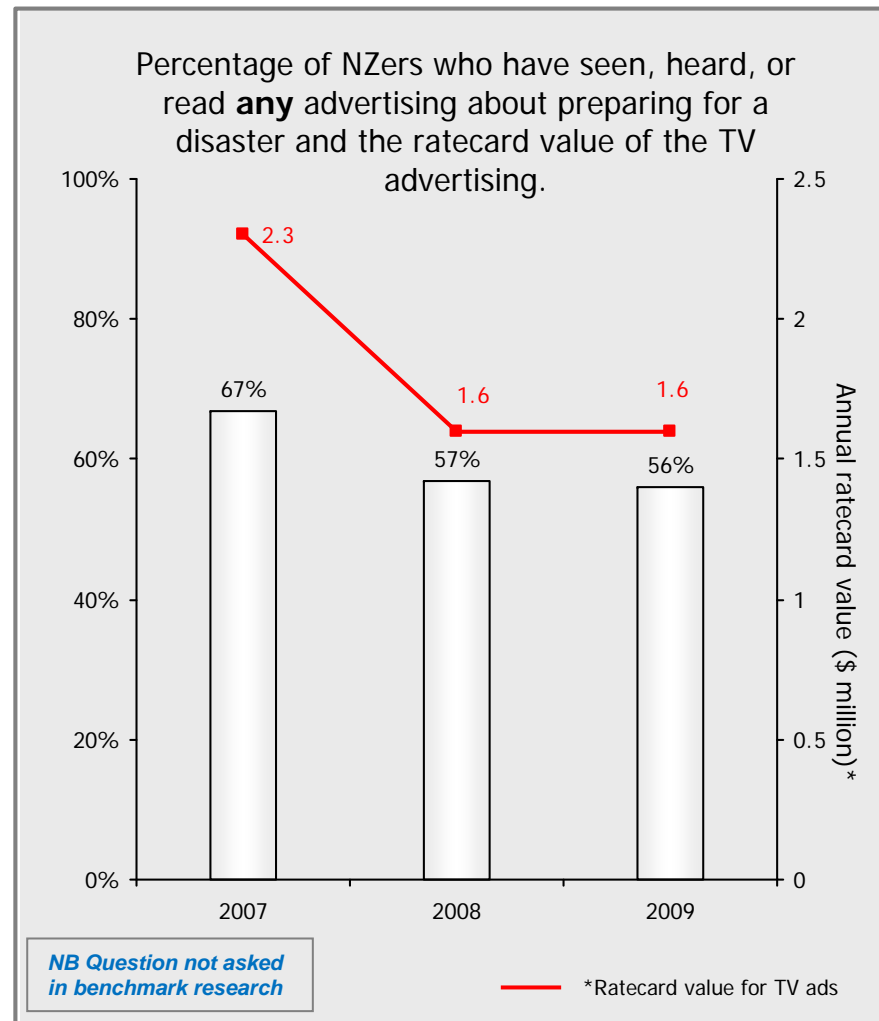


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Unprompted advertising awareness

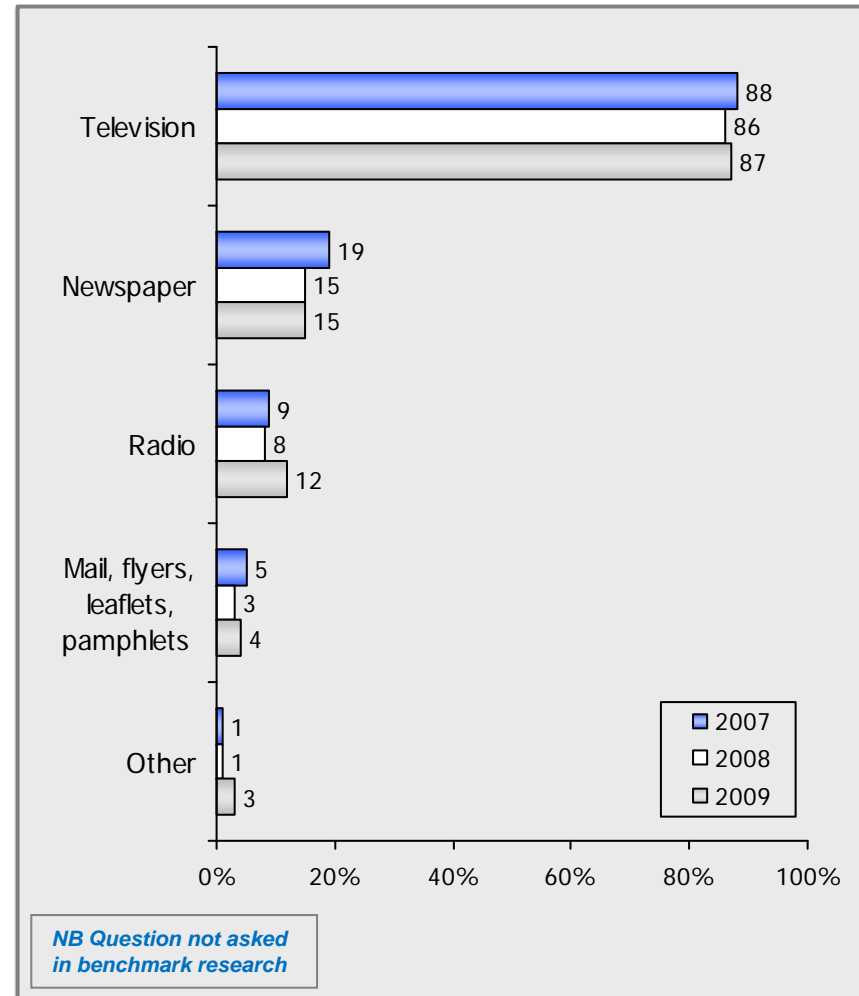
The number of NZers who have seen, heard, or read any advertising about preparing for a disaster has remained stable.



Where seen/heard or read disaster ads

TV remains the most dominant media (87%) through which respondents have seen, heard or read advertising about preparing for a disaster.

While most of the results are similar to last year, messages via the radio have significantly increased.



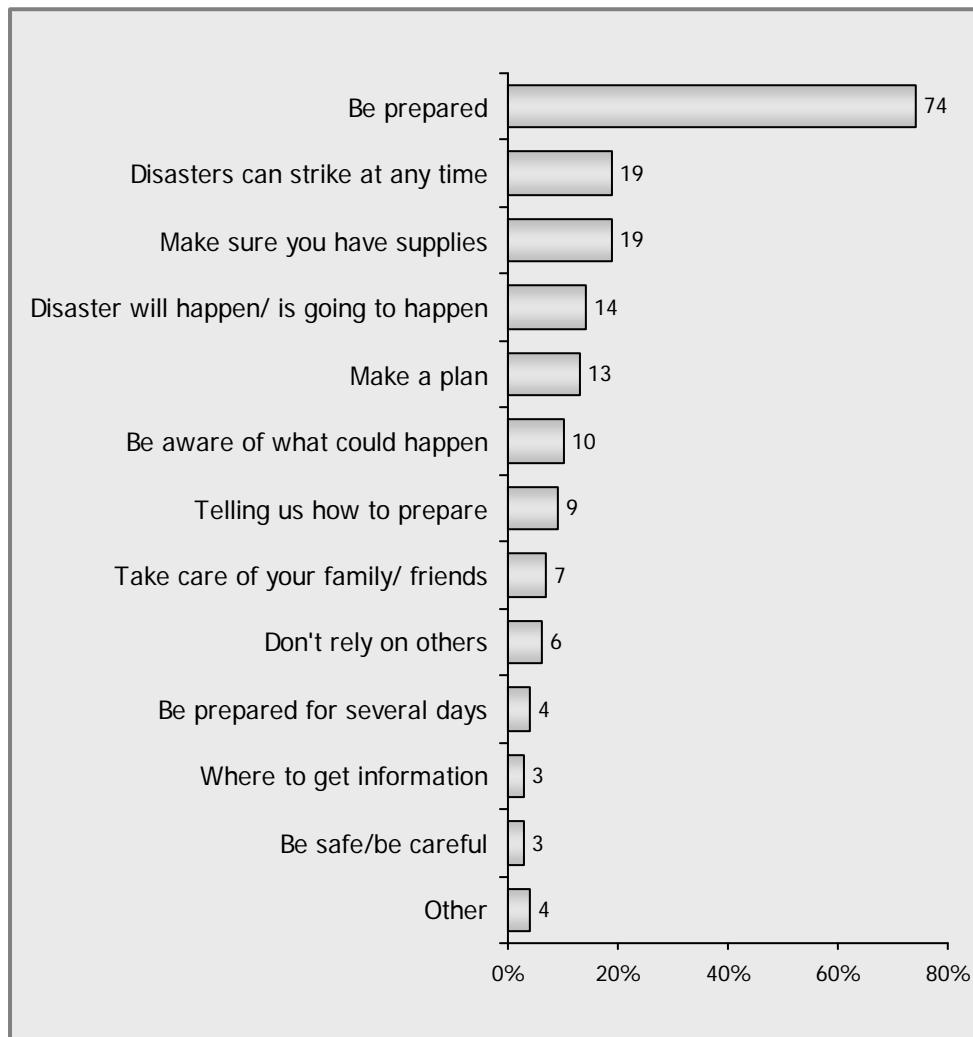
Q16 Where did you see, hear or read the ads?

Base: Those respondents who stated that they have seen, heard or read advertising about preparing for a disaster, 2007 (n=651), 2008 (n=543), 2009 (n=549)

Note: Statements 2% and below not shown.

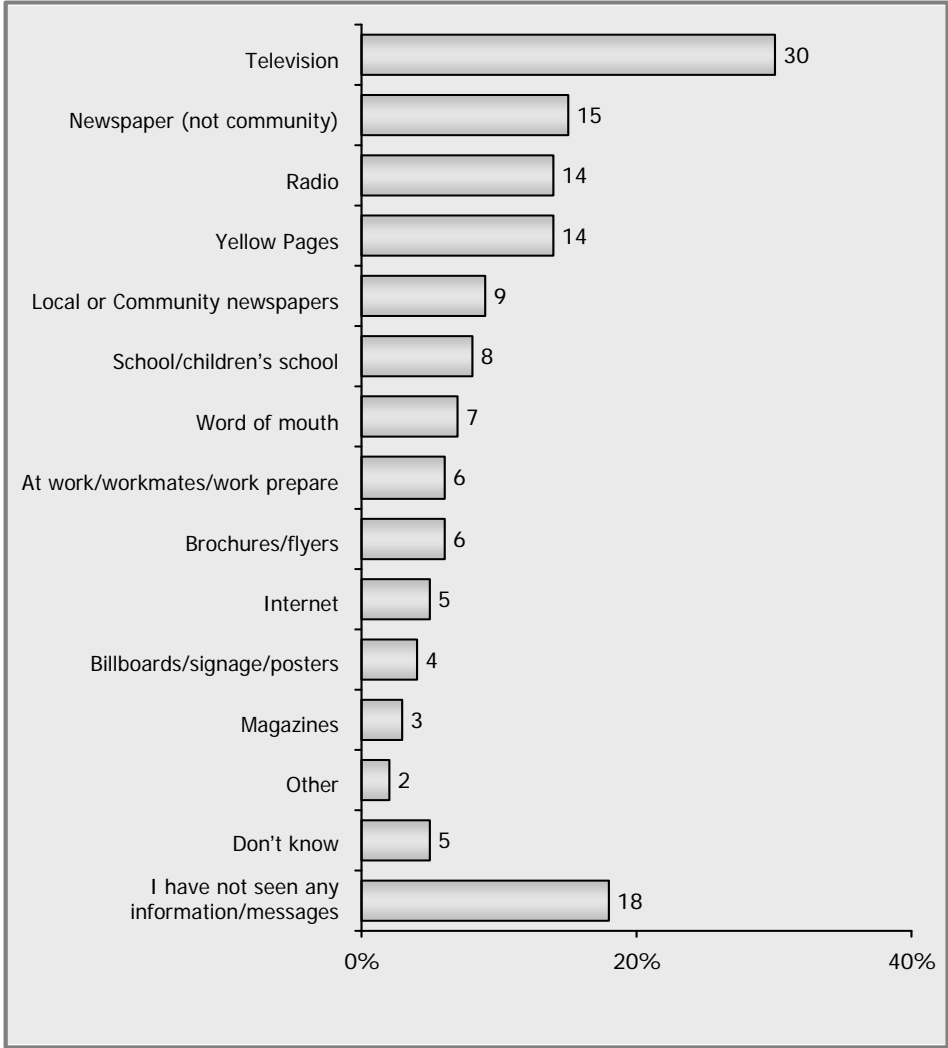
Message take-out

Being prepared is the main message take-out from the advertising with nearly three-quarters of respondents recalling this.



Where heard/seen other (non-advertising) messages

TV is the most likely media to be identified as the source of disaster messages. This is followed by newspapers (not community), the radio and the Yellow Pages.



Q22a Other than any advertising, where else have you seen or heard other messages information about disasters? Base: All Respondents, (n = 1000)
Note: Statements 2% and below not shown. This question was asked in a new way this year.



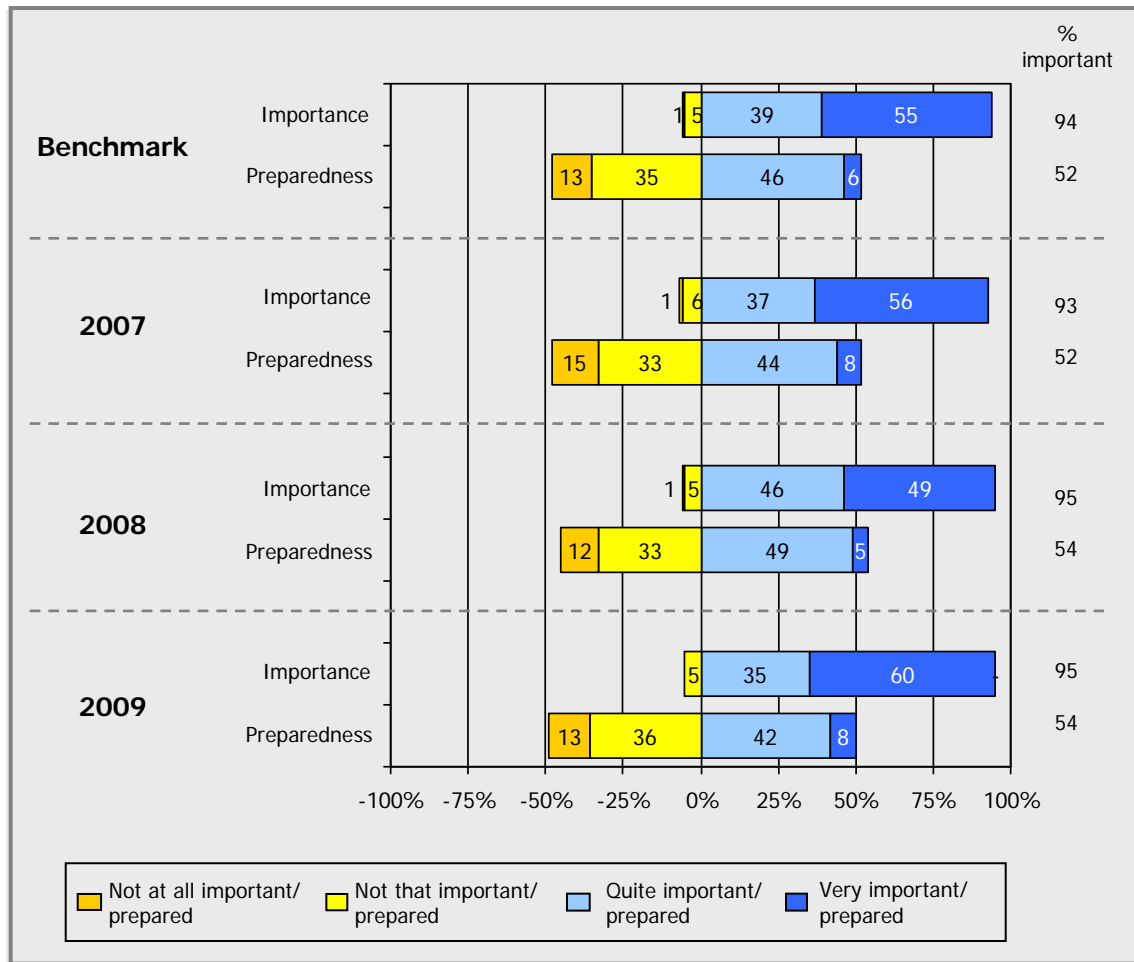
Attitudes



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Importance vs Level of Preparedness



There has been no change in the *overall* importance of being prepared for a disaster however the proportion who consider preparedness to be **'very important'** has increased significantly to 60%.

Similarly, while the overall level of preparedness hasn't changed, the proportion who consider themselves **'very well prepared'** has increased significantly to 8%.

Q3 How important is it that you are prepared for a disaster? Is it... Q5. How well prepared for a disaster do you feel you are? Do you feel you are... Base: All Respondents: Benchmark (n=1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)

Barriers to being prepared

Over time, **more** NZers are saying they haven't prepared because they are 'lazy, complacent, or slack' while **fewer** NZers are saying they haven't prepared because they 'don't expect it to happen/unlikely to happen'.

	BM	'07	'08	'09
Haven't got around to it/no motivation/no time	40%	44%	34%	25%
I'm lazy/complacent/slack	5%	3%	21%	23%
Don't expect it to happen/unlikely to happen	36%	29%	22%	21%
Haven't thought about it/don't think about disasters	13%	10%	11%	11%
Partly prepared/have some emergency supplies	6%	15%	7%	10%
The cost/don't have enough money	8%	5%	6%	10%
Not enough information on being prepared	15%	6%	4%	8%
Haven't got supplies/shortage of emergency survival items	2%	*	1%	4%
Don't know what disaster will occur/don't know what to prepare for	6%	9%	2%	4%
Too much hassle – have to continually upgrade/replace supplies	2%	2%	2%	3%
Don't have any space to store supplies/emergency kit	3%	3%	2%	3%
Want to get on with life/don't want to spend life worrying about disasters	2%	6%	1%	3%
Other	-	4%	3%	6%
Don't know	-	2%	5%	6%

Barriers to being prepared

'I don't have the time to prepare for the things that you need and don't have much knowledge yet about what I need.'

Lived in NZ for 1 year.

'Probably just laziness. Not knowing how to be prepared. Not knowing what you need.'

Lived in NZ for 1 year.

'I just think maybe there's not enough advertising or pamphlets and stuff helping people to prepare for a disaster... A lack of information.'

Lived in NZ for 1 year.

Those who have **lived in NZ for less than 10 years** are more likely than others to mention a lack of information about being prepared (15%, cf. 7% of others)

'I don't know. Lack of information. Lack of time to care about making that effort. If there was more info through the TV to educate us about it.'

Lived in NZ for 9 years.

'Not believing that a disaster will happen. Too complacent.'

Lived in NZ for 6 years.

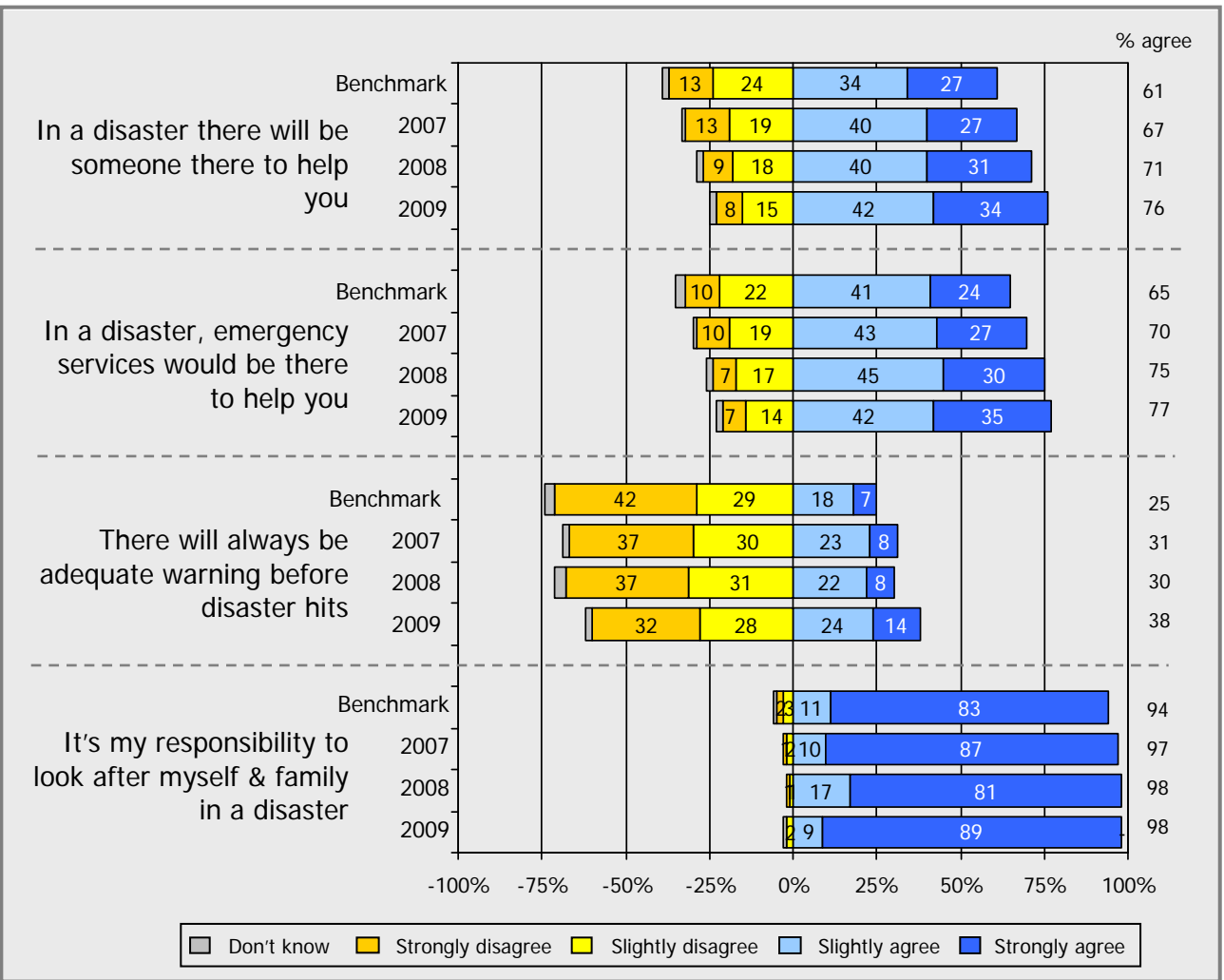
'I'm from England. I have no idea about NZ disasters that may strike. Don't really care. It's low on my priority list.'

Lived in NZ for 1 year.

'I think we are all in our comfort zones right now, so I don't think we really worry about something happening because it doesn't happen that regularly in NZ.'

Lived in NZ for 1 year.

Attitudes toward disasters



The proportion who agree that 'in a disaster there will be someone there to help you' and that 'there will always be adequate warning before a disaster hits' have both increased significantly since last year.

Q2 On a scale of strongly agree, slightly agree, slightly disagree and strongly disagree, how much do you agree or disagree with the following statements? Base: All Respondents: Benchmark (n=1001), 2007 (n= 1000), 2008 (n=1016), 2009 (n=1000)



Knowledge: Understanding Impact



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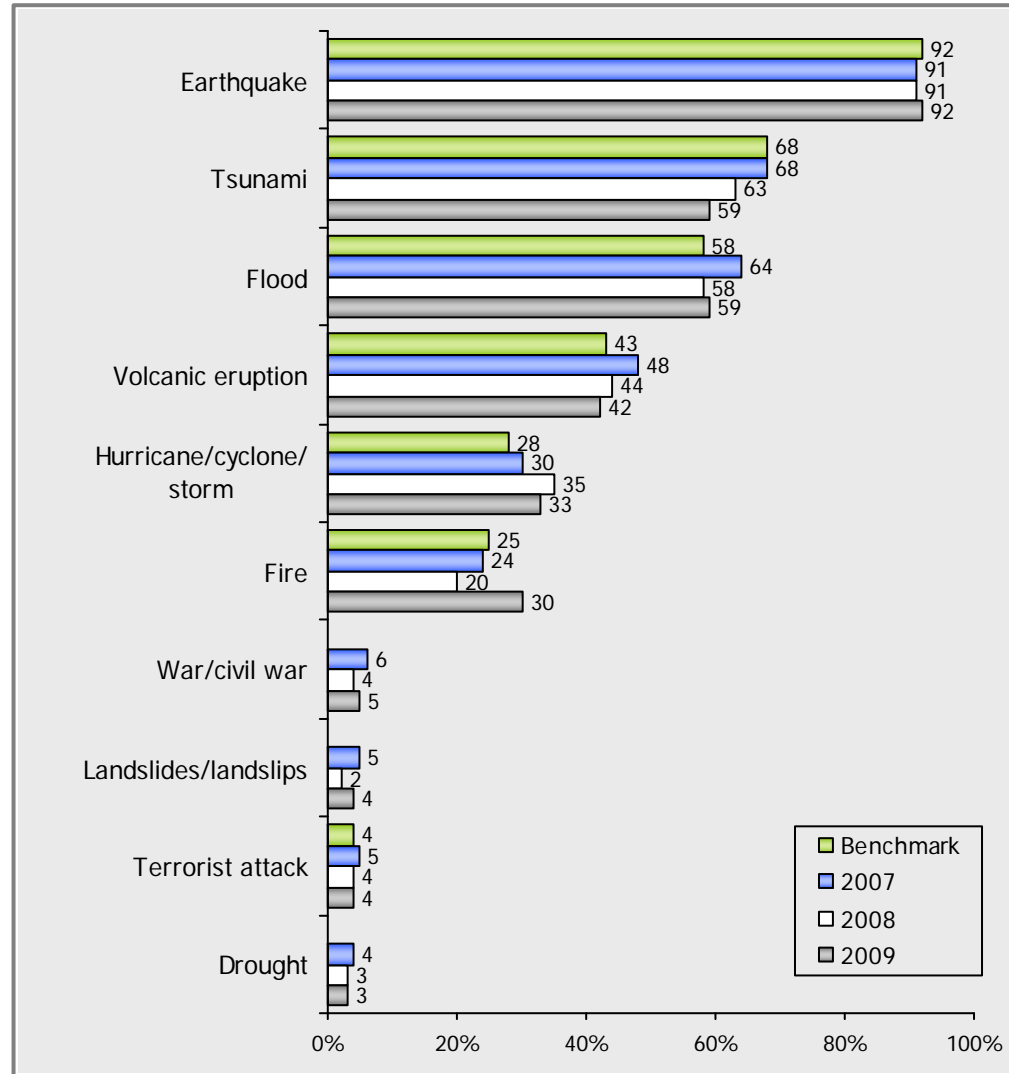
Possible disasters in your lifetime

An earthquake remains the disaster which is top of mind for the majority of New Zealanders, while mention of fires has significantly increased since last year.

What about pandemic (eg, Swine flu)?

Sixty one percent of interviews were carried out after media reports of a possible Swine flu pandemic.

Overall, only 2% of respondents mentioned 'pandemic/disease' when answering this question. All but one of these respondents (ie, 14 out of 15) were interviewed after media reports of Swine flu.




Q1 First I'd like to ask about the types of major disasters that could happen in New Zealand. What types of disasters can you think of that could happen in New Zealand in your lifetime? Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)
 Note: Only the top ten statements for 2009 are shown.

Understanding of what households should do to prepare for a disaster

Three quarters of New Zealanders (76%) know that they should maintain supplies of food or water – half (50%) mention both food and water.

42% of New Zealanders know they should have a survival plan - one quarter (25%) mention that this plan should include what to do when away from home.

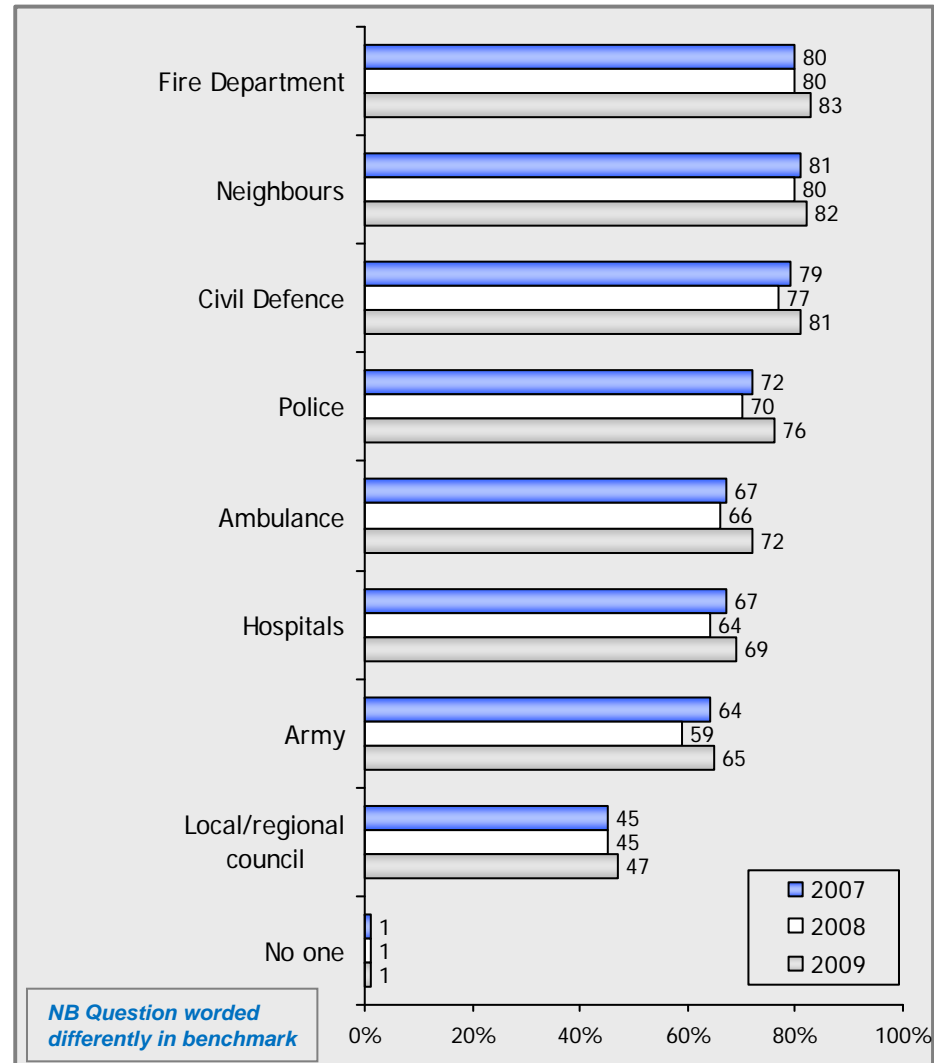
78% of New Zealanders mention essential items other than food or water.



Maintain supplies of food and/or water	76%
Maintain food <u>and</u> water supplies	50%
Emergency/survival plan	42%
Have a survival or emergency plan that covers away from home	25%
Other ways to prepare	
Have an emergency supply of essential items	78%
Discuss with family and friends	12%
View Civil Defence advice (ie webpage, Yellow Pages)	6%
Regularly check/update supplies for an emergency	4%
Investigate hazards and risks in my area	3%
Keep documents, valuables in a safe place	3%
Maintain insurance coverage	1%
Other	4%
Don't know	3%

Help available following a disaster in your area

The Fire Department is still considered to be the #1 organisation for providing assistance in a disaster, followed closely by Civil Defence.

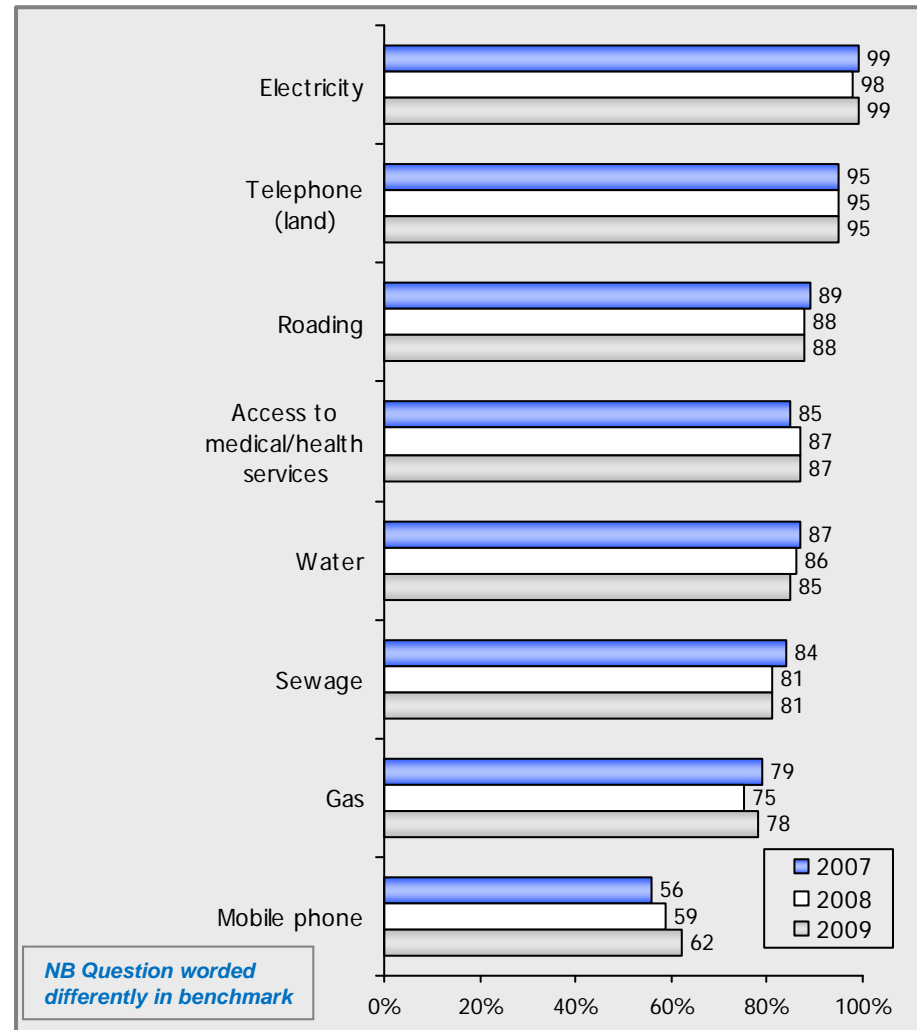


Q7. Now I'd like you to imagine that there has been a disaster in the town, city or rural area where you live. What groups or individuals do you think would be able to help you following a disaster? Base: All Respondents: 2007 (n= 1000), 2008 (n=1016), 2009 (n=1000)

Household utilities & infrastructure services

Results have changed little since last year. Between 12-22% of New Zealanders do not think that roads, access to medical services, water, sewage and gas would be disrupted in a disaster.

Over time, more New Zealanders have identified mobile phone services to be affected by a disaster.





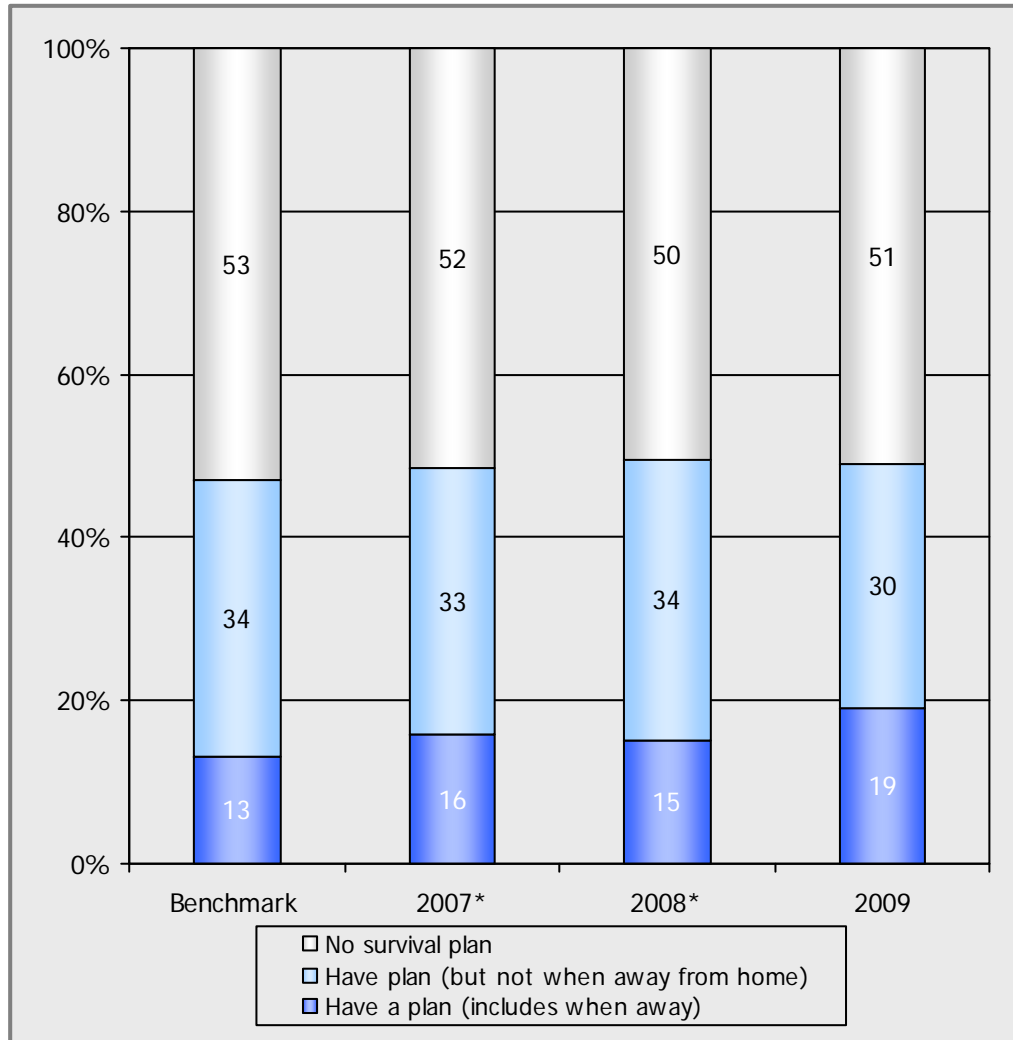
Action



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Survival Plan



*Percentages do not add to 100 due to rounding

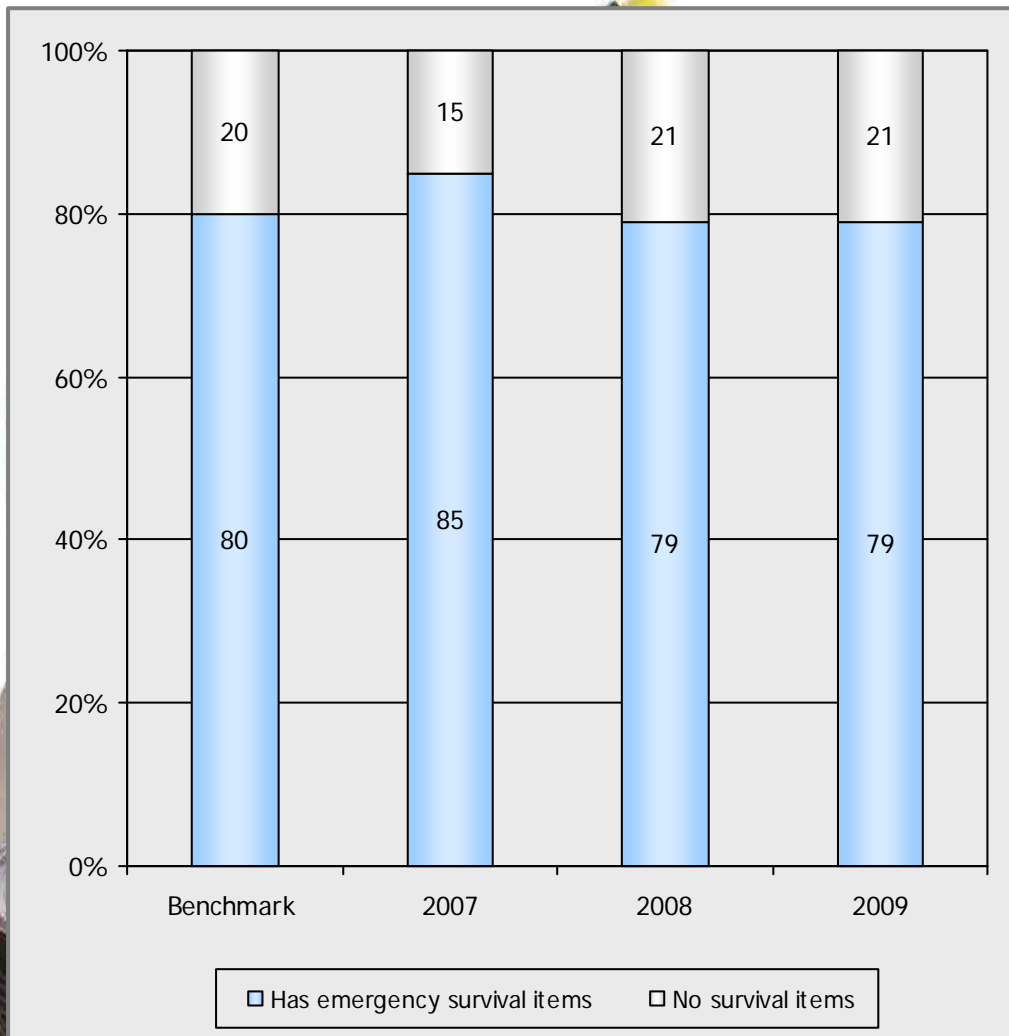
Nearly half of New Zealanders (49%) have a survival plan.

The proportion of people who have a survival plan (that includes a plan for being away from home) has increased significantly since last year, from 15% in 2008 to 19% currently.



Q11 Does your survival plan include what to do when you are not at home?
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)

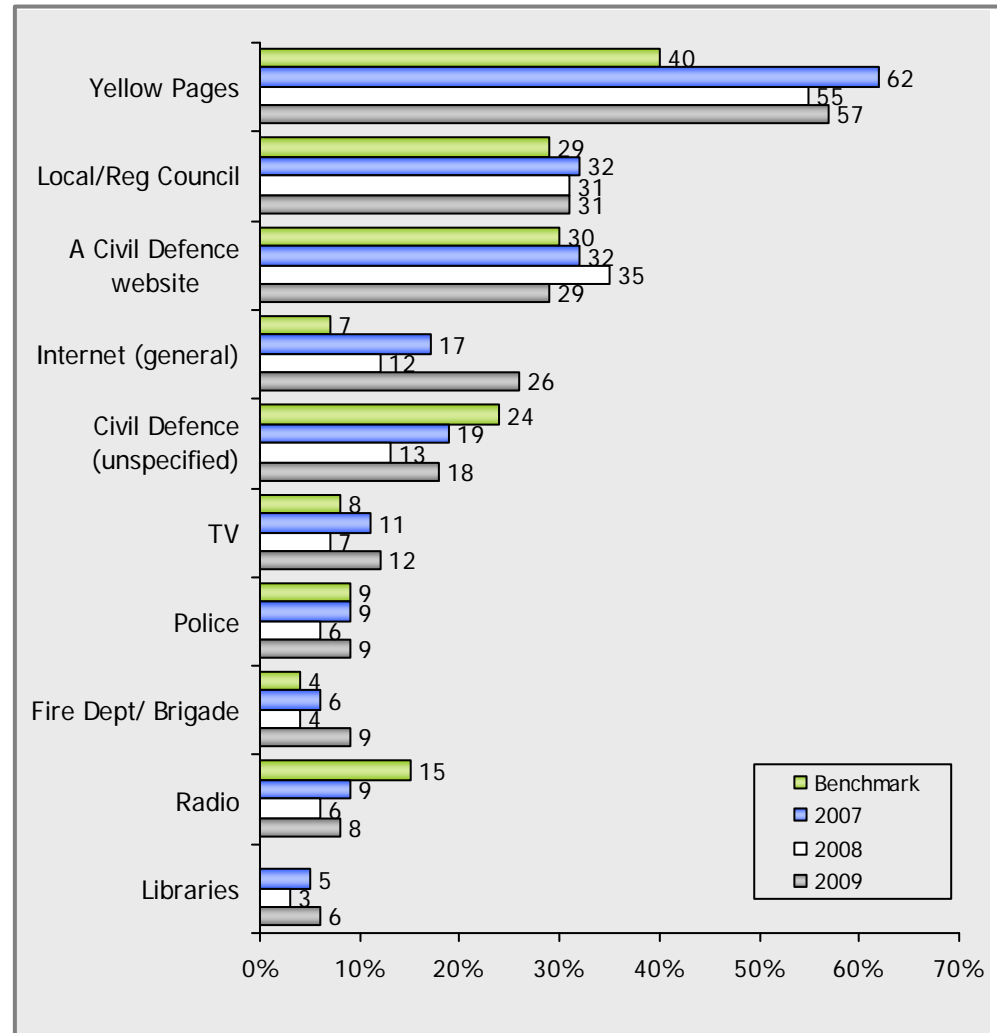
Emergency survival items



Four out of five New Zealanders (79%) have emergency survival items.

Finding information before a disaster

While 'a Civil Defence website' as a source of information has decreased since last year, other (unspecified) sources that are linked to Civil Defence have increased.

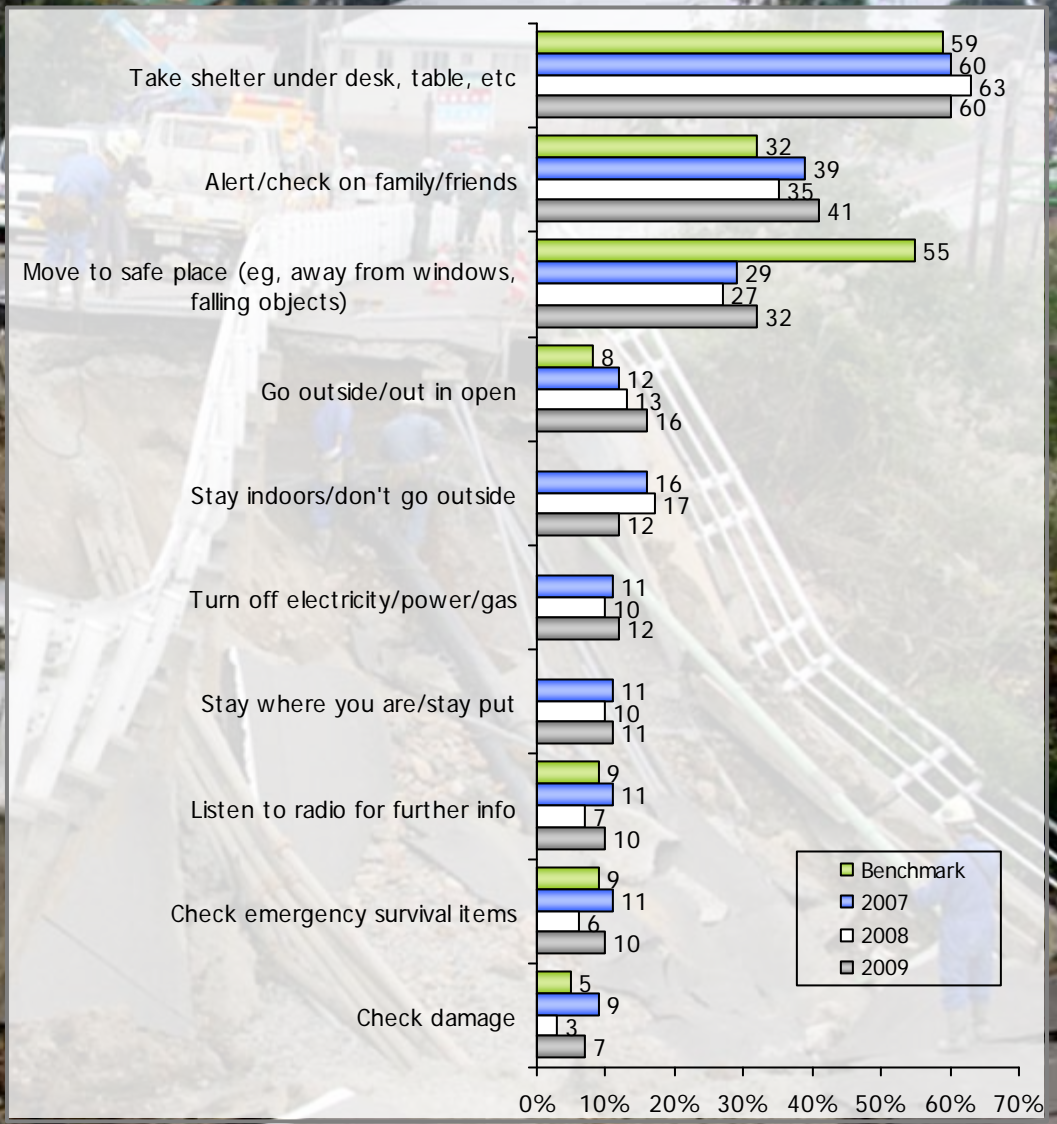


Q12 Before a disaster, where can you get information about how to prepare for a disaster?
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)
 Note: Only the top ten results for 2009 are shown.

Actions to take during Earthquake



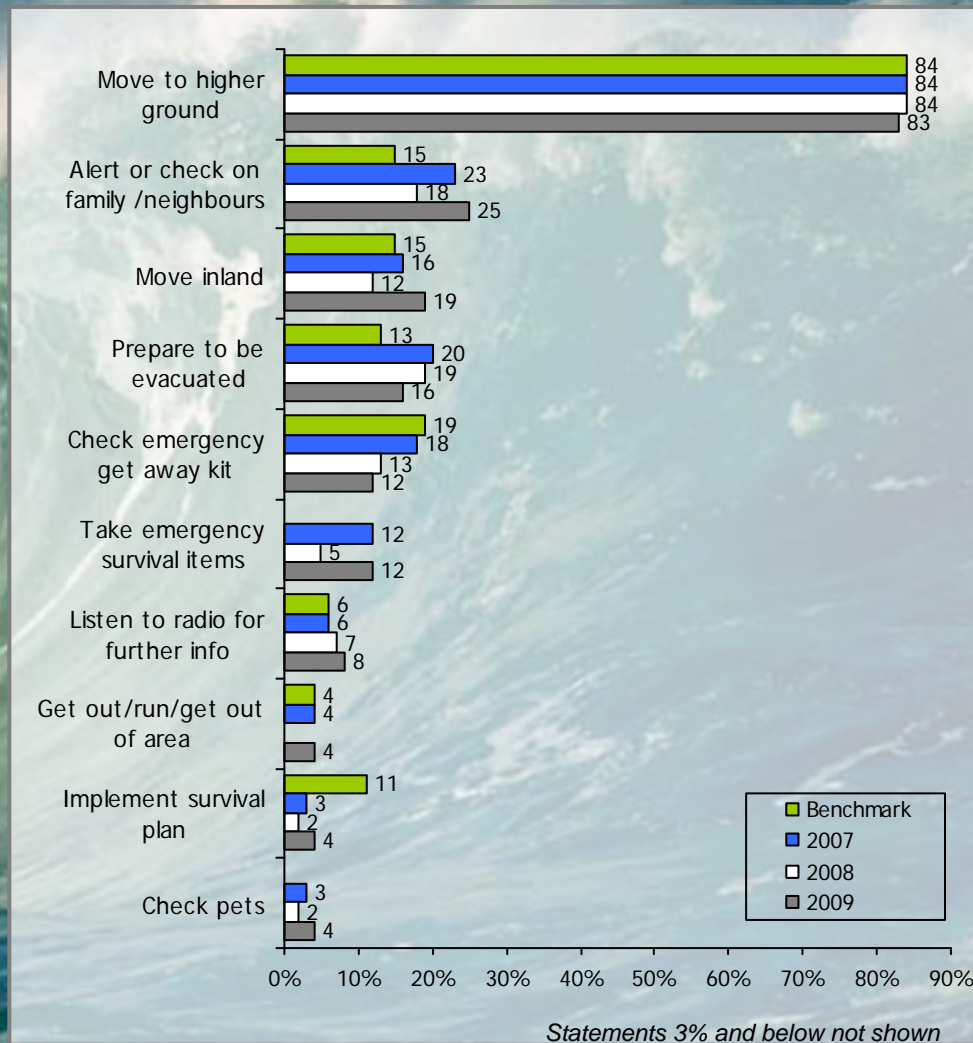
The main action that people would take in the event of an earthquake is to take shelter under a desk/doorway.



Q9b Now imagine that there is a strong earthquake in your area, what actions should people take during and immediately following a strong earthquake? Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)
 Note: Only the top ten results for 2009 are shown.

Actions to take for a Tsunami

The majority of New Zealanders will move to higher ground in the event of a Tsunami while one in five will move inland.



Q9a Now imagine that a tsunami warning has been issued, what actions should people take when a tsunami warning has been issued?

Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000)

Note: Only the top ten results for 2009 are shown.

Overall conclusions

Consistent with previous years, the majority of New Zealanders have **awareness** and **understanding** about the impact of disasters.

Those less aware, and **more at risk** when disaster strikes, are younger New Zealanders, those who have lived in New Zealand for less than 10 years, those who speak English as a second language, and those who live in larger households.

Those who have lived here for less than 10 years are more likely to say that **lack of information is a barrier** to preparedness.

Overall conclusions (continued)

When it comes to disaster preparedness, the results of this year's survey show just a few small changes since the 2008 measure.

Overall, **New Zealand's state of preparedness has remained stable**. The number of NZers who are fully prepared has been increasing gradually over the course of the campaign; however no significant changes have occurred since last year.

This is despite an overall decrease in advertising spending during the 08/09 financial year.

Overall conclusions (continued)

Awareness of the TV campaign has **increased** since 2008, even though the ratecard value of the TV ads has remained consistent with 07/08 (ratecard value is the published value of advertising not including any discounting).

The advertising campaign is well received, and **the ads are the main prompt for New Zealanders to take action** to prepare for a disaster.

The tag line **'Get Ready, Get Thru'** is becoming increasingly familiar to New Zealanders, and more New Zealanders are aware of the getthru.govt.nz website.



Regional analyses



Te Rākau
Whakamātau

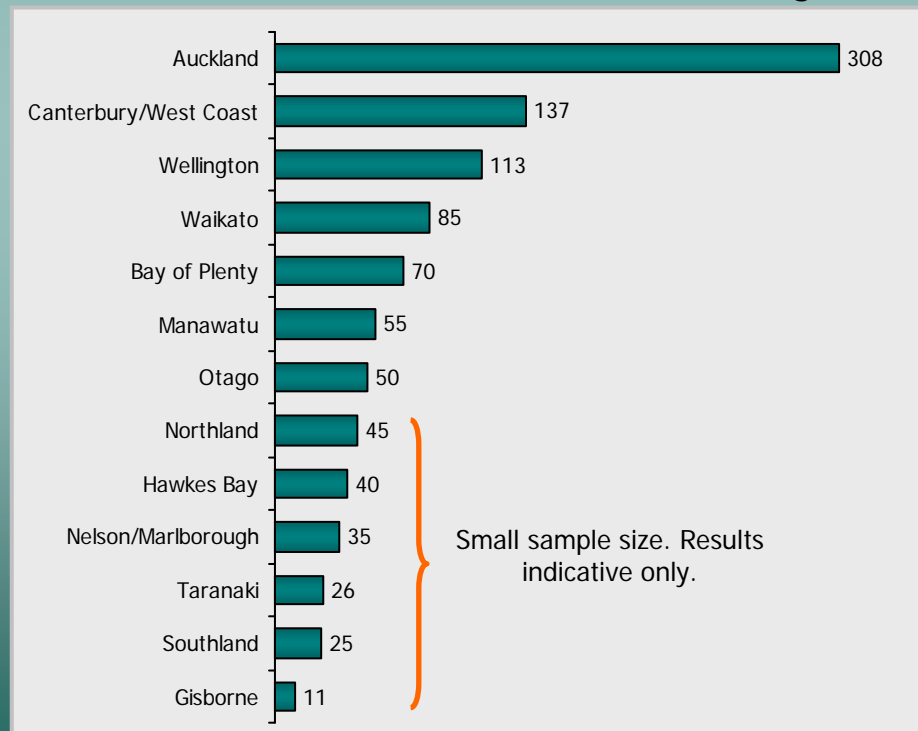
Ministry of Civil Defence
& Emergency Management

Regional analyses

The pages that follow list the statistically significant differences between the overall (average) results for NZ and responses provided by people living in the various regions of the country.

As this survey was designed to be nationally representative, the sub-samples for some regions are small. Results for these regions should be interpreted with caution, and are indicative only.

Number of interviews carried out in each region



Source: Survey call data (total number of interviews = 1,000)

Auckland

	Benchmark	2007	2008	2009
Fully Prepared	4%	4%	3%	7%*
Prepared at home	15%	15%	14%	20%*
Has a plan	38%	39%	35%	40%
Has survival items	83%	83%	67%	74%*

*Significant increase since 2008

Preparedness

- The proportion of Aucklanders who are fully prepared has increased since 2008 (up from 3% to 7% this year). The proportion of Aucklanders who are prepared at home has also increased (up from 14% to 20% this year).
- In Auckland, preparedness levels are significantly lower than average in three of the preparedness diagnostics. These are as follows:
 - You have a good understanding of what the effects would be if a disaster struck in your area (74%, cf. 80% national average).
 - You are familiar with the Civil Defence information in the Yellow Pages (56%, cf. 67% national average).
 - You have an emergency survival plan for your household (40%, cf. 49% national average).
- Aucklanders are slightly more likely than average to be unaware of what disasters could occur and the chances of them happening (23%, cf. 19% national average). This is particularly the case for Aucklanders who have lived in New Zealand for less than 10 years (30% are unaware), for whom English is a second language (33% are unaware), or who identify with ethnicities other than New Zealand European or Maori (29% are unaware).
- Aucklanders are less likely than average to have a plan for when they are not at home (13%, cf. 19% national average).

Auckland (continued)

Preparedness (continued)

- Aucklanders are more likely than average to say they are not that well or not at all prepared for a disaster (56%, cf. 49% national average).
- Aucklanders are less likely than average to say they can get information about how to prepare for a disaster from a local or regional council (22%, cf. 31% national average) or from a Ministry of Civil Defence and Emergency Management website (22%, cf. 29% national average).

Advertising and information

- Aucklanders who have seen/heard/read advertising about preparing for a disaster are more likely than average to state the ads were telling them to 'be prepared' (82%, cf. 74% national average).
- Aucklanders who have seen Civil Defence TV advertising are less likely than average to say they have 'made a survival plan' as a result of seeing the ads (22%, 30% national average).
- Aucklanders are more likely than average to say they have not seen any non-advertising information about disasters (24%, cf. 18% national average). Also, they are less likely than average to say they have seen non-advertising information from their school/children's school (4%, cf. 8% national average) or from their workplace (3%, cf. 6% national average).

Auckland (continued)

Disaster awareness

- Aucklanders are more likely than average to say a volcanic eruption could happen in their lifetime (53%, cf. 42% national average). They are less likely to state that a flood could happen in their lifetime (46%, 59% national average).
- Aucklanders are less likely than average to say that their local or regional council will be there to help them in an emergency (41%, cf. 47 % national average).
- Aucklanders are more likely than average to say that gas services will be disrupted following a disaster (84%, cf. 78% national average).
- Aucklanders are less likely than average to say that people should check on family, friends, or neighbours following an earthquake (31%, cf. 41% national average).

Canterbury/West Coast

	Benchmark	2007	2008	2009
Fully Prepared	5%	10%	8%	11%
Prepared at home	19%	24%	40%	25%*
Has a plan	52%	52%	62%	54%
Has survival items	79%	87%	89%	83%

*Significant decrease since 2008

Preparedness

- The proportion of Canterbury and West Coast residents who are prepared at home has decreased since 2008 (down from 40% to 25% this year).
- In Canterbury and West Coast, preparedness levels are significantly higher than average for the following preparedness diagnostic: 'you have a good understanding of what the effects would be if a disaster struck in your area' (87%, cf. 80% national average).

Advertising and information

- Canterbury and West Coast residents who have seen or heard advertising about preparing for a disaster are less likely than average to state that the ads were telling them to 'be prepared' (63%, cf. 74% national average).
- Canterbury and West Coast residents are more likely than average to say they have seen non-advertising information in magazines (6%, cf. 3% national average).

Canterbury/West Coast (continued)

Disaster awareness

- Residents in the Canterbury and West Coast region are more likely than average to say that tsunamis will occur in their lifetime (68%, cf. 59% national average). They are also less likely to say that volcanic eruptions will occur in their lifetime (32%, cf. 42% national average), which is consistent with last year's measure.
- When it comes to groups and individuals that can help following a disaster, Canterbury and West Coast residents are more likely than average to say that the Army will be there to help (77%, cf. 65% national average).
- When it comes to services that could be disrupted following a disaster, Canterbury and West Coast residents are more likely than average to say that water (92%, cf. 85% national average) and sewage (89%, cf. 81% national average) will be disrupted following a disaster.
- Canterbury and West Coast residents are more likely than average to say that people should move to higher ground in the event of a tsunami warning (90%, cf. 83% national average).

Wellington

	Benchmark	2007	2008	2009
Fully Prepared	18%	16%	24%	14%*
Prepared at home	35%	37%	41%	26%*
Has a plan	59%	67%	63%	49%*
Has survival items	76%	77%	82%	71%*

*Significant decrease since 2008

Preparedness

- Compared to last year, Wellington residents are less likely to be fully prepared for a disaster (down from 24% to 14%) and less likely to be prepared at home in the event of a disaster (down from 41% to 26%).
- Wellington residents who stated that being prepared for a disaster is important, but said that they are not well prepared for one are more likely than average to say that a barrier to preparedness is not having enough space to store supplies and emergency kits (10%, cf. 3% national average).
- Wellington residents are more likely than average to say that they can get information about how to prepare for a disaster from a local or regional council (43% cf. 31% national average) or from a Ministry of Civil Defence and Emergency Management website (39% cf. 29% national average).

Advertising and information

- Wellington residents are more likely than average to state that they saw or heard non-advertising information about disasters at work or through workmates (13%, cf. 6% national average).

Wellington (continued)

Disaster awareness

- Wellington residents are more likely than average to say that earthquakes (97%, cf. 92% national average) and fires (42%, cf. 30% national average) could occur in their lifetime. They are less likely than average to say that volcanic eruptions could occur (29%, cf. 42% national average).
- When it comes to groups and individuals that can help following a disaster, Wellington residents are more likely than average to say that Civil Defence will be there to help (89%, cf. 81% national average).
- When it comes to services that could be disrupted following a disaster, Wellington residents are more likely than average to say sewage (93%, cf. 81% national average), gas (93%, cf. 78% national average) and mobile phones (72%, cf. 62% national average).

Waikato

	Benchmark	2007	2008	2009
Fully Prepared	9%	6%	7%	11%
Prepared at home	21%	22%	19%	18%
Has a plan	44%	46%	45%	50%
Has survival items	68%	91%	81%	75%

Preparedness

- Waikato residents who have taken steps in the past 12 months to prepare for a disaster are more likely than average to say that common sense (25%, cf. 12% national average) and power cuts (14%, cf. 3% national average) prompted them to take these steps.
- Waikato residents are more likely than average to say they can get information about how to prepare for a disaster from the general internet (35%, cf. 26% national average) and from the television (18%, cf. 12% national average). They are less likely to say that they can get information from the Yellow Pages (47%, cf. 57% national average) and from the local or regional council (19%, cf. 31% national average).

Advertising and information

- Waikato residents who have seen the Civil Defence advertising are more likely to agree that the ads contain new information (82%, cf. 70% national average) and are less likely than average to disagree with the statement 'you enjoyed watching the ads' (3%, cf. 13% national average).

Waikato (continued)

Disaster awareness

- Waikato residents are significantly less likely than average to say that a tsunami is a disaster that could occur in NZ during their lifetime (46%, cf. 59% national average).
- Waikato residents are less likely than average to say that landline telephones (90%, cf. 95% national average) and roading (76%, cf. 88% national average) are services that may not be available following a disaster.
- Waikato residents are more likely than average to say that in the event of an earthquake people should make sure that others are okay (8%, cf. 4% national average) and try to stay alive/protect themselves (9%, cf. 3% national average).

Bay of Plenty

	Benchmark	2007	2008	2009
Fully Prepared	8%	2%	13%	15%
Prepared at home	16%	16%	34%	28%
Has a plan	43%	42%	57%	54%
Has survival items	67%	82%	90%	78%*

*Significant decrease since 2008

Preparedness

- In the Bay of Plenty, preparedness levels are higher than average for two of the preparedness diagnostics. These are: 'you have a good understanding of the types of disasters that could occur in New Zealand' (90%, cf. 81% national average) and 'you have a good understand of what the effects would be if a disaster struck in your area' (90%, cf. 80% national average).
- Bay of Plenty residents are less likely than average to mention maintaining food or maintaining water supplies as something households should do to prepare for a disaster (65%, cf. 76% national average). However, they are more likely to mention having a survival plan (54%, cf. 42% national average) and having a survival plan that includes when they are away from home (35%, cf. 25% national average).

Advertising and information

- Bay of Plenty residents who have seen or heard advertising about preparing for a disaster are more likely than average to say that the ads were telling them how to prepare (22%, cf. 9% national average).

Bay of Plenty (continued)

Disaster awareness

- In the Bay of Plenty, residents are more likely than average to say that volcanic eruptions could happen in New Zealand during their lifetime (60%, cf. 42% national average).
- Bay of Plenty residents are less likely than average to say that the following services may be unavailable in the event of a disaster:
 - access to medical and health services (75%, cf. 87% national average)
 - sewage (71%, cf. 81% national average)
 - gas (65%, cf. 78% national average).
- Bay of Plenty residents are more likely than average to say that in the event of a tsunami warning, people should be prepared to evacuate (28%, cf. 16% national average) and that people should check their emergency get away kit (19%, cf. 12% national average).

Otago

	Benchmark	2007	2008	2009
Fully Prepared	5%	17%	4%	3%
Prepared at home	15%	32%	18%	14%
Has a plan	53%	44%	43%	60%*
Has survival items	94%	86%	82%	89%

*Significant increase since 2008

Preparedness

- In Otago, preparedness levels are higher than average for the following preparedness diagnostic: 'you regularly update your emergency survival items' (66%, cf. 50% national average).
- Otago residents are more likely than average to say that they can get information about how to prepare for a disaster from the police (17%, cf. 9% national average), from the fire department (20%, cf. 9% national average) and from emergency services (11%, cf. 3% national average).
- Otago residents are less likely than average to say that they should prepare for a disaster by maintaining food or maintaining water supplies (63%, cf. 76% national average).

Advertising and information

- Otago residents who have seen or heard advertising about preparing for a disaster are less likely than average to say that they saw the ads on television (75%, cf. 87% national average).
- Otago residents are less likely than average to have seen television advertisements for Civil Defence (49%, cf. 62% national average). However, those who saw the ads are more likely to say that the ads prompted them make a survival plan (51%, cf. 30% national average).
- Otago residents are more likely than average to have seen or heard non-advertising information about disasters through school/children's school (16%, cf. 8% national average).

Otago (continued)

Disaster awareness

- Otago residents are more likely than average to say that floods (73%, cf. 59% national average) and landslides (12%, cf. 4% national average) will occur in NZ during their lifetime. Consistent with last year, Otago residents are less likely to say volcanic eruption (26%, cf. 42% national average).
- When it comes to people or services that would be able to help following a disaster, Otago residents are less likely than average to say that neighbours (72%, cf. 82% national average) and the Army (43%, cf. 65% national average) will be there to help.
- When it comes to services being disrupted as a result of a disaster, Otago residents are less likely than average to think that water (75%, cf. 85% national average) and gas (66%, cf. 78% national average) could be disrupted.
- Nearly all Otago residents (93%) say that in the event of a tsunami warning, people should move to higher ground. This is significantly higher than the national average (83%).
- Otago residents are more likely than average to say that in the event of an earthquake, people should move to a safe place (49%, cf. 32% national average) or go outside/out into the open (27%, cf. 16% national average).

Manawatu

	Benchmark	2007	2008	2009
Fully Prepared	6%	16%	16%	15%
Prepared at home	28%	34%	30%	33%
Has a plan	52%	63%	55%	65%
Has survival items	85%	97%	76%	94%*

*Significant increase since 2008

Preparedness

- Similar to last year, Manawatu residents are more prepared than average on a number of the eight preparedness diagnostics. These are:
 - You are familiar with Civil defence information in the Yellow Pages (82% cf. 67% national average).
 - You have an emergency survival plan for your household (65%, cf. 49% national average).
 - You have the necessary emergency items needed to survive a disaster (94%, cf. 79% national average).
 - You regularly update your emergency survival items (68%, cf. 50% national average).
- Manawatu residents are more likely than average to have a plan that does not include when they are away from home (43%, cf. 30% national average).
- Manawatu residents are more likely than average to say that they can get information about how to prepare for a disaster from a Ministry of Civil Defence and Emergency Management website (41%, cf. 29% national average).

Advertising and information

- Manawatu residents who have seen or heard advertising about preparing for a disaster are more likely than average to say that the ads were telling them to 'make a plan/plan ahead' (28%, cf. 13% national average).

Manawatu (continued)

Advertising and information (continued)

- Manawatu residents are more likely than average to have heard of the 'getthru.govt.nz' website (47%, cf. 35% national average).
- Manawatu residents are more likely than average to have seen or heard non-advertising information about disasters through billboards, signage and/or posters (10%, cf. 4% national average).

Disaster awareness

- Similar to last year, Manawatu residents are more likely than average to say that a flood is a disaster that could occur in their lifetime (76%, cf. 59% national average). They are less likely to say that a tsunami could occur in their lifetime (47%, cf. 59% national average).
- Similar to last year, when it comes to groups and individuals that can help following a disaster, Manawatu residents are more likely than average to say that the Army will be there to help (80%, cf. 65% national average). They are less likely to say that ambulance services will be there to help (53%, cf. 72% national average).
- When it comes to services that could be disrupted following a disaster, Manawatu residents are less likely than average to say that mobile phones will be disrupted following a disaster (49%, cf. 62% national average).
- Following a tsunami warning, Manawatu residents are more likely than average to say people should run or get out of the area (12%, cf. 4% national average).
- Following an earthquake, Manawatu residents are more likely than average to say people should alert or check on family and friends (60%, cf. 41% national average).

Northland*

	Benchmark	2007	2008	2009
Fully Prepared	1%	7%	10%	6%
Prepared at home	13%	33%	24%	25%
Has a plan	37%	51%	42%	56%
Has survival items	87%	91%	93%	80%*

*Significant decrease since 2008

Preparedness

- In Northland, preparedness levels are lower than average for the following preparedness diagnostic: 'you have a good understanding of the types of disasters that could occur in New Zealand' (65%, cf. 81% national average).
- Northland residents are more likely than average to say that they are very well prepared or quite well prepared for a disaster (64%, cf. 51% national average).
- Northland residents are more likely than average to say that in the past 12 months they have taken steps towards preparing for a disaster (57%, cf. 40% national average). Of those who have taken steps towards preparing for a disaster, they are more likely than average to say that they were prompted to take these steps as a result of disasters that have occurred in New Zealand (29%, cf. 15% national average).
- Northland residents who stated that being prepared for a disaster is important, but said that they are not well prepared for one, are more likely than average to say that a barrier to preparedness is that they don't expect it to happen (45%, cf. 21% national average).

Advertising and information

- Northland residents who have seen the Civil Defence advertising are more likely than average to say that the ads prompted them to: talk to family or friends about it (69%, cf. 50% national average), make a survival kit (52%, cf. 37% national average), and make a survival plan (47%, cf. 30% national average). They are less likely to say that the ads prompted them to do nothing (3%, cf. 20% national average).

Northland (continued)*

Advertising and information (continued)

- Northland residents who have seen the Civil Defence advertising are less likely than average to say that the ads contained information that was helpful (86%, cf. 95% national average) and they are also less likely to say that they are getting fed up with seeing the ads (6%, cf. 22% national average).

Disaster awareness

- Northland residents are more likely than average to say a tsunami could occur in their lifetime (72%, cf. 59% national average).
- Similar to last year, when it comes to groups and individuals that can help following a disaster, Northland residents are less likely than average to say that Civil Defence (70%, cf. 81% national average), hospitals (51%, cf. 69% national average), and the Army (47%, cf. 65% national average) will be there to help.
- Similar to last year, when it comes to services that could be disrupted following a disaster, Northland residents are less likely than average to say that landline telephones (87%, cf. 95% national average), water (68%, cf. 85% national average), sewage (70%, cf. 81% national average), and gas (58%, cf. 78% national average) will be disrupted following a disaster.
- Northland residents are less likely than average to say that in the event of an earthquake they should stay indoors (4%, cf. 12% national average).

Hawkes Bay*

	Benchmark	2007	2008	2009
Fully Prepared	13%	7%	16%	12%
Prepared at home	26%	26%	29%	29%
Has a plan	59%	54%	64%	59%
Has survival items	88%	80%	73%	87%

Preparedness

- Hawkes Bay residents who stated that being prepared for a disaster is important, but said that they are not well prepared for one, are more likely than average to say that a barrier to preparedness is that they only have some emergency supplies but not a large amount (29%, cf. 10% national average).
- Hawkes Bay residents are less likely than average to say that they should prepare for a disaster by having a survival plan (23%, cf. 42% national average) and also less likely to say that they should prepare for a disaster by having a survival plan that includes when they are away from home (7%, cf. 25% national average).

Advertising and information

- Hawkes Bay residents who have seen or heard advertising about preparing for a disaster are more likely than average to say that the ads are trying to tell them to take care of their family, neighbours and friends if a disaster occurred (20%, cf. 7% national average).

Hawkes Bay (continued)*

Disaster awareness

- Hawkes Bay residents are less likely than average to say that a hurricane/cyclone is a disaster that could occur in their lifetime (19%, cf. 33% national average).
- When it comes to services that could be disrupted following a disaster, Hawkes Bay residents are less likely than average to say roading (79%, cf. 88% national average) and mobile phones (48%, cf. 62% national average).

Nelson/Marlborough*

	Benchmark	2007	2008	2009
Fully Prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small
Prepared at home				
Has a plan	66%	48%	71%	53%
Has survival items	88%	91%	87%	91%

Preparedness

- In Nelson/Marlborough, preparedness levels are higher than average for two of the eight preparedness diagnostics. These are:
 - You are familiar with the Civil Defence information in the Yellow Pages (85%, cf. 67% national average).
 - You have the necessary emergency items needed to survive a disaster (91%, cf. 79% national average).
- Nelson/Marlborough residents who stated that being prepared for a disaster is important, but that they are not well prepared for one, are more likely than average to say that a barrier to preparedness is complacency (49%, cf. 23% national average).
- Nelson/Marlborough residents are more likely than average to say that they can get information about how to prepare for a disaster from a Ministry of Civil Defence and Emergency Management website (44%, cf. 29% national average). However, they are less likely to say that they can get information from other websites (8%, cf. 26% national average).

Advertising and information

- Nelson/Marlborough residents who have seen the Civil Defence advertising are less likely to agree that the points made in the ads were relevant (79%, cf. 93% national average) and less likely to agree that the ads contained new information (45%, cf. 70% national average).

Nelson/Marlborough (continued)*

Disaster awareness

- When it comes to groups and individuals that can help following a disaster, Nelson/Marlborough residents are more likely than average to say that hospitals will be there to help (89%, cf. 69% national average).
- Similar to last year, when it comes to services that could be disrupted following a disaster, Nelson/Marlborough residents are less likely than average to say that gas will be disrupted (54%, cf. 78% national average).
- Nelson/Marlborough residents are more likely than average to say that in the event of a tsunami warning people should listen to the radio for further information (17%, cf. 8% national average).

Taranaki*

	Benchmark	2007	2008	2009
Fully Prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small
Prepared at home	Sample size too small	Sample size too small	Sample size too small	Sample size too small
Has a plan	47%	39%	57%	43%
Has survival items	81%	84%	90%	81%

Preparedness

- Taranaki residents are more likely than average to say that being prepared for a disaster is not that important or not at all important (23%, cf. 5% national average).
- When it comes to information about preparing for a disaster, Taranaki residents are more likely than average to say they can get information from a local or regional council (48%, cf. 31% national average), from Civil Defence (39%, cf. 18% national average) and from libraries (25%, cf. 6% national average). However, they are less likely to say that they can get information from the Yellow Pages (33%, cf. 57% national average).
- Taranaki residents are less likely than average to say that they should prepare for a disaster by having an emergency supply of essential items (64%, cf. 78% national average).

Advertising and information

- Taranaki residents who have seen the Civil Defence advertising are less likely than average to say that the ads prompted them to talk to family or friends about it (28%, cf. 50% national average).
- Taranaki residents are less likely than average to have heard of the 'getthru.govt.nz' website (15%, cf. 35% national average).
- Taranaki residents are more likely than average to have not seen or heard any other messages or information about disasters other than in advertising (41%, cf. 18% national average).

Taranaki (continued)*

Disaster awareness

- Taranaki residents are more likely than average to say that volcanic eruptions (62%, cf. 42% national average) and hurricane/cyclones (52%, cf. 33% national average) are disasters that could occur in their lifetime. They are less likely to say that fires could occur (13%, cf. 30% national average).
- When it comes to services that could be disrupted following a disaster, Taranaki residents are less likely than average to say that access to medical and health services could be disrupted (75%, cf. 87% national average).
- Taranaki residents are less likely than average to say that in the event of a tsunami warning people should move to higher ground (67%, cf. 83% national average). However, they are more likely to say that people should move inland (33%, cf. 19% national average).

Southland*

	Benchmark	2007	2008	2009
Fully Prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small
Prepared at home	Sample size too small	Sample size too small	Sample size too small	Sample size too small
Has a plan	55%	52%	72%	50%
Has survival items	77%	87%	86%	90%

Preparedness

- Southland residents are more likely than average to say that being prepared for a disaster is not that important or not at all important (16%, cf. 5% national average).
- When it comes to information about preparing for a disaster, Southland residents are more likely than average to say they can get information from Civil Defence (38%, cf. 18% national average) and from health authorities (14%, cf. 4% national average).

Advertising and information

- Southland residents who have seen the Civil Defence advertising are less likely than average to say that the ads prompted them to think about preparing for a disaster (38%, cf. 67% national average) and talk to family and friends about it (26%, cf. 50% national average).

	Benchmark	2007	2008	2009
Fully Prepared	<i>Sample size too small</i>	<i>Sample size too small</i>	<i>Sample size too small</i>	<i>Sample size too small</i>
Prepared at home	<i>Sample size too small</i>	<i>Sample size too small</i>	<i>Sample size too small</i>	<i>Sample size too small</i>
Has a plan	62%	42%	68%	40%
Has survival items	100%	87%	87%	92%

Preparedness

- When it comes to information about preparing for a disaster, Gisborne residents are more likely than average to say they can get information from the fire department (42%, cf. 9% national average) and less likely to say they can get information from the Yellow Pages (25%, cf. 57% national average).
- Gisborne residents are more likely than average to mention maintaining food supplies or maintaining water supplies as something households should do to prepare for a disaster (100%, cf. 76% nationally).

Advertising and information

- Gisborne residents who have seen or heard advertising about preparing for a disaster are less likely than average to say that the ads were telling them to 'be prepared' (39%, cf. 74% national average).

Gisborne (continued)*

Disaster awareness

- Gisborne residents are less likely than average to say that a volcanic eruption is a disaster that could occur in their lifetime (9%, cf. 42% national average).
- When it comes to groups and individuals who can help following a disaster, Gisborne residents are more likely than average to say that hospitals will be there to help (92%, cf. 69% national average).
- Gisborne residents are more likely than average to say that in the event of an earthquake, people should alert or check on family and friends (77%, cf. 41% national average).