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| Disaster preparedness campaign 2010 – Research Highlights |



**Introduction**

This CATI (Computer Assisted Telephone Interviewing) survey was conducted with 1,000 respondents nationwide between 14 April and 11 May 2010.

The aim of this survey is to continue our measure of the state of preparedness of New Zealanders and to track the effectiveness of the Civil Defence and Emergency Management communications campaign. As such, this survey builds upon a previous April-May 2006 benchmark survey, and three tracking surveys conducted in April-May 2007 to 2009.

The methodology used for this survey is the same as that used in the benchmark and the two previous annual measures.

**Summary of findings**

*Disaster preparedness – How prepared are New Zealanders?*

* Fieldwork occurred during the Eyjafjallajökull volcanic eruption, and in the time since the New Zealand tsunami warning following the Chile earthquake. Results suggest these recent events have had an impact on disaster awareness and preparedness.
  + Forty five percent of New Zealanders say that in the last 12 months they have taken steps to prepare themselves or their households for disaster, this is up from 40% last year. The main prompts to prepare are advertising and disasters that have occurred overseas and in New Zealand.
  + When asked what disasters could occur in their lifetime, more New Zealanders this year mentioned tsunami (up from 59% in 2009 to 76% this year) and volcanic eruption (up from 42% in 2009 to 51% this year).
* Overall, New Zealand’s state of preparedness has increased marginally, and there has been an upward trend since the start of the campaign.
* One in every nine New Zealanders (11%) are fully prepared for an emergency, up from one in fourteen (7%) 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.
* One in every four New Zealanders (24%) 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.
* Four out of five New Zealanders (79%) have emergency survival items. Nearly half of New Zealanders (47%) 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 19% in 2009 to 21% this year).
* Four out of five New Zealanders say they have awareness and understanding about disasters. When asked what households should do to prepare, 81% of New Zealanders say that households need to maintain supplies of food or water, and 39% say households need a survival plan.
* Those less aware, and more at risk when disaster strikes, are younger New Zealanders, those who identify with ethnic groups other than New Zealand European or Maori, those who have lived in New Zealand for less than 10 years, those who are not proficient at speaking English, and those who live in larger households.

*Attitudes toward disasters*

* There has been a ‘healthy shift’ in New Zealanders’ attitude toward disasters this year. Fewer now agree that ‘in a disaster there will be someone there to help you’ (down from 76% in 2009 to 64% this year) and that ‘emergency services will be there to help you’ (down from 77% in 2009 to 65% this year).
* More New Zealanders are saying they are not well prepared due to complacency (up from 5% at the benchmark to 23% this year), while fewer New Zealanders are saying they are not well prepared because they ‘don’t expect it to happen/it is unlikely to happen’ (down from 36% at the benchmark to 17% this year).
* Since the research began, more and more New Zealanders have become aware that mobile phones could be disrupted following a disaster (up from 56% at the benchmark to 69% this year).

*Advertising – How well is the advertising working?*

* The advertising campaign is well received, and along with knowledge of disasters that have occurred overseas, the ads are a significant prompt for New Zealanders to take action to prepare for a disaster. New Zealanders who have taken steps to prepare in the last 12 months were mainly prompted by advertisements they saw/heard/read (23%), as well as disasters that occurred overseas (23%).
* Four out of five New Zealanders who have seen the ads (81%) have been prompted to think or take action to prepare for a disaster.
  + More than one third (38%) have been prompted to make a survival kit, and 31% have been prompted to make a survival plan.
  + Almost two thirds (65%) have thought about preparing for a disaster and 48% have talked with family or friends about it.
  + There has been a significant increase in those who are visiting the Get Thru website (13%, up from 8% in 2009).
* Diagnostically, the TV ads continue to work well. The vast majority of New Zealanders who have seen the ads understand them (99%) and find the points believable (96%), relevant (92%), and helpful (92%).
* The majority of people who have seen the ads find them enjoyable to watch (79%) and feel that the ads contain new information (57%).
* Public awareness of Civil Defence TV advertisements has increased 6 percentage points, from 62% in 2009 to 68% this year.
* The tag line ‘Get Ready, Get Thru’ is becoming increasingly familiar to New Zealanders. Awareness of the tag line has increased from 41% in 2009 to 46% this year.
* Awareness of the Get Thru website has increased from 35% in 2009 to 38% this measure.