



Ministry of Civil Defence & Emergency Management

Campaign Monitoring Research

July 2012



Background and objectives

Background

The Ministry of Civil Defence and Emergency Management needs to shift people's level of preparedness for disasters.

The Get Ready Get Thru social marketing campaign began in June 2006 and has now been running for six years.

This survey builds upon a previous 2006 pre-campaign benchmark survey, and five annual tracking surveys conducted from 2007 to 2011. All surveys are carried out in April and May each year, with the exception of the 2011 survey which was delayed by four weeks due to the February 2011 Christchurch earthquake.

Objective

To measure New Zealand residents' disaster preparedness, and to assess the effectiveness of the campaign over time.

How the survey was carried out

Methodology

- Random telephone interviewing of New Zealand residents aged 15 years and over. One thousand two hundred and fifty five interviews were carried out from 16 April to 13 May 2012.
- The methodology is very similar to that used in the benchmark and the previous annual measures, with the exception that additional interviews were carried out in 2011 and 2012 to allow more robust regional analyses.
- The maximum margin of error is +/- 3.0 percentage points at the 95% confidence level (for a stratified random sample).
- The overall results have been weighted to 2006 Census figures to adjust for the fact that some regions were 'oversampled' this year, and to align the data with Census counts for age and gender.
- All differences cited in this report are statistically significant at the 95% confidence level.

Consideration of the Christchurch earthquakes for this year's survey

- Christchurch residents were not interviewed last year. Given the ongoing aftershocks and impact of the earthquakes on Christchurch residents it would have been inappropriate to question them about their awareness of and preparedness for disasters.
- This year's survey shows that preparedness in Christchurch has changed markedly since Christchurch residents were last surveyed in 2010. To aid comparability with last year's results (that excluded Christchurch residents) all of this year's results have been analysed both nationally and after excluding Christchurch residents from the data.
- Where a result after excluding Christchurch residents differs from this year's national result, the result after excluding Christchurch residents is displayed alongside the national result in parentheses.
- If no result is shown in parentheses, then the national result is identical to the result after Christchurch residents' responses are removed from the data.

Executive summary

New Zealand's state of preparedness

Last year's survey, carried out approximately three months after the February 2011 Christchurch earthquake, illustrated a significant shift in New Zealand residents' preparedness for disasters. The proportion of people fully prepared increased from 11% in 2010 to 18% in 2011.

Christchurch residents were not interviewed last year as it would have been inappropriate to question them about their awareness of and preparedness for disasters at that time. Christchurch residents were interviewed this year, and this survey demonstrates a diverging pattern of results for those living inside and outside Christchurch.

- **Sixteen percent of all New Zealand residents are fully prepared for an emergency.** 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.
 - Preparedness has decreased since 2011 for those living outside Christchurch – 14% of those living outside Christchurch are fully prepared for an emergency (down from 18% in 2011). Although there has been a decrease in preparedness for those living outside Christchurch, this result is still higher than in 2010, when just 11% of all New Zealand residents were fully prepared.
 - Christchurch residents' preparedness has increased markedly since they were last interviewed for this research in 2010 – 40% of Christchurch residents are now fully prepared for an emergency (up from 15% of Christchurch residents in 2010).

Executive summary (continued)



New Zealand's state of preparedness

- **Nearly a third (32%) of all New Zealand residents are prepared for an emergency when at home.**
Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items.
 - Among those living outside Christchurch the proportion who are prepared at home (30%) remains statistically equivalent to last year.
 - The proportion of Christchurch residents who are prepared at home has increased markedly since they were last interviewed for this research in 2010 – 53% of Christchurch residents are fully prepared for an emergency (up from 31% of Christchurch residents in 2010).
- **Fifty five percent of all New Zealand residents say they have taken steps to prepare themselves or their household in the last 12 months.** This is lower than last year's result (60%), but significantly higher than in 2010 (45%), before the Christchurch earthquakes struck. Similar to last year, the main prompt for preparing was the Christchurch earthquakes – 69% of those who said they did something to prepare themselves or their household said (unprompted) that this was due to the Christchurch earthquakes.
 - Nine out of ten Christchurch residents (90%) have taken steps to prepare in the last 12 months.

Executive summary (continued)



New Zealand's state of preparedness

- **Sixty percent of all New Zealand residents have a survival plan.** This result is statistically equivalent to last year's result, and significantly higher than in 2010 (up from 47% in 2010), before the Christchurch earthquakes struck.
- **Twenty seven percent of New Zealand residents have a plan that includes what to do when away from home.** This result is statistically equivalent to last year's result, and significantly higher than in 2010 (up from 21% in 2010), before the earthquakes struck. However, among those living outside Christchurch, the proportion with such a plan has decreased from 30% in 2011 to 25% this year.
- **Four out of five New Zealand residents (81%) have emergency survival items.** This result is statistically equivalent to last year's result and the 2010 result. However, among those living outside Christchurch, the proportion with emergency survival items has decreased from 84% in 2011 to 80% this year.
- **Those more at risk when disaster strikes** are young people, those who identify with ethnic groups other than New Zealand European or Maori, and those who have lived in New Zealand for ten years or less.
- **Barriers to preparedness:** We asked those who believe preparedness is important for the reasons why they have not prepared. Low motivation (31%), perceptions that the likelihood of a disaster is low (25%), and cost (18%) are the main barriers.

Executive summary (continued)



How well is the advertising working?

The advertising campaign continues to be well received.

- Most people who have seen the ads (88%) have done something or thought about doing something as a result (up from 81% in 2011 and 2010).
- Three quarters of New Zealand residents who have seen the ads (75%) have gone beyond thinking about preparing, and have taken at least one of the following actions as a result:
 - ✓ talked to family/friends (58%)
 - ✓ made a survival kit (50%, up from 42% in 2011)
 - ✓ made a survival plan (41%),
 - ✓ visited the Get Ready Get Thru website (14%)
 - ✓ or visited other disaster preparation websites (10%).
- Diagnostically, the TV ads continue to work well. More people think the ads contain new information this wave (up from 58% to 65%), and find the ads relevant (up from 89% to 95%), and believable (up from 96% to 98%).
- The majority of people who have seen the ads understand the message (99%), find the information helpful (96%), and find them enjoyable to watch (81%).

Executive summary (continued)



How well is the advertising working?

- Public awareness of the Civil Defence TV advertisements has increased 6 percentage points, from 63% in 2010 to 69% this year. This increase was expected because the March 2011 Get Ready Get Thru advertising was cancelled following the February earthquake, which resulted in lower than usual advertising awareness last year. Awareness is above the norm for TV advertisements.
- The tag line 'Get Ready, Get Thru' is becoming increasingly familiar. Awareness of the tag line has increased from 41% in 2009, to 46% in 2010, to 49% in 2011, to 59% this year.
- Awareness of the Get Thru website has increased significantly - 49% of New Zealand residents are aware of the website (up from 40% in 2011).

**GET READY
GET THRU** 

Events and situations that may have influenced awareness of, and preparedness for, disasters in 2012



Putting the survey into context...

Before interpreting research results it is useful to consider the context, or events that occurred, prior to fieldwork (16 April to 13 May 2012).

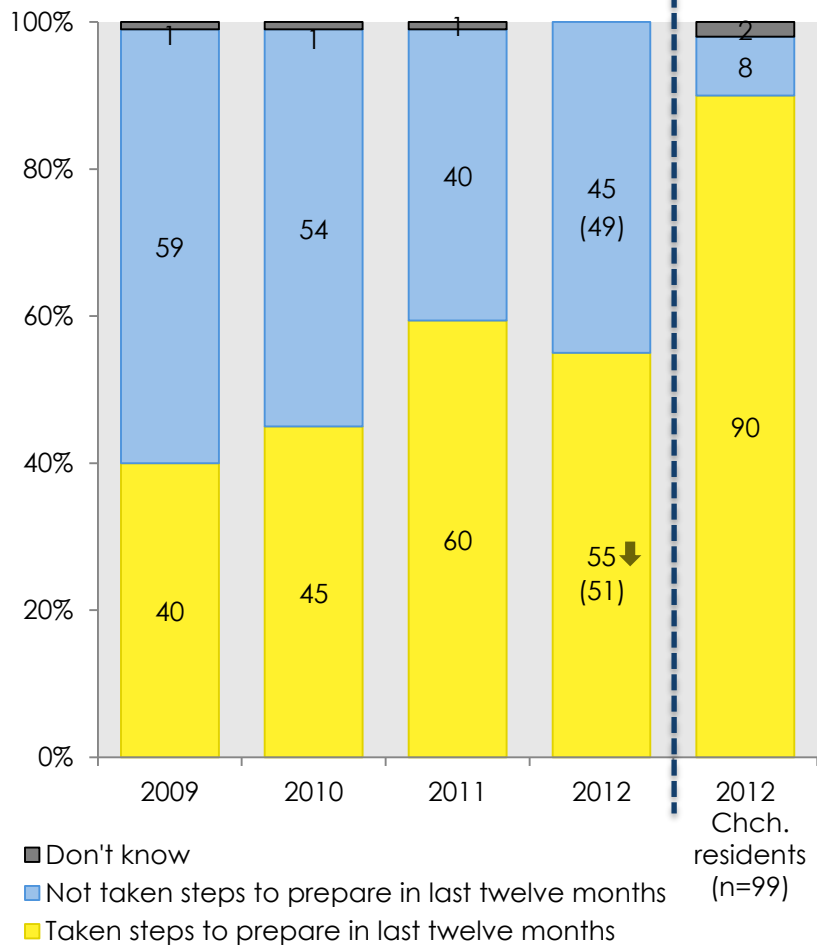
Factors that may have influenced the results include:

- Earthquakes/aftershocks in and near Christchurch (on-going)
- Reports of Japan tsunami debris reaching US and Canadian shores (on-going)
- Tornado in Tsukuba, Japan (May)
- Flooding in UK (April)
- Earthquake in Indonesia (April)
- Tornadoes in central and mid-west US (Feb/March/April)
- Avalanche in Pakistan (April)
- Heavy rain in Gisborne/Hawkes Bay, NZ (April)
- Flooding in Fiji (April)
- Earthquake in central Australia (March)
- Earthquake near Mexico (March)
- Flooding in Queensland and New South Wales, Australia (February and March)
- Earthquake in Philippines (February)
- Heavy snowfalls and extreme cold in Europe (February)
- Flooding in Nelson (December).

As may be expected, the vast majority of Christchurch residents have taken steps to prepare for disaster in the last 12 months.



Taken steps to prepare for disaster in the last 12 months



Over half (55%) of those living in New Zealand have taken steps to prepare in the last 12 months. This national result remains higher than in 2010 (45%), before the Christchurch earthquakes struck.

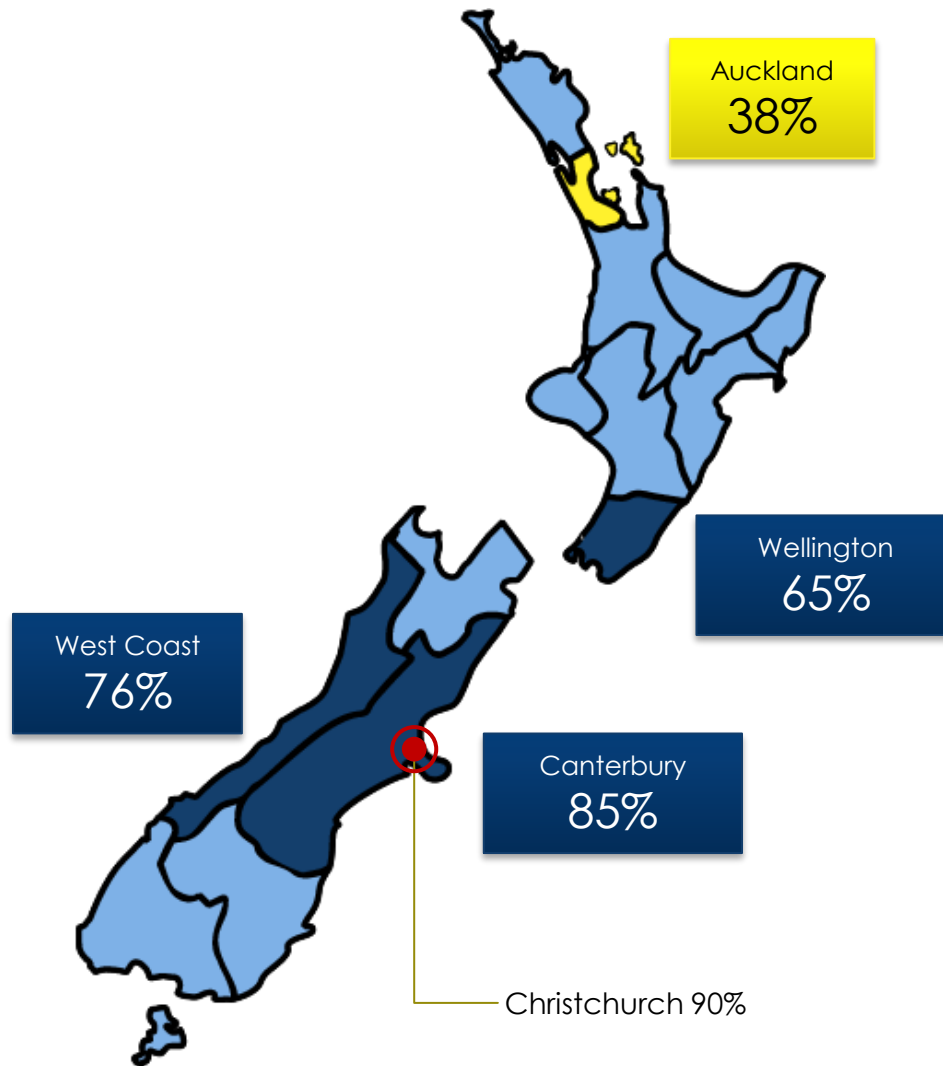
However, relative to last year fewer people living outside Christchurch have taken steps to prepare for a disaster – 51% of those living outside Christchurch have taken steps to prepare in the last 12 months, down from 60% in 2011.

Christchurch residents are much more likely than others to have taken steps to prepare - 90% have done so.

↕ Significantly different from the 2011 result

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), 2011 (n=1164), 2012 (n=1255)

Taken steps to prepare in the last 12 months: Regional differences



- Higher than average
- Average
- Below Average

Average
55% (51%)

A higher than average proportion of Wellington, Canterbury, and West Coast residents have taken steps to prepare in the last 12 months. A lower than average proportion of Auckland residents have taken steps to prepare.



Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.



VERY IMPORTANT NOTE FOR READING THIS REPORT:

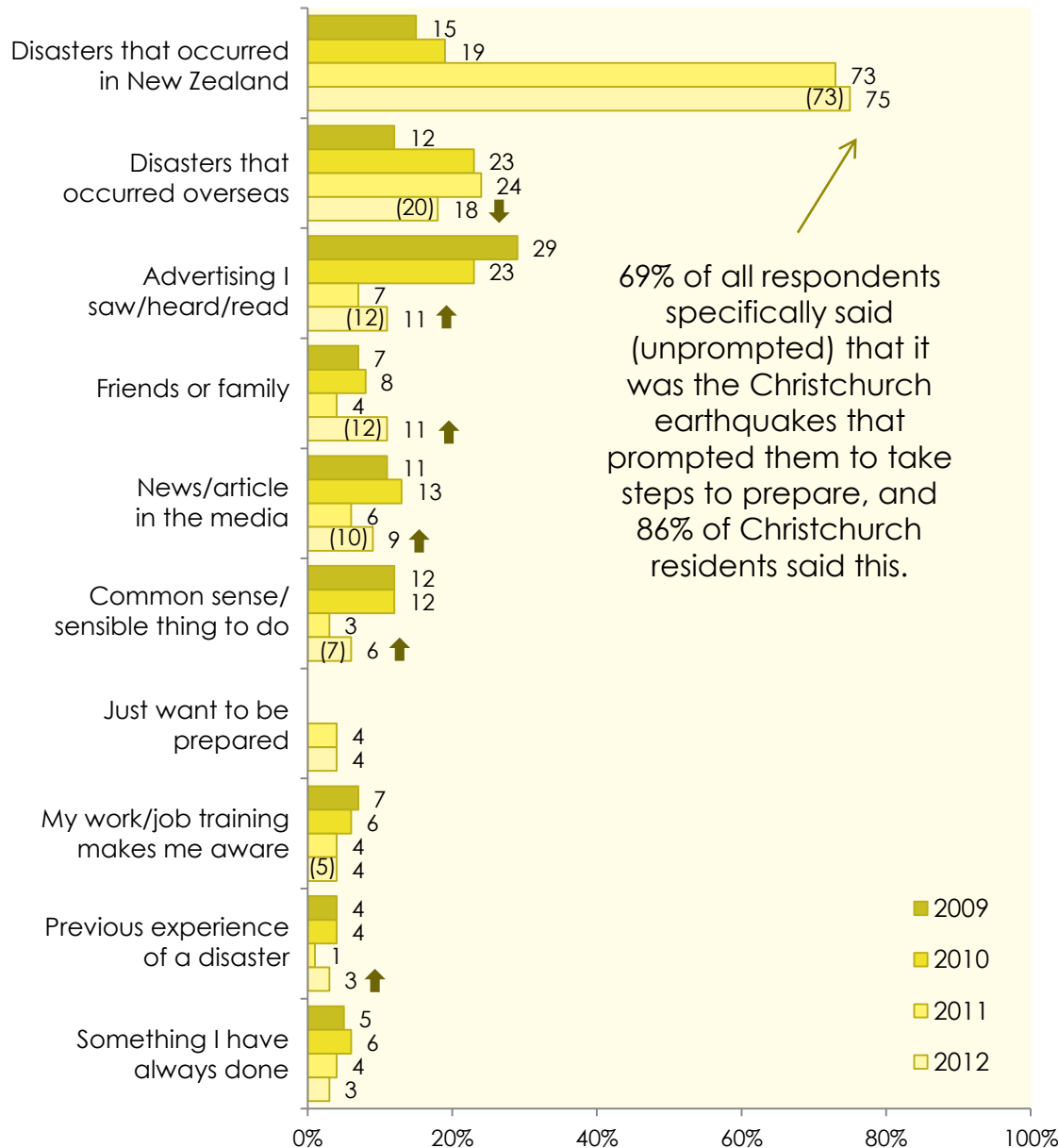
Last year's survey excluded Christchurch residents as it would have been inappropriate to question them at that time about their awareness of and preparedness for disasters. This year's survey shows that preparedness in Christchurch has changed dramatically since 2010, given residents' experiences with earthquakes and continued aftershocks.

All 2012 results in this report have been analysed both nationally and after excluding Christchurch residents from the data. This allows direct comparison with the 2011 survey.

Where a result after excluding Christchurch residents differs from the national result, the result after excluding Christchurch residents is displayed alongside the national result in parentheses (as in the previous two charts).



What prompted you to prepare?



69% of all respondents specifically said (unprompted) that it was the Christchurch earthquakes that prompted them to take steps to prepare, and 86% of Christchurch residents said this.

The Christchurch earthquakes remain the main prompt to prepare for a disaster.

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), 2011 (n = 726), 2012 (n=731). Note: The top ten responses are shown.

↕ Significantly different from the 2011 result

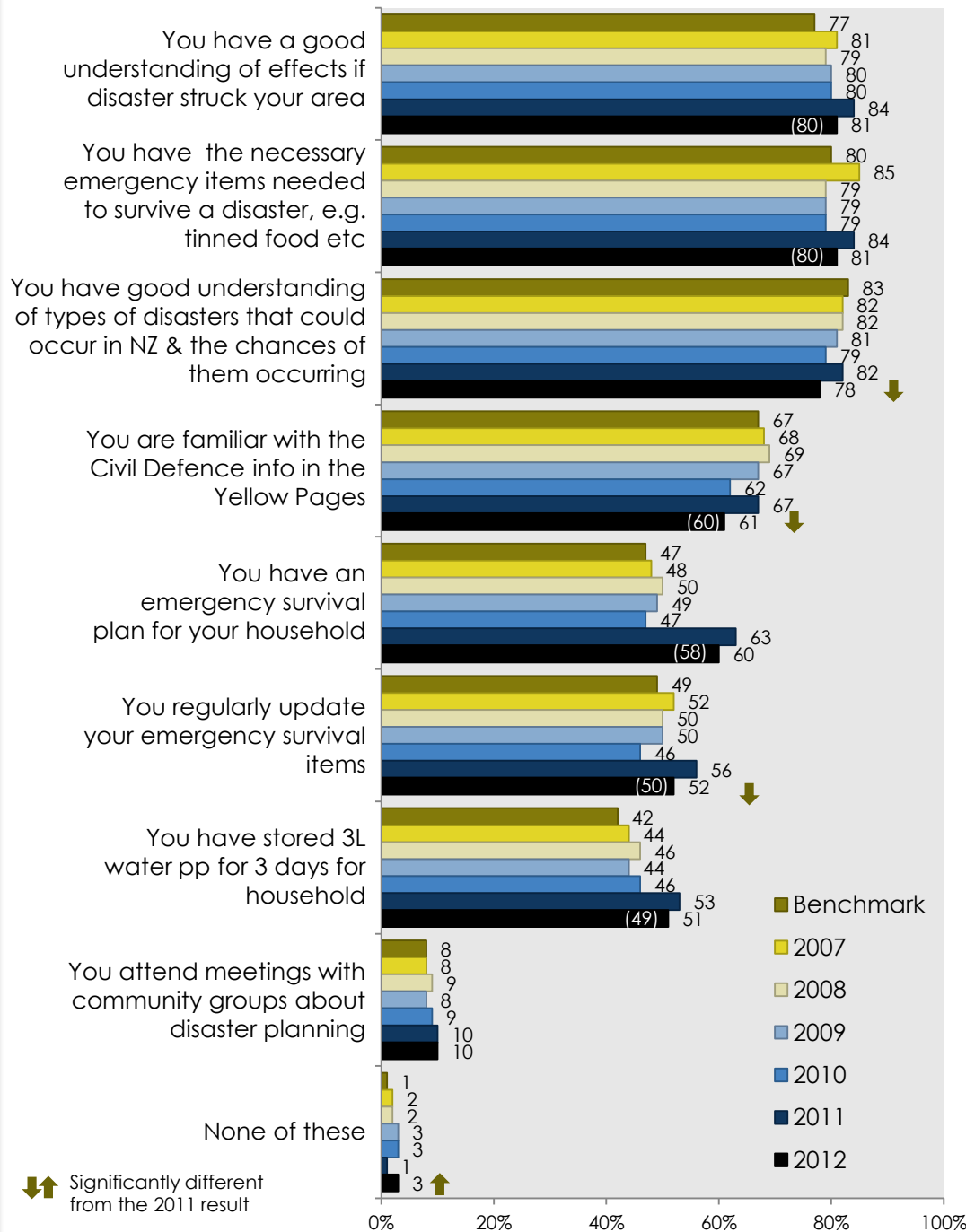


How prepared is New Zealand in 2012?



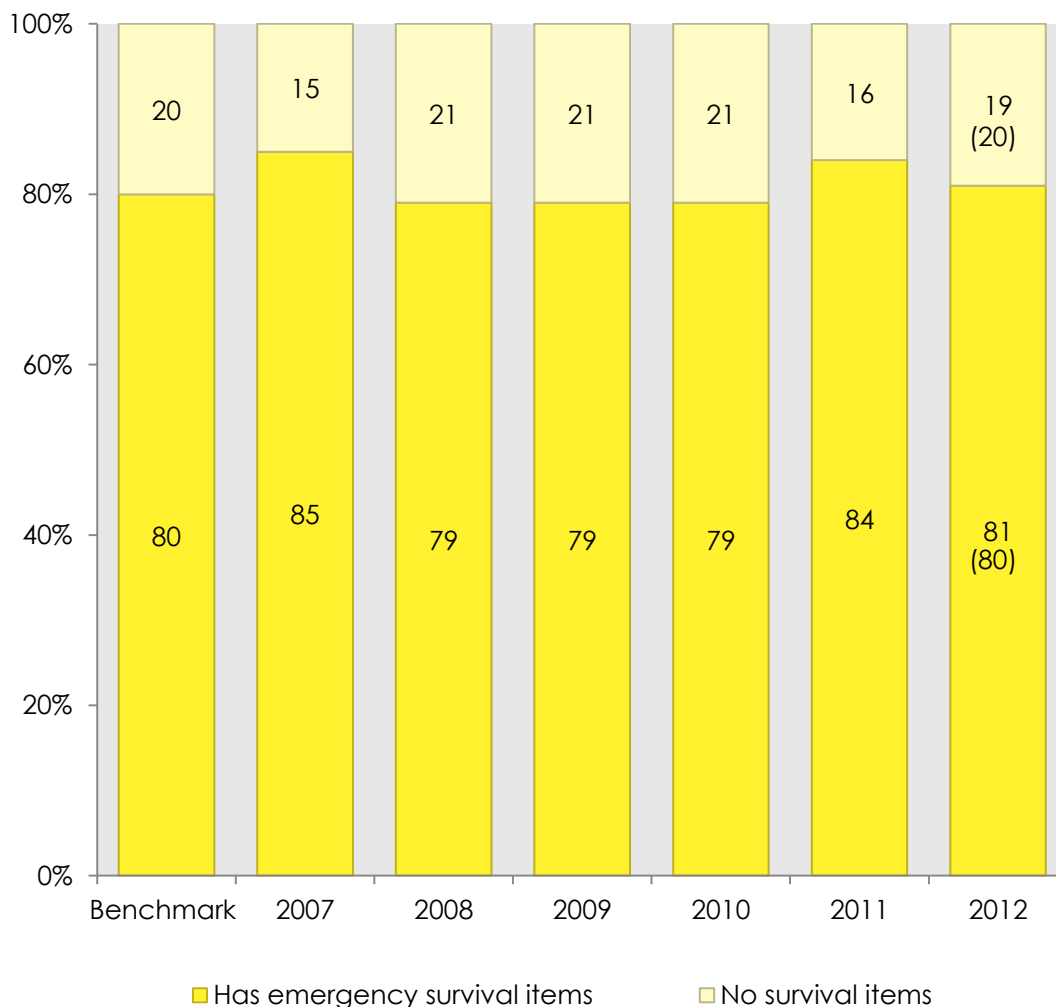


There have been some small decreases this year, particularly for updating survival items, being familiar with information in the Yellow Pages, and having understanding of the disasters that could occur.



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), 2011 (n=1164), 2012 (n=1255).

Four out of five New Zealand residents (81%) have emergency survival items.



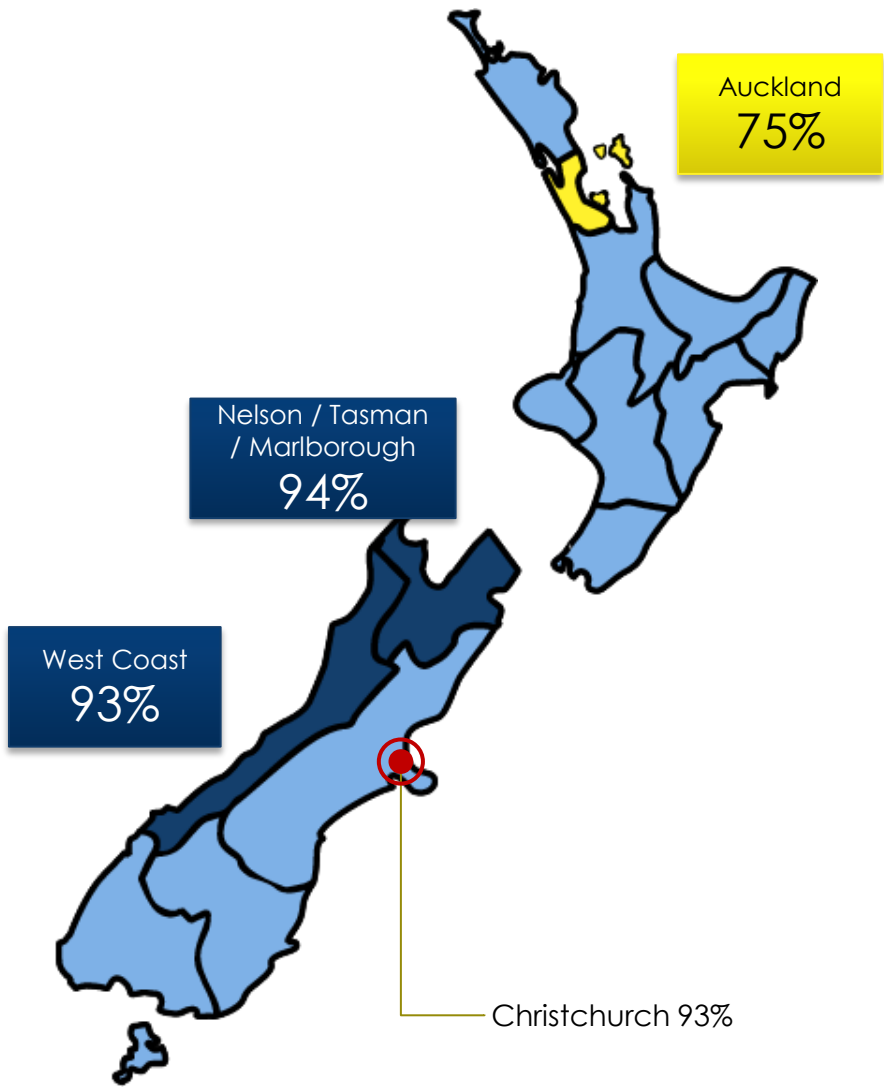
Statistically speaking, this national result (81%) is the same as the 2010 national result (79%), before the Christchurch earthquakes struck.

Further analyses of Christchurch residents' responses shows that in 2012, the vast majority of Christchurch residents (93%) have emergency survival items. However, among those who live elsewhere in New Zealand, the proportion with survival items has declined slightly (down from 84% in 2011 to 80% this year).

Q10. You have necessary emergency items needed to survive a disaster, e.g. tinned food etc
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255).

↕ Significantly different from the 2011 result

Emergency survival items: Regional differences



Legend:

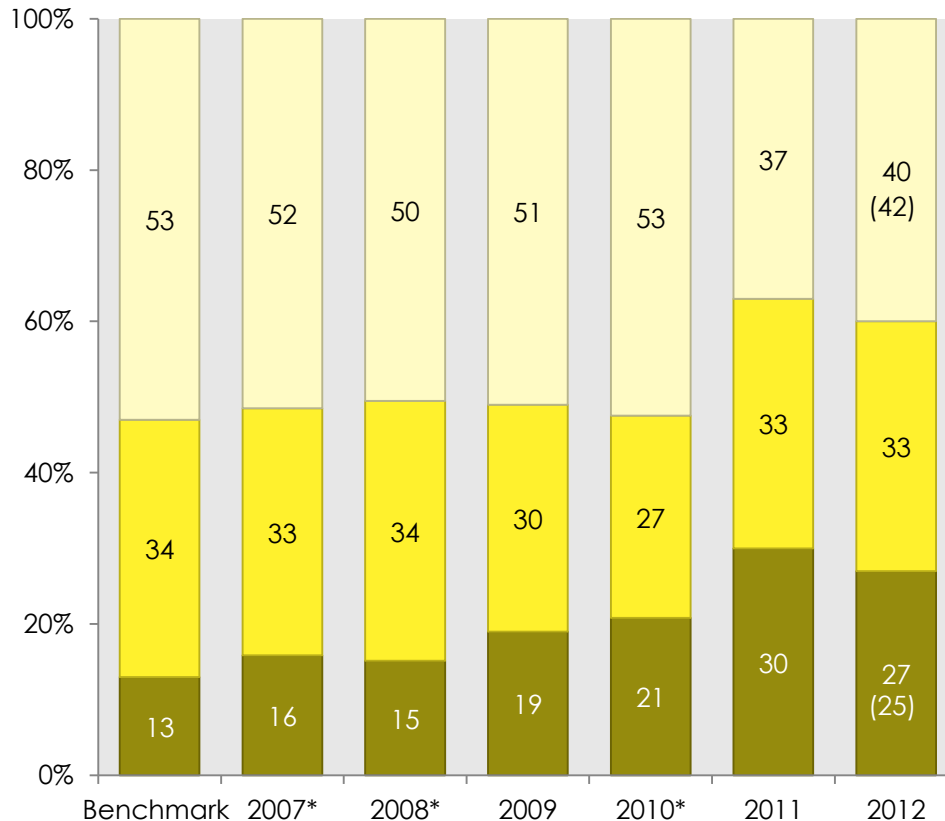
- Higher than average
- Average
- Below Average

Average: 81% (80%)

A higher than average proportion of Nelson/Tasman/Marlborough, and West Coast residents have emergency survival items. A lower than average proportion of Auckland residents have emergency survival items.

Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.

Over one quarter of New Zealand residents (27%) have a plan that includes what to do when away from home.



- No survival plan
- Have plan (but not when away from home)
- Have a plan (includes when away)

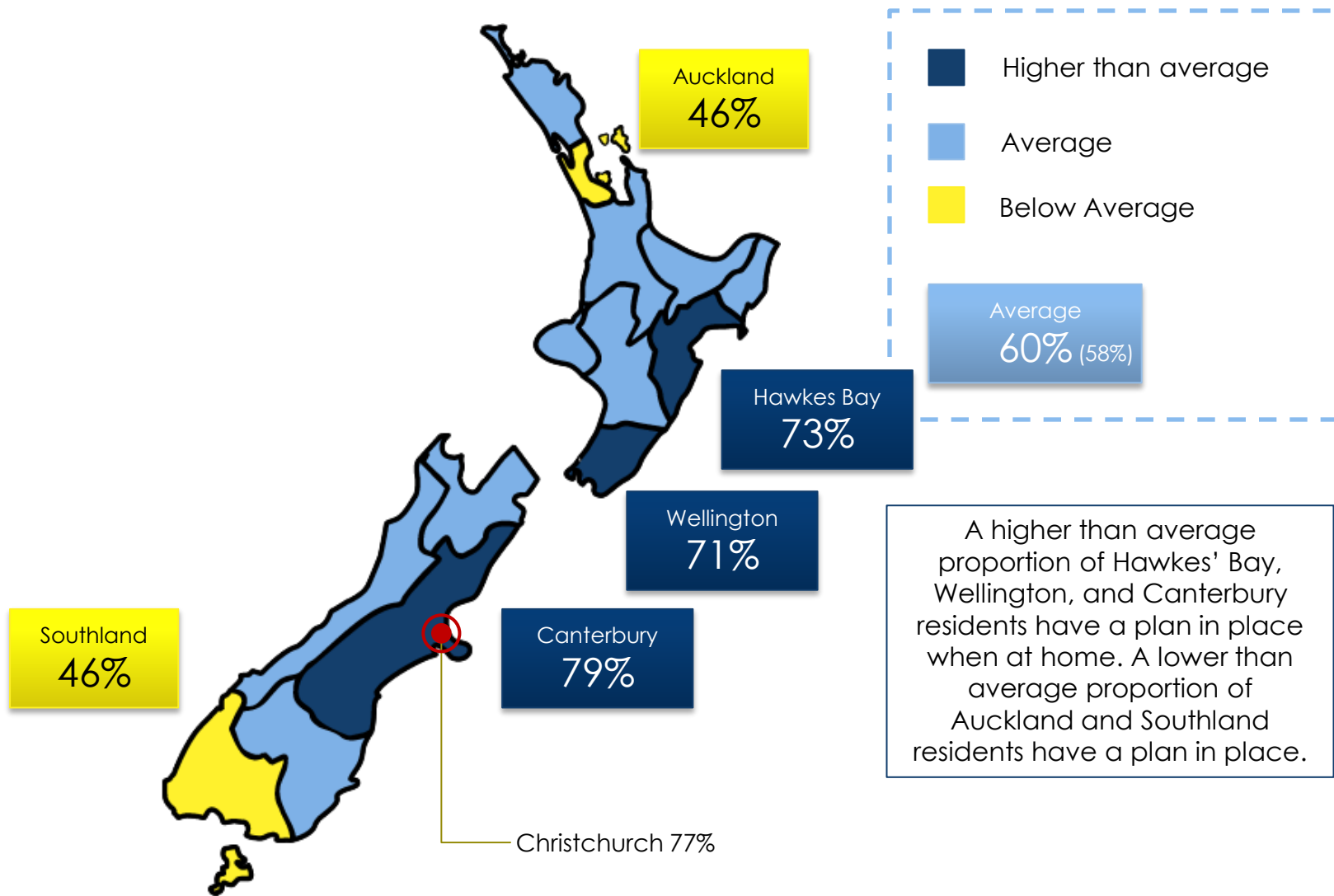
*Percentages do not add to 100 due to rounding

This figure (27%) remains significantly higher than in 2010, before the Christchurch earthquakes struck. However, again we can see that those living outside Christchurch are less prepared than they were last year. Twenty five percent of those living outside Christchurch have a plan that includes what to do when away from home (down from 30% in 2011).

Christchurch residents are much more likely than others to have a plan that includes what to do when away from home - 49% have such a plan.

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), 2011 (n=1164), 2012 (n=1255).

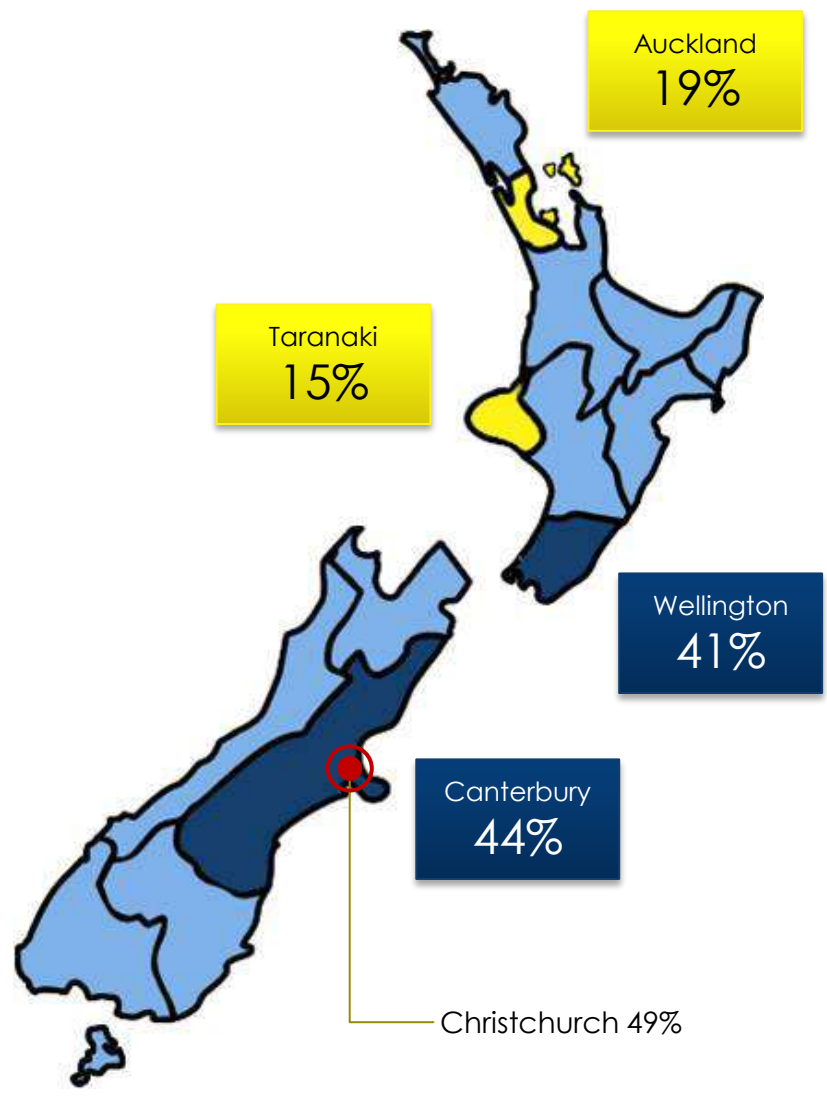
Having a survival plan for when at home: Regional differences



A higher than average proportion of Hawkes' Bay, Wellington, and Canterbury residents have a plan in place when at home. A lower than average proportion of Auckland and Southland residents have a plan in place.

Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.

Having a survival plan for when away from home: Regional differences










Higher than average
 Average
 Below Average

Average
27% (25%)

A higher than average proportion of Wellington and Canterbury residents have a plan in place for when they are not at home. A lower than average proportion of Auckland and Taranaki residents have a plan in place for when they are not at home.

Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.

How prepared is New Zealand?



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

+

Have emergency items and water

+

Regularly update emergency survival items

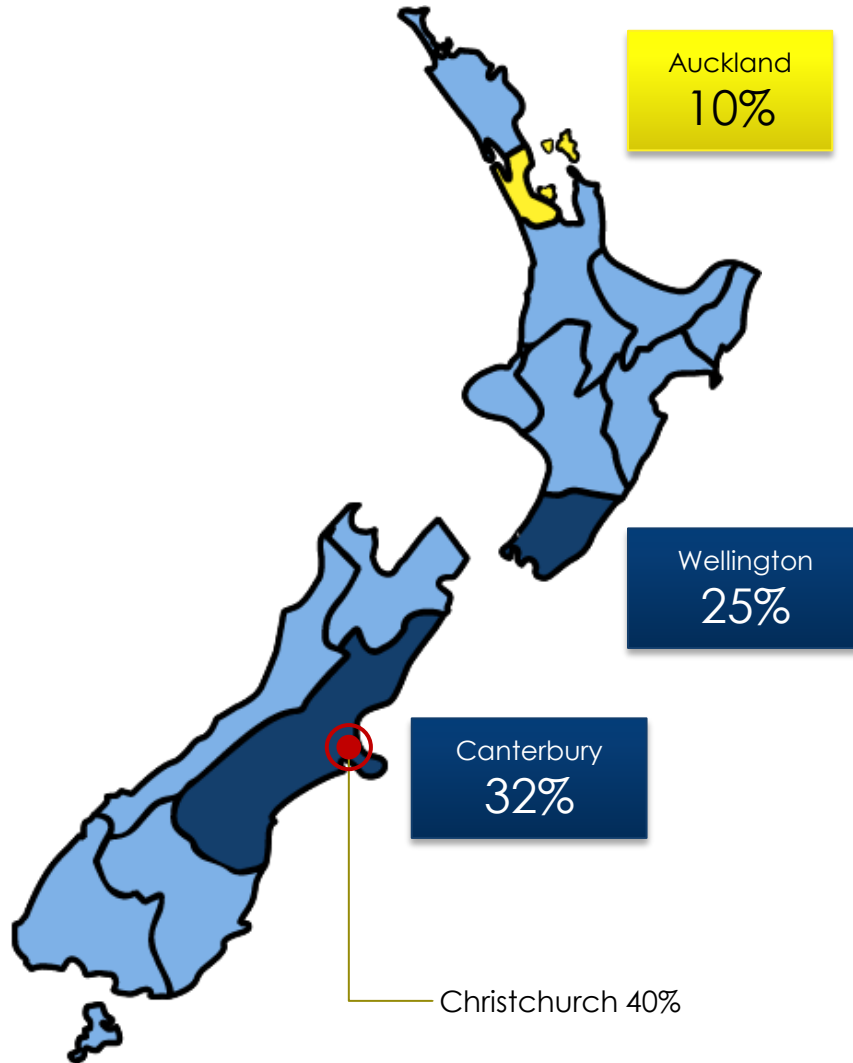
FULLY PREPARED = 16% (14%)

- 18% - 2011 measure
- 11% - 2010 measure
- 10% - 2009 measure
- 10% - 2008 measure
- 8% - 2007 measure
- 7% - Benchmark

Compared to 2011, fewer people living outside Christchurch are fully prepared (down from 18% to 14% this year).

Christchurch residents are much more likely than others to be fully prepared (40% are fully prepared).

Fully prepared: Regional differences



Legend:

- Higher than average
- Average
- Below Average

Average: 16% (14%)

A higher than average proportion of Wellington and Canterbury residents are fully prepared. A lower than average proportion of Auckland residents are fully prepared.

Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.

How prepared is New Zealand (when at home)?



Have an emergency survival plan

+

Have emergency items and water

+

Regularly update emergency survival items

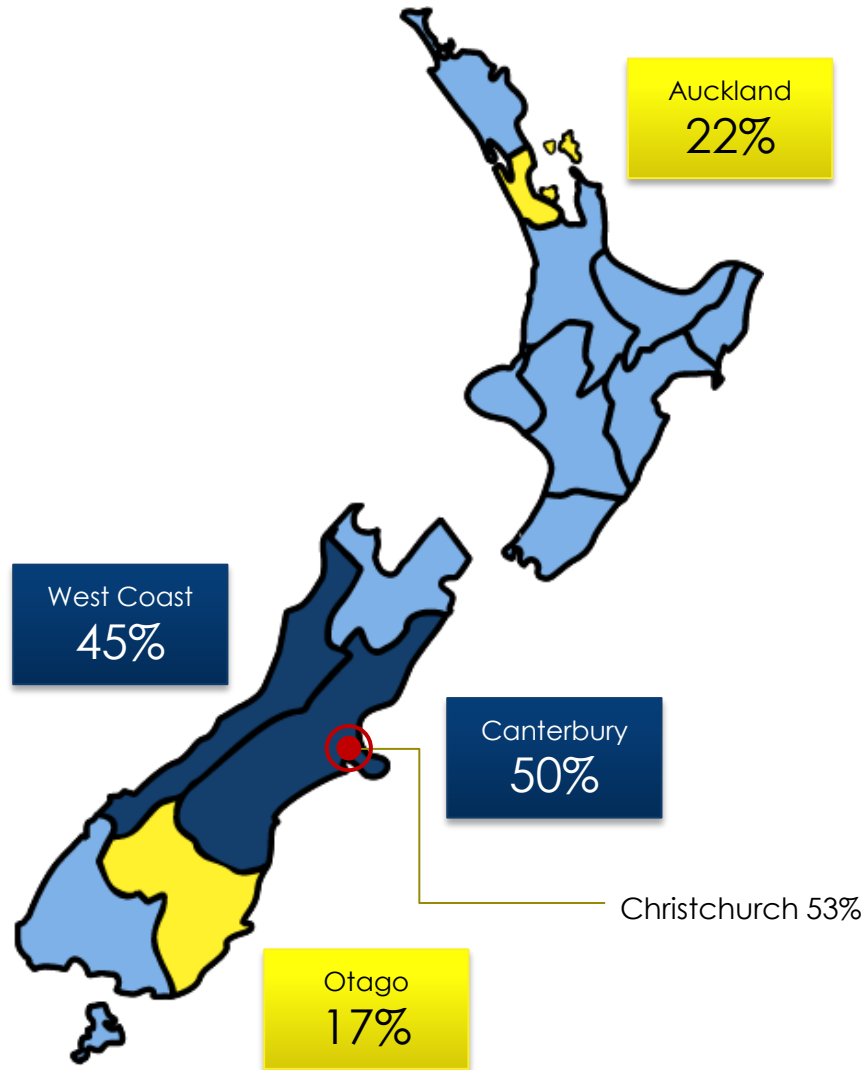
PREPARED AT HOME = 32% (30%)

- 32% - 2011 measure
- 24% - 2010 measure
- 23% - 2009 measure
- 26% - 2008 measure
- 24% - 2007 measure
- 21% - Benchmark

When it comes to being prepared at home, there is no significant change in the overall results since 2011.

However, Christchurch residents are much more likely than others to be prepared at home (53% are prepared at home).

Prepared at home: Regional differences



Higher than average
 Average
 Below Average

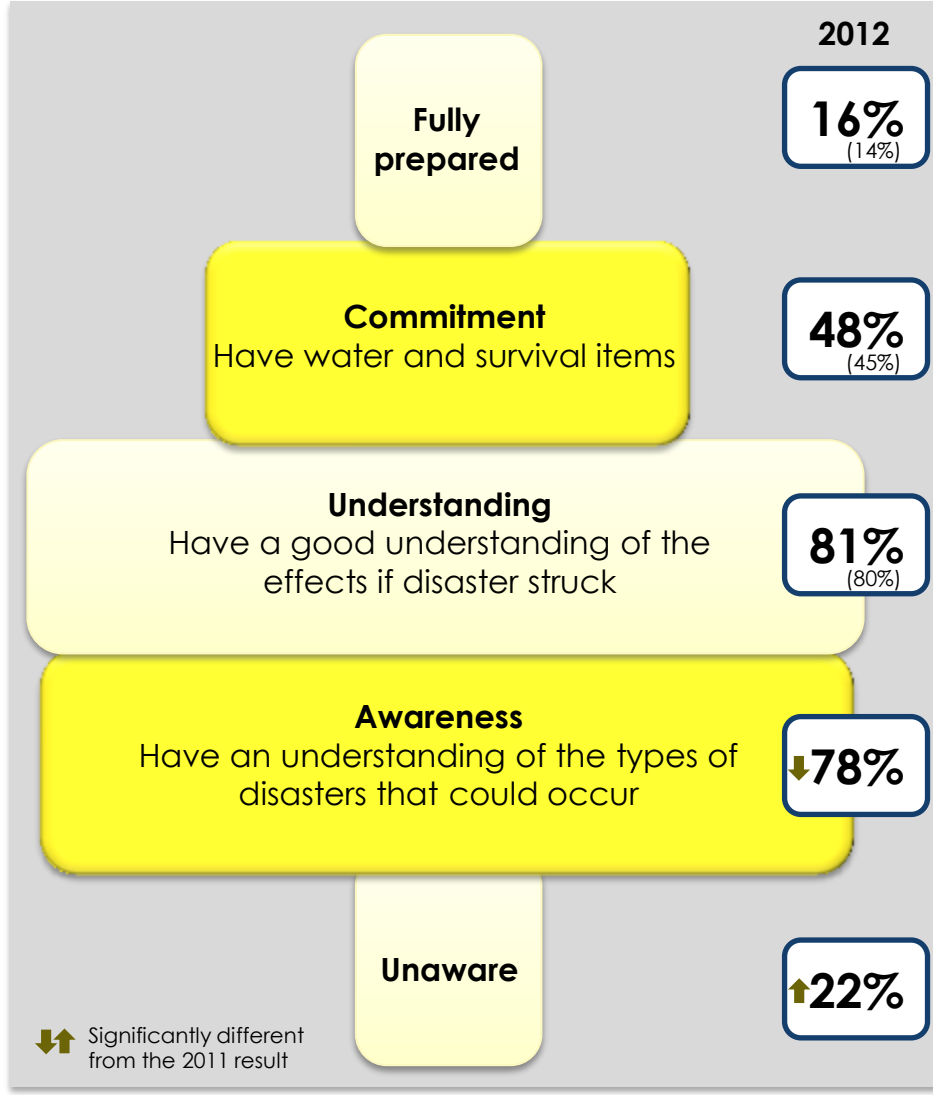
Average
32% (30%)

West Coast and Canterbury residents are more likely than average to be prepared at home. Auckland and Otago residents are less likely than average to be prepared at home.

Note: Percentages are presented that are statistically higher or lower than the national average at the 95% confidence level.

Preparedness continuum.

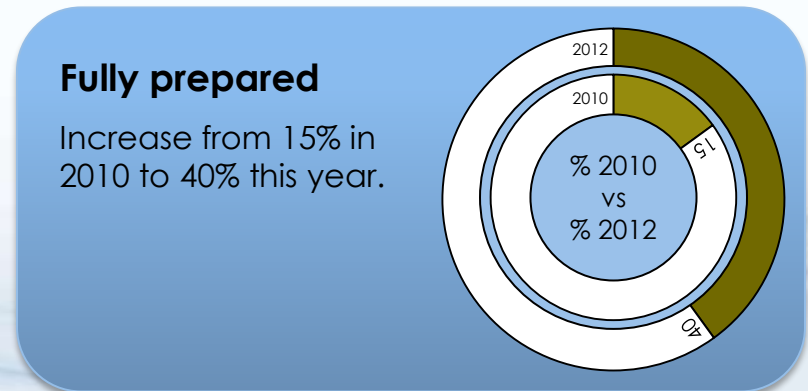
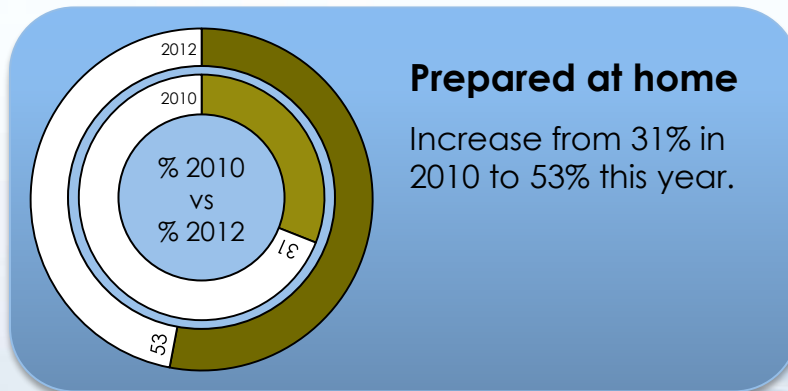
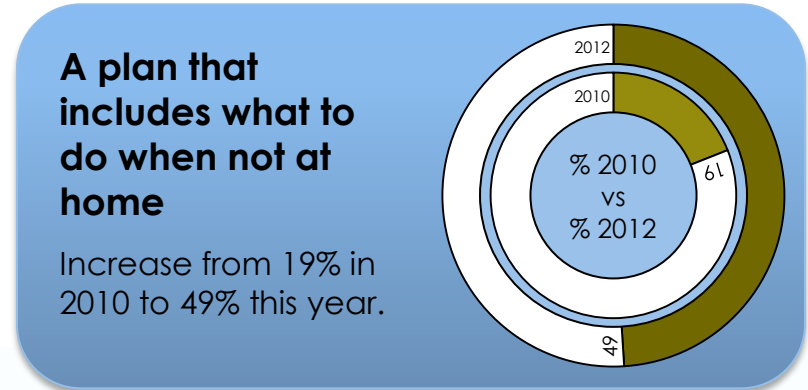
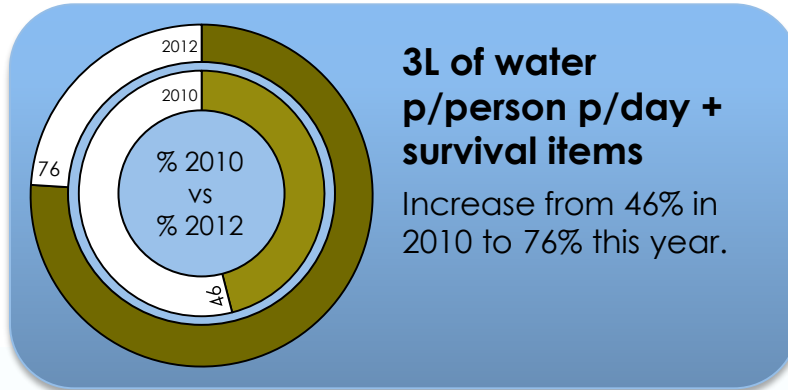
Bench- mark	2007	2008	2009	2010	2011
7%	8%	10%	10%	11%	18%
39%	41%	43%	41%	43%	49%
77%	81%	79%	80%	80%	84%
83%	82%	82%	81%	79%	82%
17%	18%	18%	19%	21%	18%



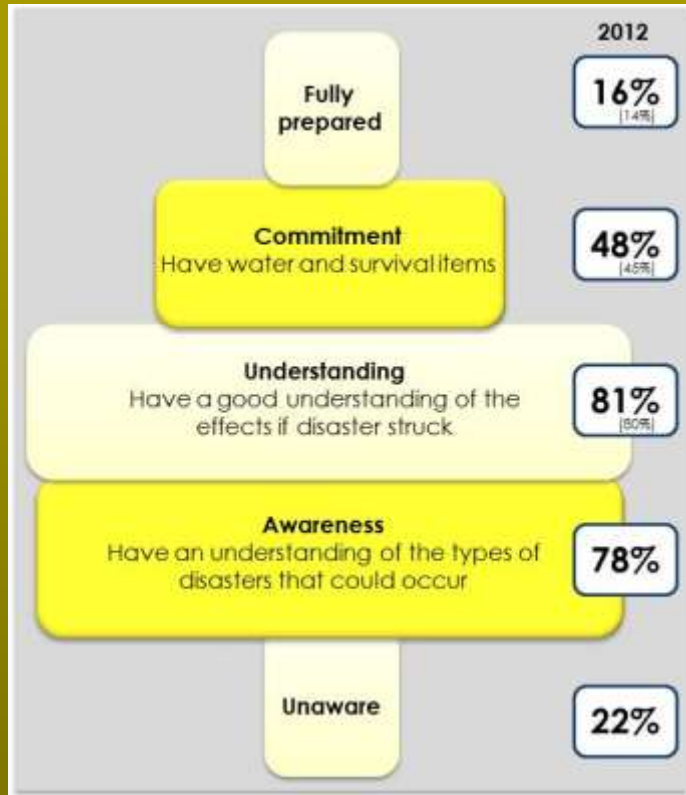
Preparedness in Christchurch has increased markedly since residents were last surveyed in 2010.



Christchurch preparedness: Change since 2010



Most at risk when disaster strikes...



Young people, aged 15 to 29 years:

- Less likely to be fully prepared (8%) or committed (26%), and to have understanding (70%) or awareness (61%).
- More likely to be unaware (39%).

Those who do not identify as NZ European or Māori:

- Less likely to be committed (35%), and to have understanding (67%) or awareness (67%).
- More likely to be unaware (33%).

Those who have lived in New Zealand for ten years or less:

- Less likely to be fully prepared (7%) or committed (32%), and to have understanding (66%) or awareness (66%).
- More likely to be unaware (34%).



The main barriers to being prepared remain similar to previous years. Low motivation, perceptions that the likelihood of a disaster is low, and cost remain the most significant barriers.

Barriers to being prepared	BM	'07	'08	'09	'10	'11	'12
Haven't got around to it/no motivation/no time	40%	44%	34%	25%	23%	32%	31%
Don't expect it to happen/unlikely to happen	36%	29%	22%	21%	17%	17%	25%↑
The cost/don't have enough money	8%	5%	6%	10%	11%	16%	18%
Partly prepared/have some emergency supplies	6%	15%	7%	10%	3%	16%	12%
Complacency	5%	3%	21%	23%	23%	14%	16% _(15%)
Not enough information on being prepared	15%	6%	4%	8%	9%	9%	10%
Priorities/not a high priority	-	-	-	-	7%	6%	6%
Haven't thought about it/don't think about disasters	13%	10%	11%	11%	8%	5%	7% _(6%)
Haven't got supplies/shortage of emergency survival items	2%	*	1%	4%	6%	4%	6%
Don't know what disaster will occur/what to prepare for	6%	9%	2%	4%	3%	4%	9%↑ (8%)

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), 2011 (n=383), 2012 (n=427). Note: The top ten reasons are shown). *Less than .5%

**GET READY
GET THRU** 

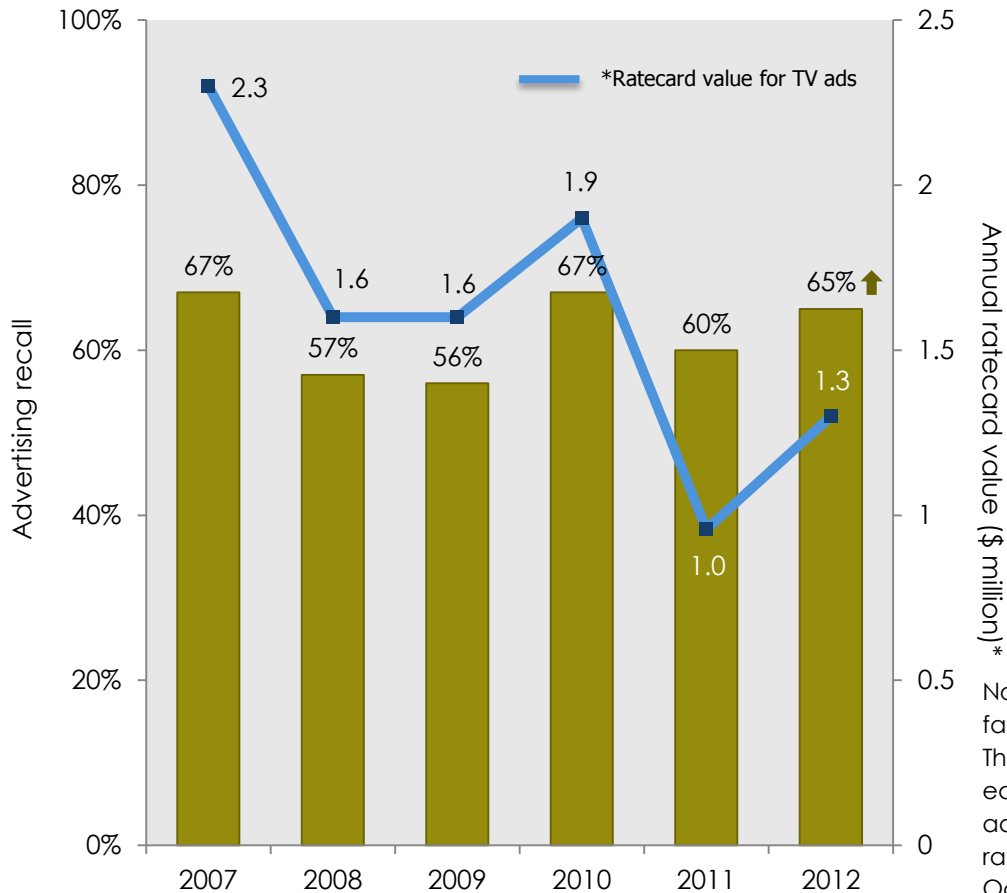
How effective is
the advertising?



Unprompted awareness: There has been a 5%-point increase in unprompted awareness of disaster preparedness advertising.



Percentage of NZers who have seen, heard, or read **any** advertising about preparing for a disaster and the ratecard value of the TV advertising.



Christchurch residents are just as likely to recall preparedness advertising as those who live elsewhere in New Zealand.

Note: The decrease in recall in 2011 was likely due to the fact that the March wave of the quarterly Get Ready Get Thru TV advertising was cancelled following the February earthquake in Christchurch. Furthermore, there was no advertising between July and October 2011, so this year's ratecard value (\$1.3 million) is for the period from 30 October 2011 to 31 June 2012.

↑↓ Significantly different from the 2011 result

Q15 Have you seen, heard or read recently any advertising about preparing for a disaster?

There has been an increase in the proportion of people seeing preparedness advertising on TV, and a decrease in the proportion seeing advertising in newspapers.

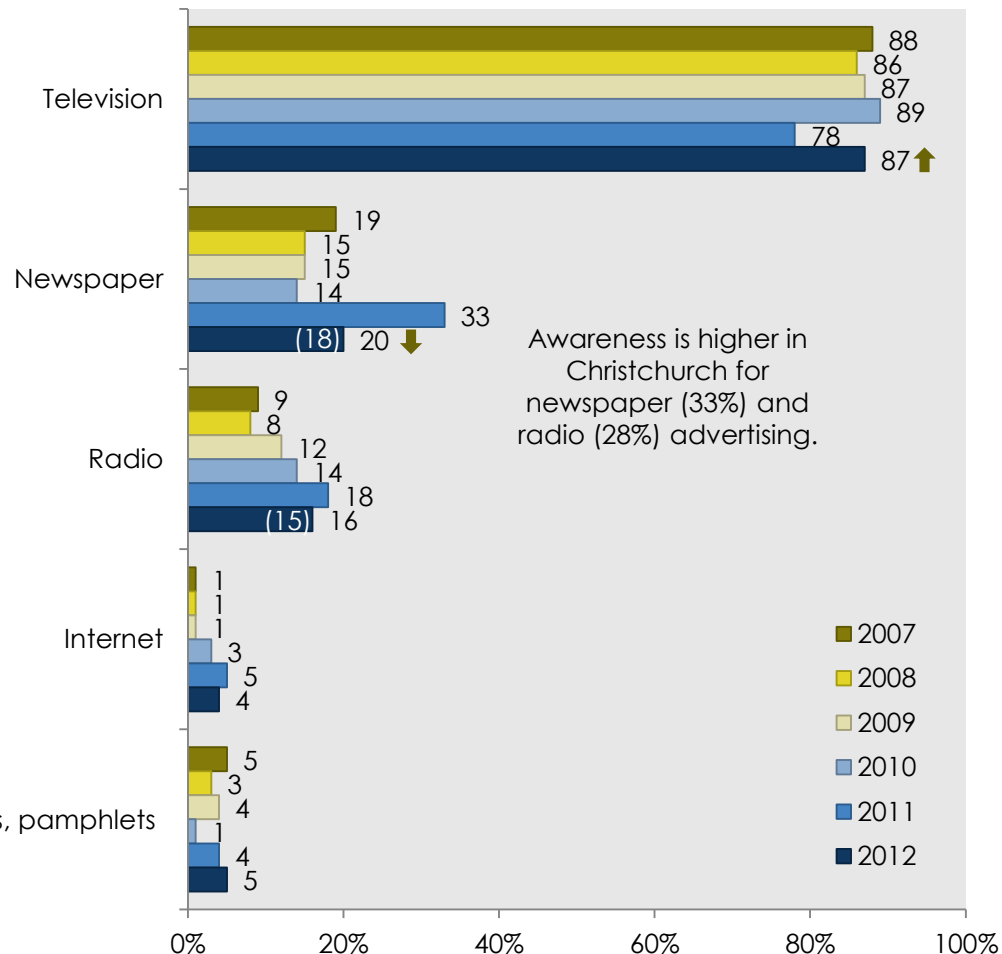


These changes may be due to the following:

- 1) MCDEM ran their usual wave of advertising this quarter (the March 2011 wave of advertising was cancelled following the Christchurch earthquake).
- 2) There has likely been a decrease in newspaper retail advertising for emergency supplies (eg, Mitre 10, Foodstuffs) compared to mid-2011, the period immediately following the earthquakes.

Mail, flyers, leaflets, pamphlets

Sources of awareness



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), 2011 (n=713), 2012 (n=797) Note: Responses 2% and below not shown.

↑↓ Significantly different from the 2011 result

Prompted recognition: 69% of New Zealand residents specifically recall the Get Ready Get Thru television advertising.

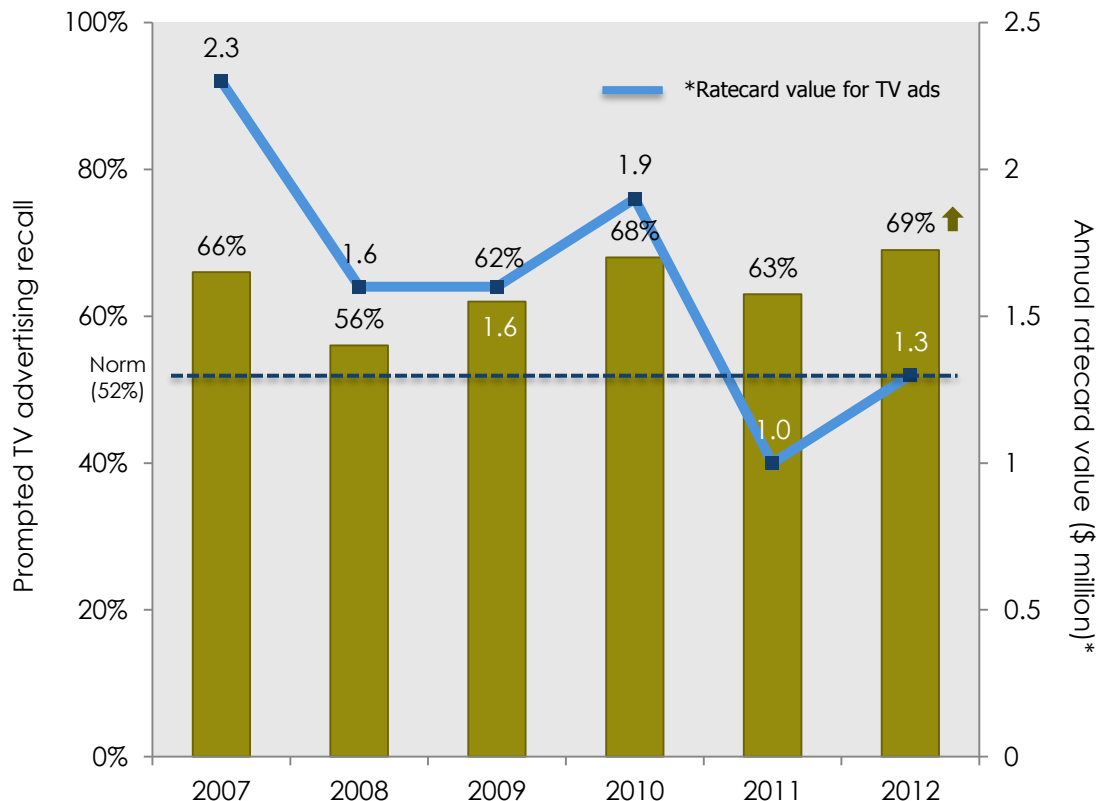


Prompted recall has increased 6%-points since 2011. There is no significant difference in prompted recall between Christchurch residents and those living elsewhere.

Recall **lower** among:

- Those for whom English is not a first language (50%, cf. 72% of others)
- Those who have been in NZ for 5 years or less (42%, cf. 71% of others)
- Those who identify with an Asian ethnic group (48%, cf. 71% of others)
- Those over 60 years of age (53%, cf. 73% who are younger)
- Those with a HH income under \$40k (60%, cf. 71% of others)

Percentage of NZers who have seen the Civil Defence advertising on TV and the ratecard value of the TV advertising.

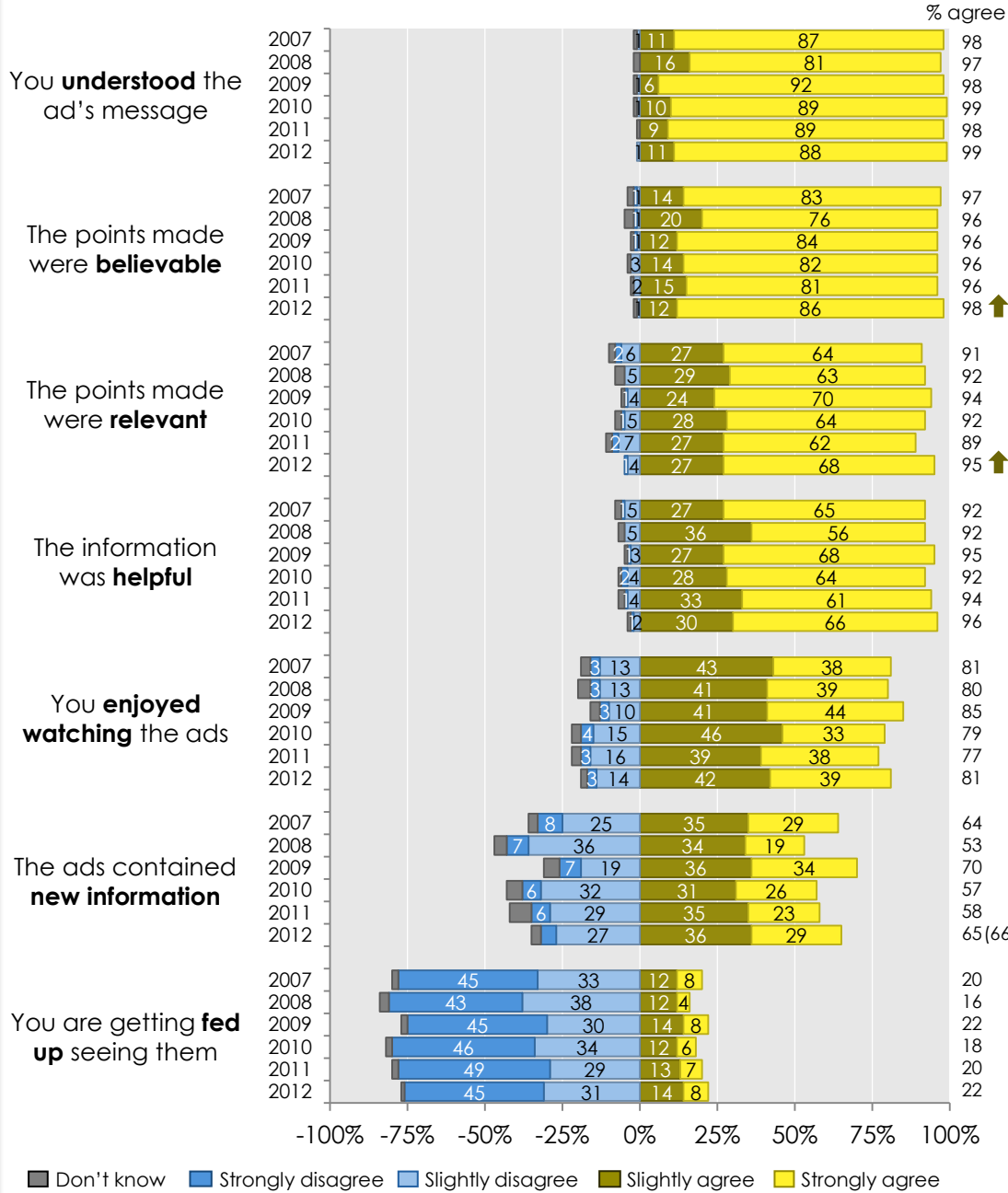


Q18. Have you seen any television advertisements for Civil Defence presented by Peter Elliot? The ads featured emergency services, public transport, and hospitals. The ads show what services may not be there to help you in an emergency and what you need to do to help you survive a disaster. Peter also 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), 2011 (n=1164), 2012 (n=1255).

↕ Significantly different from the 2011 result



More people think the ads contain new information this wave, and find the ads relevant and believable.

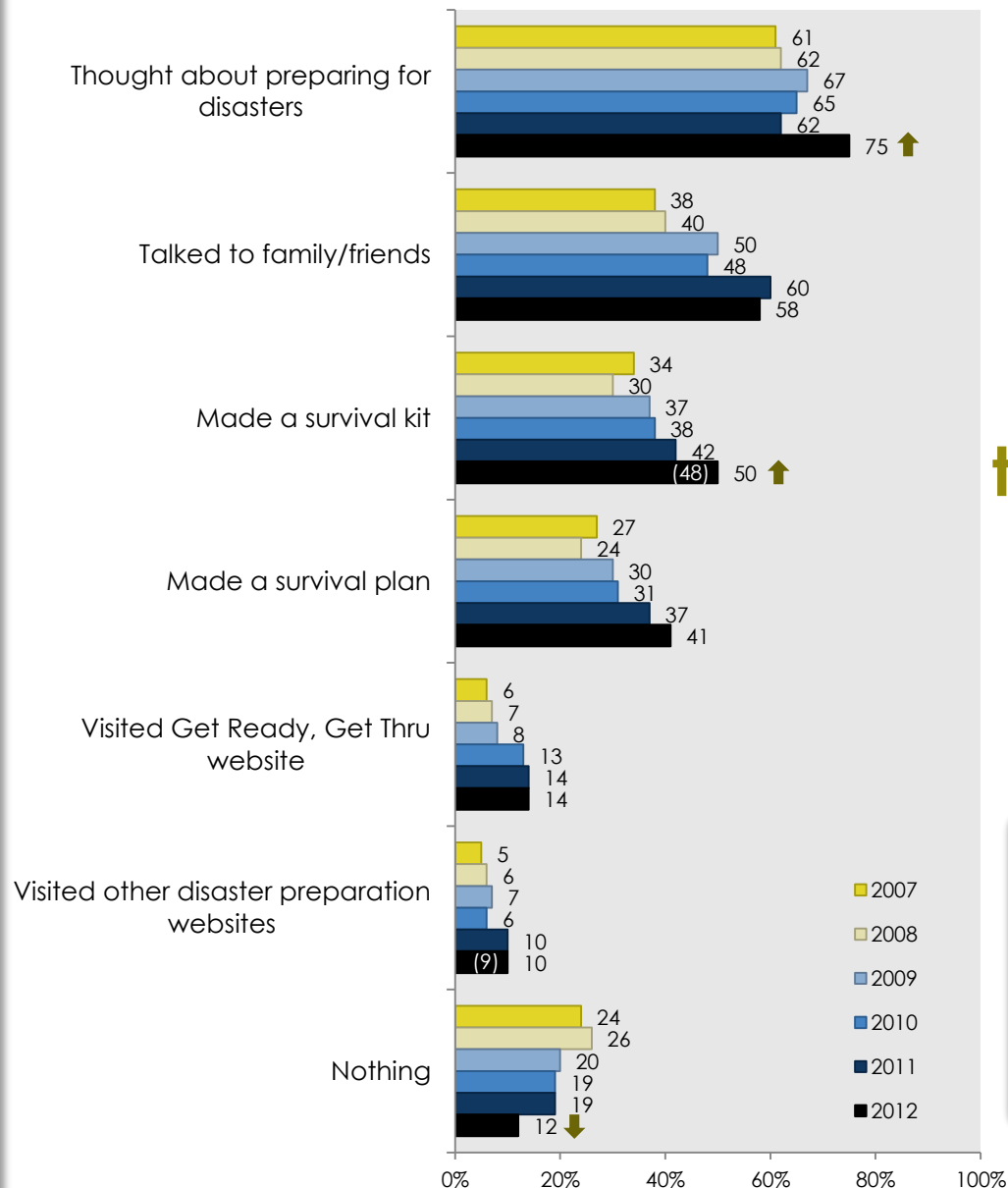


↑↓ Significantly different from the 2011 result

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), 2011 (n=710), 2012 (n=830). Colmar Brunton 2012 34



Action taken as a result of seeing the ads



Most people who have seen the ads (88%) have done something or thought about doing something as a result (up from 81% in 2011 and 2010).

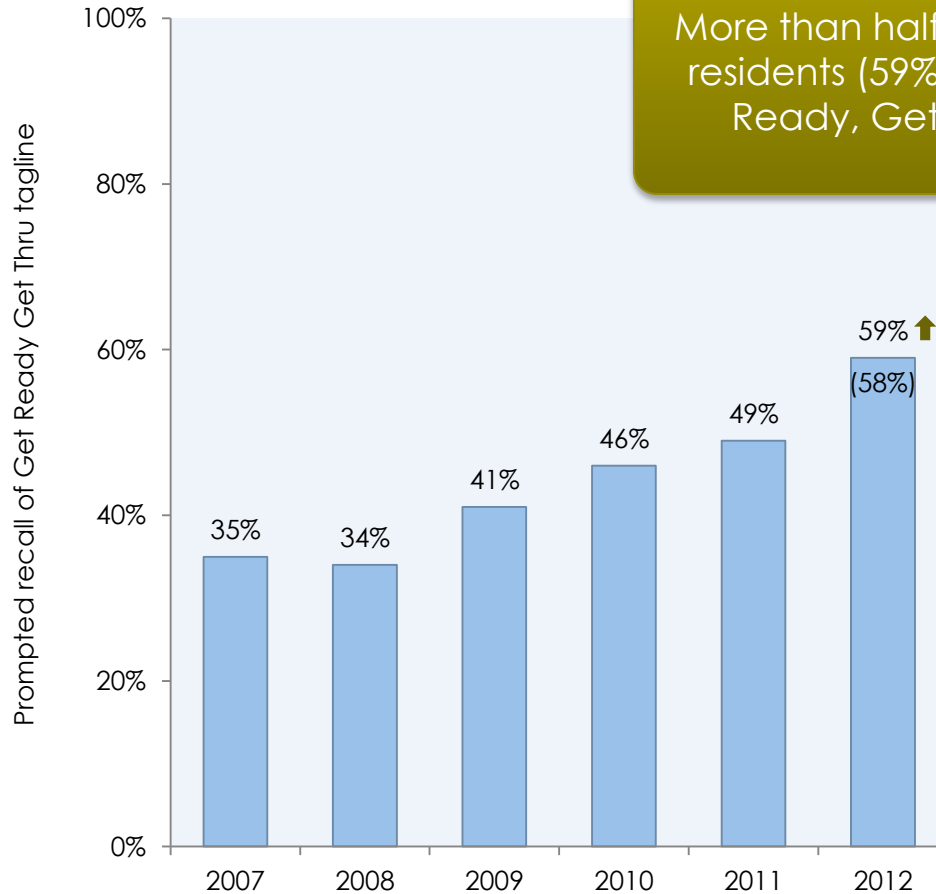
Three quarters of New Zealand residents who have seen the ads (75%) have gone beyond thinking about preparing, and have taken at least one of the following actions as a result: talked to family/friends, made a survival kit, made a survival plan, visited the Get Ready Get Thru website, or visited other disaster preparation websites.

↕ Significantly different from the 2011 result

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), 2011 (n=710), 2012 (n=830).



The tagline has become more familiar throughout the campaign.



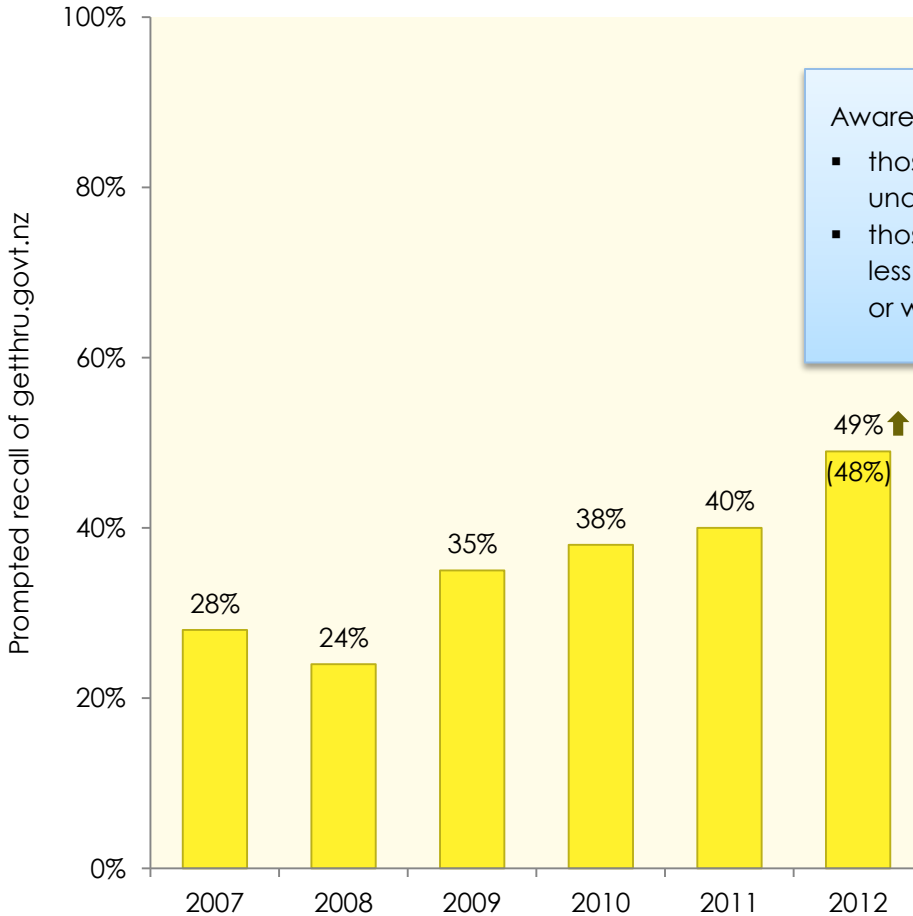
- The tagline is particularly familiar to:
- young people aged 15 to 29 (75%, cf. 53% of those aged 30 years or over)
 - people from middle (65%, \$60-\$100k) and higher income households (66%, over \$100k, cf. 46%, \$40k or less)

↕ Significantly different from the 2011 result

Q21. Before I mentioned it earlier, had you previously heard of the tag line "Get Ready, Get Thru"?

Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255)

Half of New Zealand residents (49%) are aware of the getthru.govt.nz website.



Awareness of the website is **lower** among:

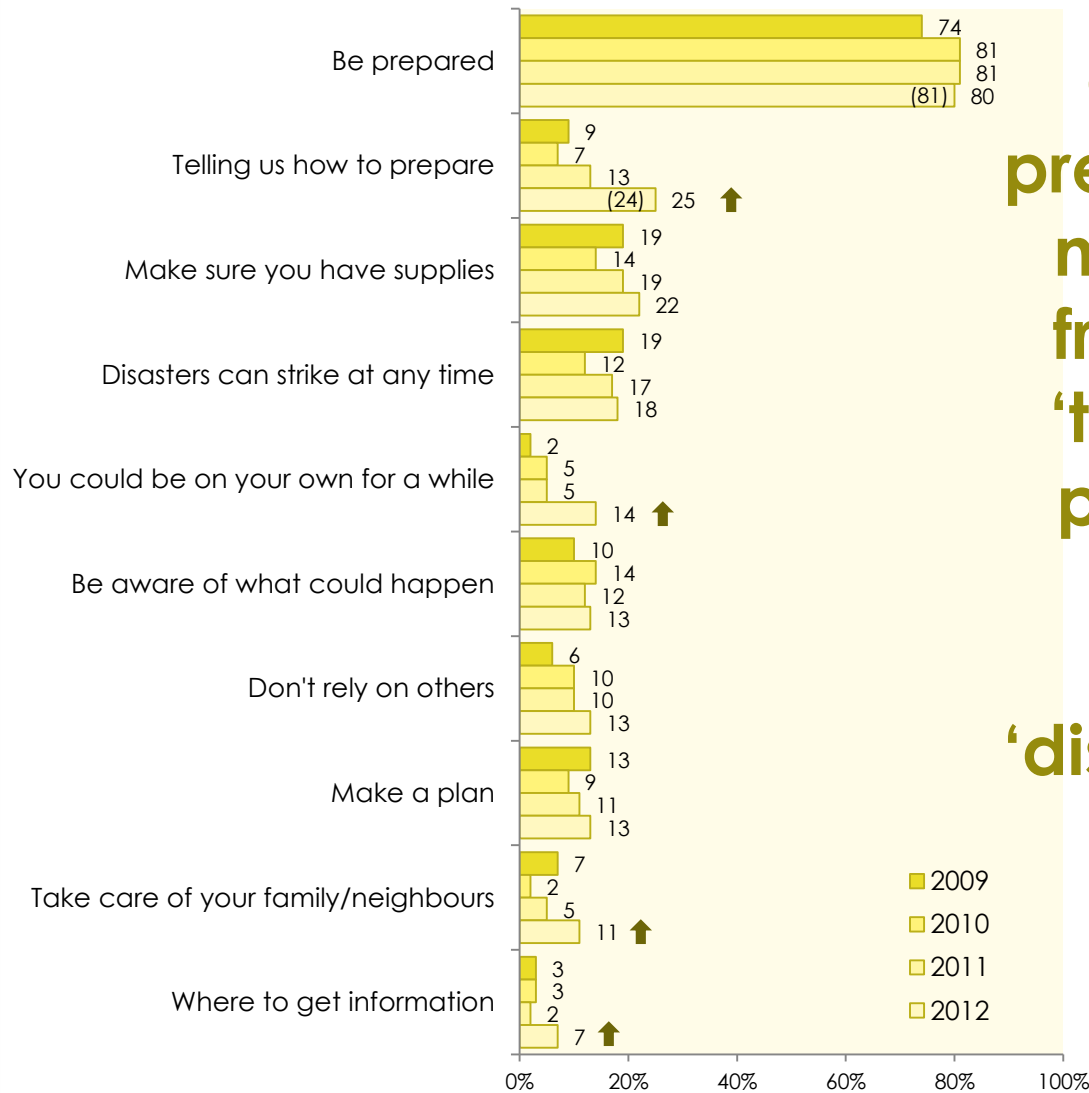
- those aged 40 years or over (41%, cf. 59% of those under 40)
- those who have lived in New Zealand for five years or less (34%, cf. 50% of those who have lived in NZ longer or were born in NZ)

↕ Significantly different from the 2011 result

Q22 And had you also previously heard of the website 'getthru.govt.nz'?

Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255) Colmar Brunton 2012 37

Advertising message take-out

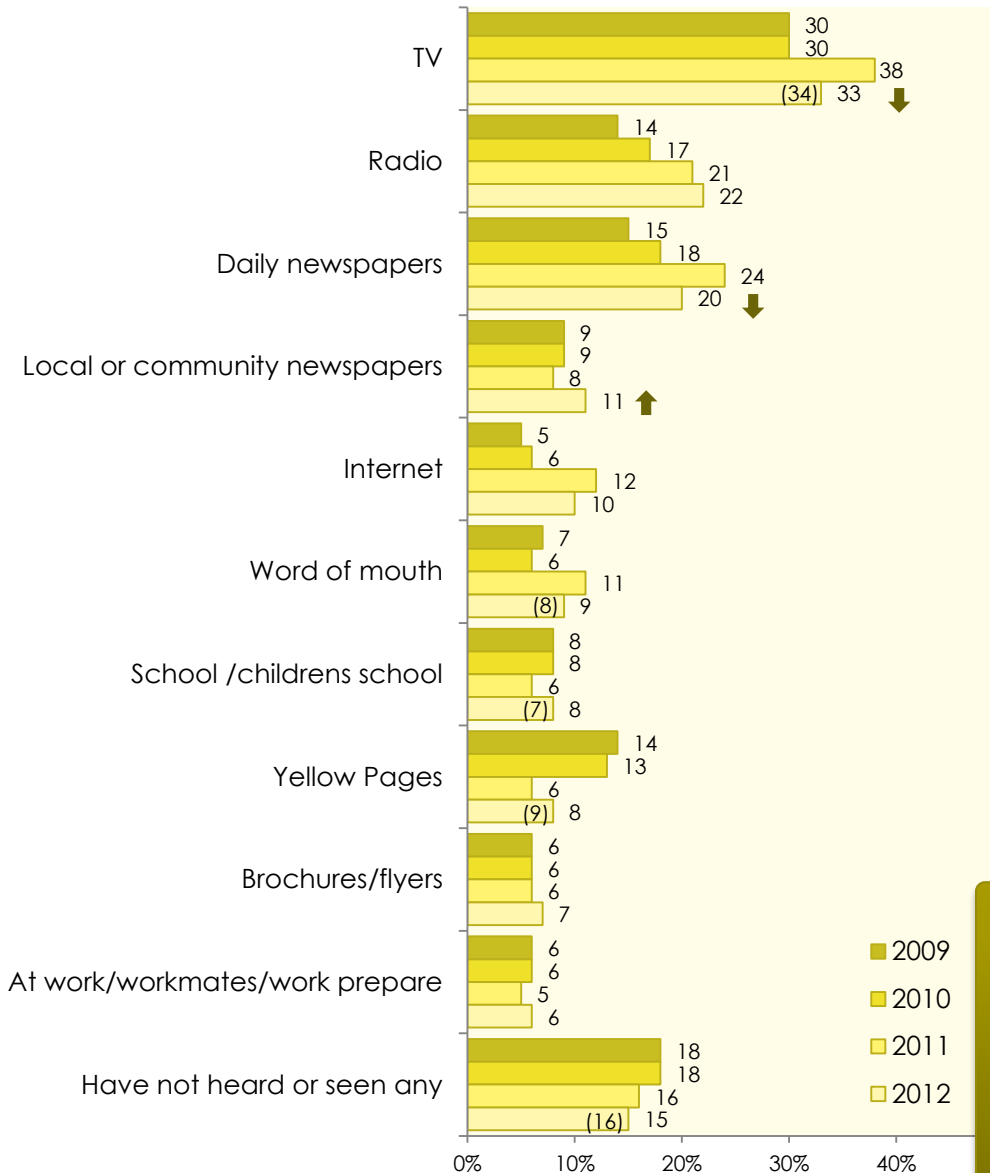


Other than 'be prepared' the main messages taken from the ads are 'telling us how to prepare', 'make sure you have supplies', and 'disasters can strike at any time'.

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), 2011 (n=713), 2012 (n=797).
Note: The top ten messages are shown.

↑↓ Significantly different from the 2011 result

Sources of non-advertising preparedness messages



There have been decreases in awareness of non-advertising disaster preparedness messages in some mainstream media sources, such as on TV and in daily newspapers.

There was a significant increase in awareness of such messages in the months following the Christchurch earthquakes. Non-advertising preparedness messages in the media have probably reduced since mid-2011.

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), 2011 (n=1164), 2012 (n=1255)
Note: The top ten sources are shown.

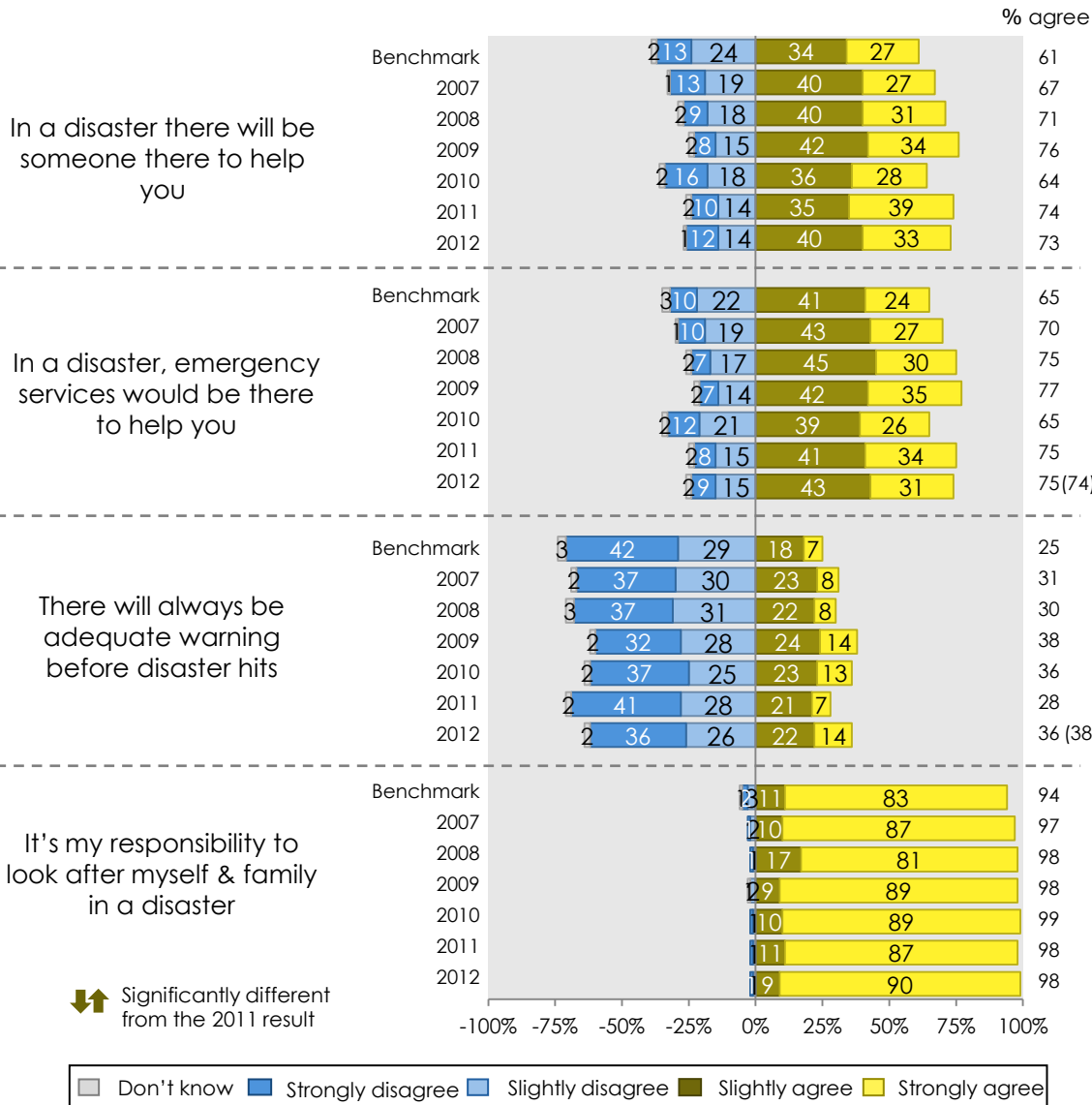
↕ Significantly different from the 2011 result

**GET READY
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Attitudes and awareness



Attitudes toward disasters



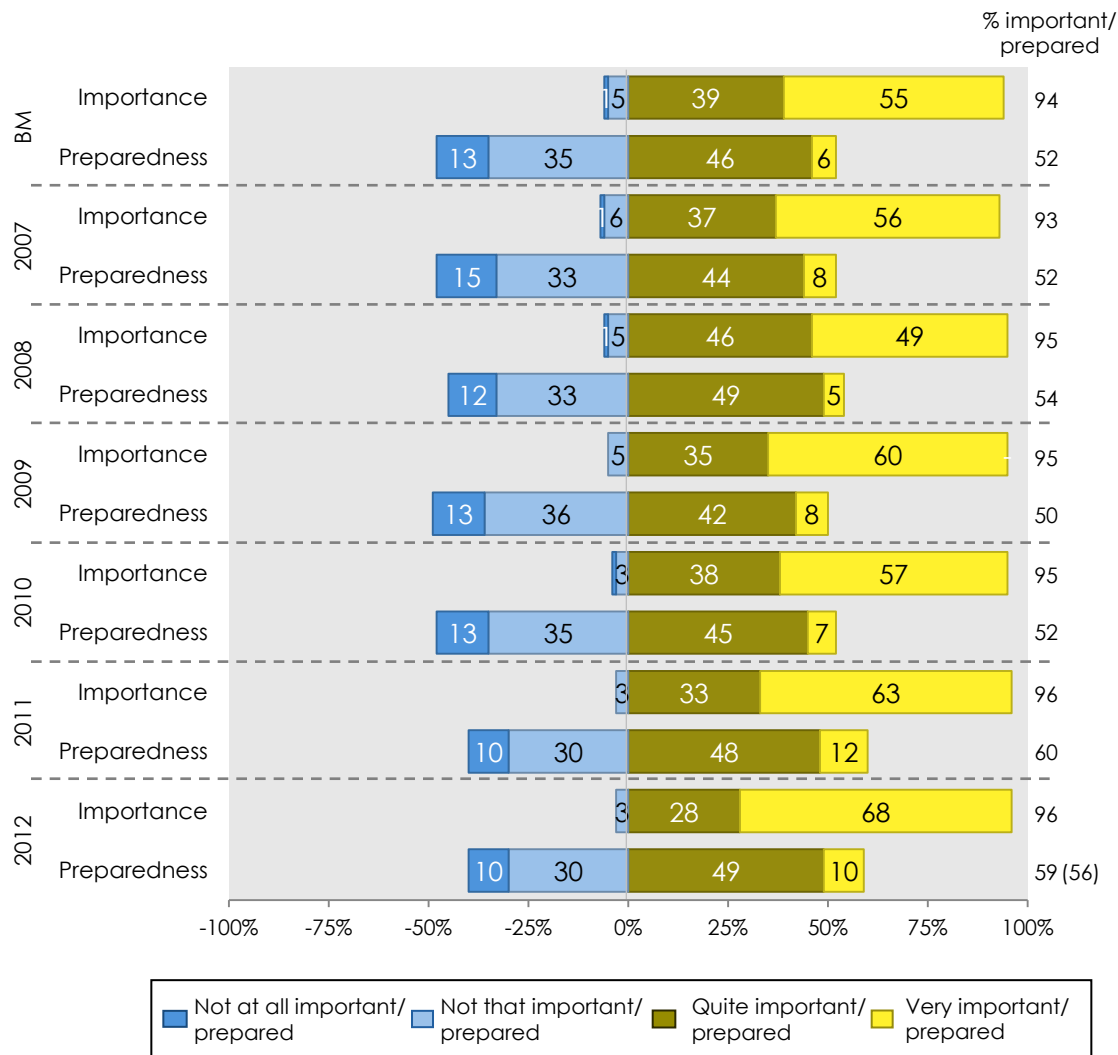
Last year, following media coverage of responses to the Christchurch earthquakes, the results suggested greater confidence that someone will be there to help. This has carried through into 2012.

Relative to last year there has been a small decrease in the proportion of people who appreciate that a disaster could strike at any time.

Christchurch residents are much more likely to appreciate that there will not often be adequate warning before disaster hits (84% disagree with this statement, compared to just 60% who live elsewhere in New Zealand).

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), 2011 (n=1164), 2012 (n=1255)

The importance of preparing for a disaster, and self-rated preparedness, remain consistent with last year.



% of those who say it's important who also say they are very or quite prepared

2006 – 54%
 2007 – 54%
 2008 – 56%
 2009 – 52%
 2010 – 54%
 2011 – 62%
 2012 – 60%

Christchurch residents are more likely than others to say they are prepared - 86% say they are quite or very prepared, compared to 56% who live elsewhere.

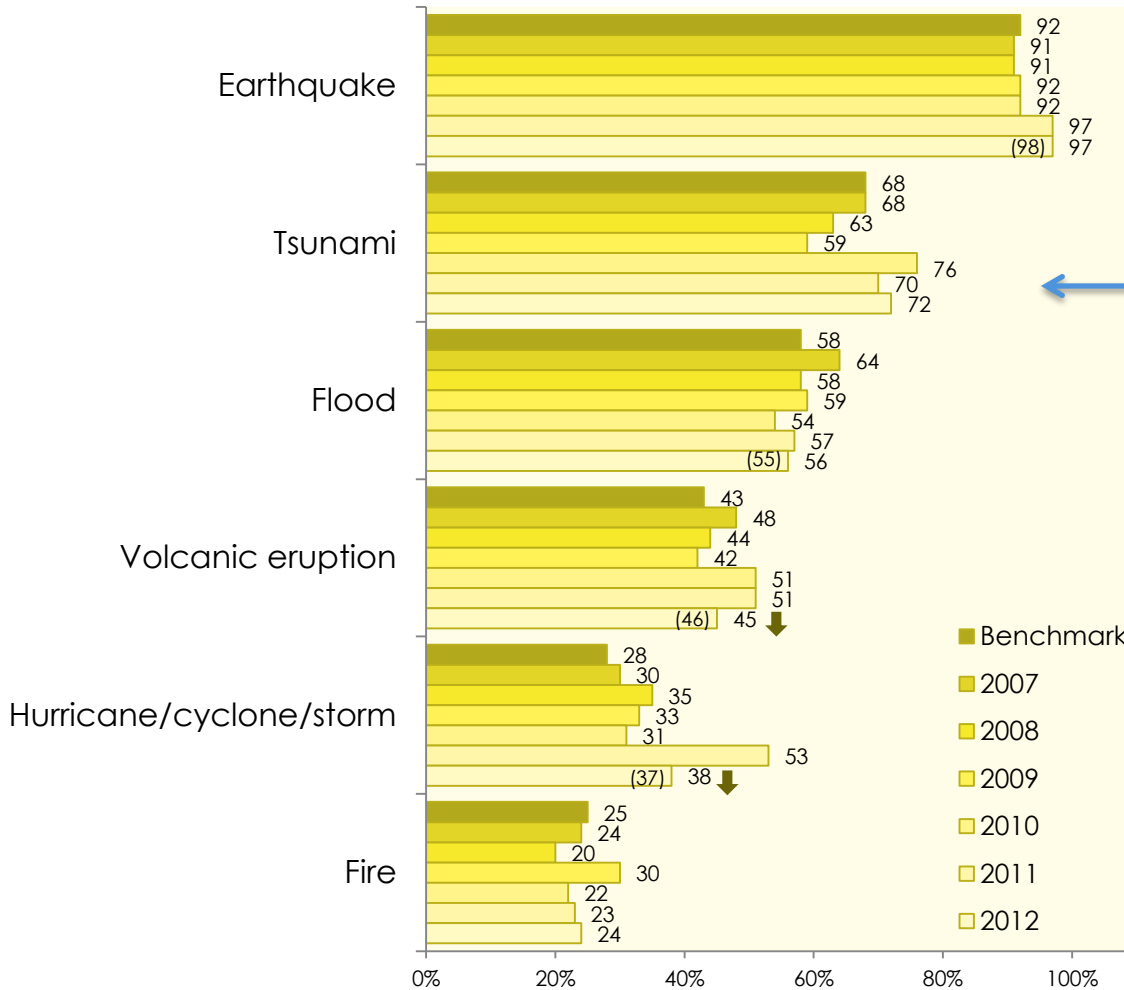
Q3 How important is it that you are prepared for a disaster? Is it... Q5. How well prepared for a disaster do you feel you are? Do you feel you are... Base: All Respondents: Benchmark (n=1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255).

↕ Significantly different from the 2011 result

Awareness remains high that earthquakes can occur in New Zealand.



Possible disasters in New Zealand in your lifetime



Awareness of tsunami increased in 2010 and has remained high.

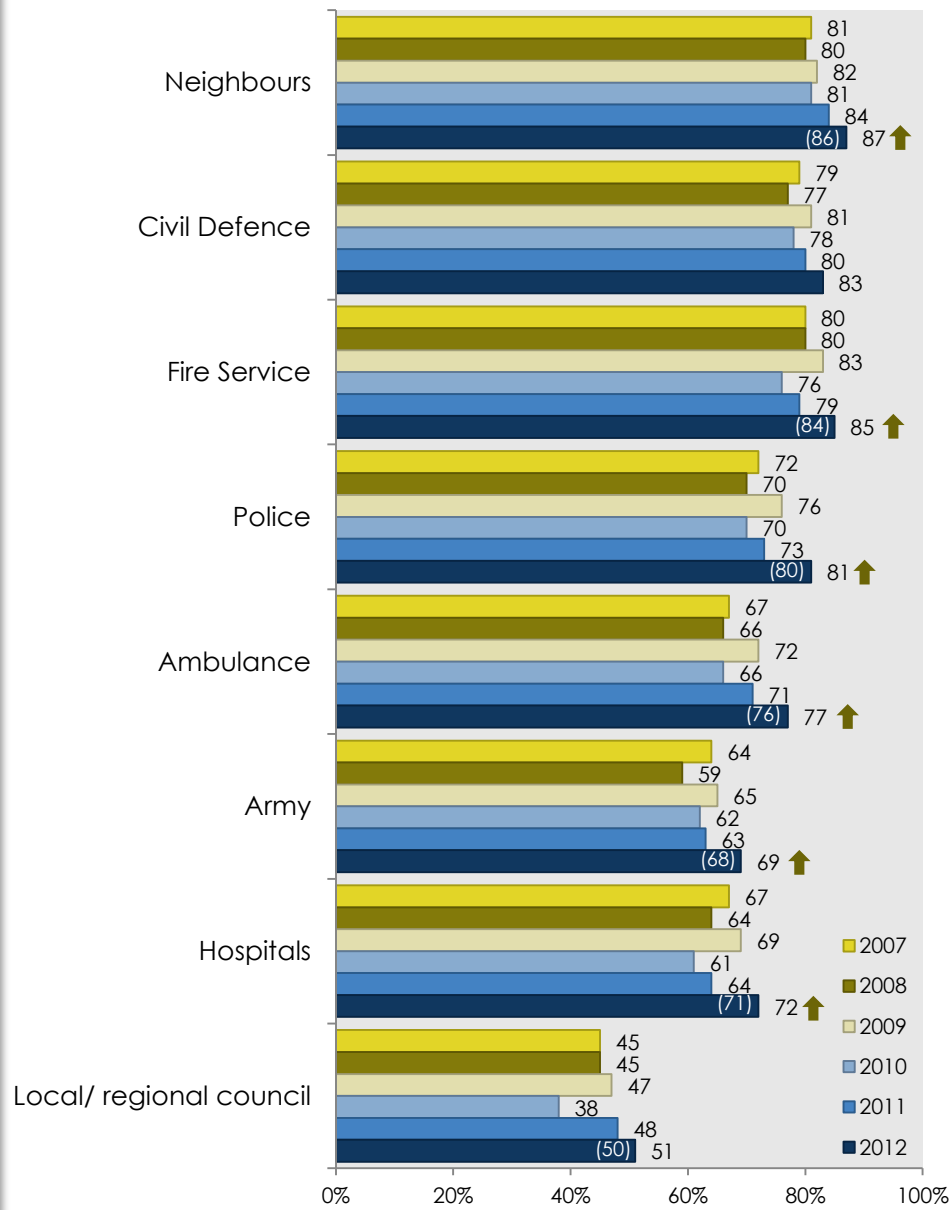
Fewer people mention hurricanes, cyclones and storms this year, although Christchurch residents are much more likely than average to mention these (49%, cf. 38% on average)

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), 2011 (n=1164), 2012 (n=1255). Note: Only the top six disasters for 2012 are shown.

⬇️ Significantly different from the 2011 result



Who would be able to help following a disaster?



There is now greater awareness that a wide range of services may help following a disaster.

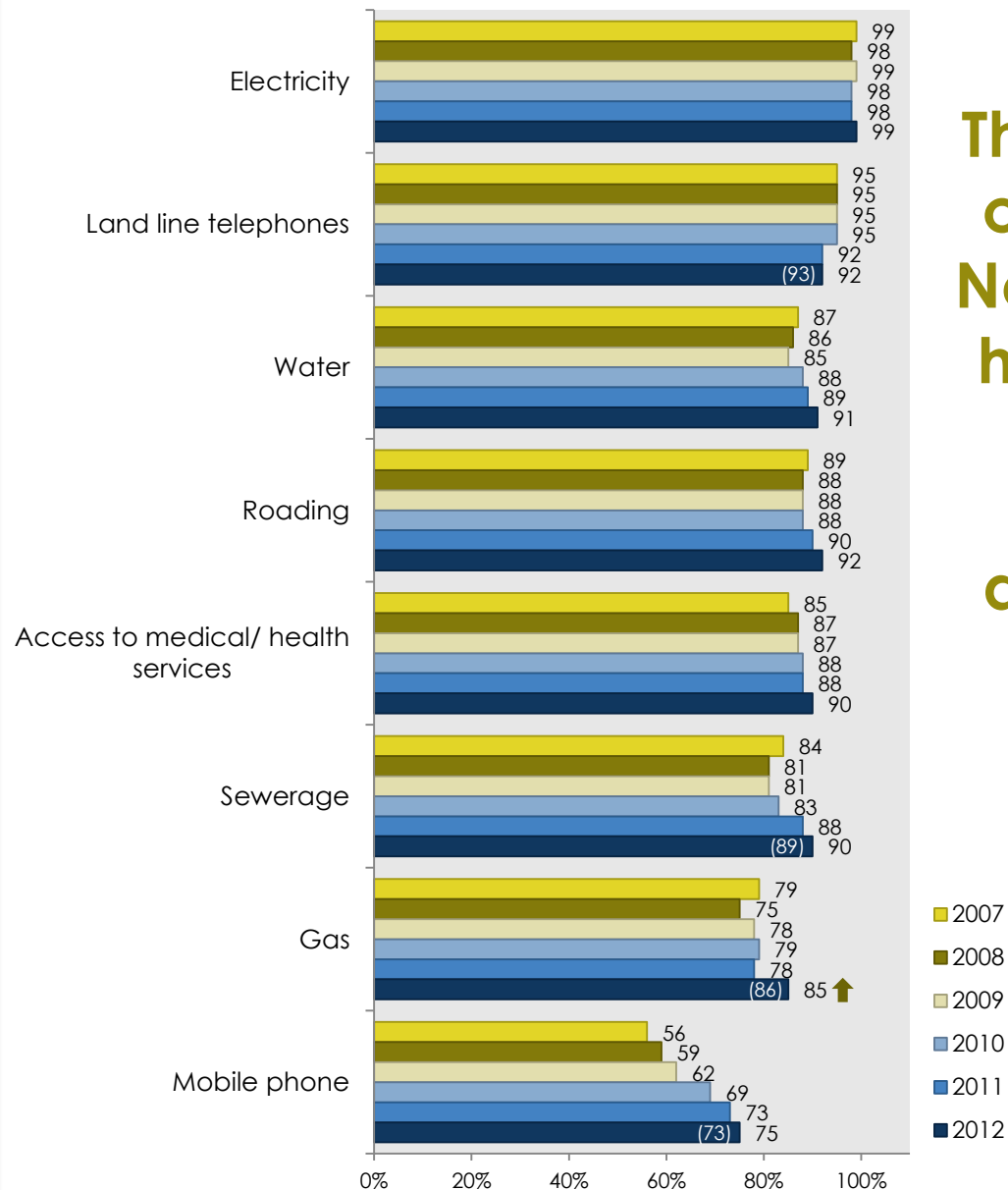
Christchurch residents in particular are likely to recognise that their neighbours (97%), the police (89%), the ambulance service (86%), hospitals (86%), and the army (86%) may help following a disaster.

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), 2011 (n=1164), 2012 (n=1255)

↑↑ Significantly different from the 2011 result



Which services could be disrupted?



Throughout the course of the research more New Zealand residents have become aware that mobile phone services may be disrupted following a disaster.

More people are aware of potential gas service disruptions this wave (up from 78% in 2011 to 85% this wave).

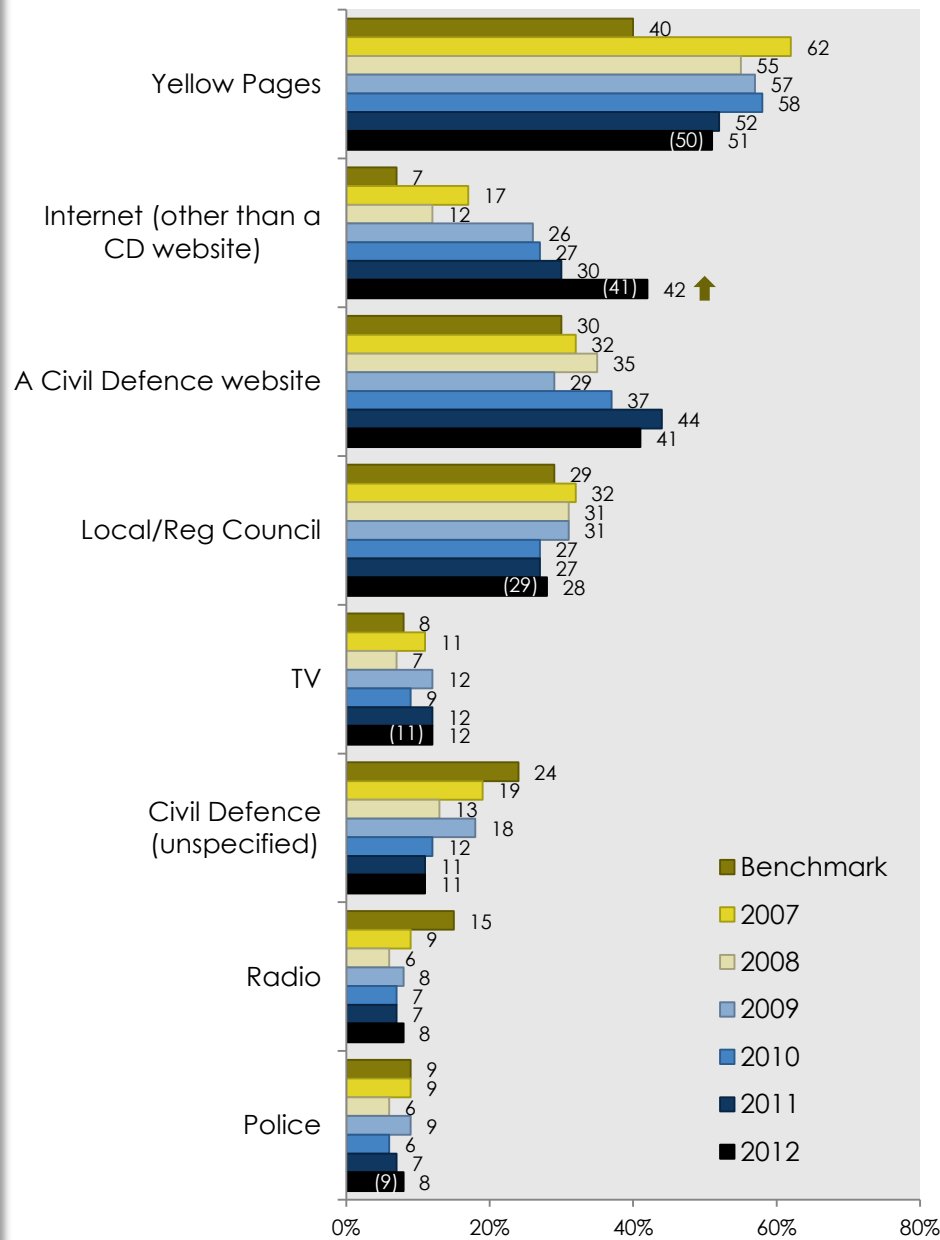
Christchurch residents are particularly likely to say that sewerage (98%) and mobile phone services (93%) may be disrupted.

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), 2011 (n=1164), 2012 (n=1255).

↕ Significantly different from the 2011 result



Finding information before a disaster.

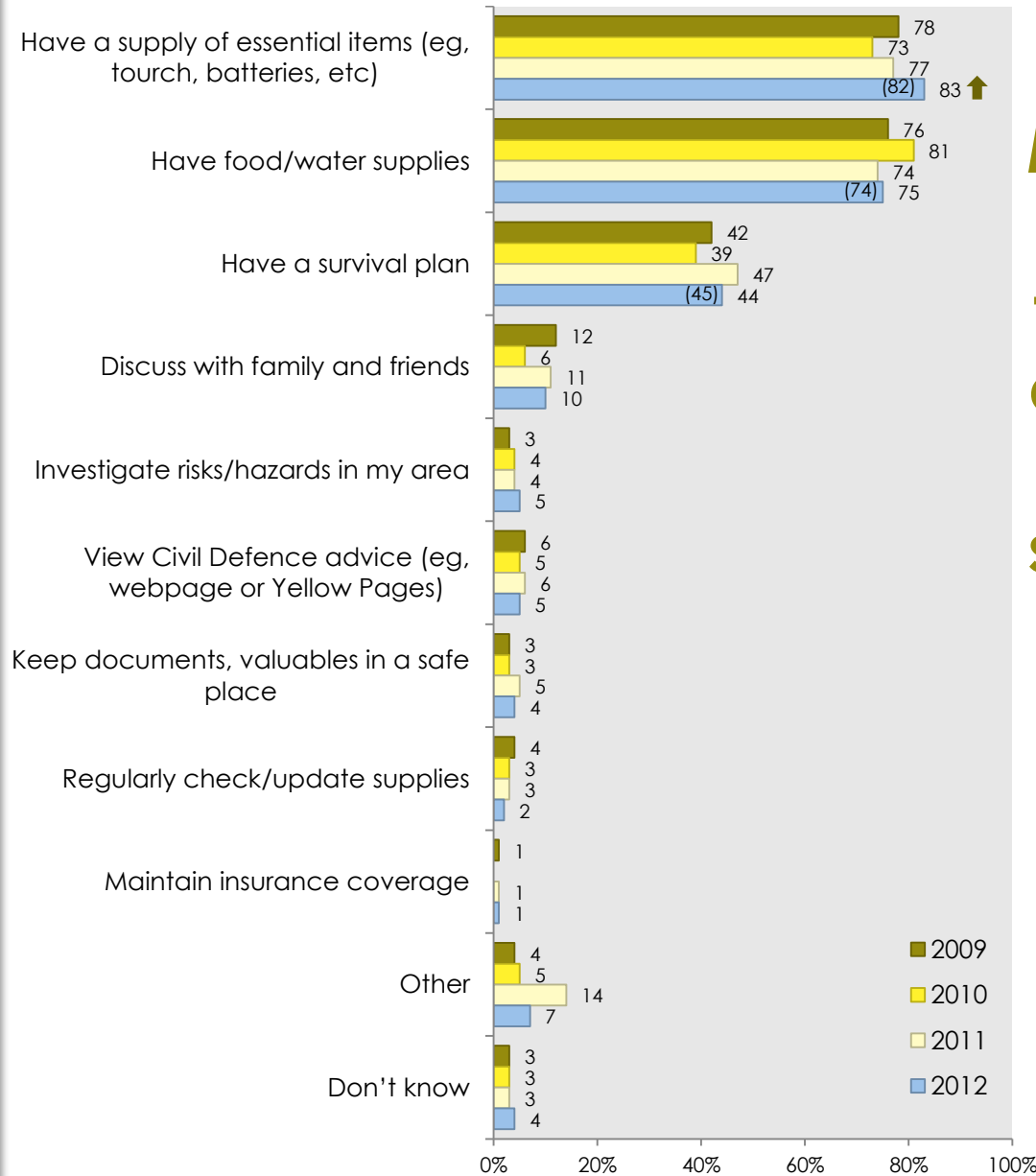


The most common places people will look for preparedness information prior to a disaster are the Yellow Pages, the internet, and a Civil Defence website.

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), 2011 (n=1164), 2012 (n=1255). Note: The top eight results for 2012 are shown.

↑↓ Significantly different from the 2011 result

How to prepare for a disaster (unprompted)



Most New Zealand residents mention that to prepare for disaster they need a supply of survival items, and food and water. Under half mention that they need a survival plan.

↑ Significantly different from the 2011 result

Q6a What things do you think households should do to prepare for a disaster?
 Base: All Respondents: Benchmark 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255).

**GET READY
GET THRU** 

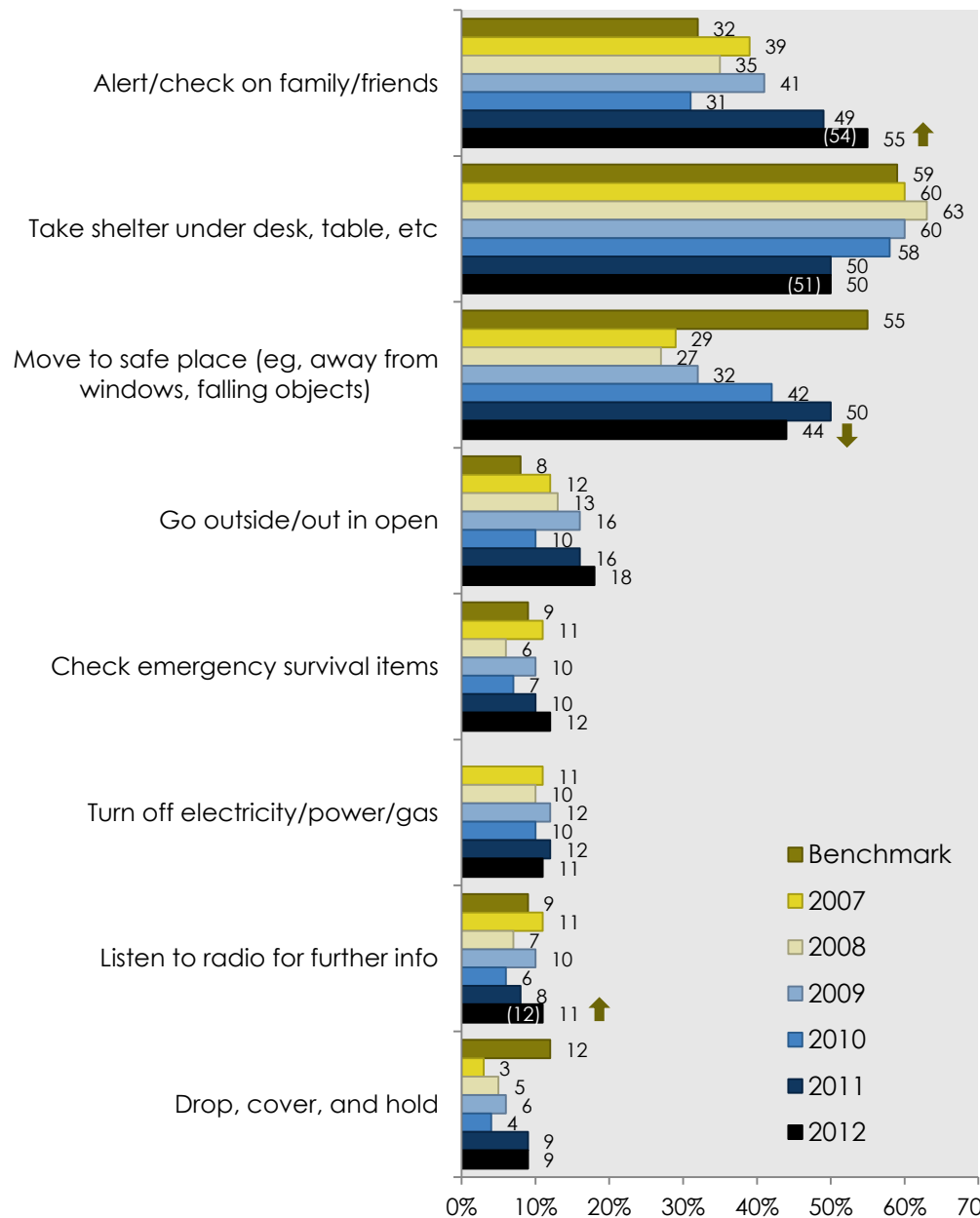
Action



Actions to take during and after an Earthquake



An increasing proportion of New Zealand residents say they would alert or check on family and friends during or following a disaster.



Christchurch residents are more likely than others to say 'drop, cover, and hold' (18%, cf. 9% who live elsewhere in New Zealand).

The increase in the proportion of people saying 'go outside/into the open' needs to be addressed in campaign messaging.

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), 2011 (n=1164), 2012 (n=1255). Note: The top eight results for 2012 shown.

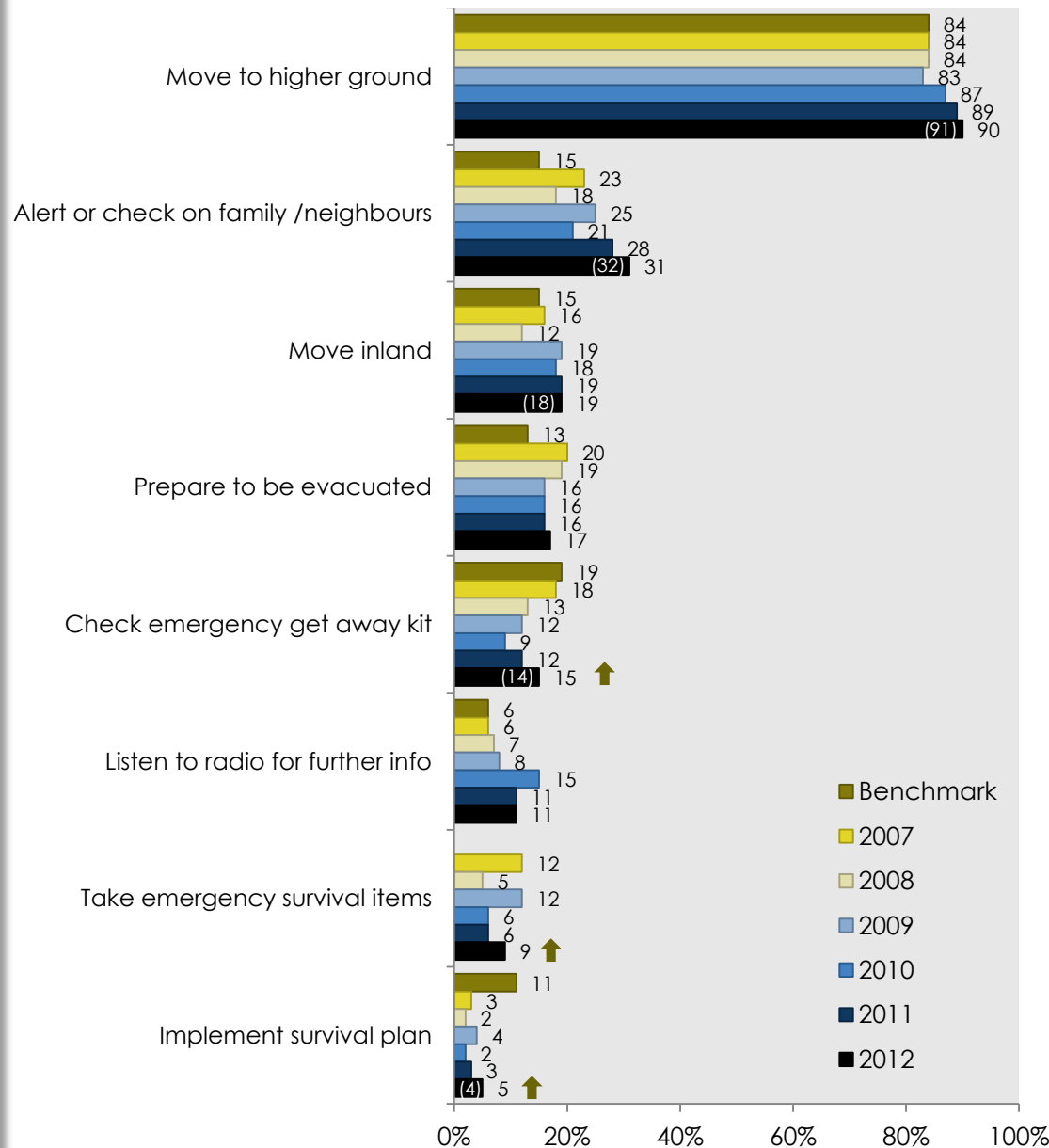
↑↓ Significantly different from the 2011 result



Actions to take in the event of a Tsunami warning



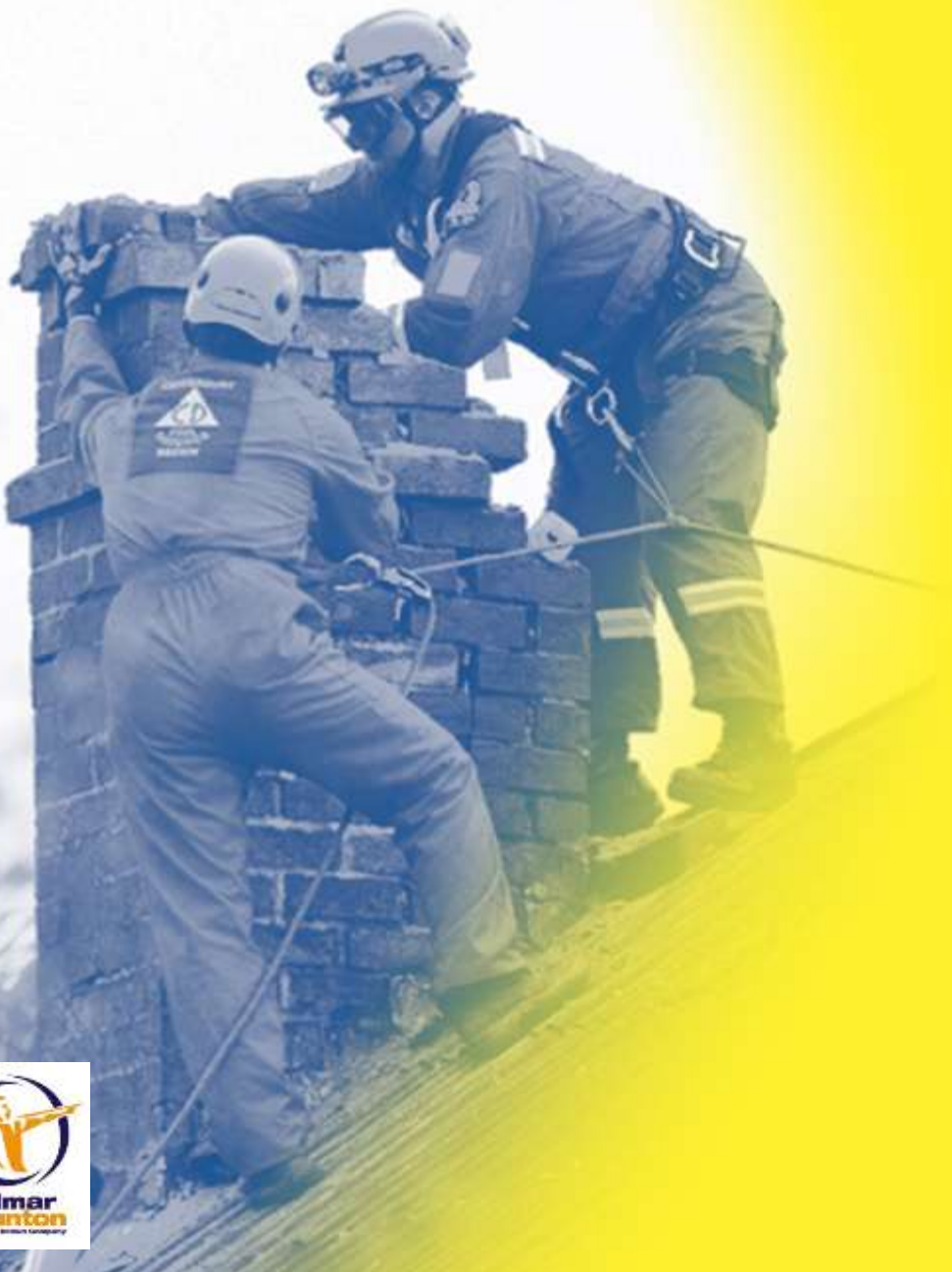
Over the last few years an increasing number of New Zealand residents have been saying that you should move to higher ground in the event of a tsunami warning.



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), 2011 (n=1164), 2012 (n=1255). Note: The top eight results for 2012 are shown.

↑↑ Significantly different from the 2011 result

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Conclusions



Conclusions

- The Christchurch earthquakes gave New Zealand residents a better understanding of what can happen in an emergency, and showed them that they may need to survive on their own for an extended period following a disaster.
- The earthquakes created a sense of urgency, and many people were prompted to take action. As a result, New Zealand's preparedness increased substantially in 2010.
- Preparedness this year is still higher than it was in 2010, but the results show there have been some small declines in preparedness among those living outside of Christchurch.

Sixteen percent of all New Zealand residents are fully prepared for an emergency.

Half (48%) have both water and survival items.

The majority are aware of the types of disasters that could occur (78%) and have understanding of the effects if one struck (81%).

Conclusions (continued)

- Awareness of the Civil Defence TV advertising has increased since last year. This was expected given that the March 2011 Get Ready Get Thru advertising was cancelled following the February earthquake.
- The ads prompt people to think about preparing or to take action:
 - ✓ Most people who have seen the ads (88%) ads have done something or thought about doing something as a result (up from 81% in 2011 and 2010).
- The tag line 'Get Ready, Get Thru' is becoming increasingly familiar to people - 59% now recall the tagline (up from 49% in 2011).
- Half of all New Zealand residents (49%) are now aware of the getthru.govt.nz website (up from 40% in 2011).



Challenges

- The impact of the Christchurch earthquakes on New Zealand residents' appears to have lessened. Preparedness may lessen further unless people can be prompted to maintain and increase their preparedness.
- The challenges going forward are:

1. **Maintaining preparedness** - make sure those who are prepared stay prepared.

They can do this by

- *Checking/refreshing their emergency supplies (some people have not done this). For example – at daylight savings check your emergency supplies.*
- *Recording (writing down) their plan for survival, so it doesn't get forgotten.*

2. **Encouraging action** among those who are not yet fully prepared.

- **Most people already believe it's important to prepare**, but many are not motivated to prepare, see it as too expensive, or believe that a disaster is unlikely to happen.
- **To address these barriers the campaign should encourage people to take action now, and should seek to maintain the sense of urgency that developed following the earthquakes.**
- *The website should continue to be referred to as the source for further information.*

3. **Raising awareness** among those most at risk.

- *Given the kinds of people most at risk (young people, ethnic minorities, and immigrant groups), this can't be addressed solely through a mass marketing campaign. Further effective engagement with targetted communities and local organisations (eg, churches, student unions) will help to increase awareness among those groups most at risk.*
- *Those at risk need to know what could happen if disaster strikes, and how to prepare.*

**GET READY
GET THRU**



Regional Analyses

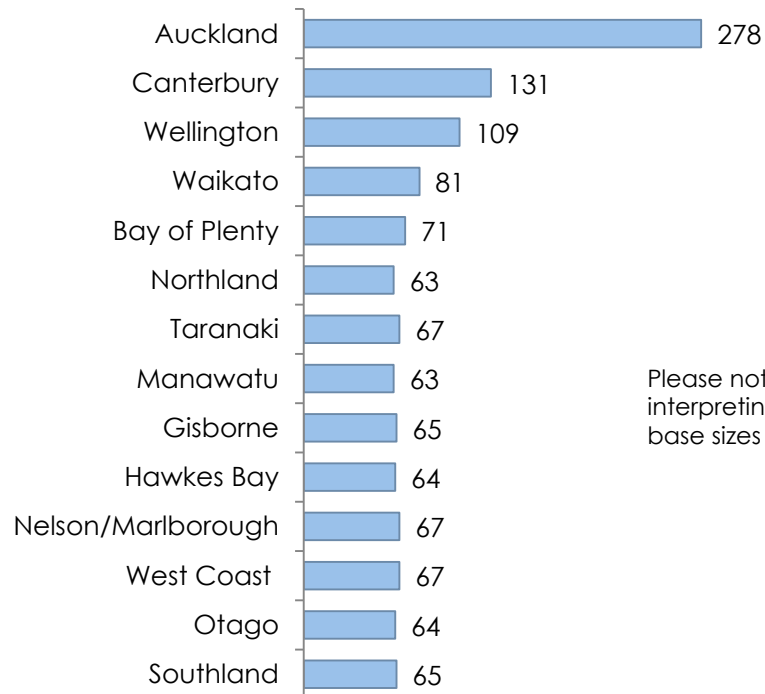


Regional Analyses

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.

The graph below provides the sample size for each region. The results have been weighted to 2006 Census figures to represent the proportion of New Zealanders aged 15+ within each region.

Number of interviews carried out in each region



Please note: Caution must be used in interpreting figures prior to 2011, due to small base sizes within some regions.

Source: Survey call data (total number of interviews = 1,255)

AUCKLAND



	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	4%	4%	3%	7%	9%	11%	10%
Prepared at home	15%	15%	14%	20%	18%	21%	22%
Has a plan	38%	39%	35%	40%	40%	53%	46%
Has survival items	83%	83%	67%	74%	75%	79%	75%

Preparedness

- Aucklanders are less likely than the national average to be fully prepared for a disaster (only 10% are fully prepared, cf. national average of 16%). They are also less likely than average to be prepared at home (22% cf. 32% national average).
- In Auckland, preparedness levels are significantly lower than average in seven of the preparedness diagnostics, including:
 - You have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring (70% cf. 78% national average)
 - You have a good understanding of what the effects would be if a disaster struck in your area (73% cf. 81% national average)
 - You are familiar with the Civil Defence information in the Yellow Pages (48% cf. 61% national average)
 - You have an emergency survival plan for your household (46% cf. 60% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member of your household (38% cf. 51% national average)
 - You have the necessary emergency items needed to survive a disaster (75% cf. 81% national average)
 - You regularly update your emergency survival items (45% cf. 52% national average).

AUCKLAND (CONTINUED)



Preparedness (continued)

- Aucklanders are less likely than average to say that they feel either 'very well prepared' or 'quite well prepared' for a disaster (only 43% cf. 59% national average).
- They are also less likely than average to have an emergency plan that includes while they are at home and away from home (only 19% cf. 27% national average).
- In the last 12 months, significantly fewer Aucklanders (when compared to average) have taken steps to prepare themselves or their household for a disaster (only 38% cf. 55% national average).

Advertising and information

- Aucklanders are less likely than average to recall seeing, hearing, or reading any advertising about preparing for a disaster (only 56% cf. 65% national average). Of the Aucklanders who have seen an advertisement, significantly fewer than average recall having seen something in the newspapers (10% cf. 20% national average).
- They are also less likely than average to recall seeing a Civil Defence TV advertisement (62% cf. 69% on average). Of the Aucklanders who have seen one of the TV advertisements, significantly fewer than average said the ad prompted them to make or update their survival kit (38% cf. 50% national average).

AUCKLAND (CONTINUED)



Disaster awareness

- Auckland residents are more likely than average to think that a volcanic eruption can happen in NZ in their lifetime (53% cf. 45% national average), and they are less likely than average to think a flood can happen (47% cf. 56% national average).
- They are more likely than average to agree that there will always be adequate warning before a disaster strikes (44% cf. 36% national average).
- They are also more likely than average to say that gas services (89% cf. 85% national average) could be disrupted following a disaster.
- Aucklanders are less likely than average to say that they can get information about how to prepare for a disaster from their local or regional council (17% cf. 28% national average) and from Civil Defence (unspecified) (6% cf. 11% national average).
- Aucklanders are also less likely than average to say that in the event of a tsunami, people should move to higher ground or away from danger (85% cf. 90% national average), and they are less likely than average to say that in the event of an earthquake, people should alert or check on family, friends and neighbours (48% cf. 55% national average).

CANTERBURY



	Benchmark	2007	2008	2009	2010	2011	2012	
Fully prepared	5%	10%	8%	11%	13%	NA	32%↑	*Note: Up until 2010 the results for the Canterbury region were combined with the results for the West Coast region.
Prepared at home	19%	24%	40%	25%	27%	NA	50%↑	
Has a plan	52%	52%	62%	54%	51%	NA	79%↑	
Has survival items	79%	87%	89%	83%	80%	NA	88%	

Preparedness

- The proportion of Canterbury residents who are fully prepared for a disaster is significantly higher than average (32% cf. 16% national average), and compared to 2010, has significantly increased (from 13% in 2010 to 32% this year).
- Similarly, the proportion that are prepared at home is significantly higher than average (50% cf. 32% national average), and compared to 2010, has significantly increased (from 27% in 2010 to 50% this year).
- In Canterbury, preparedness levels are significantly higher than average for the following four preparedness diagnostics:
 - You have a good understanding of what the effects would be if a disaster struck in your area (90% cf. 81% national average)
 - You have an emergency survival plan for your household (79% cf. 60% national average) – note that this has significantly increased from 2010 when only 51% had a plan
 - You regularly update your emergency survival items (69% cf. 52% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (73% cf. 51% national average).

↑↓ Significantly different from the 2010 result

CANTERBURY (CONTINUED)



Preparedness (continued)

- The proportion of Canterbury residents who have a plan for when they are at home and away from home is significantly higher than average (44% cf. 27% national average).
- The proportion of Canterbury residents who have taken steps in the last 12 months to prepare themselves or their household for a disaster is significantly higher than average (85% cf. 55% national average). Of these residents that have taken action, a higher proportion than average said that the Christchurch earthquake prompted them to take these steps (89% cf. 69% national average). Conversely, a smaller proportion than average said that disasters from overseas prompted them to take action (10% cf. 18% national average).
- Canterbury residents are more likely than average to say that they feel either 'very well prepared' or 'quite well prepared' for a disaster (82% cf. 59% national average).

Advertising and information

- Canterbury residents who have seen a Civil Defence TV advertisement are significantly more likely than average to say that the advertisement prompted them to make or update their survival kit (66% cf. 50% national average).

Disaster awareness

- Residents in the Canterbury region are less likely than average to agree that there will always be adequate warning before a disaster hits (18% cf. 36% national average).

CANTERBURY (CONTINUED)



Disaster awareness (continued)

- Canterbury residents are more likely than average to say that the following groups or individuals will be there to help them following a disaster:
 - Neighbours (96% cf. 87% national average)
 - Ambulances (86% cf. 77% national average)
 - Hospitals (83% cf. 72% national average)
 - Army (85% cf. 69% national average).
- Residents from the Canterbury region are more likely than average to think that the following household utilities or infrastructure services could be disrupted following a disaster:
 - Water supplies (97% cf. 91% national average)
 - Sewerage (98% cf. 90% national average)
 - Mobile phone services (86% cf. 75% national average).
- In addition to the above, they are less likely than average to think that land line telephones could be disrupted (82% cf. 92% national average).
- Residents from the Canterbury region are more likely than average to think that in the event of a tsunami, people should move inland (28% cf. 19% national average), and that in the event of an earthquake, people should 'drop, cover and hold' (18% cf. 9% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	18%	16%	24%	14%	18%	33%	25%
Prepared at home	35%	37%	41%	26%	34%	51%	40%
Has a plan	59%	67%	63%	49%	57%	79%	71%
Has survival items	76%	77%	82%	71%	86%	88%	83%

Preparedness

- Overall, a quarter (25%) of Wellington residents are fully prepared for a disaster. This is higher than the national average of 16%.
- The proportion of Wellington residents who have taken steps in the past 12 months to prepare for a disaster is higher than average (65% cf. 55% national average).
- Similarly, the proportion of Wellington residents who have a survival plan for when they are at home and away from home is significantly higher than average (41% cf. 27% national average).
- In Wellington, preparedness levels are significantly higher than average in two of the preparedness diagnostics, including:
 - You have an emergency survival plan for your household (71% cf. 60% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (67% cf. 51% national average).

WELLINGTON (CONTINUED)



Advertising and information

- Among Wellington residents who have seen a Civil Defence TV advertisement, significantly fewer than average said the advertisement prompted them to 'think about preparing for a disaster' (63% cf. 75% national average).
- Wellington residents are more likely than average to state that they saw or heard non-advertising information about disasters via the internet (19% cf. 10% national average) or at work/through workmates (12% cf. 6% national average). They are less likely than average to state that they saw or heard non-advertising information about disasters on the television (23% cf. 33% national average).

Disaster awareness

- Wellington residents are more likely than average to say that a fire could happen in NZ in their lifetime (35% cf. 24% national average), and they are less likely to say a volcanic eruption could happen (33% cf. 45% national average).
- Wellington residents are less likely than average to think that in a disaster, emergency services will be there to help them (64% cf. 75% national average), and that there will be adequate warning before a disaster hits (24% cf. 36% national average).
- Wellington residents are more likely than average to say that in the event of a strong earthquake, people should check emergency survival items (19% cf. 12% national average), and turn off all electricity, power and gas immediately following the disaster (23% cf. 11% national average).
- Residents from Wellington are less likely than average to say information about how to prepare for a disaster can be obtained via the police (2% cf. 8% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	9%	6%	7%	11%	12%	12%	8%
Prepared at home	21%	22%	19%	18%	21%	34%	29%
Has a plan	44%	46%	45%	50%	47%	57%	52%
Has survival items	68%	91%	81%	75%	80%	86%	77%

Preparedness

- Preparedness levels among Waikato residents are statistically similar to the national average:
 - Just under one in ten are fully prepared (8%)
 - Just under a third are prepared at home (29%).
- Similarly, preparedness levels are on par with the national average for the following preparedness diagnostics:
 - 83% have a good understanding of what the effects would be if a disaster struck in their area
 - 79% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 77% have the necessary emergency items needed to survive a disaster
 - 57% are familiar with the Civil Defence information in the Yellow Pages
 - 52% have an emergency survival plan for their household
 - 44% regularly update their emergency survival items
 - 43% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 6% attend meetings with community groups about disaster planning.

WAIKATO (CONTINUED)



Preparedness (continued)

- Waikato residents are more likely than average to say that they have not taken steps in the past 12 months to prepare for a disaster (57% cf. 45% national average).

Advertising and information

- The proportion of Waikato residents that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 71%.
- Similar to the national average, three quarters (74%) of Waikato residents recall having seen a Civil Defence TV advertisement. Of those who have seen a Civil Defence TV advertisement, the proportion of Waikato residents who said that the advertisements prompted them to think about preparing for disasters is significantly higher than average (88% cf. 75% national average).

Disaster awareness

- Waikato residents are more likely than average to think that a flood could occur in NZ during their lifetime (67% cf. 56% national average), and are less likely than average to think that a tsunami could occur (60% cf. 72% national average).
- Among Waikato residents, awareness of where to find information about preparing for a disaster is generally consistent with the national average:
 - 48% mentioned the Yellow Pages
 - 44% mentioned the internet in general
 - 37% mentioned their local or regional council
 - 36% mentioned the Civil Defence website
 - 17% mentioned Civil Defence (non-specific).

BAY OF PLENTY



	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	8%	2%	13%	15%	12%	12%	17%
Prepared at home	16%	16%	34%	28%	22%	34%	37%
Has a plan	43%	42%	57%	54%	47%	66%	63%
Has survival items	67%	82%	90%	78%	81%	87%	81%

Preparedness

- Preparedness levels among the Bay of Plenty residents statistically similar to the national average:
 - 17% are fully prepared; 37% are prepared at home
 - Just under two thirds (63%) have an emergency plan and 81% have survival items.
- Preparedness levels among Bay of Plenty residents are significantly higher than average for the preparedness diagnostic 'you are familiar with the Civil Defence information in the Yellow Pages' (75% cf. 61% national average).
- One in two residents (55%) from the Bay of Plenty have taken steps in the last 12 months to prepare themselves or their households for a disaster. Of these residents, the proportion that said that a disaster in NZ prompted them to take action is significantly lower than average (only 57% cf. 75% national average).

BAY OF PLENTY (CONTINUED)



Advertising and information

- The proportion of residents from the Bay of Plenty that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 75%.
- Just under three quarters of Bay of Plenty residents (73%) have seen a Civil Defence TV advertisement, 57% have previously heard of the tag line 'Get Ready, Get Thru', and 48% have previously heard of the website 'getthru.govt.nz', all of which are consistent with the national average.

Disaster awareness

- Residents from the Bay of Plenty are more likely than average to think a volcanic eruption could happen in NZ in their lifetime (61% cf. 45% national average).
- They are also more likely than average to think that access to medical and health services could be disrupted following a disaster (98% cf. 90% national average).
- Among Bay of Plenty residents, awareness of where to find information about preparing for a disaster is generally consistent with the national average:
 - 56% mentioned the Yellow Pages
 - 42% mentioned the internet in general
 - 36% mentioned the Civil Defence website
 - 29% mentioned their local or regional council
 - 9% mentioned Civil Defence (un-specified).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	1%	7%	10%	6%	6%	12%	12%
Prepared at home	13%	33%	24%	25%	34%	25%	37%
Has a plan	37%	51%	42%	56%	55%	45%	62%
Has survival items	87%	91%	93%	80%	74%	84%	79%

Preparedness

- Just over a third of Northland residents are prepared at home (37%).
- Eight in ten Northland residents have an emergency supply of essential items (79%).
- Preparedness levels among Northland residents are on par with the national average for the following preparedness diagnostics;
 - 87% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 82% have a good understanding of what the effects would be if a disaster struck in their area
 - 67% are familiar with the Civil Defence information in the Yellow Pages
 - 62% have an emergency survival plan for their household
 - 53% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 52% regularly update their emergency survival items
 - 12% attend meetings with community groups about disaster planning.
- One in two Northland residents (48%) have taken steps in the last 12 months to prepare themselves or their household for a disaster. Of these residents, a significantly higher proportion than average said that a disaster overseas prompted them to take these steps (35% cf. 18% national average), and significantly fewer said a disaster in NZ prompted them (52% cf. 75% national average).

NORTHLAND (CONTINUED)



Advertising and information

- The proportion of Northland residents who have seen, heard, or read any general advertising about preparing for a disaster is relatively consistent with the national average at 65%.
- Similarly, the proportions of Northland residents who have seen a Civil Defence TV advertisement (69%), who have previously heard of 'Get Ready, Get Thru' (49%), and who have previously heard of the website 'getthru.govt.nz' (48%) are on par with national results.

Disaster awareness

- Northland residents are more likely than average to think they can get information about how to prepare for a disaster from the police (22% cf. 8% national average).
- Residents from Northland are more likely than average to think that there will always be adequate warning before a disaster hits (54% cf. 36% national average).
- They are also more likely than average to think that in the event of a tsunami warning, people should move to higher ground (98% cf. 90%), and that in the event of an earthquake, people should go outside or out into the open (29% cf. 18% national average).
- Northland residents are less likely than average to think that in the event of a disaster in their area, the Army will be there to help them (55% cf. 69% national average).
- They are also less likely than average to think the following household utilities or infrastructure services could be disrupted if a disaster took place:
 - Water (79% cf. 91% national average)
 - Gas (74% cf. 85% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	14%	11%
Prepared at home	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	22%	25%
Has a plan	47%	39%	57%	43%	36%	62%	56%
Has survival items	81%	84%	90%	81%	68%	76%	84%

Preparedness

- Preparedness levels among Taranaki residents are statistically similar to the national average:
 - Just over one in ten are fully prepared (11%)
 - A quarter are prepared at home (25%)
 - One in two have an emergency plan (56%)
 - Four in five have emergency survival items (84%).
- In Taranaki, preparedness levels are significantly higher than average for the preparedness diagnostic 'you have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring' (89% cf. 78% national average).
- When compared to average, significantly fewer Taranaki residents said that they have a plan for when they are at home and away from home (15% cf. 27% national average).

TARANAKI (CONTINUED)



Advertising and information

- Among Taranaki residents that have seen, heard, or read some advertising about preparing for a disaster, significantly more than average said they heard the advertisement on the radio (35% cf. 16% national average).
- Just under three quarters of Taranaki residents (72%) recall seeing a Civil Defence TV advertisement. Of these residents, a significantly higher than average proportion said that the advertisement didn't prompt them to do anything (31% cf. 12% national average).

Disaster awareness

- Taranaki residents are more likely than average to say that a volcanic eruption could occur in NZ in their lifetime (74% cf. 45% national average), and that a hurricane, cyclone, or storm could occur (57% cf. 38% national average). They are less likely than average to say that a fire could occur (only 12% cf. 24% national average).
- Taranaki residents are more likely than average to say that they can get information about how to prepare for a disaster from their local or regional council (44% cf. 28% national average) or the police (19% cf. 8% national average). They are less likely to say information can be obtained via the internet (20% cf. 42% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	6%	16%	16%	15%	7%	20%	15%
Prepared at home	28%	34%	30%	33%	22%	36%	42%
Has a plan	52%	63%	55%	65%	50%	67%	67%
Has survival items	85%	97%	76%	94%	82%	80%	81%

Preparedness

- Three quarters of Manawatu residents (75%) said that they feel either 'very well prepared' or 'quite well prepared' for a disaster. This is significantly higher than the national average where only 59% said this.
- Two thirds of Manawatu residents (65%) have taken steps in the last 12 months to prepare themselves or their household for a disaster. While this is on par with the national average, significantly fewer residents (when compared to average) said that these steps were prompted by the Christchurch earthquake (50% cf. 69% national average).
- Preparedness levels among Manawatu residents are on par with the national average for the following preparedness diagnostics:
 - 87% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 83% have a good understanding of what the effects would be if a disaster struck in their area
 - 81% have the necessary emergency items needed to survive a disaster
 - 71% are familiar with the Civil Defence information in the Yellow Pages
 - 67% have an emergency survival plan for their household
 - 62% regularly update their emergency survival items
 - 58% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 8% attend meetings with community groups about disaster planning.

MANAWATU (CONTINUED)



Advertising and information

- The proportion of residents from the Manawatu that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 77%.
- Similar to the national average, three quarters (72%) of Manawatu residents recall having seen a Civil Defence TV advertisement, 56% have previously heard of the tag line 'Get Ready, Get Thru', and 40% have previously heard of the website 'getthru.govt.nz'.

Disaster awareness

- Similar to past years, Manawatu residents are more likely than average to say that a flood is a disaster that could occur in NZ during their lifetime (70% cf. 56% national average).
- They are also more likely than average to say that they can get information about how to prepare for a disaster from their local and regional council (48% cf. 28% national average).
- Manawatu residents are less likely than average to think that hospitals will be able to help them following a disaster (51% cf. 72% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	16%	25%
Prepared at home	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	35%	38%
Has a plan	62%	42%	68%	40%	72%	59%	64%
Has survival items	100%	87%	87%	92%	80%	82%	83%

Preparedness

- On par with the national average, 57% of Gisborne residents have taken steps in the last 12 months to prepare themselves or their household for a disaster. However, significantly fewer than average said these steps were prompted by the Christchurch earthquake (only 47% cf. 69% national average).
- In Gisborne, preparedness levels are significantly higher than average for the preparedness diagnostic 'you are familiar with the Civil Defence information in the Yellow Pages' (77% cf. 61% national average).
- Preparedness levels among Gisborne residents are on par with the national average for the following preparedness diagnostics:
 - 87% have a good understanding of what the effects would be if a disaster struck in their area
 - 85% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 83% have the necessary emergency items needed to survive a disaster
 - 64% have an emergency survival plan for their household
 - 61% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 57% regularly update their emergency survival items
 - 15% attend meetings with community groups about disaster planning.

GISBORNE (CONTINUED)



Advertising and information

- The proportion of Gisborne residents who have seen a Civil Defence TV advertisement is significantly lower than average (only 57% cf. 69% national average).
- 60% of Gisborne residents have previously heard of the tag line 'Get Ready, Get Thru' which is consistent with the national average. However, the proportion of Gisborne residents who have previously heard of the website 'getthru.govt.nz' is significantly higher than average (62% cf. 49% national average).
- Gisborne residents are more likely than average to state that they heard non-advertising information about disasters via word of mouth (24% cf. 9% national average).

Disaster awareness

- Gisborne residents are more likely than average to think that the following disasters could happen in NZ in their lifetime:
 - Tsunami (88% cf. 72% national average)
 - Flood (73% cf. 56% national average).
- Compared to average, significantly fewer residents from Gisborne think that water supplies could be disrupted in the event of a disaster (only 77% cf. 91% national average).
- Gisborne residents are more likely than average to say that information about how to prepare for a disaster can be obtained via the radio (17% cf. 8% national average).

HAWKES BAY



	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	13%	7%	16%	12%	7%	16%	21%
Prepared at home	26%	26%	29%	29%	20%	28%	43%
Has a plan	59%	54%	64%	59%	63%	71%	73%
Has survival items	88%	80%	73%	87%	79%	84%	87%

Preparedness

- Preparedness levels among Hawkes Bay residents are statistically similar to the national average:
 - A fifth of residents are fully prepared (21%)
 - Just over two fifths are prepared at home (43%)
 - Nearly nine in ten have emergency survival items (87%).
- In Hawkes Bay, preparedness levels are significantly higher than average for the preparedness diagnostic 'you have an emergency survival plan for your household' (73% cf. 60% national average).
- Two thirds of Hawkes Bay residents (66%) have taken steps in the last 12 months to prepare themselves or their household for a disaster. Three quarters of these residents (78%) said their actions were prompted by a disaster in NZ and 19% said their actions were prompted by a disaster overseas.

HAWKES BAY (CONTINUED)



Advertising and information

- The proportion of residents from the Hawkes Bay that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 68%. Of these residents, a significantly smaller proportion than average recall seeing advertising on TV (75% cf. 87% national average).
- Two thirds of Hawkes Bay residents (66%) have seen a Civil Defence TV advertisement, 50% have previously heard of the tag line 'Get Ready, Get Thru', and 44% have previously heard of the website 'getthru.govt.nz', all of which are consistent with the national average.
- Hawkes Bay residents are more likely than average to state that they heard non-advertising information about disasters via their local or community newspapers (20% cf. 11% national average).

Disaster awareness

- Hawkes Bay residents are less likely than average to say that a hurricane, cyclone, or storm could occur in NZ in their lifetime (25% cf. 38% national average).
- They are also less likely to think they need to have food and water supplies to prepare for a disaster (only 60% cf. 75% national average).
- In the event of a disaster in their area, residents from Hawkes Bay are less likely than average to think their neighbours will be there to help them (75% cf. 87% national average) or that ambulance services will be there to help (64% cf. 77% national average).
- They are also less likely than average to think that the following household utilities or infrastructure services could be disrupted:
 - Roading (84% cf. 92% national average)
 - Water (83% cf. 91% national average)
 - Sewerage (80% cf. 90% national average)

NELSON/MARLBOROUGH



	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	37%	17%↓
Prepared at home						51%	36%
Has a plan	66%	48%	71%	53%	43%	80%	66%
Has survival items	88%	91%	87%	91%	85%	91%	94%

Preparedness

- Compared to last year, significantly fewer Nelson/Marlborough residents are fully prepared for a disaster (from 37% in 2011 down to 17% this year).
- In Nelson/Marlborough, preparedness levels are significantly higher than average for the preparedness diagnostic 'you have the necessary emergency items needed to survive a disaster' (94% cf. 81% national average).
- Nelson/Marlborough residents are more likely than average to have an emergency survival plan that only includes a plan for when they are at home (45% cf. 33% national average).
- Six in ten Nelson/Marlborough residents (59%) have taken steps in the last 12 months to prepare themselves or their household for a disaster. Of these residents, a significantly higher than average proportion said that their friends and family (21% cf. 11% national average) and that the news and media prompted them to take these steps (19% cf. 9% national average).

↕ Significantly different from the 2011 result

NELSON/MARLBOROUGH (CONTINUED)



Advertising and information

- On par with the national average, approximately six in ten Nelson/Marlborough residents (59%) recall seeing, hearing, or reading an advertisement about preparing for a disaster. Of these residents, a significantly higher proportion than average recall hearing advertisements on the radio (31% cf. 16% national average).
- Nelson/Marlborough residents are more likely than average to state that they heard non-advertising information about disasters via their local or community newspapers (23% cf. 11% national average).

Disaster awareness

- Nelson/Marlborough residents are less likely than average to think that a volcanic eruption could occur in NZ in their lifetime (24% cf. 45% national average).
- Nelson/Marlborough residents are more likely than average to think that the following household utilities or infrastructure services could be disrupted by a disaster:
 - Land line telephones (100% cf. 92% national average)
 - Roothing (100% cf. 92% national average).
- They are less likely than average to think that gas could be disrupted by a disaster (72% cf. 85% national average).
- They are more likely than average to think information about how to prepare for a disaster can be obtained from their local or regional council (45% cf. 28% national average) and are less likely to think information can be obtained via the radio (only 1% cf. 8% national average).

WEST COAST



	2011	2012	
Fully prepared	24%	19%	<i>*Note: Up until last year the West Coast was analysed together with Canterbury.</i>
Prepared at home	53%	45%	
Has a plan	79%	67%	
Has survival items	93%	93%	

Preparedness

- Residents from the West Coast are more likely than average to be prepared at home (45% cf. 32% national average).
- Preparedness levels in the West Coast are significantly higher than average in the following five preparedness diagnostics:
 - You have a good understanding of what the effects would be if a disaster struck in your area (93% cf. 81% national average)
 - You are familiar with the Civil Defence information in the Yellow Pages (78% cf. 61% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (66% cf. 51% national average)
 - You have the necessary emergency items needed to survive a disaster (93% cf. 81% national average)
 - You regularly update your emergency survival items (73% cf. 52% national average).
- West Coast residents are more likely than average to say that they've taken steps in the last 12 months to prepare themselves or their household for a disaster (76% cf. 55% national average).
- West Coast residents are more likely than average to be prepared with both water and survival items (66% cf. 48% national average).

WEST COAST (CONTINUED)



Advertising and information

- The proportion of West Coast residents that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 57%.
- Similar to the national average, 62% of West Coast residents recall having seen a Civil Defence TV advertisement, 61% have previously heard of the tag line 'Get Ready, Get Thru', and 47% have previously heard of the website 'getthru.govt.nz'.
- West Coast residents are more likely than average to state that they heard non-advertising information about disasters via their local or community newspapers (21% cf. 11% national average).

Disaster Awareness

- Residents from the West Coast are more likely than average to say that a fire could occur in NZ in their lifetime (37% cf. 24% national average).
- They are less likely than average to agree that there will always be adequate warning before a disaster hits (17% cf. 36% national average).
- West Coast residents are significantly less likely than average to think that the following groups or individuals will be able to help them in the event of a disaster:
 - Fire services (74% cf. 85% national average)
 - Police (70% cf. 81% national average)
 - Ambulance (65% cf. 77% national average)
 - Hospitals (53% cf. 72% national average)
 - Army (51% cf. 69% national average).
- In terms of services that could be disrupted following a disaster, West Coast residents are less likely than average to say that water (83% cf. 91% national average), sewerage (82% cf. 90% national average), and gas (57% cf. 85% national average) could be disrupted.
- West Coast residents are more likely than average to say that in the event of a tsunami, people should take their emergency survival items with them (17% cf. 9% national average).

	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	5%	17%	4%	3%	8%	23%	8%↓
Prepared at home	15%	32%	18%	14%	29%	37%	17%↓
Has a plan	53%	44%	43%	60%*	59%	71%	64%
Has survival items	94%	86%	82%	89%	88%	85%	84%

Preparedness

- Compared to 2011, significantly fewer Otago residents are fully prepared for a disaster (from 23% in 2011 to 8% this year).
- Similarly, when compared to last year, fewer Otago residents are prepared at home for a disaster (from 37% in 2011 to 17% this year). This is significantly lower than average (32% national average).
- However, preparedness levels are on par with the national average for the following preparedness diagnostics:
 - 84% have the necessary emergency items needed to survive a disaster
 - 84% have a good understanding of what the effects would be if a disaster struck in their area
 - 76% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 68% are familiar with the Civil Defence information in the Yellow Pages
 - 64% have an emergency survival plan for their household
 - 51% regularly update their emergency survival items
 - 39% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 11% attend meetings with community groups about disaster planning.

↕ Significantly different from the 2011 result

OTAGO (CONTINUED)



Advertising and information

- The proportion of Otago residents that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 70%.
- Similar to the national average, 68% of Otago residents recall having seen a Civil Defence TV advertisement. However, a higher proportion of Otago residents who have seen the advertisement said that it prompted them to talk to family and friends about it (74% cf. 58% national average).
- 56% of Otago residents have previously heard of the tag line 'Get Ready, Get Thru' and 47% have previously heard of the website 'getthru.govt.nz'.

Disaster awareness

- In the event of a tsunami, a significantly higher than average proportion of Otago residents said that people should alert or check on family and friends (46% cf. 31% national average) and that they should take their emergency survival items (22% cf. 9% national average).
- In the event of an earthquake, a significantly higher than average proportion of Otago residents said that people should alert or check on family and friends (69% cf. 55% national average).

SOUTHLAND



	Benchmark	2007	2008	2009	2010	2011	2012
Fully prepared	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	20%	9%
Prepared at home	Sample size too small	Sample size too small	Sample size too small	Sample size too small	Sample size too small	38%	25%
Has a plan	55%	52%	72%	50%	62%	71%	46%↓
Has survival items	77%	87%	86%	90%	77%	91%	87%

Preparedness

- One in ten Southland residents (9%) are fully prepared for a disaster and a quarter (25%) are prepared at home.
- Just under half of Southland residents (46%) have an emergency plan which is significantly lower than last year (in 2011, 71% had a plan) and significantly lower than average (60% national average).
- Nine in ten Southland residents (87%) have an emergency supply of essential items.

Advertising and information

- The proportion of Southland residents that have seen, heard, or read advertising about preparing for a disaster is generally consistent with the national average at 63%. Of these residents, the proportion that have seen advertising in the newspaper is significantly higher than average (39% cf. 20% national average).
- 81% of Southland residents recall having seen a Civil Defence TV advertisement. However, a higher proportion of these residents said that the advertisement didn't prompt them to do anything (26% cf. 12% national average).

↕ Significantly different from the 2011 result

SOUTHLAND (CONTINUED)



Advertising and information

- 55% of Southland residents have previously heard of the tag line 'Get Ready, Get Thru' and 47% have previously heard of the website 'getthru.govt.nz'.
- Southland residents are more likely than average to say they have heard non-advertising information about disasters through their local or community newspapers (21% cf. 11% national average).

Disaster awareness

- Southland residents are less likely than average to think that a volcanic eruption could occur in NZ in their lifetime (only 8% cf. 45% national average) or that a hurricane, cyclone, or storm could occur (only 18% cf. 38% national average).
- They are also less likely to agree that in the event of a disaster, emergency services will be there to help them (63% cf. 75% national average).
- Southland residents are less likely than average to think that the army would be there to help them following a disaster (48% cf. 69% national average).
- When it comes to the type of household utilities or infrastructure services that could be disrupted by a disaster, significantly fewer than average think that gas could be disrupted (70% cf. 85% national average).
- In the event of a tsunami, the proportion of Southland residents that said people should check their emergency get away kit is significantly lower than average (6% cf. 15% national average). Similarly, in the event of an earthquake, the proportion that said people should check their emergency survival items is lower than average (4% cf. 12% national average).