



# Ministry of Civil Defence & Emergency Management

Campaign Monitoring Research 2010



Te Rākau  
Whakamarumaru

Ministry of Civil Defence  
& Emergency Management



Report – 25 July 2010

# 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 four years.
- This survey builds upon a previous April-May 2006 pre-campaign benchmark survey, and three annual tracking surveys conducted in April-May 2007-2009.

## 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 12 April to 11 May 2010.
- Maximum margin of error of +/- 3.1% at the 95% confidence level.
- Methodology is the same as that used in the benchmark and the three annual measures.

# Executive summary

## Disaster preparedness – How prepared are New Zealanders?

- Overall, New Zealand's state of preparedness remains relatively stable, although there has been an upward trend since the start of the campaign.
- 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.
- 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).
- 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 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.

# Executive summary (continued)

## Who are the most prepared?

New Zealanders who are **fully prepared** for disasters tend to be in the older portion of the population, have a higher household income, and be proficient at speaking English.



## 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, not be proficient at speaking English, identify with ethnic groups other than New Zealand European or Maori, and live in larger households.

## New Zealanders' perceptions of disaster preparedness

- This year more New Zealanders realise they may need to take care of themselves if disaster strikes. Fewer now agree that 'in a disaster there will be someone there to help you' (down from 76% to 64%) and that 'emergency services will be there to help you' (down from 77% to 65%).
- The vast majority of New Zealanders (95%) believe it is quite important or very important to be prepared for a disaster. This has remained consistent with last year's result.
- Over half of New Zealanders (52%) say they are quite prepared or very prepared for a disaster.
  - 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 due to complacency (23%, up from 5% at the benchmark). Fewer NZers are saying they have not prepared because they don't expect it to happen (17% in 2010 compared to 36% at the benchmark).

# 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 (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.
- Awareness of the 'Get Ready, Get Thru' tag line has also 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.



# The 2010 survey context



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# Putting the survey into context...

Before interpreting research results it is useful to consider the context, or events that occurred, prior to fieldwork (12 April to 11 May 2010).

## Events close to the time of fieldwork:

Eyjafjallajökull volcanic eruption (April/May 2010)

Flooding in Southland (26 April 2010)

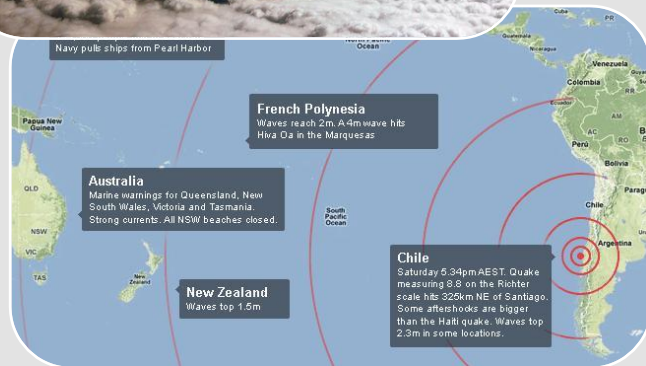
Earthquake in Qinghai Province, China (14 April 2010)

Earthquake in Chile, and NZ tsunami warning (27 & 28 February 2010)

Earthquake in Haiti (12 January 2010)

Potential tsunami threat following earthquake in Vanuatu (8 October 2009)

Potential tsunami threat following earthquake in Samoa (30 September 2009)

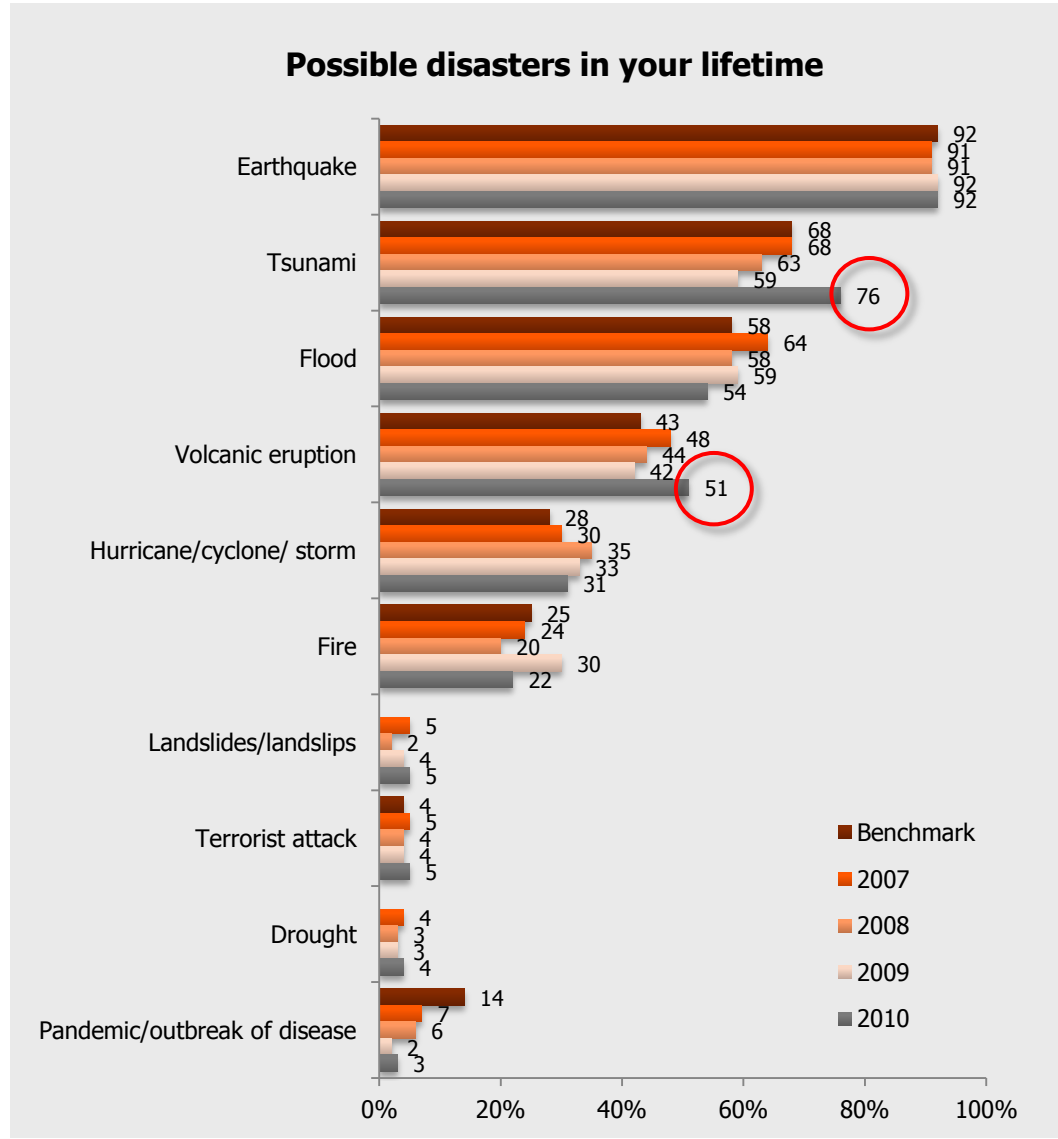




# Events have a strong influence on public views of what disasters could occur in New Zealand.

While an earthquake remains the disaster which is top of mind for the vast majority of New Zealanders, mention of tsunami and volcanic eruptions have significantly increased since last year.

Last year saw an increase in the mention of fires, likely due to the 2009 fires in Victoria, Australia. Mentions of fires have decreased this year and are now in line with 2008 levels.

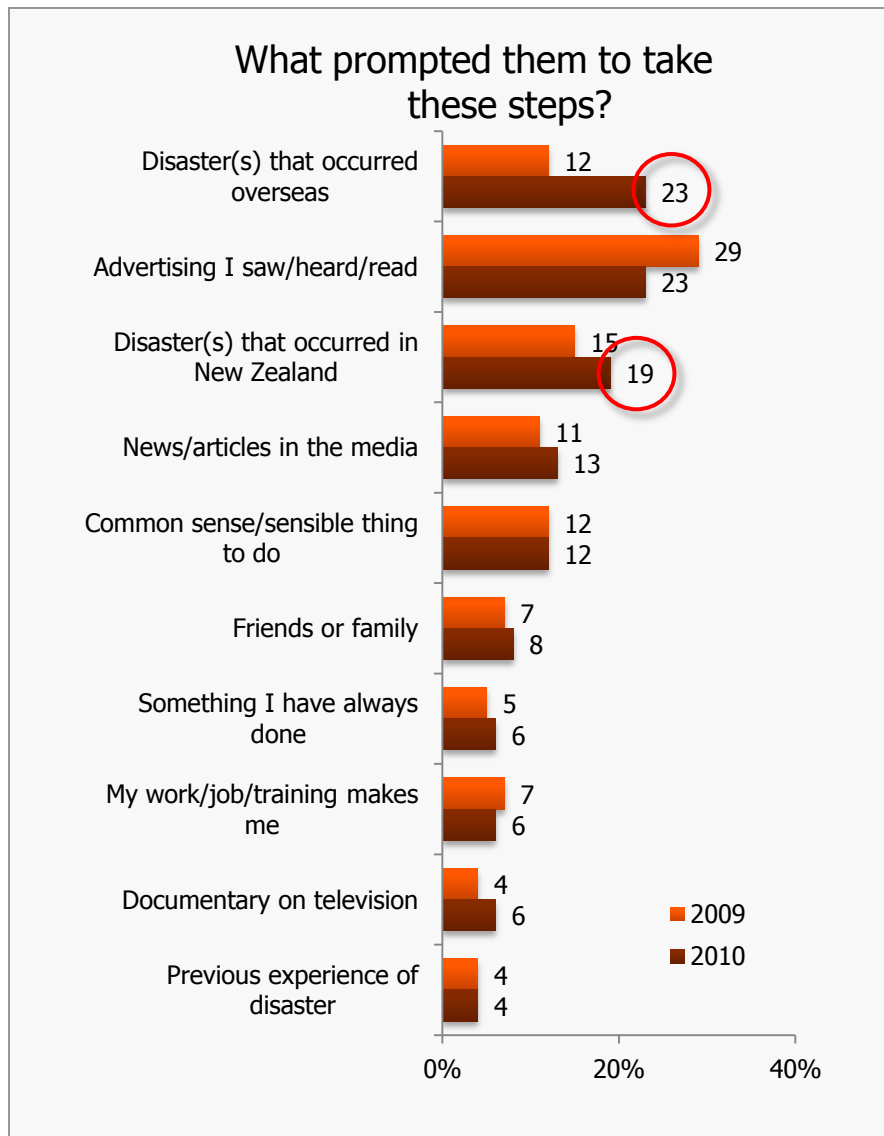
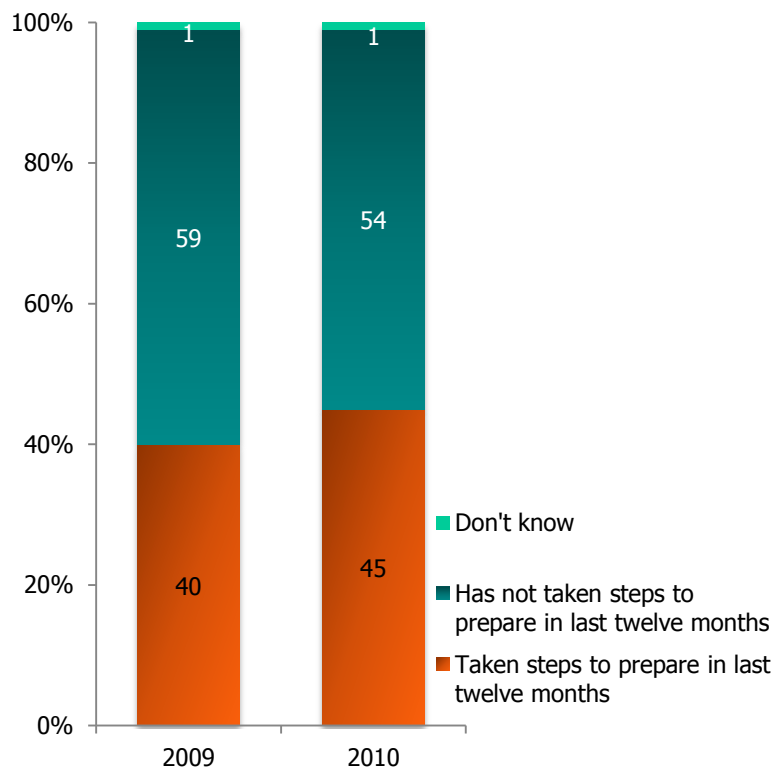


Q1 First I'd like to ask about the types of major disasters that could happen in New Zealand. What types of disasters can you think of that could happen in New Zealand in your lifetime? Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000)  
 Note: Only the top ten disasters for 2010 are shown.



# 45% of New Zealanders say that in the last 12 months they have taken steps to prepare for a disaster (up from 40% in 2009).

This year, overseas disasters appear to have had a significant influence on New Zealanders' levels of preparedness. Advertising still maintains a strong influence.



Q11a: In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster? Base: All Respondents, 2009 (n = 1000), 2010 (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, 2009 (n = 422) 2010 (n= 465)

Note: Only the top ten responses are shown.



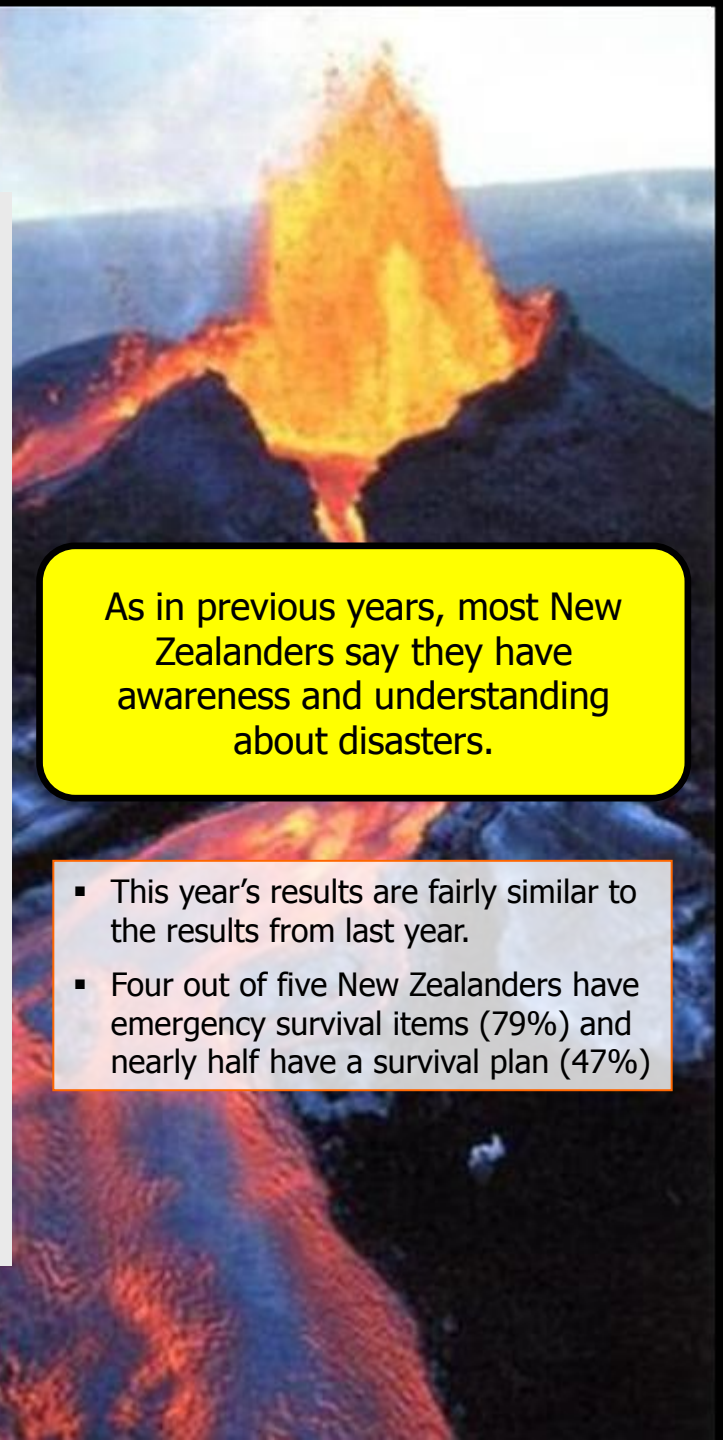
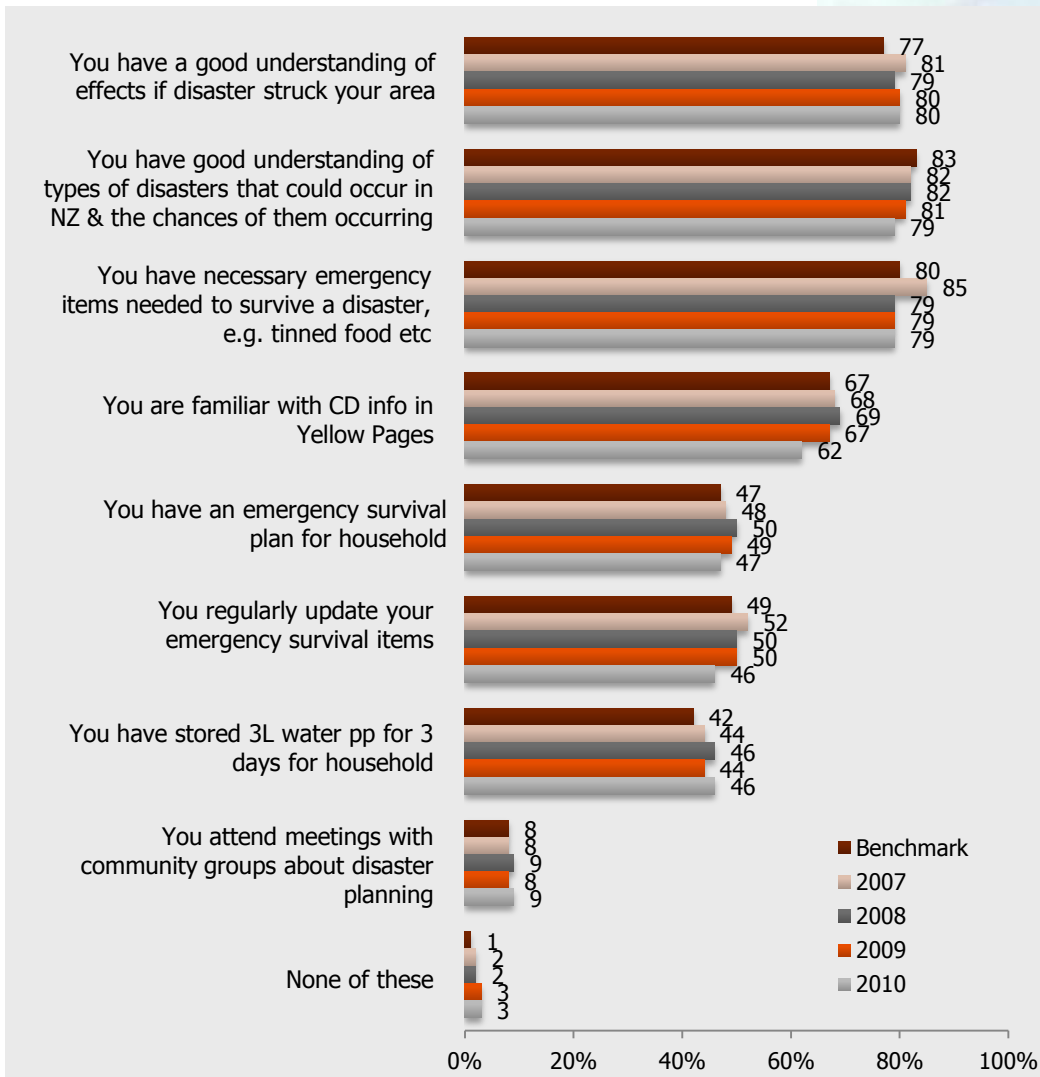
# How prepared are New Zealanders for a disaster?



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# Preparedness diagnostics

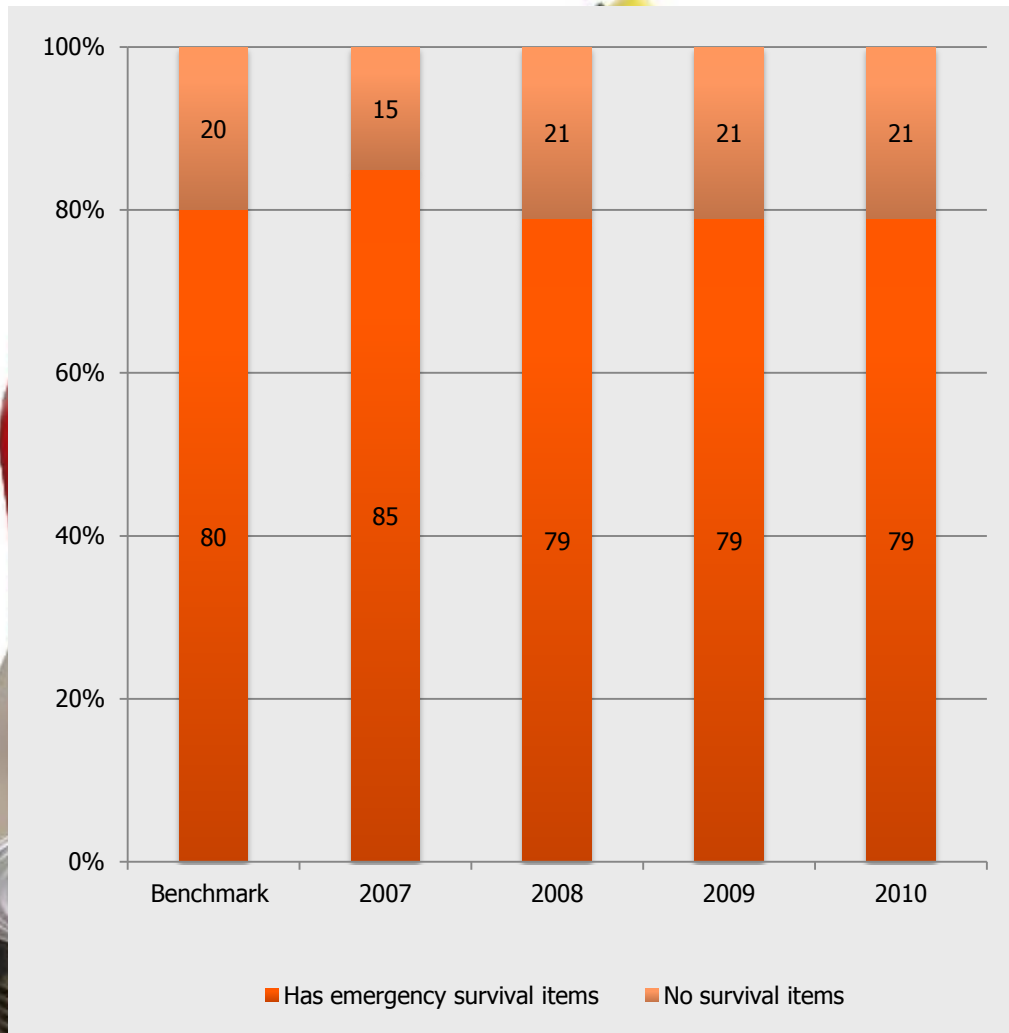


As in previous years, most New Zealanders say they have awareness and understanding about disasters.

- 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 nearly half have a survival plan (47%)

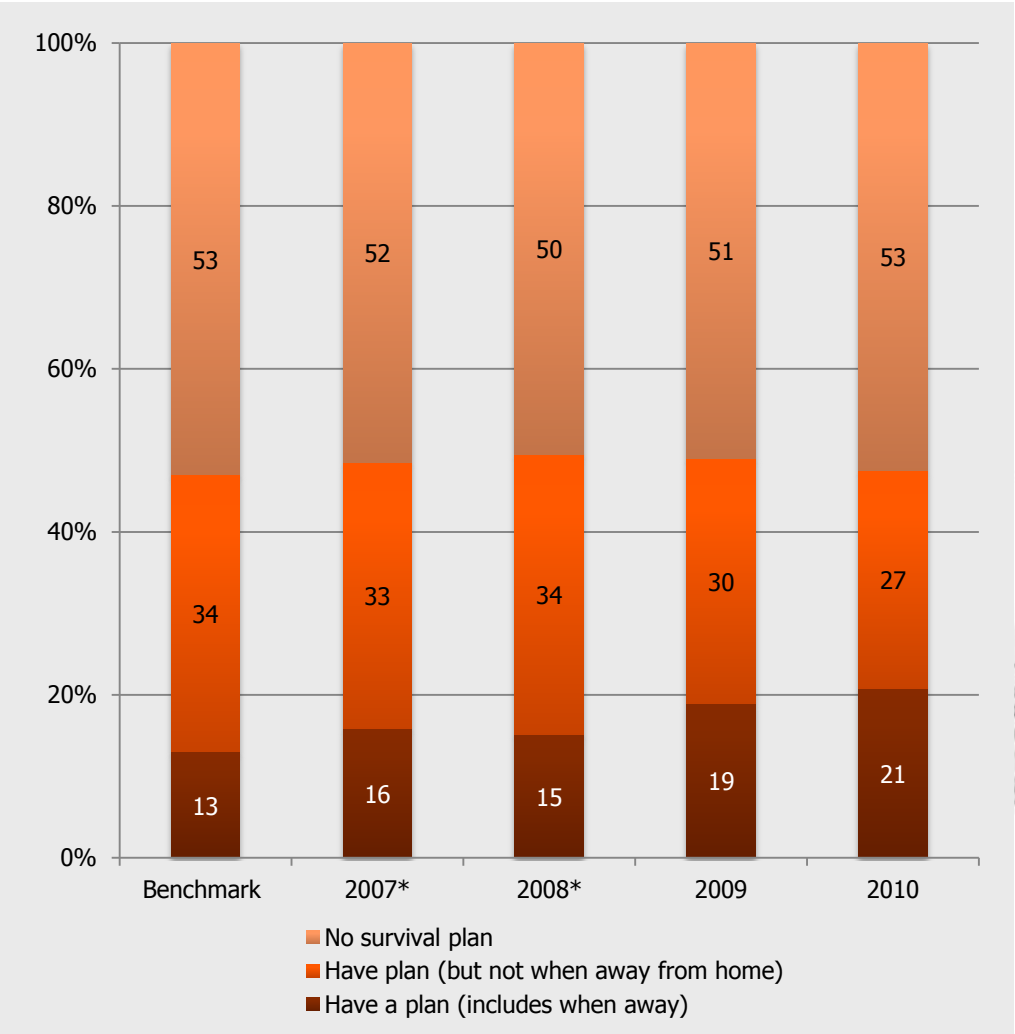
Q10 Which of the following statements apply to you?  
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000)

# Emergency Survival items



Consistent with the past two years, four out of five New Zealanders (79%) have emergency survival items.

# Survival Plan



\*Percentages do not add to 100 due to rounding

Nearly half of New Zealanders (47%) have a survival plan.  
 One in five New Zealanders say their plan includes what to do when away from home.



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), 2010 (n=1000)

# How prepared is New Zealand?

**One in every nine 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 = 11%**

**10% - 2009 measure**

**10% - 2008 measure**

**8% - 2007 measure**

**7% - Benchmark**



# New Zealand's state of preparedness has improved marginally since 2009





# How prepared is New Zealand (when at home)?

One in every four NZers (24%) are prepared at home.

Have an  
emergency  
survival plan

+

Have  
emergency  
items and water

+

Regularly  
update  
emergency  
survival items

**PREPARED AT HOME = 24%**

23% - 2009 measure

26% - 2008 measure

24% - 2007 measure

21% - Benchmark

# Who are the most prepared?

11%

**Fully Prepared**



## Fully prepared NZers are more likely to...

- Be in the **older portion of the population** (14% of those aged 60 or over are fully prepared)
- Have a **higher household income** (16% earning over \$100,000 per year are fully prepared) – and those earning more than \$60k are more likely to have the necessary emergency items needed (83%, cf. 76% of those with a lower household income).
- Be **proficient at speaking English** (just 5% who do not speak English as well as their main language are fully prepared)<sup>†</sup>

<sup>†</sup>Interpret with caution, as those not proficient at speaking English may be more likely to misinterpret the questions.

# Who is unaware?

21%

**Unaware**

No knowledge of what disasters could occur



## Those who are unaware are more likely to...

- Be **younger**, under 40 years of age (27% are unaware)
- Identify with ethnic groups **other than New Zealand European or Maori** (28% are unaware)
- Have **lived in NZ for less than 10 years** (40% are unaware, and 57% who have lived here less than 3 years are unaware)
- Not be proficient at speaking **English** (43% are unaware)
- Live in **larger households** (24% of those in homes with three or more people are unaware, compared to 17% in homes with two people, and just 15% who live alone)

Those in towns and rural areas have a better understanding of disasters, and they are much more likely to be prepared at home.

Main cities	Provincial cities	Towns/ Rural areas
12%	9%	10%
42%	40%	47%
76%	82%	87%
75%	82%	86%
25%	18%	14%

**Fully Prepared**

**Commitment**  
Have water and survival items

**Understanding**  
Have a good understanding of the effects if disaster struck

**Awareness**  
Have an understanding of the types of disasters that could occur

**Unaware**  
No knowledge of what disasters could occur

**Prepared at home**  
29% of residents in towns and rural areas are prepared at home, compared to 23% in main cities, and 20% in provincial cities.

Main cities: Akln, Hmltn, Wgtn, Chch, and Dunedin  
 Provincial cities: Other cities with greater than 30,000 residents  
 Towns/Rural areas: Fewer than 30,000 residents



# Summary slide: How are we doing?

The number of NZers who are **fully prepared** has been increasing very gradually over the course of the campaign. The proportion of NZers who are fully prepared is now 11% (up from 7% at the benchmark).

The proportion of NZers who are **prepared at home** is now 24% (up from 21% at the benchmark).

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

Recent events appear to have had an impact on awareness and preparedness.

Consistent with previous waves, immigrants and those who are not proficient speakers of English are more **at risk** when disaster strikes.



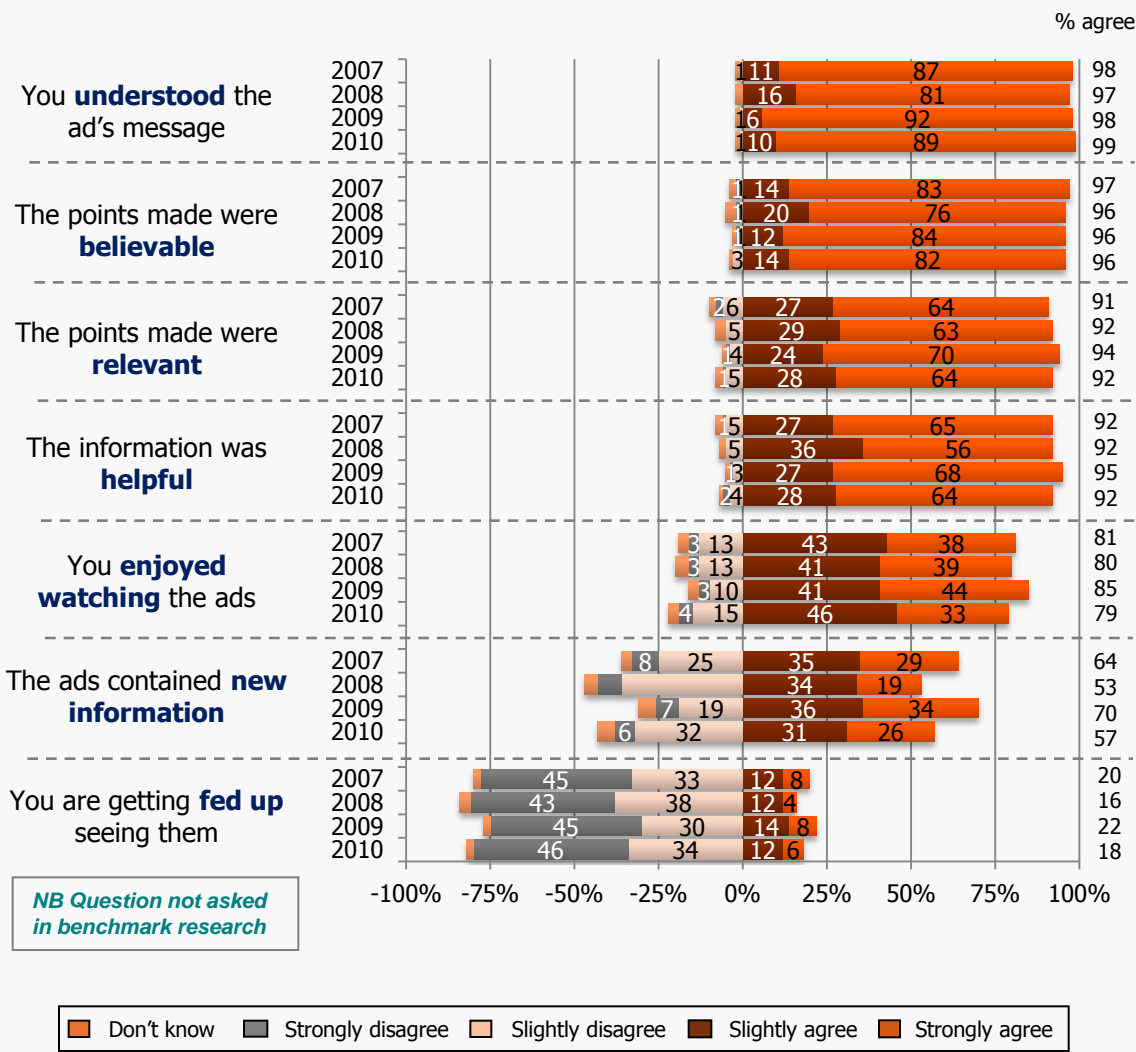
How well is the Civil Defence advertising working?



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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 majority of respondents also **enjoy watching the ads** and more than half think the ads contain **new information.**

- Those under 50 years of age are more likely than those 50+ to agree that the ads are **relevant** (94%, cf. 87% of others), **helpful**, (94%, cf. 88% of others), and contain **new information** (63% agree, cf. 43% of others). They are also more likely to **enjoy** watching the ads (81%, cf. 73% of others).
- Those not proficient at speaking English are more likely to say the ads contain **new information** (88%, cf. 57% on average).

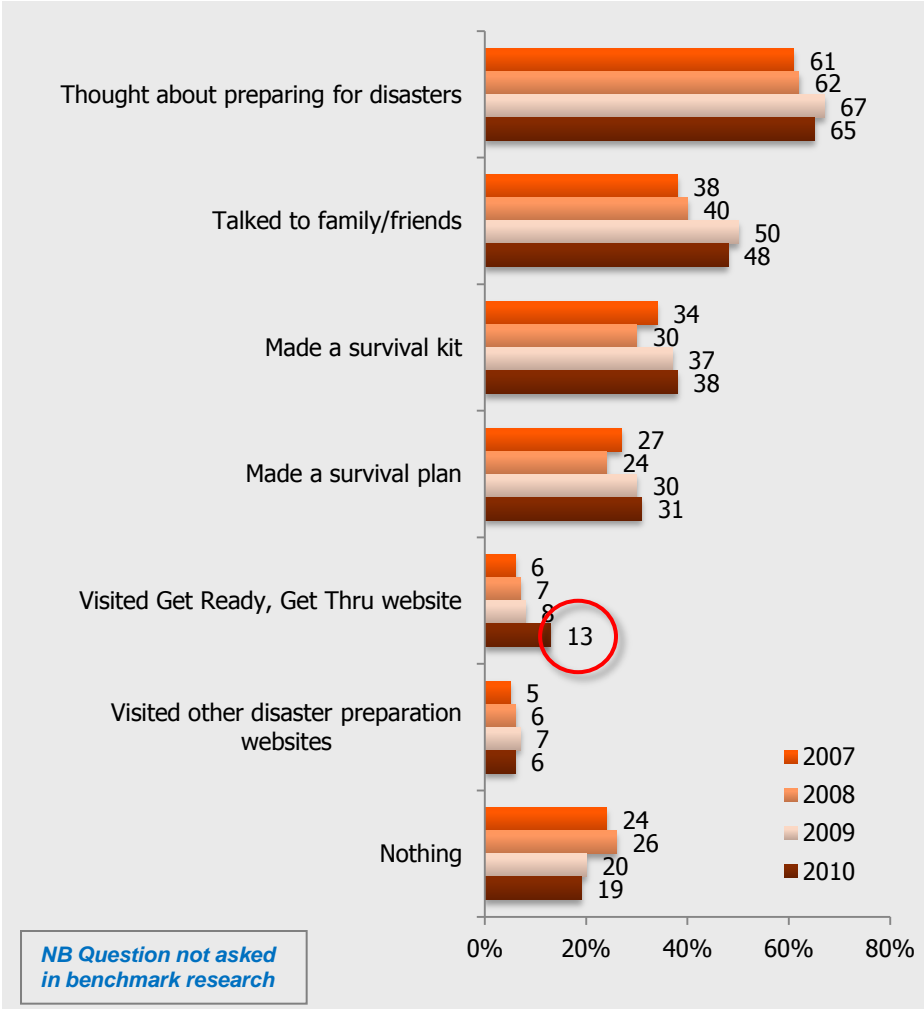
Q19 Thinking about these adverts for the Ministry of Civil Defence and Emergency Management, please tell me whether you strongly agree, slightly agree, slightly disagree or strongly disagree with each of these statements? Base: Those respondents who stated that they had seen the Civil Defence TV advertising, 2007 (n=631), 2008 (n=418), 2009 (n=608), 2010 (n=654).



# 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 is gradually increasing over the course of the campaign.

The proportion of respondents who have visited the 'Get Ready, Get Thru' website has increased significantly since last year, and those who say they have talked to family and friends after seeing the ads has increased significantly over the campaign's duration.



Q20 What if anything have you done as a result of seeing the ads? Have you...  
 Base: Those respondents who stated that they had seen the Civil Defence TV advertising, 2007 (n=631), 2008 (n=518), 2009 (n=608), 2010 (n=654)

# Television advertising recall

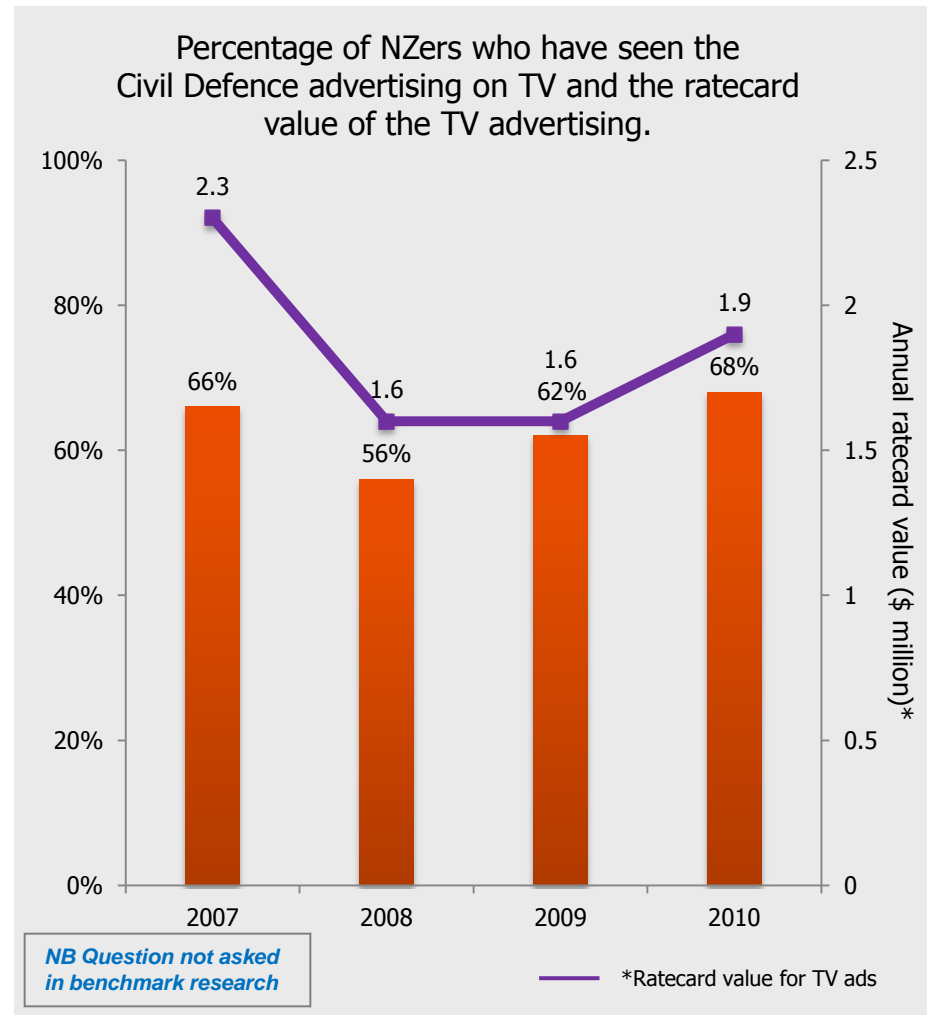
Public awareness of the Civil Defence TV advertising campaign has significantly increased since last year.

Recall is higher than average among:

- Those under 60 years old (73%)
- Those in homes with 3 or more people (72%)

Recall is lower than average among:

- Those over 60 years of age (47%)
- Those who speak English as a second language (51%)
- Those who have been living in NZ for less than three years (41%)
- Those not born in NZ (60%)



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), 2010 (n=1000).

# Prompted recall: "Get Ready, Get Thru"



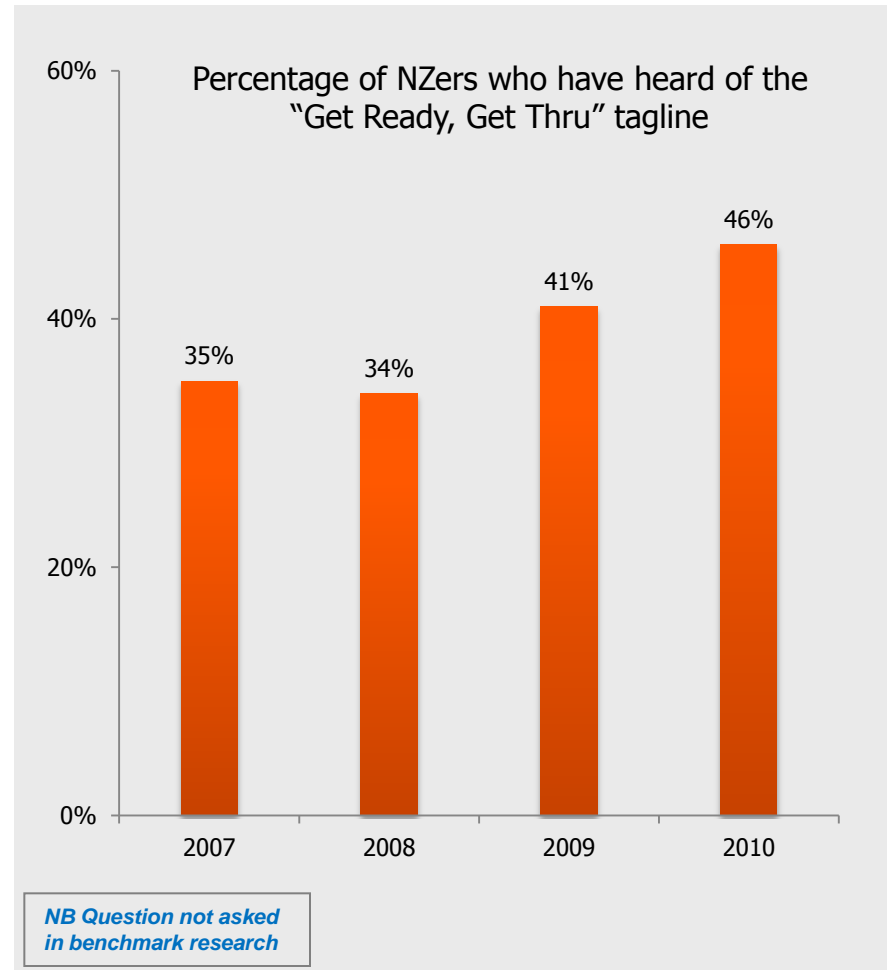
Recall of "Get Ready, Get Thru" has increased significantly since last year.

Recall is higher than average among:

- 15-19 year olds (73%)
- 20 to 39 year olds (60%)
- Those in households with three or more people (52%)

Recall is lower than average among:

- Those over 50 years of age (30%).



# Prompted recall: [getthru.govt.nz](http://getthru.govt.nz)

For more information visit  
[www.getthru.govt.nz](http://www.getthru.govt.nz)

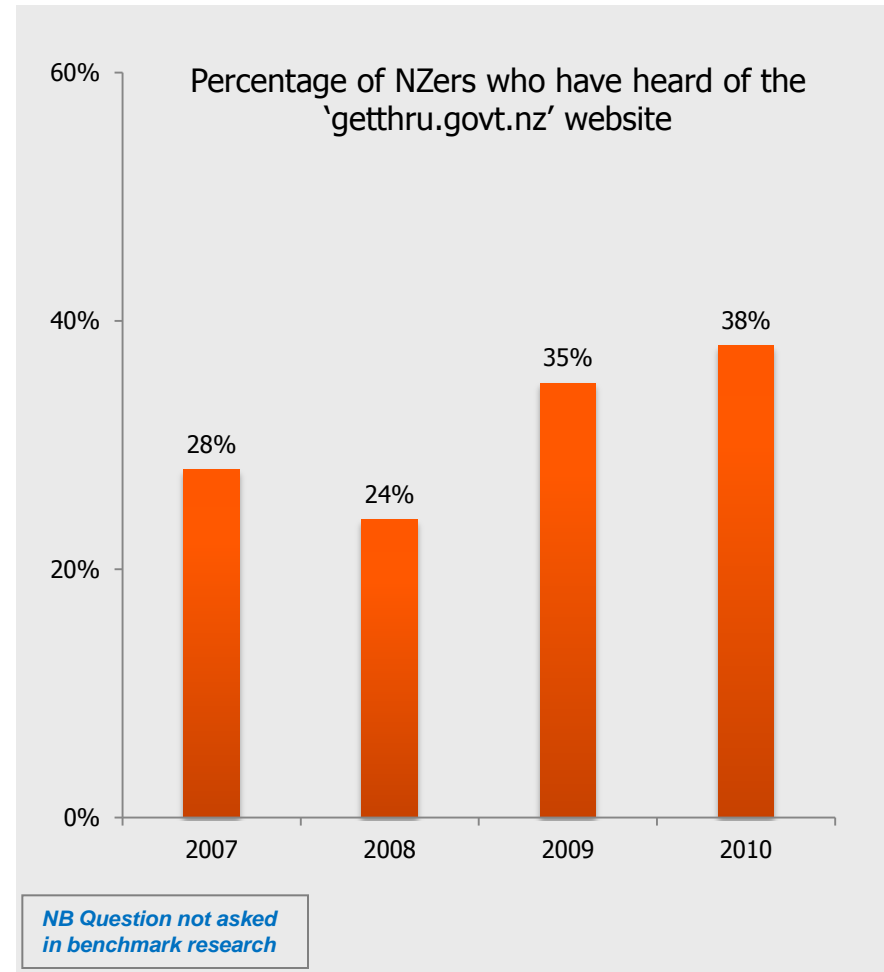
This year, 38% of respondents were able to recall the "Get Ready Get Thru" website. This is a significant increase from recall levels achieved closer to the beginning of the campaign (28% in 2007), and coincides with a significant increase in visits to the website.

Recall is higher than average among:

- Those under the age of 30 (59%)
- Those in households with three or more people (44%)

Recall is lower than average among:

- Those over 50 years of age (23%)



# Summary slide: How well is the TV advertising working?

**The TV ads are very effective** - The vast majority of New Zealanders who have seen the ads understand them and find the points believable, relevant, and helpful. The majority of respondents also enjoy the ads and think they contain new information.

The ads **prompt people to think or take action** to prepare for a disaster. The proportion who say they have talked to family and friends after seeing the ads has increased significantly over the campaign's duration.

Awareness of the **"Get Ready, Get Thru" tagline and the "Get Ready, Get Thru" website has increased** since last year. This coincides with a significant increase in the proportion of respondents who have **visited** the 'Get Ready, Get Thru' website.

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



# All market messages

Including non-Civil Defence advertising

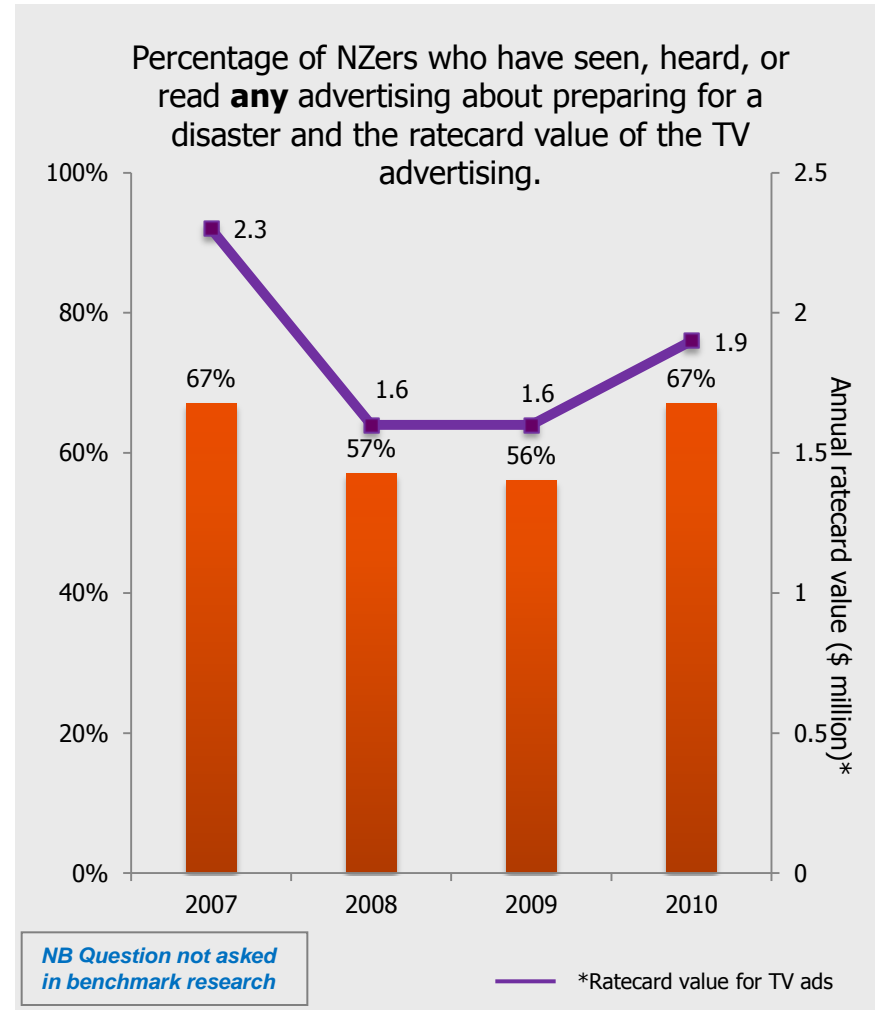


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# Unprompted advertising awareness

The number of NZers who have seen, heard, or read any advertising about preparing for a disaster has increased significantly since last year.



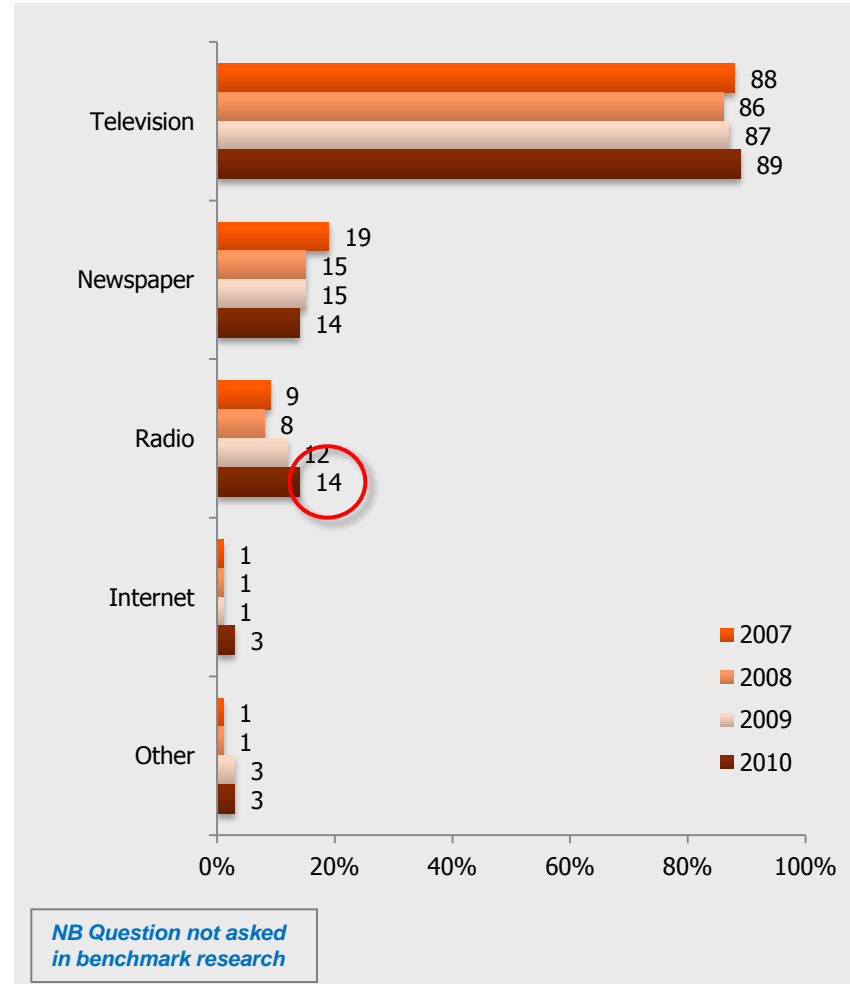
Q15 Have you seen, heard or read recently any advertising about preparing for a disaster?  
Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000).



# Where seen/heard or read disaster ads

The main channels through which respondents have viewed or listened to ads are largely the same as last year.

TV remains the most dominant media (89%) through which respondents have seen, heard or read advertising about preparing for a disaster.

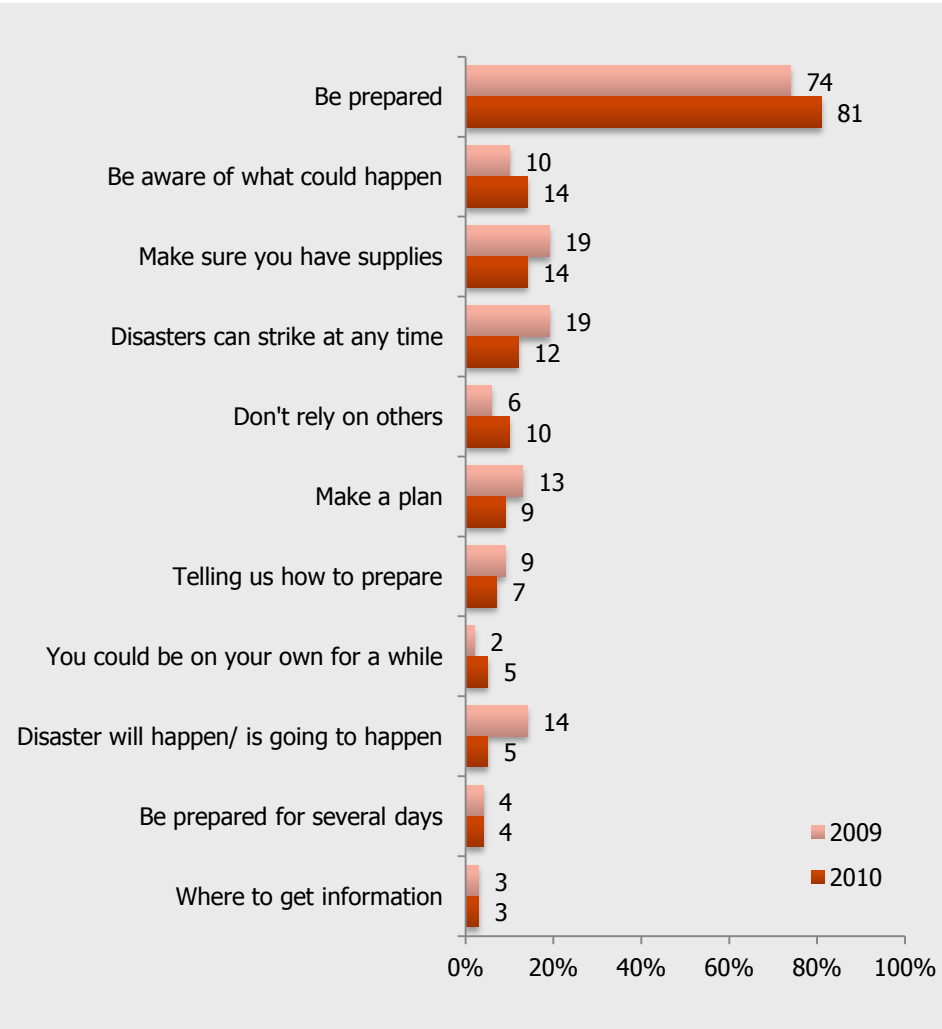


Q16 Where did you see, hear or read the ads?

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), 2010 (n=659) Note: Statements 2% and below not shown.

# Message take-out

Being prepared is the main message take-out from the advertising with over 80% of respondents recalling this.

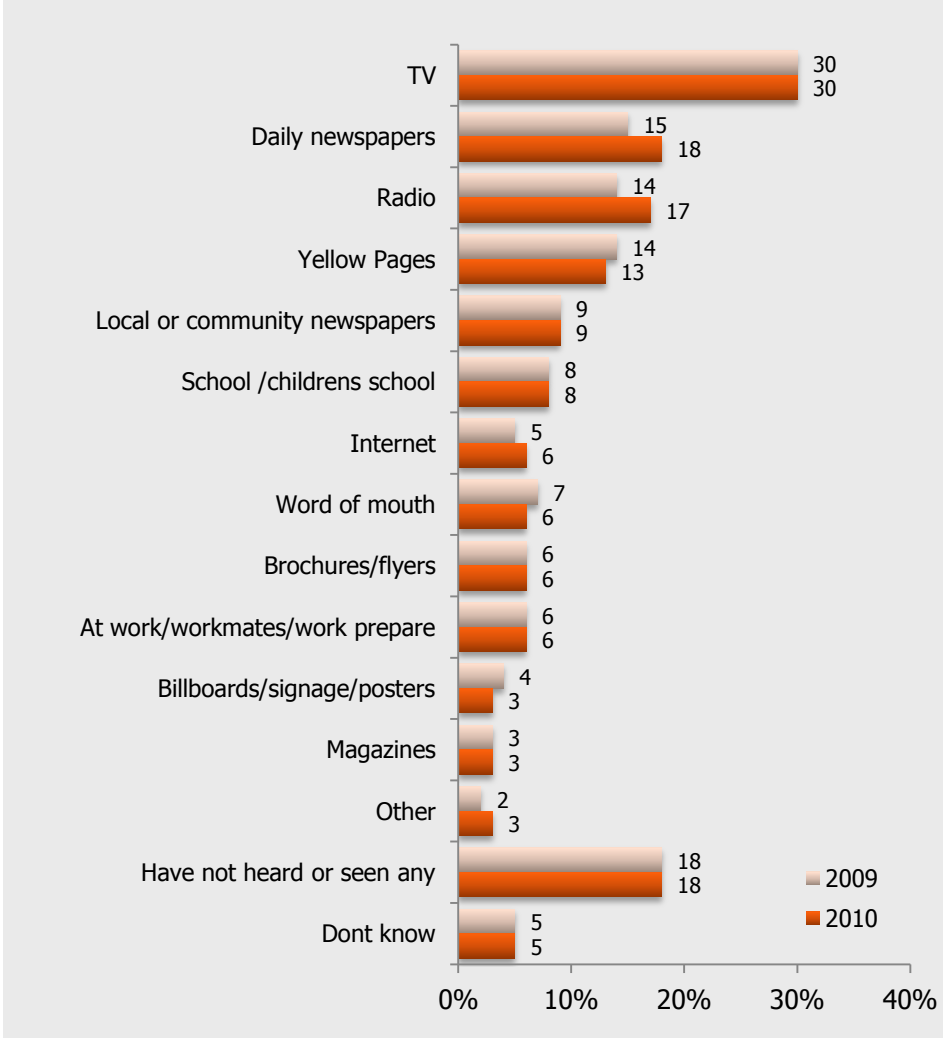


Q17. What do you think the ads were trying to tell you? Base: Those respondents who stated that they have seen or heard advertising about preparing for a disaster, 2009 (n=549), 2010 (n=659).

Note: Statements 2% and below not shown.

# Where heard/seen other (non-advertising) messages

TV is the channel most likely to be identified as the source of disaster messages. This is followed by daily newspapers, the radio and the Yellow Pages.



Q22a Other than in any advertising, where else have you seen or heard other messages or information about disasters? Base: All Respondents, 2009 (n = 1000), 2010 (n=1000) Note: Statements 2% and below not shown.



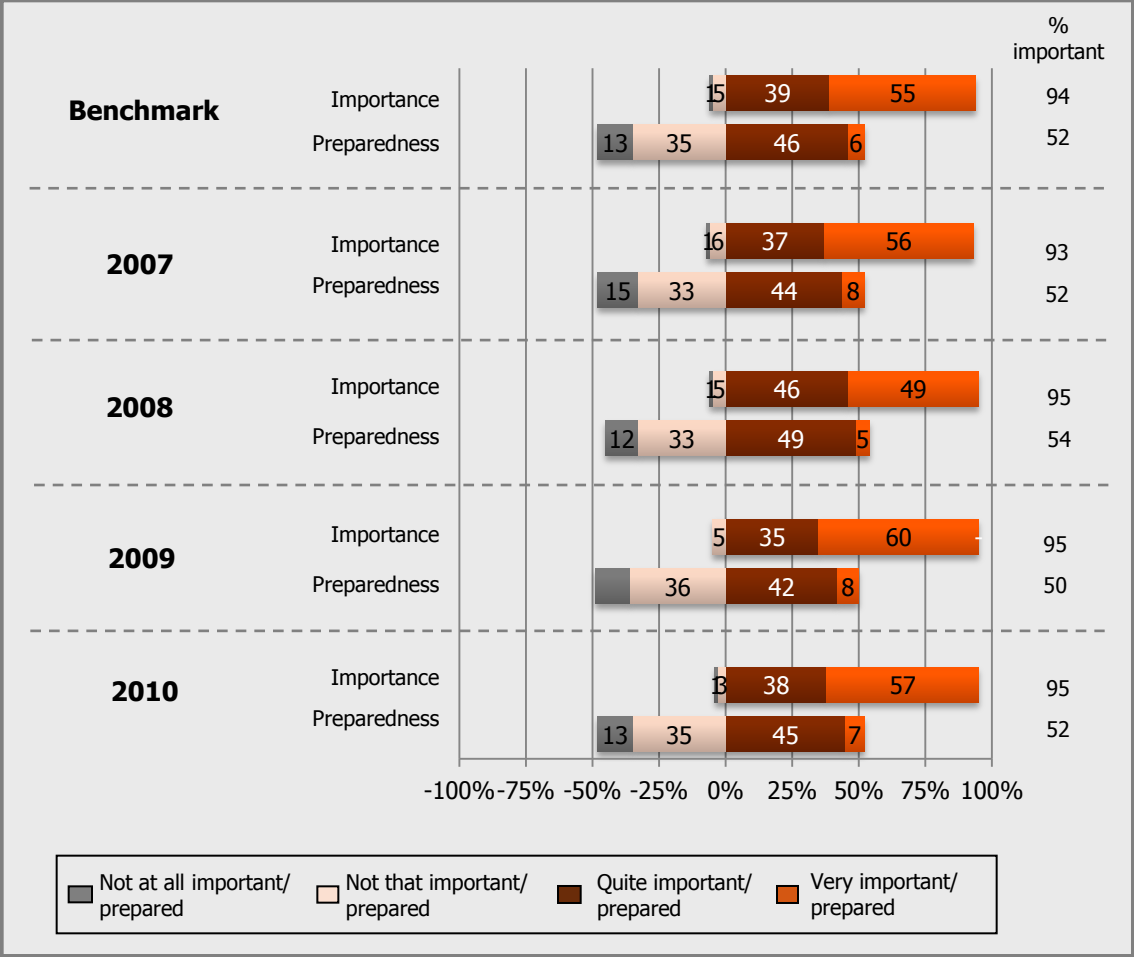
# Attitudes



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# Importance vs Level of Preparedness



Overall, the proportion who consider preparedness to be **'very important'** or **'quite important'** has remained largely consistent with last year.

The overall level of (self-rated) preparedness has also remained relatively stable.

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), 2010 (n=1000).

# Barriers to being prepared

Over time, **more** NZers are saying they are not well prepared due to complacency, while **fewer** NZers are saying they are not well prepared because they 'don't expect it to happen/it is unlikely to happen'.

	BM	'07	'08	'09	'10
Haven't got around to it/no motivation/no time	40%	44%	34%	25%	23%
Complacency	5%	3%	21%	23%	23%
Don't expect it to happen/unlikely to happen	36%	29%	22%	21%	17%
The cost/don't have enough money	8%	5%	6%	10%	11%
Not enough information on being prepared	15%	6%	4%	8%	9%
Haven't thought about it/don't think about disasters	13%	10%	11%	11%	8%
Priorities/not a high priority	-	-	-	-	7%
Haven't got supplies/shortage of emergency survival items	2%	*	1%	4%	6%
Too much hassle – have to continually upgrade/replace supplies	2%	2%	2%	3%	4%
Partly prepared/have some emergency supplies	6%	15%	7%	10%	3%
Don't know what disaster will occur/don't know what to prepare for	6%	9%	2%	4%	3%
Other	-	4%	3%	6%	4%

Q6. You said that being prepared for a disaster is important, but you are not well prepared for one. What stops you from being prepared?  
 Base: Those who stated that being very well/ quite well prepared for a disaster was important but said that they were not well prepared for one:  
 Benchmark (n=341), 2007 (n=387), 2008 (n=398), 2009 (n=431), 2010 (n=417). Note: Statements 2% and below not shown. \*Less than .5%

# More New Zealanders are saying they are not prepared because they are complacent.



*"It's just laziness really, but I need to. I do think about it but I just haven't. Now that we've had this phone call I probably will do something about it this weekend."*

Age 30 to 39yrs. NZ European, not at all prepared

*"Getting off my backside and doing anything about it. Probably not thinking it will actually happen but it actually could so you are playing the odds."*

Age 40 to 49yrs, NZ European, not at all prepared

*"Being bone idle. Just one of these things you keep putting off."*

Age 50 to 59yrs, NZ European, no that prepared

*"Lazy - don't get around to it."*

Age 30 to 39yrs, NZ Euro/Maori, not that prepared

*"Probably because we have never had a major disaster in my lifetime, complacency would be a good word."*

Age 40 to 49yrs, NZ European, no that prepared

*"Laziness."*

Age 50 to 59yrs, unsure of ethnicity, not at all prepared

*"I don't know. Procrastination. Laziness. It's not going to happen to me."*

Age 60 to 69yrs. NZ European, not that prepared

*"It's just pure laziness - something that my wife and I have talked about for 3 years and just never got around to it, since the ads have appeared on TV for Civil Defence."*

Age 30 to 39yrs, NZ European, not that prepared

*"Laziness - that's it."*

Age 50 to 59yrs, Niuean, not that prepared

*"I am not really expecting it. I am not the head of the house and don't do that stuff."*

Age 15 to 19yrs, NZ European, not at all prepared

*"Cause you do not know what type of disaster there might be and that there may not be any warning."*

Age 15 to 19yrs, Niuean, not that prepared

*"Likelihood is low for a disaster. If it was a major disaster then being prepared would be of no consequence."*

Age 60 to 69yrs, NZ European, not that prepared

*"You don't think it's going to happen and you don't think about it."*

Age 30 to 39yrs, non-NZ European, not that prepared

*"Probably thinking it won't happen to us and I keep thinking I will get around to it one day."*

Age 30 to 39yrs, NZ European, not that prepared



Those who 'don't expect it to happen' are slightly more likely to be under 20 years of age.\*

*"I feel it won't happen."*

Age 15 to 19yrs, NZ European, not that prepared

*"Because I think the chances of a really big disaster are not going to happen. I think there might be an earthquake but not big enough for the house to fall down and us to need food and water."*

Age 30 to 39yrs, non-NZ European, not at all prepared

*"It's just the likeliness of it happening. That's why I'm not prepared if it did happen."*

Age 15 to 19yrs, NZ European, not at all prepared

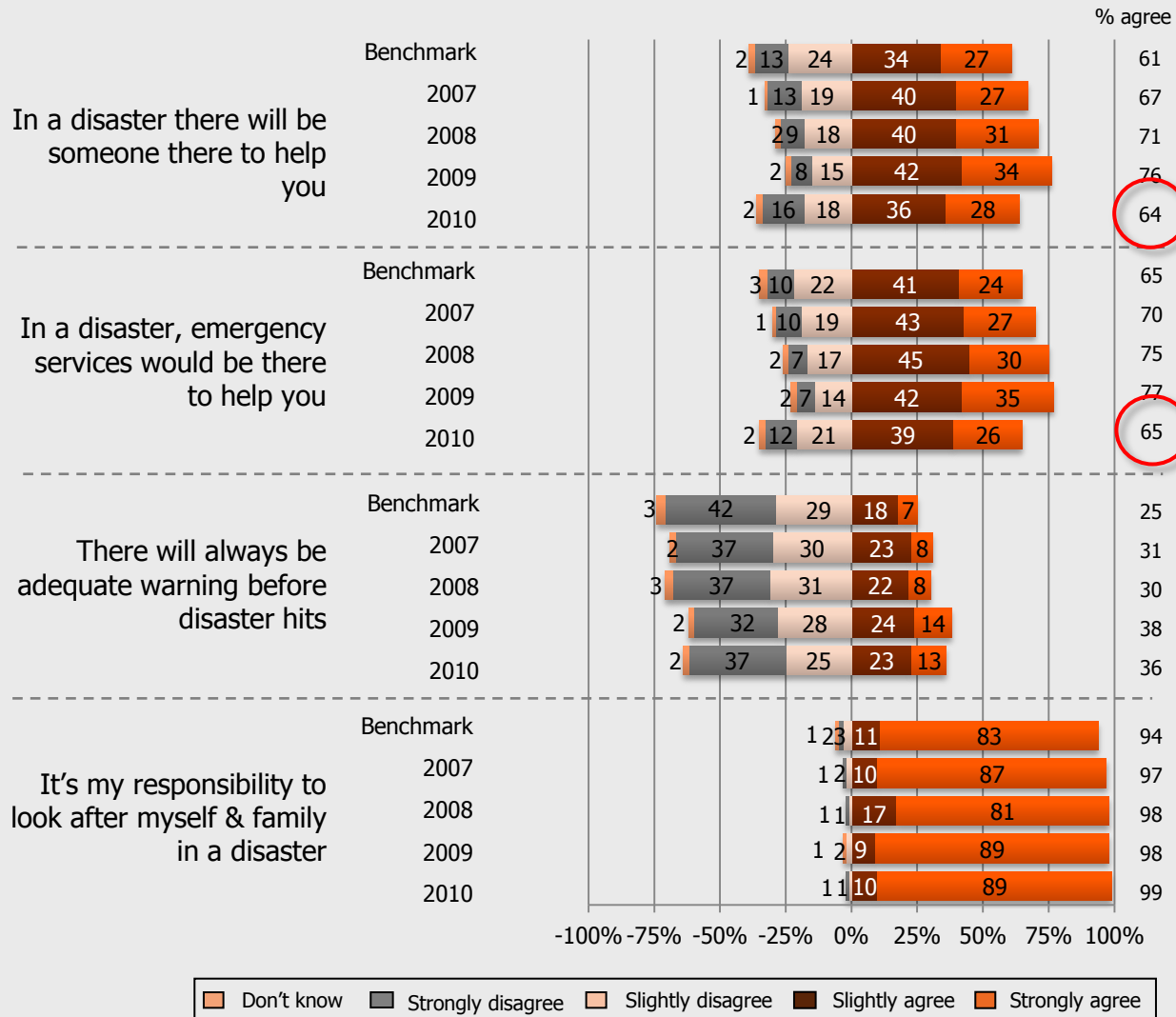
*"You look at it when we last had a disaster - that was a few years ago and you don't expect it to happen again any time soon. Sometimes you are on alert for a disaster all the time you don't have much life. You don't want to worry about something that could happen but hasn't actually happened."*

Age 30 to 39yrs, African, not that prepared

\*Not a statically significant difference. Indicative only.



# Attitudes toward disasters



We are beginning to see a 'healthy shift' in New Zealanders' attitudes toward disasters.

This year, fewer New Zealanders agree that 'in a disaster there will be someone there to help you' and that 'emergency services will be there to help you'.

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), 2010 (n=1000)



# Knowledge: Understanding Impact

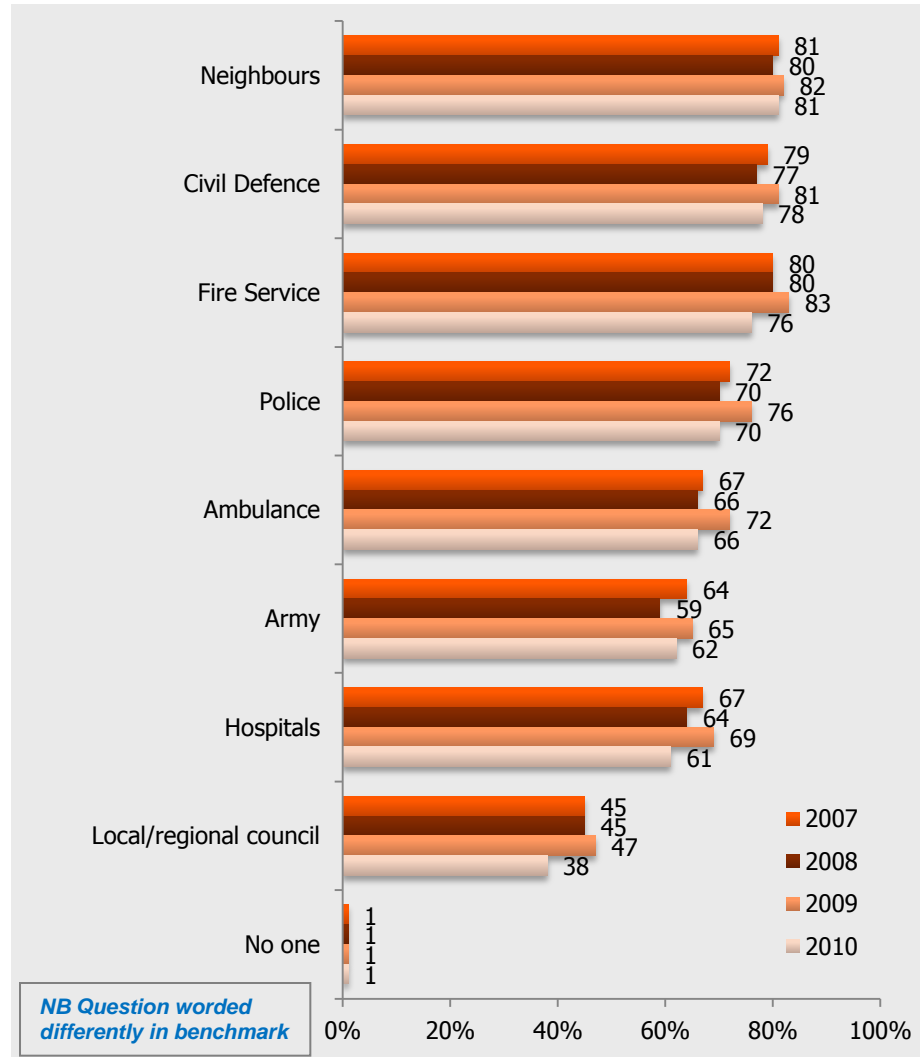


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# Help available following a disaster in your area

This year neighbours are the #1 source NZers turn to for help in a disaster. This is followed closely by Civil Defence and the Fire Department.

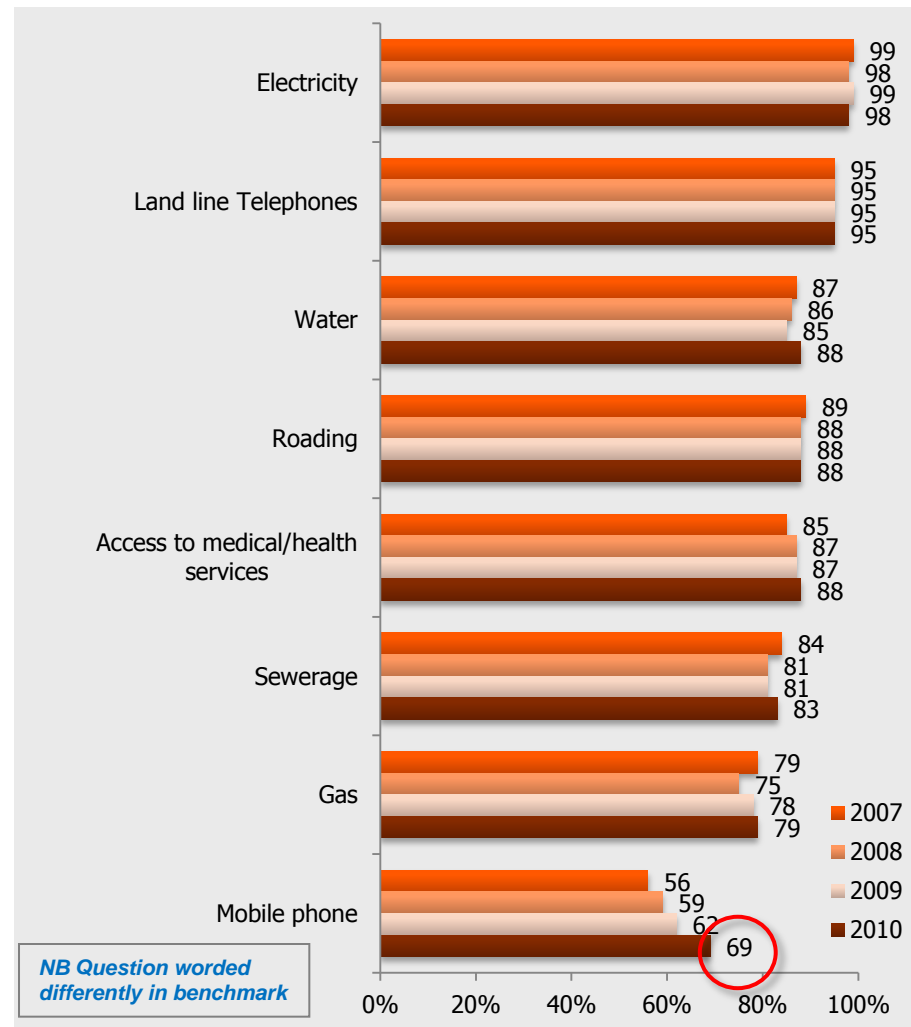


Q7. Now I'd like you to imagine that there has been a disaster in the town, city or rural area where you live. What groups or individuals do you think would be able to help you following a disaster? Base: All Respondents: 2007 (n= 1000), 2008 (n=1016), 2009 (n=1000), 2010 (n=1000)

# Household utilities & infrastructure services

Results have changed little since last year. Between 12-21% 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. This has increased significantly since last year.



Q8 Still imagining there had been a disaster, some of the normal services may not be available. Which of the following household utilities or infrastructure services do you think could be disrupted? Base: All Respondents: 2007 (n= 1000), 2008 (n=1016), 2009 (n=1000), 2010 (n=1000)

# Understanding of what households should do to prepare for a disaster

Four out of five New Zealanders (81%) know that they should maintain supplies of food or water – half (53%) mention both food and water.

39% of New Zealanders know they should have a survival plan – this year fewer mention that this plan should include what to do when away from home.

73% of New Zealanders mention essential items other than food or water.

	2009	2010
<b>Maintain supplies of food and/or water</b>	<b>76%</b>	<b>81%</b>
Maintain food <u>and</u> water supplies	50%	53%
<b>Emergency/survival plan</b>	<b>42%</b>	<b>39%</b>
Have a survival or emergency plan that covers away from home	25%	17%
<b>Other ways to prepare</b>		
Have an emergency supply of essential items (other than food/water)	78%	73%
Discuss with family and friends	12%	6%
View Civil Defence advice (ie webpage, Yellow Pages)	6%	5%
Regularly check/update supplies for an emergency	4%	3%
Investigate hazards and risks in my area	3%	4%
Keep documents, valuables in a safe place	3%	3%
Maintain insurance coverage	1%	-
Other	4%	5%
Don't know	3%	3%

Q6a What things do you think households should do to prepare for a disaster?

Base: All Respondents: 2009 (n=1000), 2010 (n=1000). Note: This question was asked for the first time in 2009.



# Action



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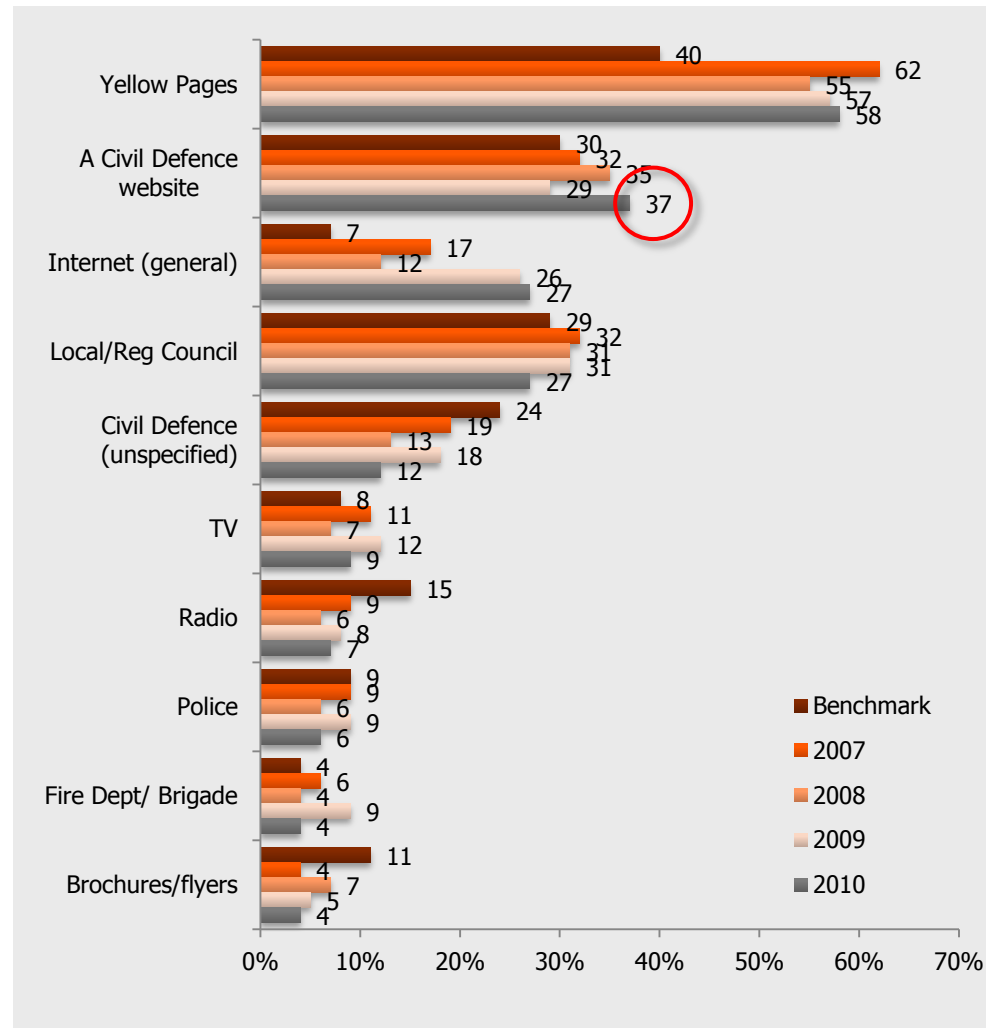
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# Finding information before a disaster

The Yellow Pages remains the #1 source to obtain information about preparing for a disaster.

The internet in general has become a greater source of information over time, and a 'Civil Defence website' has increased as a source of information since last year.

Young New Zealanders are less likely to mention the 'Yellow Pages' – 39% of those aged under 30 years do so, compared with 65% of those aged 30 years or over.

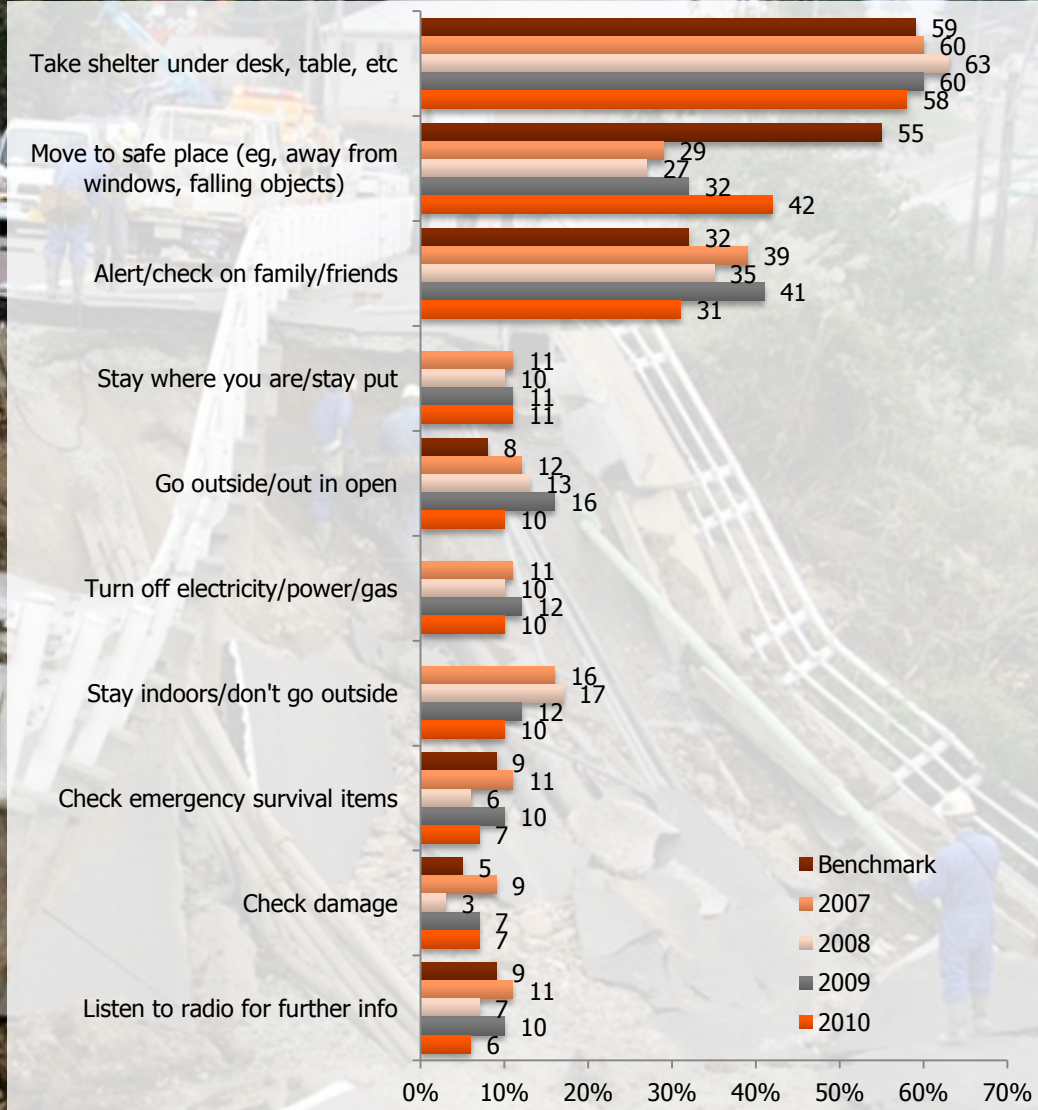


Q12 Before a disaster, where can you get information about how to prepare for a disaster?  
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000)  
 Note: Only the top ten results for 2010 are shown.



# Actions to take during an Earthquake

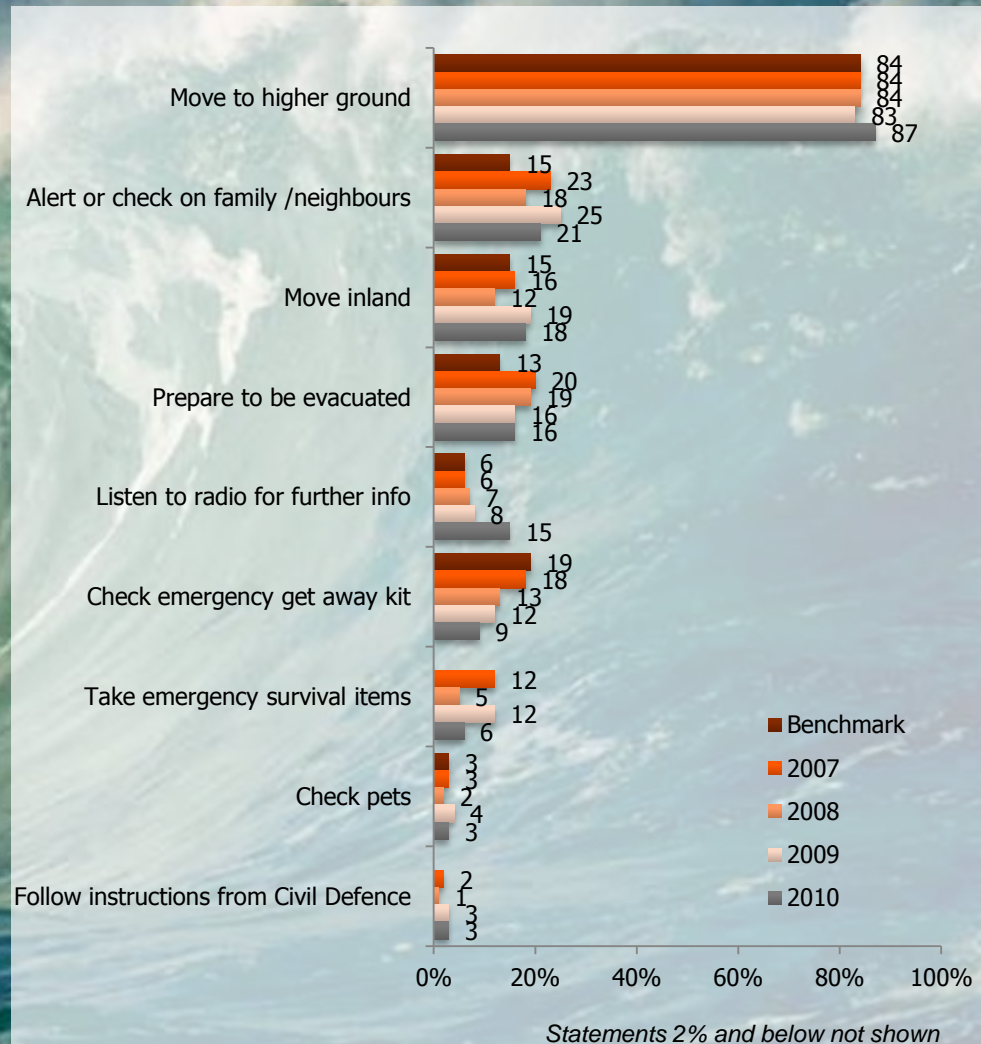
The main action that people would take in the event of an earthquake is to take shelter under a desk/doorway.



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), 2010 (n=1000)  
 Note: Only the top ten results for 2010 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), 2010 (n=1000)

Note: Statements 2% and below not shown.

# Overall conclusions

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

Recent events appear to have had a strong influence on public views of disasters that could occur in New Zealand.

**Earthquakes, tsunamis,** and **volcanic eruptions** feature strongly in New Zealanders' views of disasters that could occur here in their lifetime.

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.



# Overall conclusions (continued)

Overall, **New Zealand's state of preparedness has remained relatively stable, although there has been an upward trend since the start of the campaign.** The number of NZers who are fully prepared has been increasing gradually over the campaign, with 11% being fully prepared in 2010 compared to 7% at the benchmark.

Those in **towns and rural areas** appear to have a better understanding of disasters, and they are much more likely to be prepared at home. Wellington and Southland residents are the most prepared for when disaster strikes, and have higher preparedness levels than the national average.

# Overall conclusions (continued)

Awareness of the TV campaign has **increased** since 2009.

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.**

The tag line **'Get Ready, Get Thru'** is becoming increasingly familiar to New Zealanders, and more New Zealanders are aware of and visiting the [getthru.govt.nz](http://getthru.govt.nz) website.

There has been a **'healthy shift' in New Zealanders' attitudes** toward disasters. Fewer agree that 'in a disaster there will be someone there to help you' and that 'emergency services will be there to help you'.



# Regional analyses



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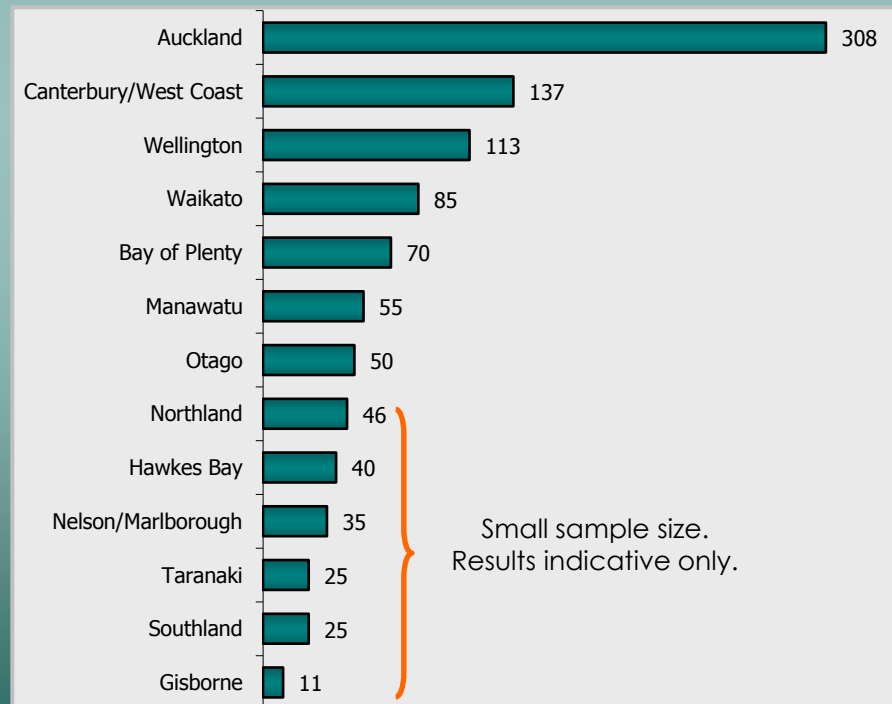
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# Regional analyses

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	2010
Fully prepared	4%	4%	3%	7%	9%
Prepared at home	15%	15%	14%	20%	18%
Has a plan	38%	39%	35%	40%	40%
Has survival items	83%	83%	67%	74%	75%

## Preparedness

- The proportion of Aucklanders who are fully prepared has increased since 2009 (up from 7% to 9% this year). The proportion of Aucklanders who are prepared at home has decreased (from 20% to 18% this year).
- In Auckland, preparedness levels are significantly lower than average in four of the preparedness diagnostics. These are as follows:
  - You are familiar with the Civil Defence information in the Yellow Pages (55%, cf. 62% national average).
  - You have an emergency survival plan for your household (40%, cf. 47% national average).
  - You have stored at least 3 litres of water per person for 3 days for each member of your household (40%, cf. 46% national average).
  - You regularly update your emergency survival items (39%, cf. 46% national average).
- Aucklanders are more likely than average to say they are not that well or not at all prepared for a disaster (54%, cf. 48% national average).
- Aucklanders are less likely than average to say that they can get information about how to prepare for a disaster from a local or regional council (18%, cf. 27% national average). They are more likely than average to say that they can get this information from a website other than a Civil Defence website (18%, cf. 13% national average).

# Auckland (continued)

## Disaster awareness

- Aucklanders are less likely than average to say that an earthquake (88%, cf. 92% national average), or a fire (17%, cf. 22% national average) could happen in their lifetime. However they are more likely than average to state that a volcanic eruption (64%, cf. 51% national average) or an air disaster/plane crash (5%, cf. 3% national average) could happen in their lifetime.
- Aucklanders are more likely than average to say that gas services will be disrupted following a disaster (83%, cf. 79% national average).
- Aucklanders are less likely than average to say that people should check on family, friends, or neighbours following an earthquake (25%, cf. 31% national average).

# Canterbury/West Coast

	Benchmark	2007	2008	2009	2010
Fully prepared	5%	10%	8%	11%	13%
Prepared at home	19%	24%	40%	25%	27%
Has a plan	52%	52%	62%	54%	51%
Has survival items	79%	87%	89%	83%	80%

## Preparedness

- The proportion of Canterbury and West Coast residents who are fully prepared has increased since 2009 (from 11% to 13% this year). Those who are prepared at home has also increased from 25% in 2009 to 27% this year.
- In Canterbury and the West Coast, preparedness levels are lower 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' (74%, cf. 80% national average).

## Advertising and information

- Canterbury and West Coast residents are less likely than average to say they have visited the 'Get Ready, Get Thru' website as a result of seeing the ads (3%, cf. 13% national average).
- Canterbury and West Coast residents are less likely than average to say they have seen non-advertising information about preparing for a disaster at work (2%, cf. 6% national average).

# Canterbury/West Coast (continued)

## Disaster awareness

- Residents in the Canterbury and West Coast region are less likely to say that a volcanic eruption (29%, cf. 51% national average) or an air disaster or plane crash (1%, cf. 3% national average) will occur in their lifetime. They are more likely to say that a snow storm/disaster will occur in their lifetime (3%, cf. 1% national average).
- When it comes to groups and individuals that can help following a disaster, Canterbury and West Coast residents are less likely than average to say that the ambulance service will be available to help (50%, cf. 66% national average).
- When it comes to services that could be disrupted following a disaster, Canterbury and West Coast residents are less likely than average to say that access to medical and health services will be disrupted (82%, cf. 88% national average).
- Canterbury and West Coast residents are less likely than average to say that people should move to higher ground in the event of a tsunami warning (81%, cf. 87% national average). They are more likely to say that they will check on pets in the event of a tsunami (7%, cf. 3% national average).

# Wellington

	Benchmark	2007	2008	2009	2010
Fully prepared	18%	16%	24%	14%	18%
Prepared at home	35%	37%	41%	26%	34%
Has a plan	59%	67%	63%	49%	57%
Has survival items	76%	77%	82%	71%	86%

## Preparedness

- Compared to last year, Wellington residents are more likely to be fully prepared for a disaster (up from 14% to 18%) and more likely to be prepared at home in the event of a disaster (up from 26% to 34%).
- Preparedness levels are significantly higher than average in Wellington for the following three preparedness diagnostics:
  - You have an emergency survival plan for your household (57%, cf. 47% national average).
  - You have the necessary emergency items needed to survive a disaster (86%, cf. 79% national average).
  - You have stored at least 3 litres of water per person for 3 days for each member in your household (63%, cf. 46% national average).
- Wellington residents are more likely than average to say that it is very important to be prepared for a disaster (69%, cf. 57% national average).
- Wellington residents who say they have an emergency survival plan for their household, are more likely than average to have included a plan for what to do when away from home (57%, cf. 44% national average).
- Wellington residents are more likely than average to say that people should have a survival or emergency plan to prepare for a disaster (38%, cf. 20% national average).

# Wellington (continued)

## Advertising and information

- Wellington residents are more likely than average to say they have recently seen, heard or read advertising about preparing for a disaster (77%, cf. 67% national average).
- Those from Wellington who have seen the television ads are more likely than average to say that they have prepared a survival kit as a result of seeing the ads (49%, cf. 38% national average).
- Wellington residents are more likely than average to say they have heard of the 'Get Ready, Get Thru' tagline (58%, cf. 46% national average).
- Wellington residents are more likely than average to state that they saw or heard non-advertising information about disasters at work or through workmates (11%, cf. 6% national average), and through libraries (7%, cf. 2% national average). They are less likely to have seen/heard non-advertising information about disasters through the radio (10%, cf. 17% national average).

## Disaster awareness

- Wellington residents are more likely than average to say that earthquakes (98%, cf. 92% national average) hurricanes/cyclones/storms (43%, cf. 31% national average), and landslides/landslips (9%, cf. 5% national average) could occur in their lifetime.
- When it comes to groups and individuals that can help following a disaster, Wellington residents are more likely than average to say that the army will be there to help (75%, cf. 62% national average).
- When it comes to services that could be disrupted following a disaster, Wellington residents are more likely than average to say that water (95%, cf. 88% national average), gas (96%, cf. 79% national average) and roading (94%, cf. 88% national average) will be disrupted.
- Wellington residents are more likely than average to say that people should implement a survival plan (8%, cf. 3% national average) and check/conserve water supplies (4%, cf. 1% national average) during and immediately following an earthquake. They are less likely to say you should go outside/out into the open during and immediately following an earthquake (4%, cf. 10% national average).

# Waikato

	Benchmark	2007	2008	2009	2010
Fully prepared	9%	6%	7%	11%	12%
Prepared at home	21%	22%	19%	18%	21%
Has a plan	44%	46%	45%	50%	36%
Has survival items	68%	91%	81%	75%	80%

## 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 previous experience with disasters has prompted them to take these steps (14%, cf. 4% national average).
- Preparedness levels in the Waikato region are significantly lower than average in the following two preparedness diagnostics:
  - You have an emergency survival plan for your household (36%, cf. 47% national average).
  - You regularly update your emergency survival items (36%, cf. 46% national average).
- Waikato residents are more likely than average to say that households should maintain food supplies to prepare for a disaster (34%, cf. 25% national average).
- Waikato residents are more likely than average to say they can get information about how to prepare for a disaster from the television (18%, cf. 9% national average) They are less likely to say that they can get information from a Ministry of Civil Defence website (20%, cf. 35% national average).



# Waikato (continued)

## Advertising and information

- Waikato residents who have seen the Civil Defence advertising are more likely to agree that the ads contain new information (71%, cf. 57% national average) and are more likely than average to agree with the statement 'you are getting fed up seeing them' (33%, cf. 18% national average).
- Waikato residents are less likely than average to have talked to family and friends (34%, cf. 48% national average), made a survival kit (24%, cf. 38% national average), and visited the 'Get Ready Get Thru website' (2%, cf. 13% national average) as a result of seeing the ads.
- Waikato residents are less likely than average to state that they saw or heard non-advertising information about disasters through word of mouth (1%, cf. 6% national average). They are more likely than average to say that they have not heard or seen any other information about disasters (7%, cf. 3% national average).

## Disaster awareness

- Waikato residents are more likely than average to say that a volcanic eruption will occur during their lifetime (61%, cf. 51% national average).
- In terms of groups and individuals that could help following a disaster, Waikato residents are less likely to say that the army will be there to help (47%, cf. 62% national average). They are more likely to say that ambulance services will be there to help following a disaster (75%, cf. 66% national average).
- Waikato residents are less likely than average to say that gas services will be disrupted following a disaster (69%, cf. 79% national average).
- Waikato residents are more likely than average to say that in the event of an earthquake people should head to a safe designated emergency place (6%, cf. 2% national average).
- In the event of a tsunami warning having been issued, Waikato residents are less likely than average to say they will move to higher ground/away from danger (75%, cf. 87% national average).

# Bay of Plenty

	Benchmark	2007	2008	2009	2010
Fully prepared	8%	2%	13%	15%	12%
Prepared at home	16%	16%	34%	28%	22%
Has a plan	43%	42%	57%	54%	47%
Has survival items	67%	82%	90%	78%	81%

## Preparedness

- Bay of Plenty residents are more likely than average to say that being prepared for a disaster is not that important (8%, cf. 3% national average). They are also more likely than average to say that they are not prepared at all for a disaster (21%, cf. 13% national average).
- Bay of Plenty residents who have taken steps in the past 12 months to prepare for a disaster are more likely than average to say that disasters that have occurred in New Zealand have prompted them to take these steps (33%, cf. 19% national average).
- Bay of Plenty residents are less likely than average to say they can get information about how to prepare for a disaster from websites other than a Civil Defence website (3%, cf. 13% national average).

# Bay of Plenty (continued)

## Advertising and information

- Bay of Plenty residents who have seen or heard advertising about preparing for a disaster are less likely than average to say they saw these ads on television (78%, cf. 89% national average).
- Bay of Plenty residents are less likely than average to state that they saw or heard non-advertising information about disasters via television (19%, cf. 30% national average). They are more likely than average to say that they have heard or seen non-advertising information about disasters through local or community newspapers (19%, cf. 9% national average).

## Disaster awareness

- In the Bay of Plenty, residents are less likely than average to say that a hurricane, cyclone or storm could happen in New Zealand during their lifetime (20%, cf. 31% national average).
- Bay of Plenty residents are more likely than average to say that access to medical and health services may be unavailable in the event of a disaster (96%, cf. 88% national average)
- Bay of Plenty residents are more likely than average to say that in the event of a tsunami warning, people should implement a survival plan (10%, cf. 2% national average).
- In the event of an earthquake, Bay of Plenty residents are less likely than average to say that people should take shelter under a desk or door (42%, cf. 58% national average). They are also less likely than average to say that people should check damage and check that everything is stabilised and secure (1%, cf. 7% national average).

# Otago

	Benchmark	2007	2008	2009	2010
Fully prepared	5%	17%	4%	3%	8%
Prepared at home	15%	32%	18%	14%	29%
Has a plan	53%	44%	43%	60%*	59%
Has survival items	94%	86%	82%	89%	88%

## Preparedness

- Compared to last year, more Otago residents are fully prepared for a disaster (8% compared to 3% last year). The proportion who are prepared at home has also increased since last year (from 14% to 29% this year).
- Otago residents are more likely than average to say that complacency is a barrier to being prepared (50%, cf. 23% national average).
- Otago 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 website (48%, cf. 35% national average), or from a local/regional council (39%, cf. 27% national average).
- Otago residents are more likely than average to say that households should prepare for a disaster by maintaining food supplies (43%, cf. 25% national average) or maintaining water supplies (29%, cf. 18% national average). They are also more likely than average to say that people should prepare for a disaster by having an emergency plan that covers what to do when away from home (28%, cf. 17% national average).

## Advertising and information

- Otago residents are more likely than average to have seen or heard non-advertising information about disasters through work/workmates (15%, cf. 6% national average).
- Otago residents who have seen the television ads are less likely than average to agree that the ads contain new information (37%, cf. 57% national average), and that the information contained in the ads was helpful (75%, cf. 92% national average). They are also less likely than average to disagree that they are getting fed up seeing the ads (61%, cf. 80% national average).

# Otago (continued)

## Disaster awareness

- Consistent with last year, Otago residents are more likely than average to say that floods will occur in New Zealand during their lifetime (80%, cf. 54% national average). They are also more likely to say that fires will occur in New Zealand during their lifetime (35%, cf. 22% national average).
- When it comes to individuals or groups that would be able to help following a disaster, Otago residents are less likely than average to say that Civil Defence will be there to help (66%, cf. 78% national average).
- When it comes to services being disrupted as a result of a disaster, Otago residents are more likely than average to think that sewerage services could be disrupted (96%, cf. 83% national average).
- Otago residents are more likely than average to say that in the event of a tsunami warning, people should move to higher ground (96%, cf. 87% national average), listen to the radio for further information (28%, cf. 15% national average), and check emergency getaway kits (17%, cf. 9% national average).
- Otago residents are more likely than average to say that in the event of an earthquake, people should alert or check on family, friends and neighbours (50%, cf. 31% national average) and implement a survival plan (10%, cf. 3% national average).

# Manawatu

	Benchmark	2007	2008	2009	2010
Fully prepared	6%	16%	16%	15%	7%
Prepared at home	28%	34%	30%	33%	22%
Has a plan	52%	63%	55%	65%	50%
Has survival items	85%	97%	76%	94%	82%

## Preparedness

- Manawatu residents are more prepared than average on the following preparedness diagnostic:
  - You have stored at least three litres of water per person for three days for each member in your household (59%, cf. 46% national average).
- Manawatu residents who say they have an emergency survival plan for their household are less likely than average to have included a plan for what to do when they are away from home (26%, cf. 44% national average).

## Advertising and information

- Manawatu residents are more likely than average to say that they enjoyed watching the Civil Defence Television ads (90%, cf. 78% national average).

# Manawatu (continued)

## 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 (71%, cf. 54% national average). They are less likely to say that a tsunami could occur in their lifetime (64%, cf. 76% 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 (78%, cf. 62% 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 (57%, cf. 69% national average).
- Following an earthquake, Manawatu residents are more likely than average to say people should turn off electricity/power/gas (21%, cf. 10% national average), and check pets (6%, cf. 2% national average).



# Northland\*

	Benchmark	2007	2008	2009	2010
Fully prepared	1%	7%	10%	6%	6%
Prepared at home	13%	33%	24%	25%	34%
Has a plan	37%	51%	42%	56%	55%
Has survival items	87%	91%	93%	80%	74%

## Preparedness

- The proportion of fully prepared Northland residents has remained consistent with last year at 6%. The proportion who are prepared at home has increased (from 25% last year to 34% this year).
- Northland residents who have taken steps towards preparing for a disaster in the past twelve months are more likely than average to say that they were prompted to take these steps because of news and articles in the media (30%, cf. 13% national average).
- Northland residents are more likely than average to say that households should prepare for a disaster by regularly checking/updating supplies (11%, cf. 3% national average).

## Advertising and information

- Northland residents who have seen the Civil Defence television advertising are more likely than average to say that they are getting fed up seeing the ads (32%, cf. 18% national average).

# Northland (continued)\*

## Disaster awareness

- Northland residents are more likely than average to say that a drought (13%, cf. 4% national average), pandemic/outbreak of disease (11%, cf. 3% national average), or a war/civil war (8%, cf. 2% national average) could occur in their lifetime. They are less likely than average to say that a volcanic eruption will occur in their lifetime (38%, cf. 51% national average).
- 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 water (76%, cf. 88% national average), sewerage (69%, cf. 83% national average), and gas (57%, cf. 79% national average) will be disrupted following a disaster.
- In the event of an earthquake, Northland residents are more likely than average to say that people should move to a safe place (56%, cf. 42% national average), and go outside/go out into the open (23%, cf. 10% national average).

# Hawkes Bay\*

	Benchmark	2007	2008	2009	2010
Fully prepared	13%	7%	16%	12%	7%
Prepared at home	26%	26%	29%	29%	20%
Has a plan	59%	54%	64%	59%	63%
Has survival items	88%	80%	73%	87%	79%

## Preparedness

- Hawkes Bay residents are more likely than average to say that it is very important to be prepared for a disaster (72%, cf. 57% national average).
- Hawkes Bay residents are more prepared than average on the following preparedness diagnostic:
  - You have an emergency survival plan for your household (63%, cf. 47% national average).
- Hawkes Bay residents are more likely than average to say that households should prepare for a disaster by having an emergency plan that includes what to do when away from home (29%, cf. 17% national average), and by keeping documents and valuables in a safe place (15%, cf. 3% national average).
- Hawkes Bay residents who have taken steps towards preparing for a disaster in the past twelve months are more likely than average to say that they were prompted to take these steps because of disasters that occurred in New Zealand (43%, cf. 19% national average), and because it is something that they have always done (22%, cf. 6% national average). They are less likely to say that they were prompted to take these steps because of advertising they saw, heard, or read (6%, cf. 23% national average).
- When it comes to getting information on how to prepare for a disaster, Hawkes Bay residents are more likely than average to say that this information is available from Civil Defence (29%, cf. 11% national average), the Police (23%, cf. 6% national average), the Fire service (19%, cf. 4% national average), and brochures and flyers (13%, cf. 4% national average).

# Hawkes Bay (continued)\*

## 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 that disasters can strike at any time (22%, cf. 12% national average).
- Hawkes Bay residents who have seen or heard advertising about preparing for a disaster are more likely than average to say that they heard these ads on the radio (26%, cf. 14% national average).
- Hawkes Bay residents are more likely than average to say that they have heard non-advertising information about disasters via the radio (28%, cf. 17% national average).

## Disaster awareness

- Hawkes Bay residents are more likely than average to say that a road accident is a disaster that could occur in their lifetime (11%, cf. 3% national average).
- When it comes to groups and individuals that can help following a disaster, Hawkes Bay residents are more likely than average to say that Civil Defence will be there to help (93%, cf. 78% national average).
- In the event of a tsunami warning, Hawkes Bay residents are more likely than average to say that people should listen to the radio for further information (27%, cf. 15% national average), and prepare to be evacuated/take important personal items (26%, cf. 16% national average).
- In the event of an earthquake, Hawkes Bay residents are more likely than average to say that people should take shelter under a desk or doorway (86%, cf. 58% national average), prepare to be evacuated/take important personal items (13%, cf. 5% national average), and stay indoors (21%, cf. 10% national average).

# Nelson/Marlborough\*

	Benchmark	2007	2008	2009	2010
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>	<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>	<i>Sample size too small</i>
Has a plan	66%	48%	71%	53%	43%
Has survival items	88%	91%	87%	91%	85%

## Preparedness

- 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 reason for this is that they haven't got around to it or that they have no motivation/time to do it (48%, cf. 23% national average).

## Advertising and information

- Nelson/Marlborough residents who have seen the Civil Defence advertising are more likely to agree that the ads contained new information (82%, cf. 57% national average).
- Nelson/Marlborough 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 that they should be prepared for several (at least 3) days (19%, cf. 4% national average), and that they could be on their own for a while (18%, cf. 5% national average).
- Nelson/Marlborough residents are more likely than average to say that they have seen non-advertising information about disasters in the Yellow Pages (25%, cf. 13% national average), and on billboards, signage, and posters (9%, cf. 3% national average).

# Nelson/Marlborough (continued)\*

## Disaster awareness

- Nelson/Marlborough residents are less likely than average to say that a volcanic eruption is a disaster that could happen in their lifetime (30%, cf. 51% national average).
- Similar to the past two years, when it comes to services that could be disrupted following a disaster, Nelson/Marlborough residents are less likely than average to say that gas services will be disrupted (44%, cf. 79% national average).

	Benchmark	2007	2008	2009	2010
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>	<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>	<i>Sample size too small</i>
Has a plan	47%	39%	57%	43%	36%
Has survival items	81%	84%	90%	81%	68%

## Preparedness

- Taranaki residents are more likely than average to say that they should prepare for a disaster by having a survival or emergency plan (40%, cf. 18% national average).

## Advertising and information

- Taranaki 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 how to prepare/what to do when a disaster strikes (23%, cf. 7% national average).
- Taranaki residents are more likely than average to say that they have not done anything as a result of seeing the ads (39%, cf. 19% national average).
- Similar to last year, Taranaki residents are more likely than average to have not seen or heard any other messages or information about disasters other than in advertising (30%, cf. 16% national average).



# Taranaki (continued)\*

## Disaster awareness

- When it comes to services that could be disrupted following a disaster, Taranaki residents are less likely than average to say that sewerage services could be disrupted (65%, cf. 83% national average).
- Taranaki residents are less likely than average to say that in the event of an earthquake, people should move to a safe place (16%, cf. 42% national average).
- When it comes to groups and individuals that can help following a disaster, Taranaki residents are less likely than average to say that the Army will be there to help (45%, cf. 62% national average).

# Southland\*

	Benchmark	2007	2008	2009	2010
Fully prepared	Sample size too small	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	Sample size too small
Has a plan	55%	52%	72%	50%	62%
Has survival items	77%	87%	86%	90%	77%

## Preparedness

- Southland residents are more likely than average to say that they are very well prepared for a disaster (18%, cf. 7% national average).
- Southland residents are more likely than average to say that they should prepare for a disaster by maintaining water supplies (35%, cf. 18% 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 a Civil Defence website (52%, cf. 35% national average).

## Advertising and information

- Southland residents are more likely than average to have heard of the 'Get Ready, Get Thru' website (55%, cf. 38% national average).
- Southland residents are more likely than average to say that they have heard non-advertising information about disasters through word of mouth (18%, cf. 6% national average).

# Southland\*

## Disaster awareness

- Southland residents are more likely than average to say that a flood is a disaster that could happen in their lifetime (79%, cf. 54% national average). They are less likely to say that a hurricane is a disaster that could occur in their lifetime (14%, cf. 31% national average).
- In the event of a tsunami warning, Southland residents are more likely than average to say that people should move inland (33%, cf. 18% national average).
- In the event of an earthquake, Southland residents are more likely than average to say that you should stay indoors (22%, cf. 10% national average).
- When it comes to services that could be disrupted following a disaster, Southland residents are less likely than average to say that gas services could be disrupted (61%, cf. 79% national average).
- When it comes to groups and individuals that can help following a disaster, Southland residents are less likely than average to say that the Army will be there to help (40%, cf. 62% national average).

	Benchmark	2007	2008	2009	2010
Fully prepared	Sample size too small	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	Sample size too small
Has a plan	62%	42%	68%	40%	72%
Has survival items	100%	87%	87%	92%	80%

## Preparedness

- Gisborne residents are more likely than average to say they are very well prepared or quite well prepared for a disaster (90%, cf. 52% national average).
- When it comes to information about preparing for a disaster, Gisborne residents are more likely to say they can get information from a local or regional council (51%, cf. 27% national average), and from a website other than a Civil Defence website (35%, cf. 13% national average). They are less likely to say they can get information from the Yellow Pages (13%, cf. 58% national average).
- Gisborne residents who have taken steps in the past 12 months to prepare for a disaster are more likely than average to say that previous disasters that have occurred in New Zealand have prompted them to take these steps (64%, cf. 19% national average).

## Advertising and information

- Gisborne residents are more likely than average to say that they have not heard of the 'Get Ready, Get Thru' website (88%, cf. 60% national average).
- Gisborne residents are more likely than average to have heard non advertising information about disasters via the radio (43%, cf. 17% national average).

# Gisborne (continued)\*

## Disaster awareness

- Gisborne residents are more likely than average to say that a fire is a disaster that could occur in their lifetime (55%, cf. 22% national average).
- Gisborne residents are more likely than average to say that in the event of an earthquake, people should listen to the radio (31%, cf. 6% national average).