



Ministry of Civil Defence & Emergency Management

Campaign Monitoring Research

July 2013



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 seven years.

This survey builds upon a previous 2006 pre-campaign benchmark survey, and six annual tracking surveys conducted from 2007 to 2012. 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. In total 1,263 interviews were carried out from 16 April to 23 May 2013.
- 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 from 2011 onwards 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', 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.

Executive summary

New Zealand's state of preparedness



Are fully prepared: 17%

Seventeen 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. This level of preparedness is in line with results from the past two years.

- As we've seen before, the level of preparedness differs by region – those living in Wellington or Canterbury are more likely than average to be fully prepared, whilst those living in Auckland are less likely.
- The main barriers to preparedness continue to be low motivation (30%), perceived likelihood of a disaster being low (27%), complacency (20%), and cost (16%).

Are prepared at home: 32%

Nearly a third of all New Zealand residents are **prepared at home** for an emergency, which is the same result as in both waves post the Canterbury quake.

Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items.

Have emergency survival items: 85%

Significantly more New Zealand residents compared to last year (81%) have necessary emergency items needed to survive a disaster, e.g., tinned food etc.

Younger people, especially those aged under 30 years, are **less** likely to have emergency survival items (74% compared to 88% for those aged 30 and over).

Have survival plan for at home: 58%

Nearly six in ten New Zealand residents have an emergency survival plan for their household, which is slightly lower than in the past two years (2011: 63%, 2012: 60%).

Younger people aged under 30 years (41%), those recently moved to NZ in the past five years (39%), people that identify themselves as either Asian (40%) or Pacific Island (30%), are all **less** likely to have an emergency plan than the general population.

Executive summary

How well is the advertising and the ShakeOut campaign working?



Taken action or thought about taking action as a result of seeing the ads: 82%

Although slightly down on last year, the advertising campaign continues to be highly effective, with most people who have seen the ads having done something or thought about doing something as a result (82% this year compared with 2012: 88%, 2011: 81%).

Actually taking action because of the ad has also fallen slightly since 2012, with around seven in ten people (71% compared to 75% last year) who have seen the ads actually going beyond thinking to preparing. They've taken at least one of the following actions as a result:

- ✓ talked to family/friends (53%, down from 58% last year)
- ✓ made a survival kit (44%, down from 50%)
- ✓ made a survival plan (34%, down from 41%),
- ✓ visited the Get Ready Get Thru website (17%, up from 14%)
- ✓ or visited other disaster preparation websites (9%).

} These decreases suggest to us that the sense of public urgency following the Canterbury earthquakes is dissipating.

Awareness of the advertising: 68%

Prompted awareness of the Get Ready Get Thru TV advertising has been maintained at 68% (2012: 69%)

Awareness of the Get Ready Get Thru tag line: 57%

Prompted awareness of the tag line is in line with last year (2012: 59%), with repetitive use building familiarity.

Advertising diagnostics:

The advertising continues to be well received, with very low ad wear out (only 6% of those aware of the advertising strongly agree they are getting fed up with seeing them).

The vast majority of those who have seen the ads say they understood the message, the points made were believable and relevant, the information provided was helpful, and they enjoyed watching them.

Aware of ShakeOut: 65%

Public awareness of ShakeOut is high, with nearly two thirds having heard of the event which took place in September last year.

Furthermore, nearly three in ten (29%) New Zealand residents took part in the event, and of those aware over six in ten (62%) say it helped them feel more prepared for an earthquake.

Events and situations that may have influenced awareness of, and preparedness for, disasters in 2013

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 23 May 2013).

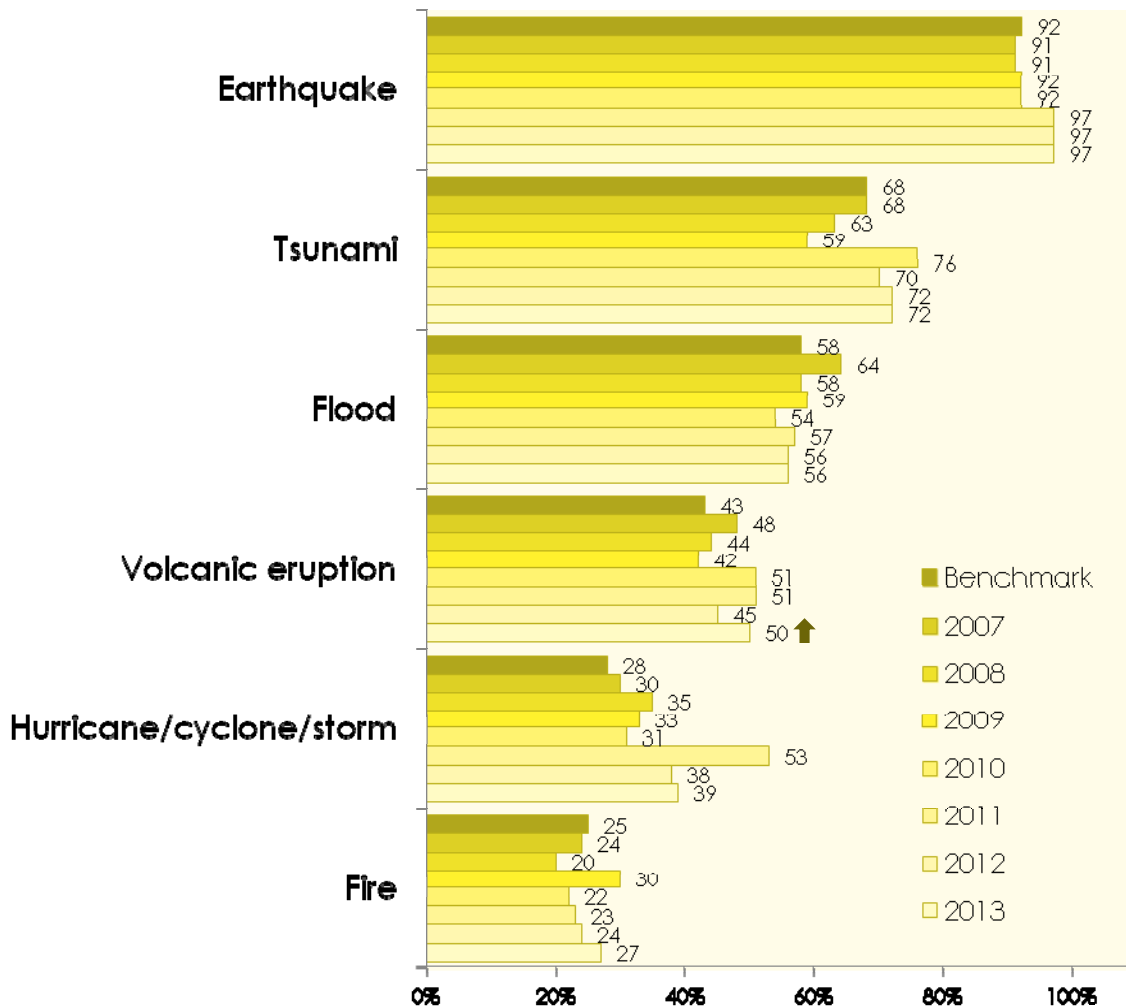
Factors that may have influenced the results include:

- Flooding in South Africa (January)
- Flooding in Mozambique (January)
- Wildfires in Australia (New South Wales, Victoria, Tasmania) (January and February)
- Heavy snowfalls and snowstorms in America (February and March)
- Flooding in Queensland and New South Wales, Australia (February)
- Landslide in Tibet traps gold miners (March)
- Fires in Burma (Myanmar) and Thailand (March)
- Flooding in the US Midwest (April)
- Landslide in Tanzania (April)
- Flooding in Argentina (April)
- Flooding in Kenya (April)
- Earthquake in Iran / Pakistan (April)
- Earthquake in Western Sichuan, China (April)
- Flooding in Nelson (April)
- Flooding in Saudi Arabia (May)
- Heavy rain causing landslides in Myanmar (May)
- Tornado and severe thunderstorms in Oklahoma and other Midwest states (May)
- Storms and flooding in Southern China (May)
- Tropical Cyclone Mahasen over Bangladesh, Myanmar, and India (May)

Nearly all residents are aware that earthquakes can occur in New Zealand.



Possible disasters in New Zealand in your lifetime



Residents of different regions more likely than average to mention:

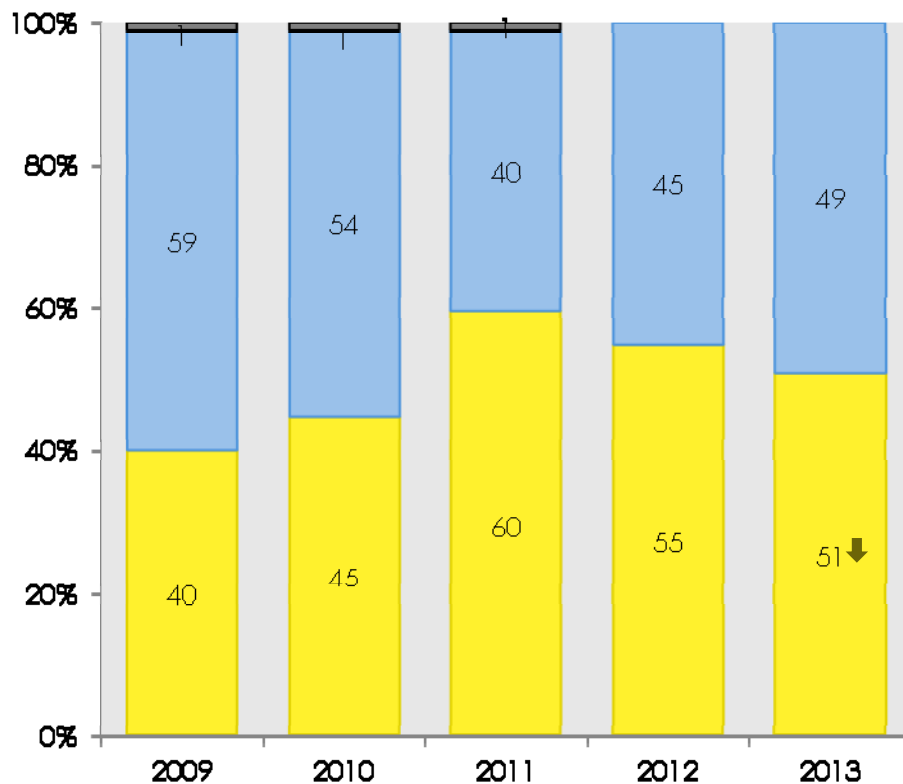
- **Auckland:** Volcanic eruption (65%)
- **Canterbury:** Tsunami (81%)
- **Waikato:** Drought (10%)
- **Hawkes Bay:** Tsunami (90%)
- **Nelson/Marlborough:** Flood (72%), Fire (39%)
- **Taranaki:** Volcanic eruption (72%)

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), 2013 (n=1263). Note: Only the top six disasters for 2012 are shown.

↗ Significantly different from the 2011 result

There appears to be a gradual year on year decline since 2011 in the number of people who've taken steps to prepare for disaster in the last 12 months.

Taken steps to prepare for disaster in the last 12 months



Don't know
 Not taken steps to prepare in last twelve months
 Taken steps to prepare in last twelve months

Just over half (52%) of those living in New Zealand have taken steps to prepare in the last 12 months. Although this result remains higher than pre-2011 before the Christchurch earthquakes struck, it is significantly lower than last year and follows a downward trend.

Those **more likely** to have taken steps to prepare for disaster in the last 12 months are:

- Aged 40 – 49 years (59%)
- Are self employed (59%)

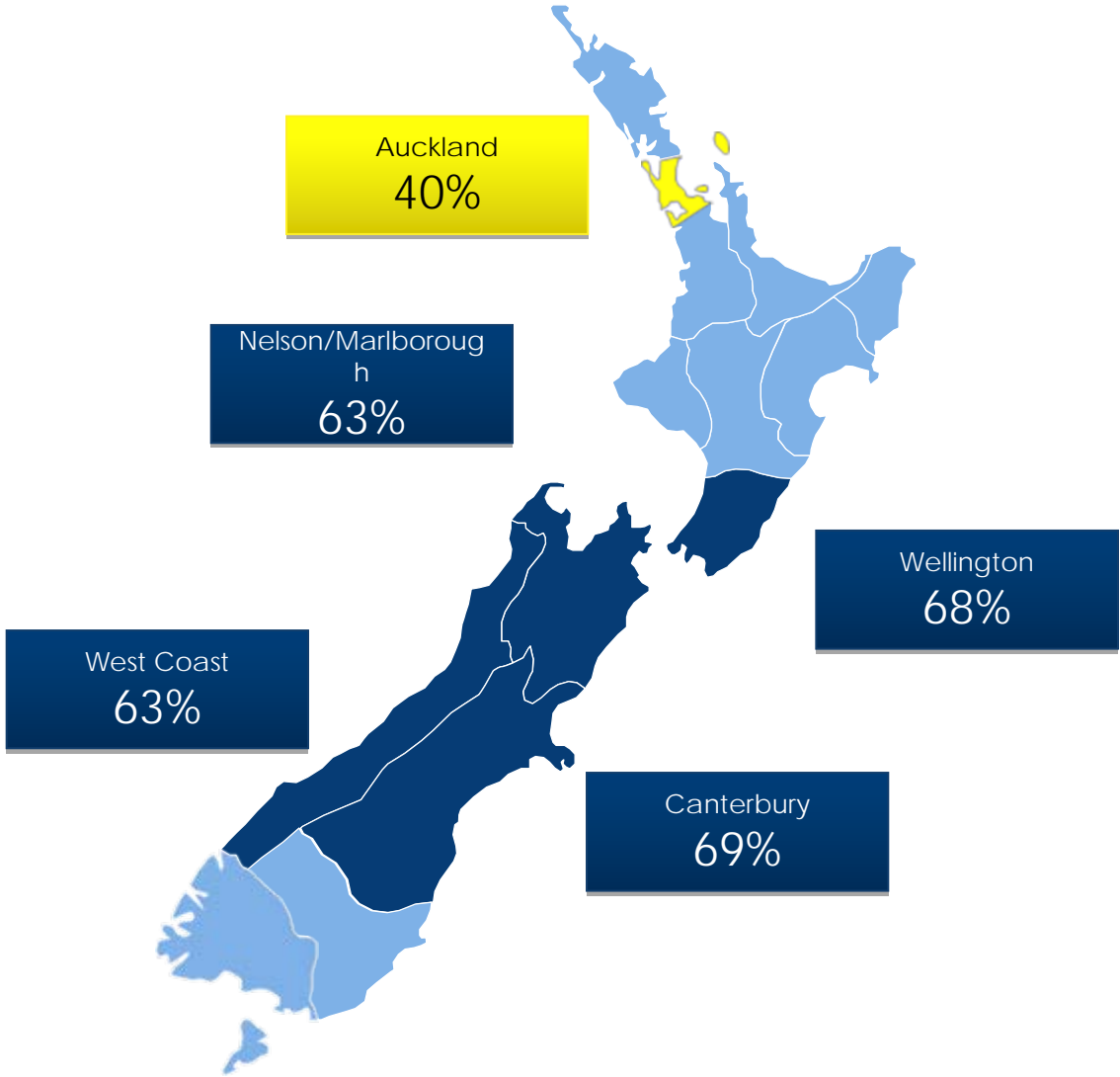
Those **less likely** to have taken steps to prepare for disaster in the last 12 months are:

- Identify as Asian (34%) or Pacific Island (31%)
- Are studying full time (28%).

↕ Significantly different from the 2012 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), 2013 (n=1263)

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



Similar to last year, a higher than average proportion of Wellington, Canterbury, and West Coast residents have taken steps to prepare in the last 12 months. This year a higher proportion of Nelson and Marlborough residents have also taken steps to prepare, perhaps due to recent flooding in the region. 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.

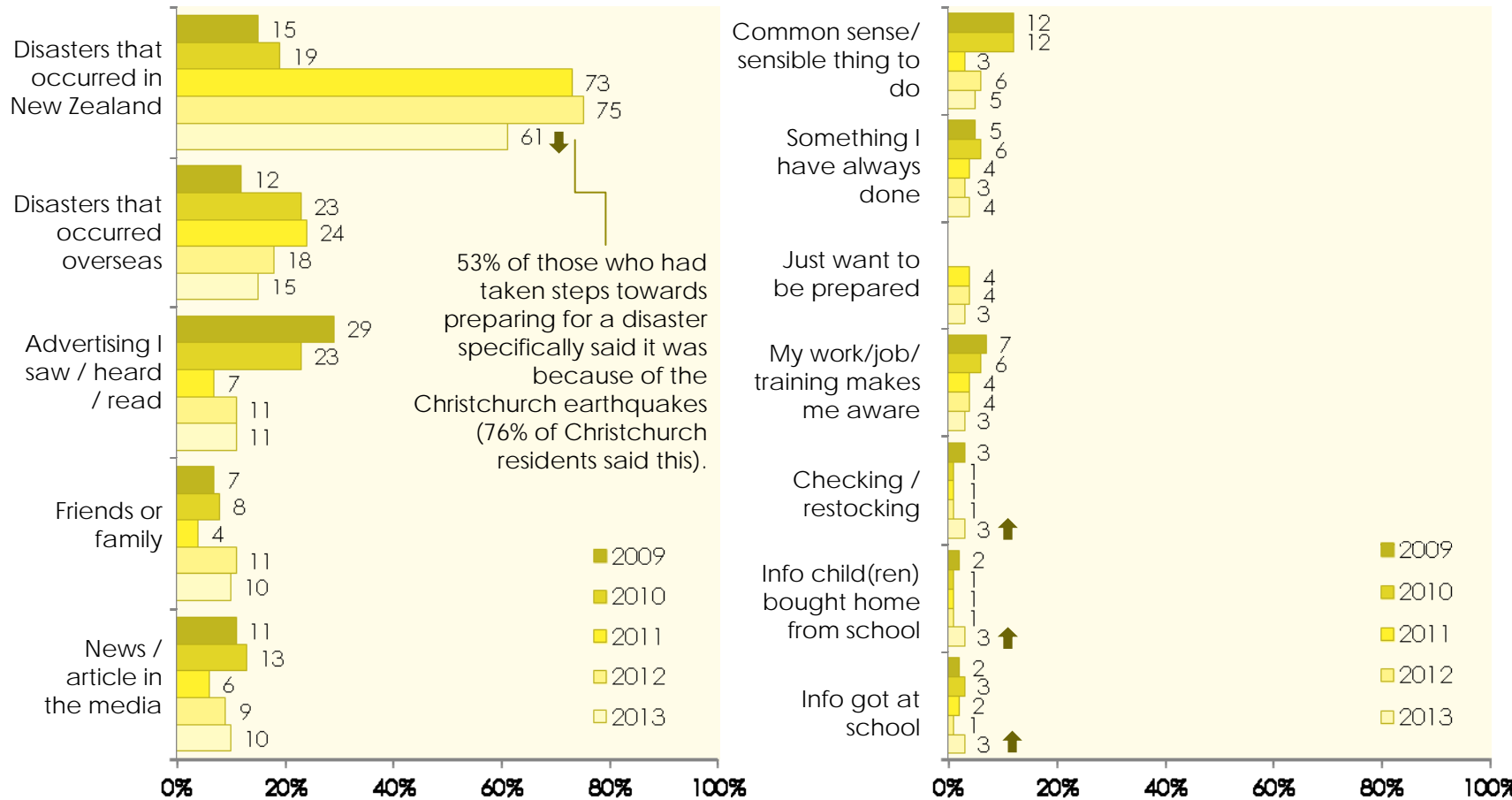




The Christchurch earthquakes remain the main prompt to prepare for a disaster, with over half of people mentioning them.



What prompted you to prepare?



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), 2013 (n=662). Note: The top twelve responses for 2013 are shown.

↕↑ Significantly different from the 2012 result

**GET READY
GET THRU** 

How prepared is New Zealand?



How prepared is New Zealand?

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

+

Have emergency items and water

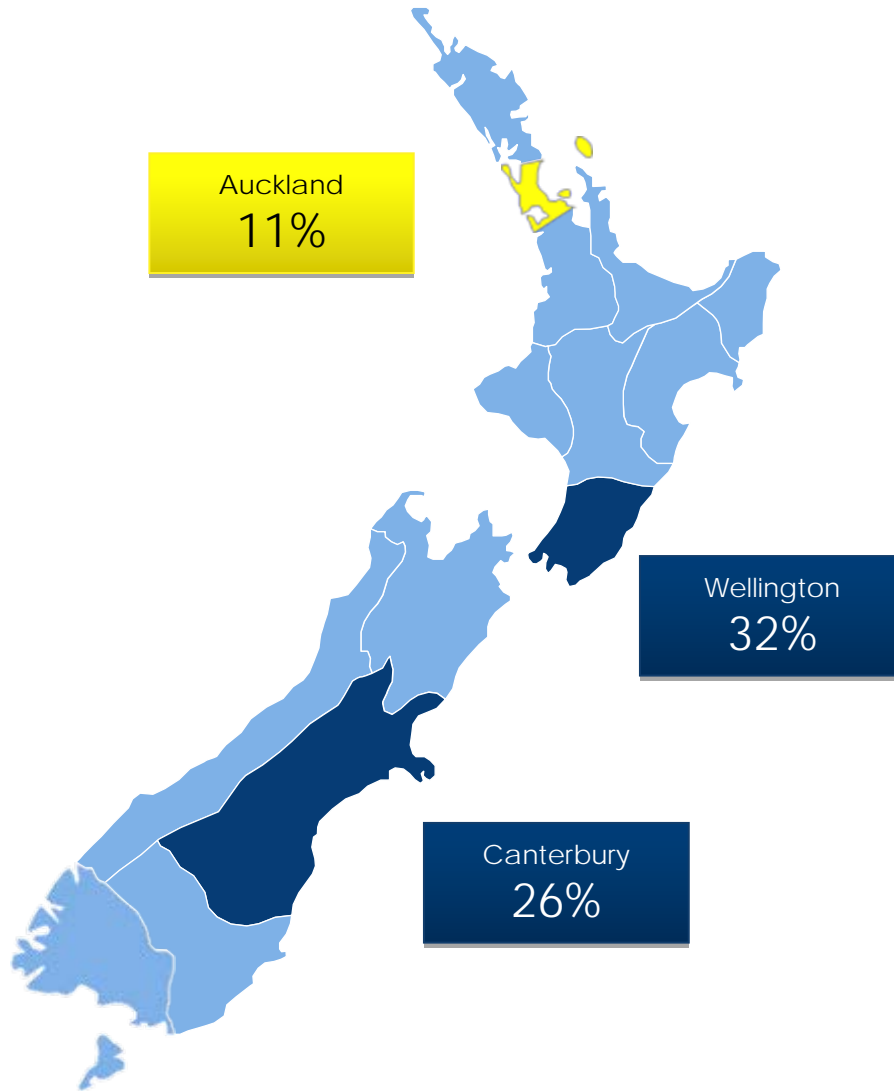
+




Regularly update emergency survival items

FULLY PREPARED = 17%

- 16% – 2012 measure
- 18% – 2011 measure
- 11% – 2010 measure
- 10% – 2009 measure
- 10% – 2008 measure
- 8% – 2007 measure
- 7% – Benchmark

Fully prepared: Regional differences



-  Higher than average
-  Average
-  Below Average

Average
17%

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

+

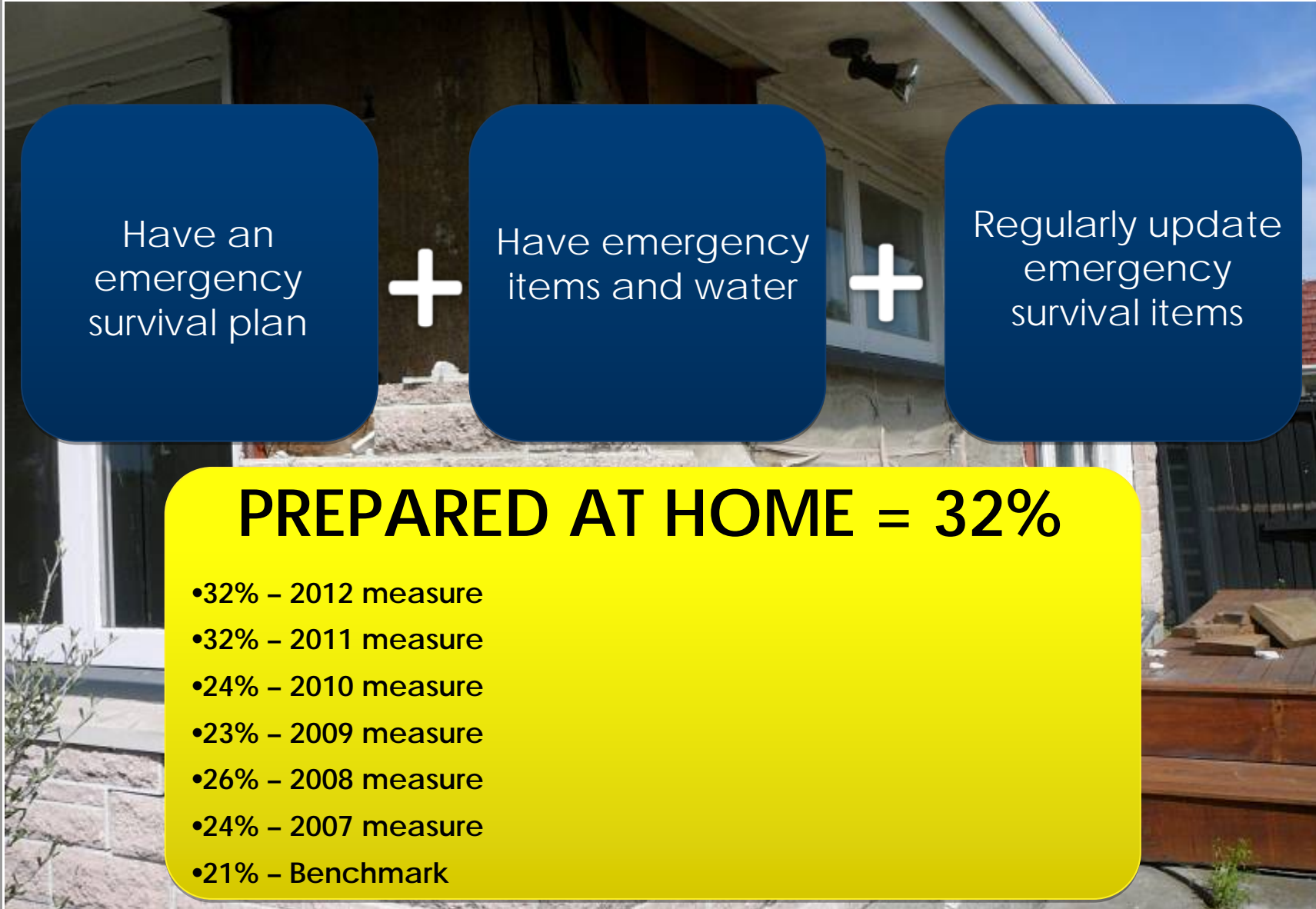
Have emergency items and water

+

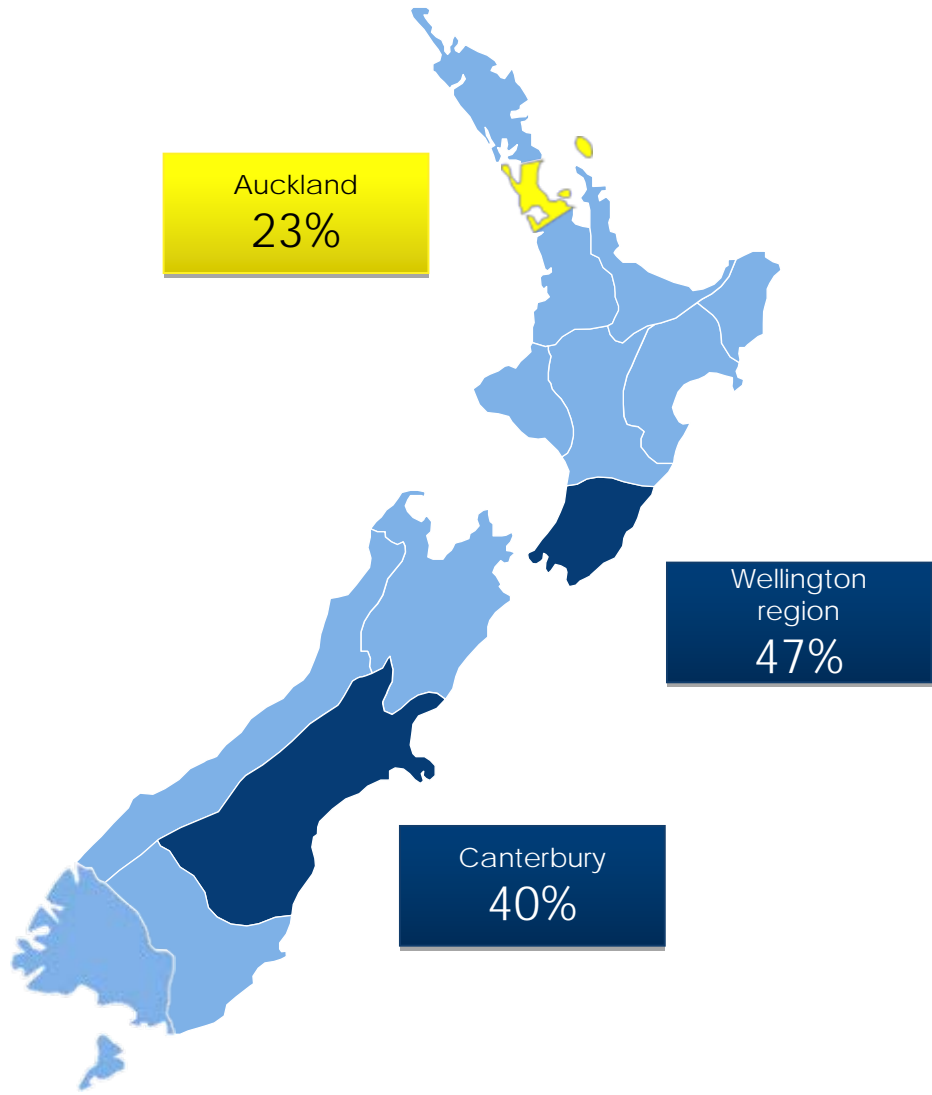
Regularly update emergency survival items




PREPARED AT HOME = 32%

- 32% – 2012 measure
- 32% – 2011 measure
- 24% – 2010 measure
- 23% – 2009 measure
- 26% – 2008 measure
- 24% – 2007 measure
- 21% – Benchmark



Prepared at home: Regional differences



-  Higher than average
-  Average
-  Below Average

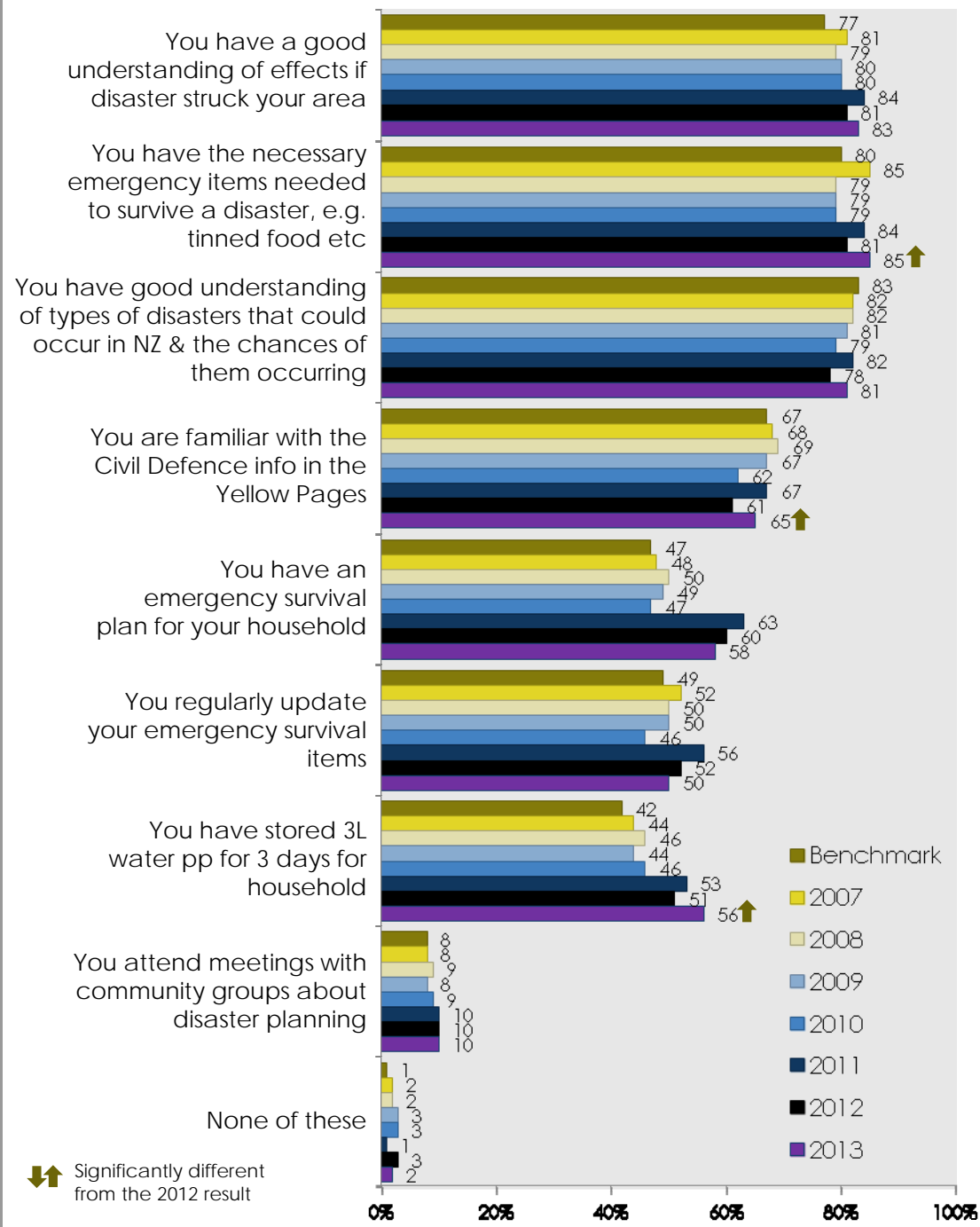
Average
32%

Wellington and Canterbury residents are more likely than average to be prepared at home. Auckland 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.



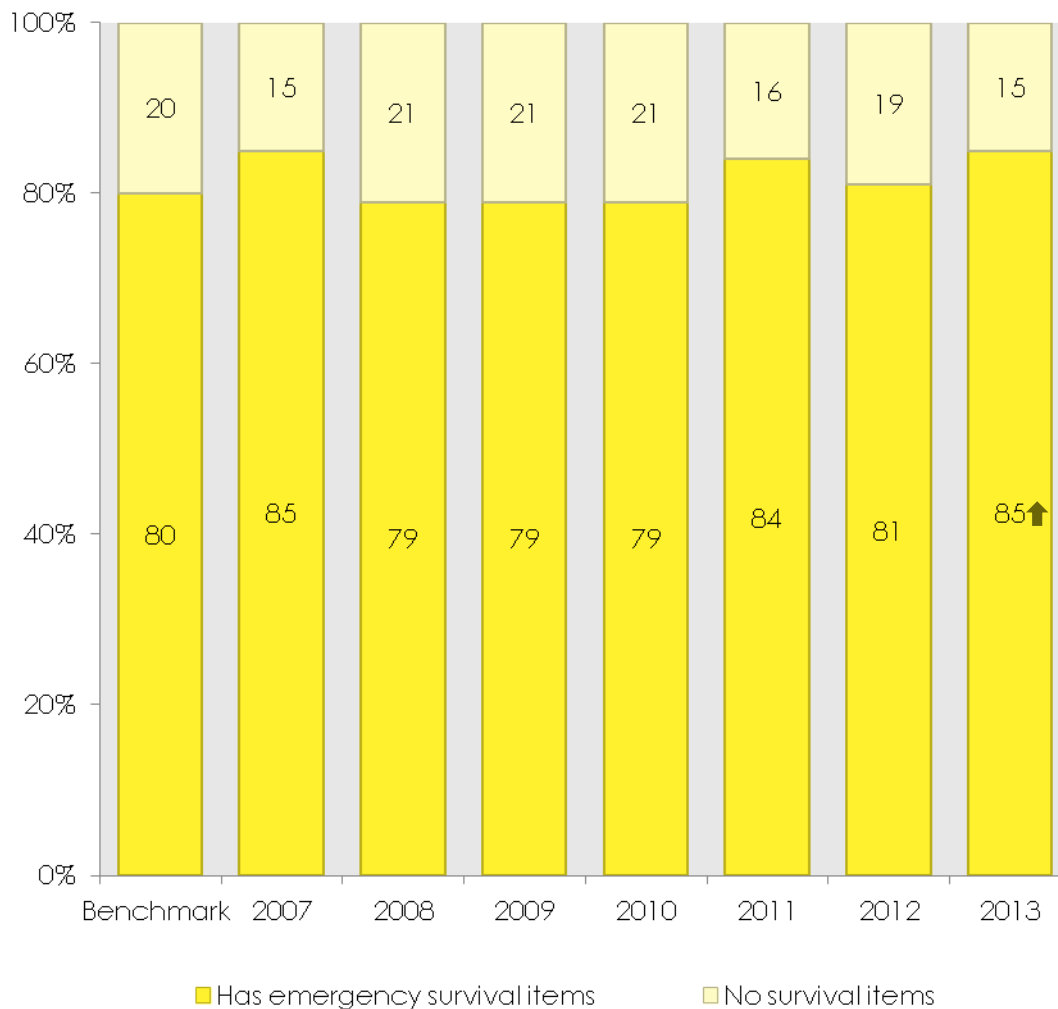
In general, levels have increased this year to be similar to 2011. Over eight in ten New Zealanders agree they've got a good understanding of effects if disaster struck locally, they have the necessary disaster supplies, and they're aware of the type and likelihood of different disasters in NZ.



↑↓ Significantly different from the 2012 result

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), 2013 (n=1263).

Eighty-five percent of New Zealanders have emergency survival items.



The national result (85%) has increased this year to be similar to the 2011 result.

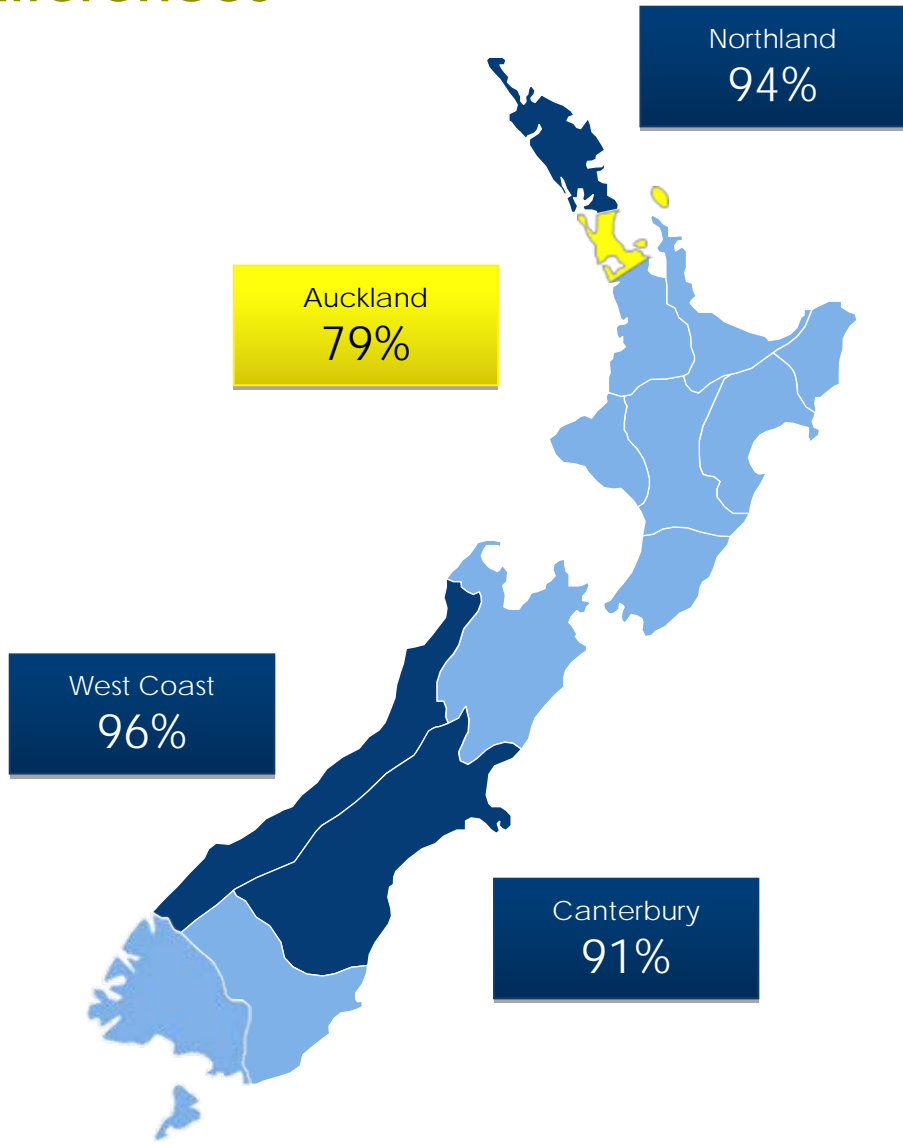
Younger people, especially those aged 15 to 29 years are **less** likely to have emergency survival items (74%, compared to 88% for those aged 30 and over).

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), 2013 (n=1263).

↕ Significantly different from the 2012 result

Emergency survival items: Regional differences



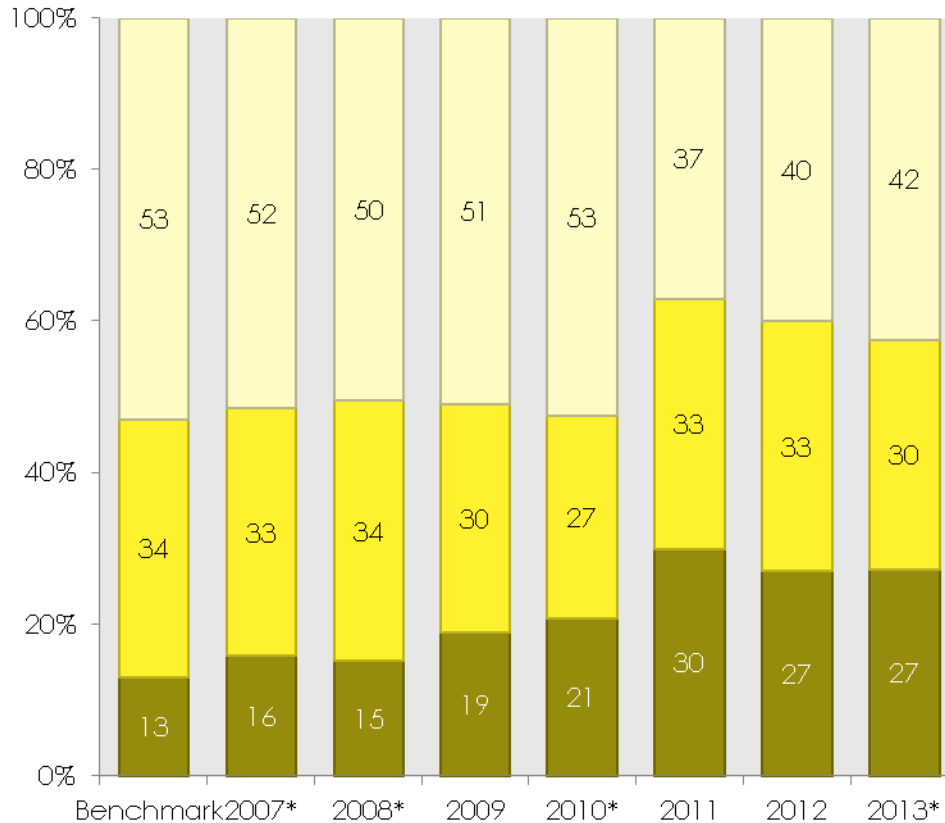
Higher than average
 Average
 Below Average

Average
85%

A higher than average proportion of Northland, West Coast, and Canterbury 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.



This figure (27%) remains significantly higher than in 2010, before the Christchurch earthquakes struck.

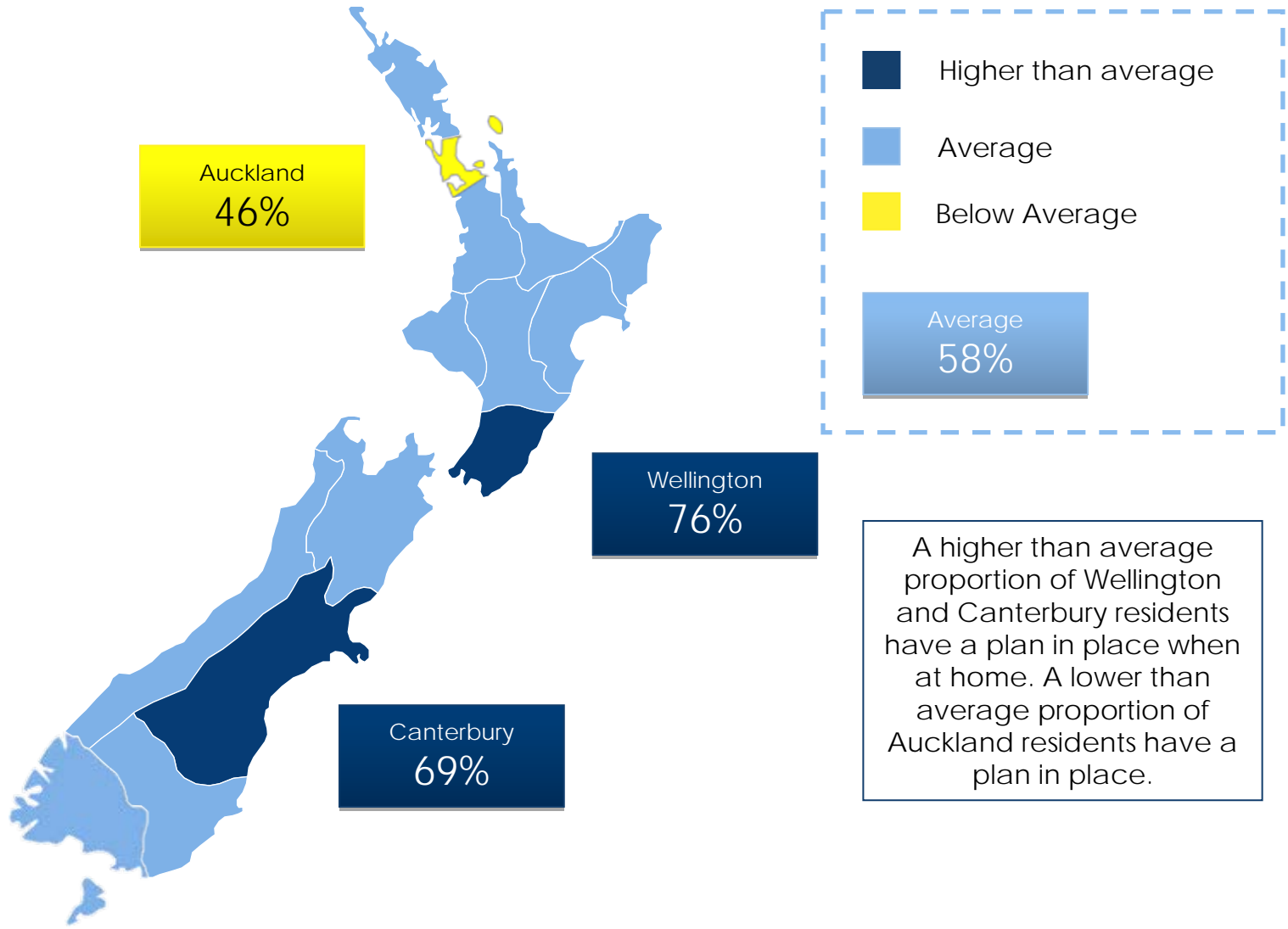
- Those who have been in New Zealand for five years or less are less likely to have a plan that includes what to do when away from home (12%, compared with 28% for those who've resided in New Zealand longer).
- Younger people aged under 30 years (41%), those recently moved to NZ in the past five years (39%), and people that identify themselves as either Asian (40%) or Pacific Island (30%), are all **less** than average (58%) to have an emergency plan for 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

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), 2013 (n=1263).

Having a survival plan for when at home: Regional differences

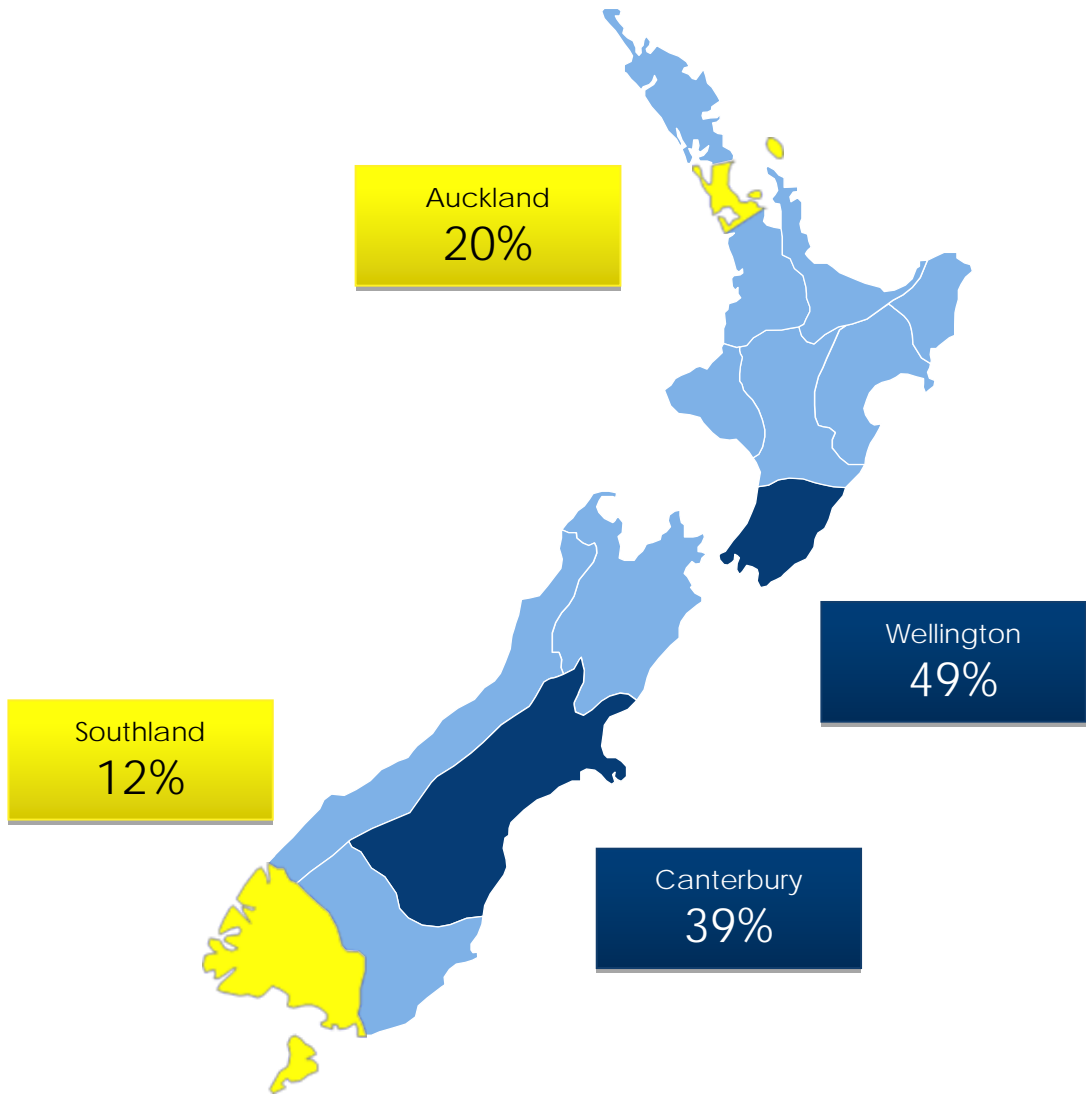





A higher than average proportion of Wellington and Canterbury residents have a plan in place when at home. A lower than average proportion of Auckland residents have a plan in place.

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%

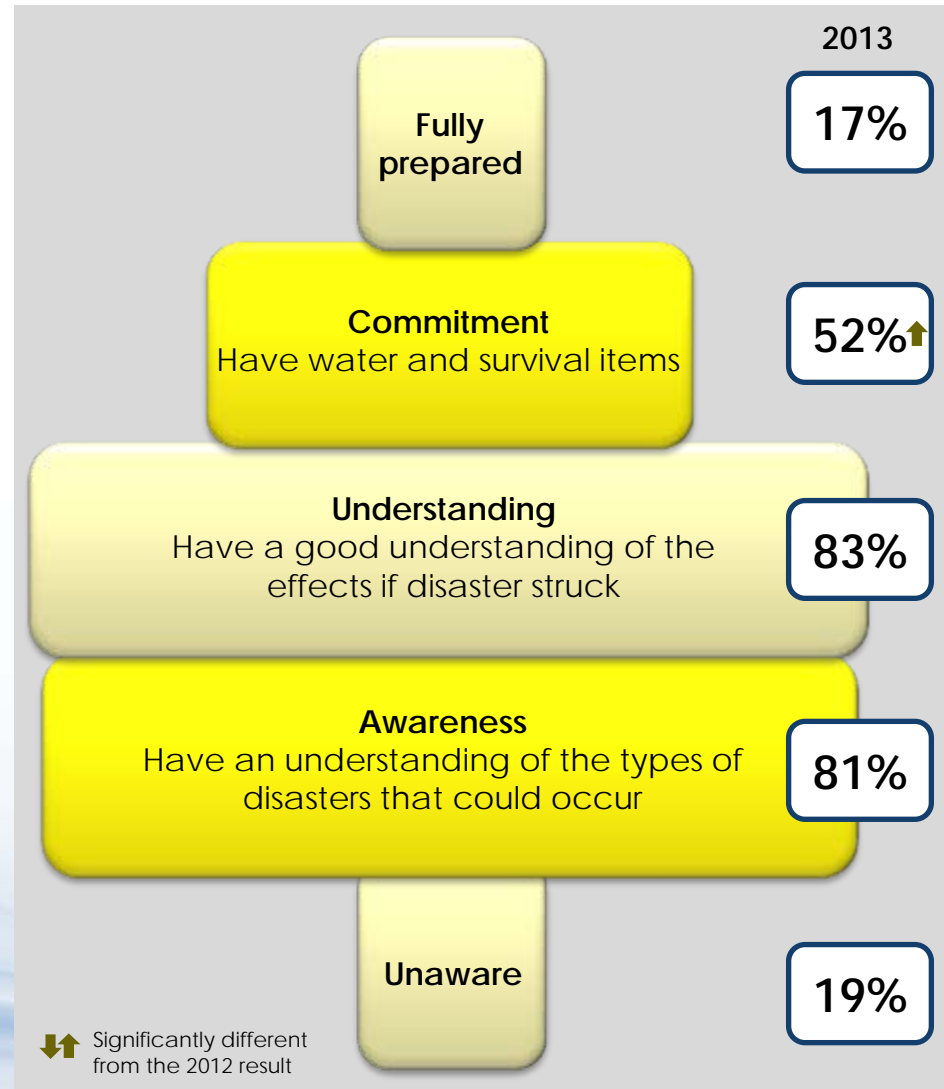
A higher than average proportion of Wellington and Canterbury residents have a plan in place for when they are not at home. A lower than average proportion of Auckland and Southland residents have a plan in place for when they are not at home.

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

Preparedness continuum.



Benchmark	2007	2008	2009	2010	2011	2012
7%	8%	10%	10%	11%	18%	16%
39%	41%	43%	41%	43%	49%	48%
77%	81%	79%	80%	80%	84%	81%
83%	82%	82%	81%	79%	82%	78%
17%	18%	18%	19%	21%	18%	22%



**GET READY
GET THRU** 

Why aren't
people
prepared?

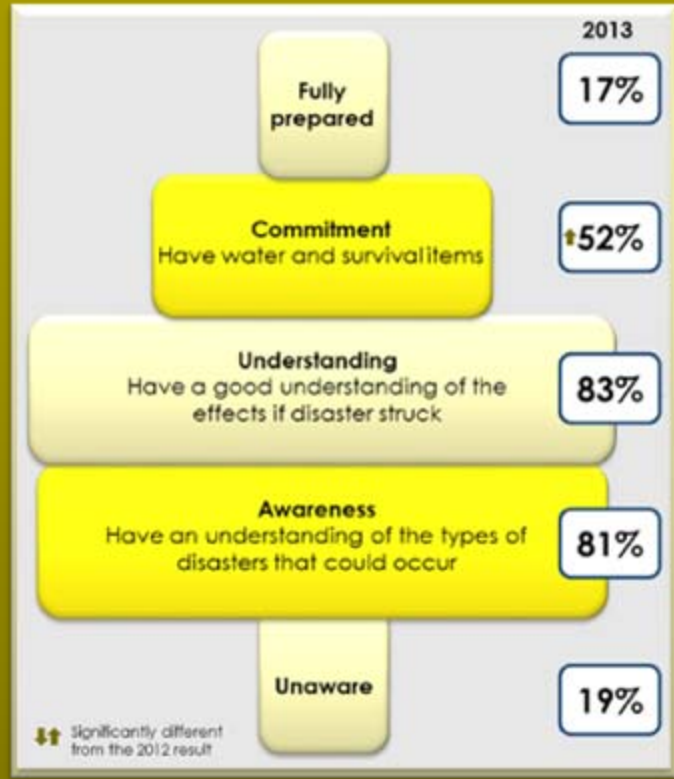


There is a slight increase in the proportion saying they don't expect a disaster to happen or are generally unconcerned, but overall the main reasons are in line with last year.

Barriers to being prepared	BM	'07	'08	'09	'10	'11	'12	'13
Haven't got around to it/no motivation/no time	40%	44%	34%	25%	23%	32%	31%	30%
Don't expect it to happen/unlikely to happen	36%	29%	22%	21%	17%	17%	25%	27%
Complacency	5%	3%	21%	23%	23%	14%	16%	20%
The cost/don't have enough money	8%	5%	6%	10%	11%	16%	18%	16%
Not enough information on being prepared	15%	6%	4%	8%	9%	9%	10%	13%
Priorities/not a high priority	-	-	-	-	7%	6%	6%	10%
Partly prepared/have some emergency supplies	6%	15%	7%	10%	3%	16%	12%	8%
Haven't got supplies/shortage of emergency survival items	2%	*	1%	4%	6%	4%	6%	8%
Haven't thought about it/don't think about disasters	13%	10%	11%	11%	8%	5%	7%	7%
Don't know what disaster will occur/what to prepare for	6%	9%	2%	4%	3%	4%	9%	7%

O6. 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), 2013 (n=432). Note: The top ten reasons are shown. *Less than .5%

Most at risk when disaster strikes...



Young people, aged 15 to 29 years:

- Less likely to be committed (35%), and to have understanding (71%) or awareness (66%).
- More likely to be unaware (34%).

Younger people, aged 30 to 39 years:

- Less likely to be committed (41%).

Those who identify as Asian:

- Less likely to be committed (28%), and to have understanding (72%), or awareness (61%).
- More likely to be unaware (39%).

Auckland residents:

- Less likely to be fully prepared (11%), or committed (41%) and to have awareness (74%).
- More likely to be unaware (26%).

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

- Less likely to be committed (41%).

**GET READY
GET THRU** 

How effective is
the advertising?



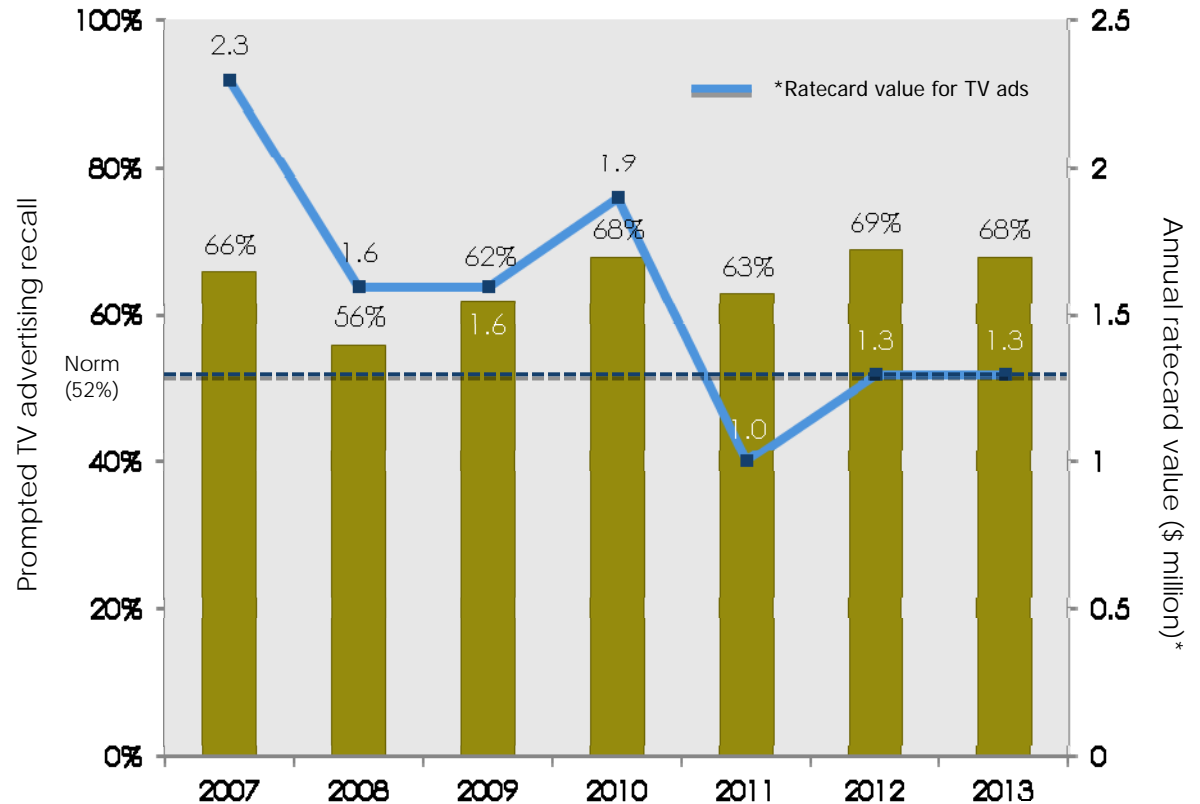
Prompted recognition: nearly seven in ten New Zealand residents specifically recall the Get Ready Get Thru television advertising.



Recall is lower amongst:

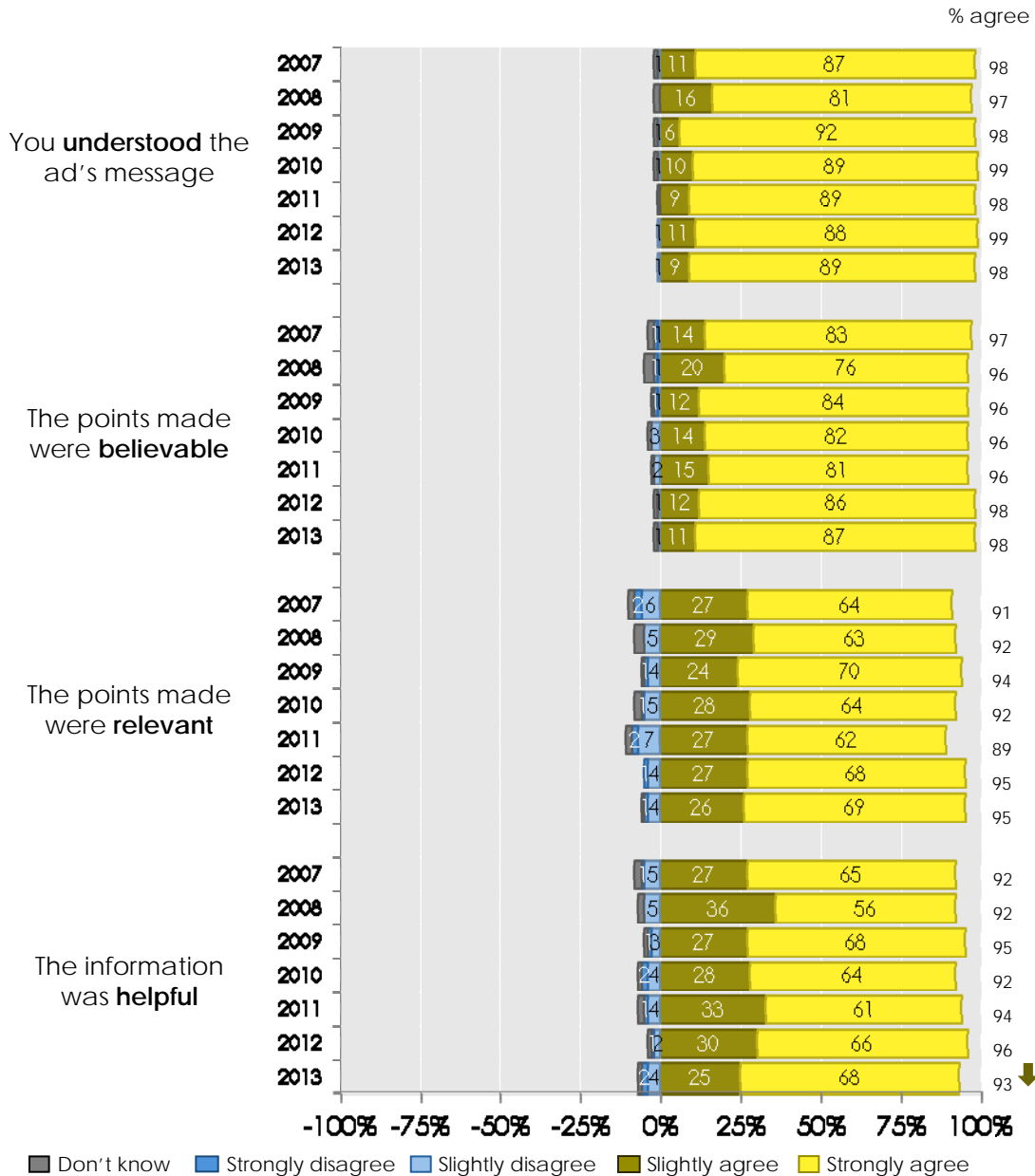
- Those aged 60 plus (54%)
- Identify as Asian (39%)
- Have lived in New Zealand for ten years or less (44%)

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), 2013 (n=1263).

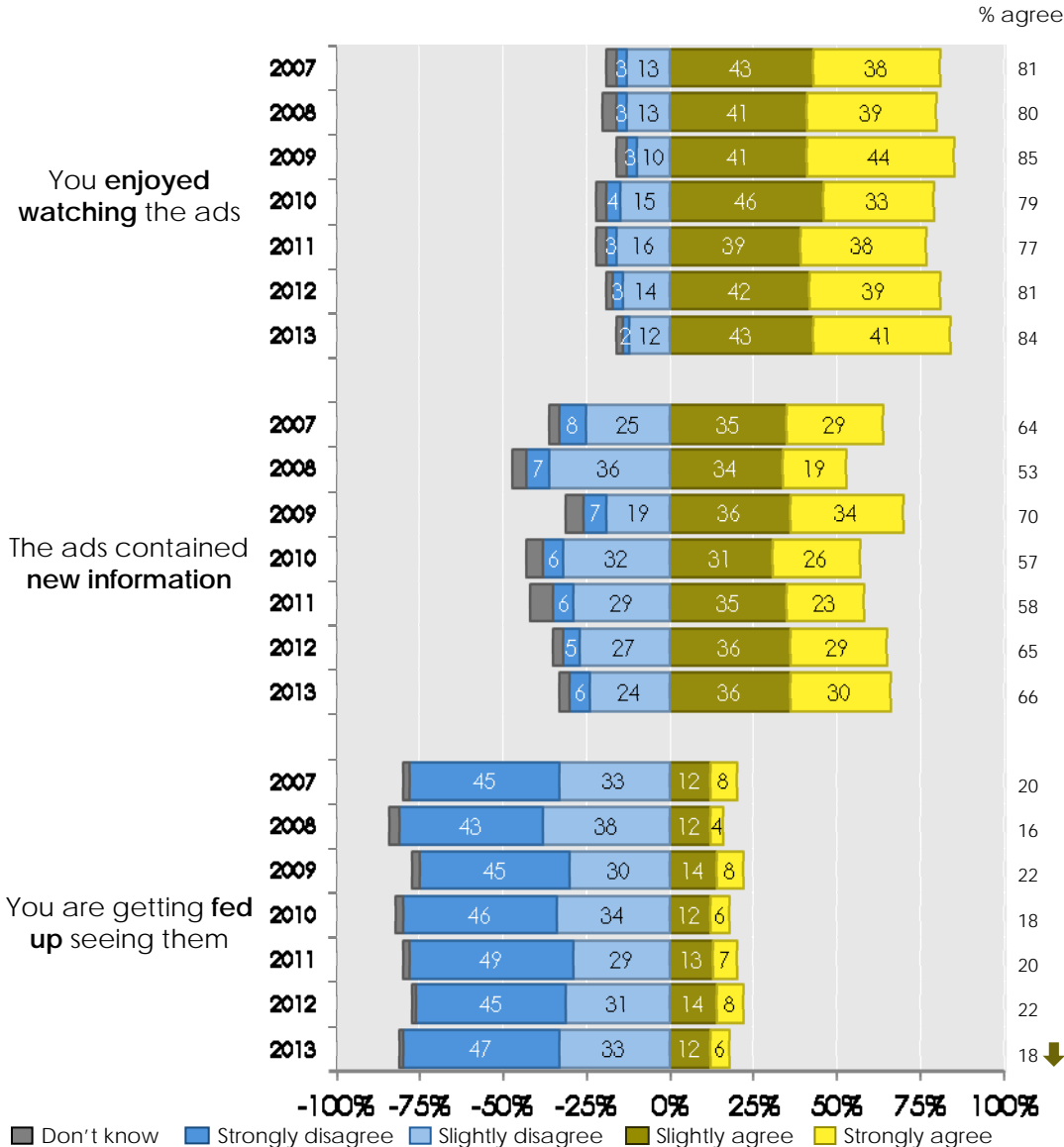
↕ Significantly different from the 2012 result



Scores are in line this year compared to last, apart from agreement that 'information was helpful', which has decreased

↕ Significantly different from the 2012 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), 2013 (n=845)

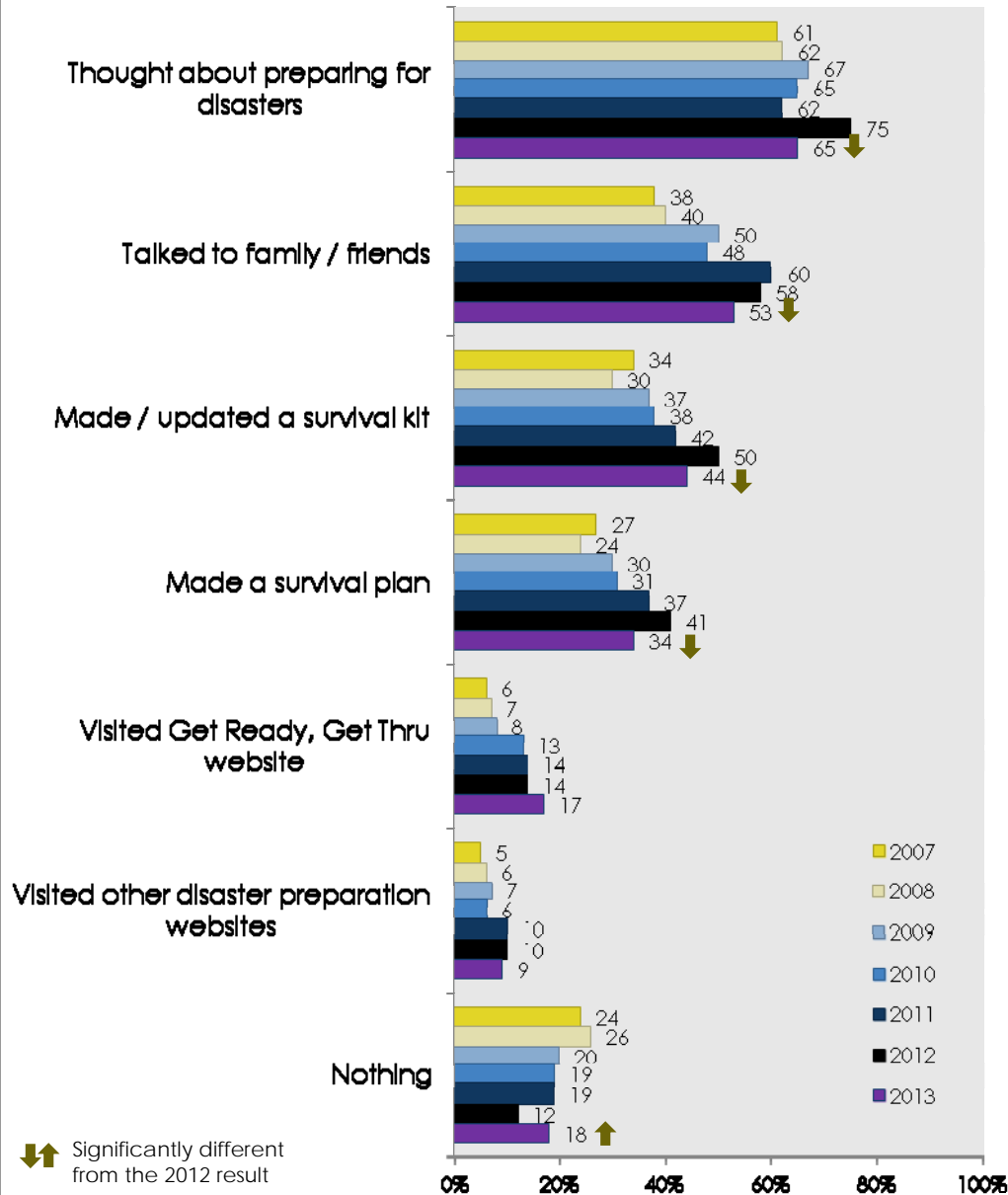


More people said they enjoyed the ads this wave, and there is less ad wear out.

⬇️ Significantly different from the 2012 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), 2013 (n=845)

Action taken as a result of seeing the ads



The majority of people (82%) have thought about preparing or taken action as a result of seeing the ads. However, this is slightly lower than last year (which was 88% in 2012).

Over seven in ten New Zealanders who have seen the ads (71% versus 75% last year) 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.

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), 2013 (n=845).

Familiarity with the tagline continues to be high.



More than half of New Zealanders (57%) are aware of the 'Get Ready, Get Thru' tagline.

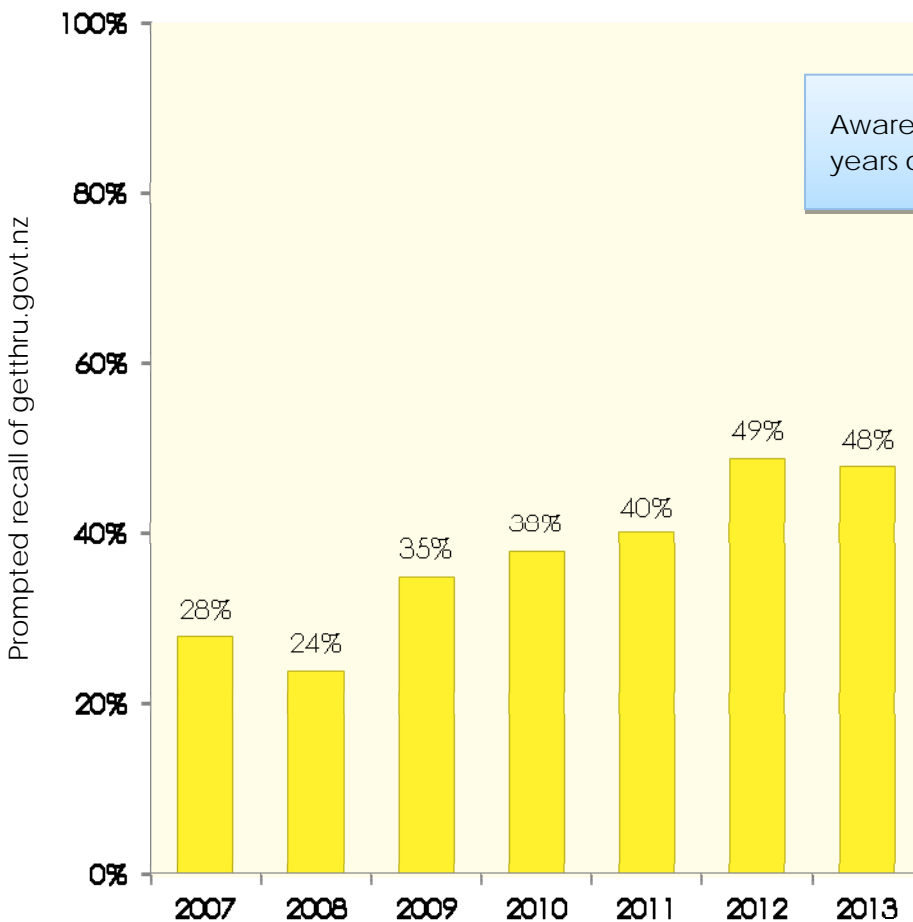
The tagline continues to be particularly familiar to:

- young people aged 15 to 29 (72%, compared with 52% of those aged 30 years or over)



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), 2013 (n=1263).

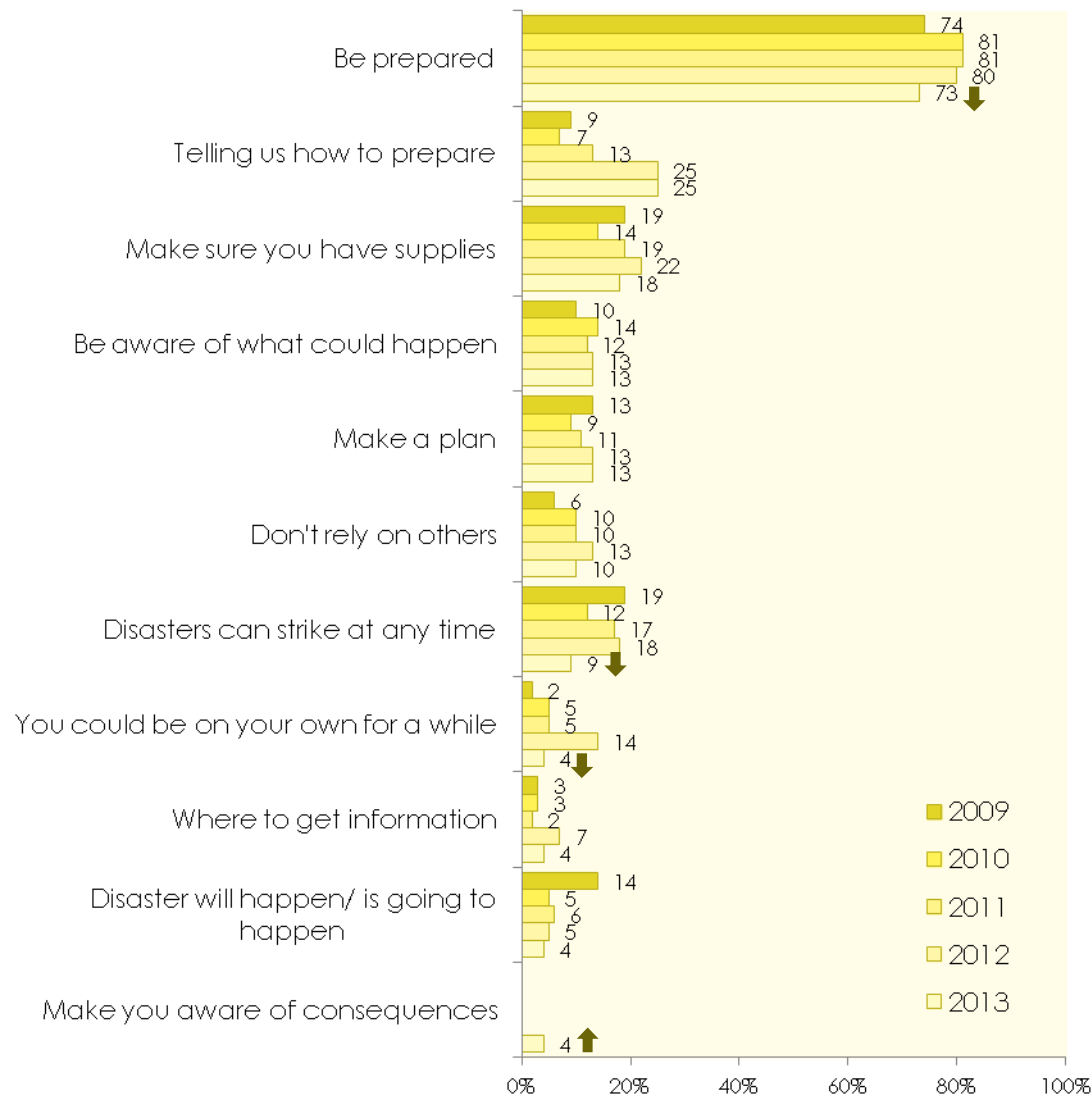
And there also continues to be high awareness of the getthru.govt.nz website.



Awareness of the website is **lower** among those aged 50 years or over (34% compared to 57% of those under 50).

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), 2013 (n=1263).

Advertising message take-out



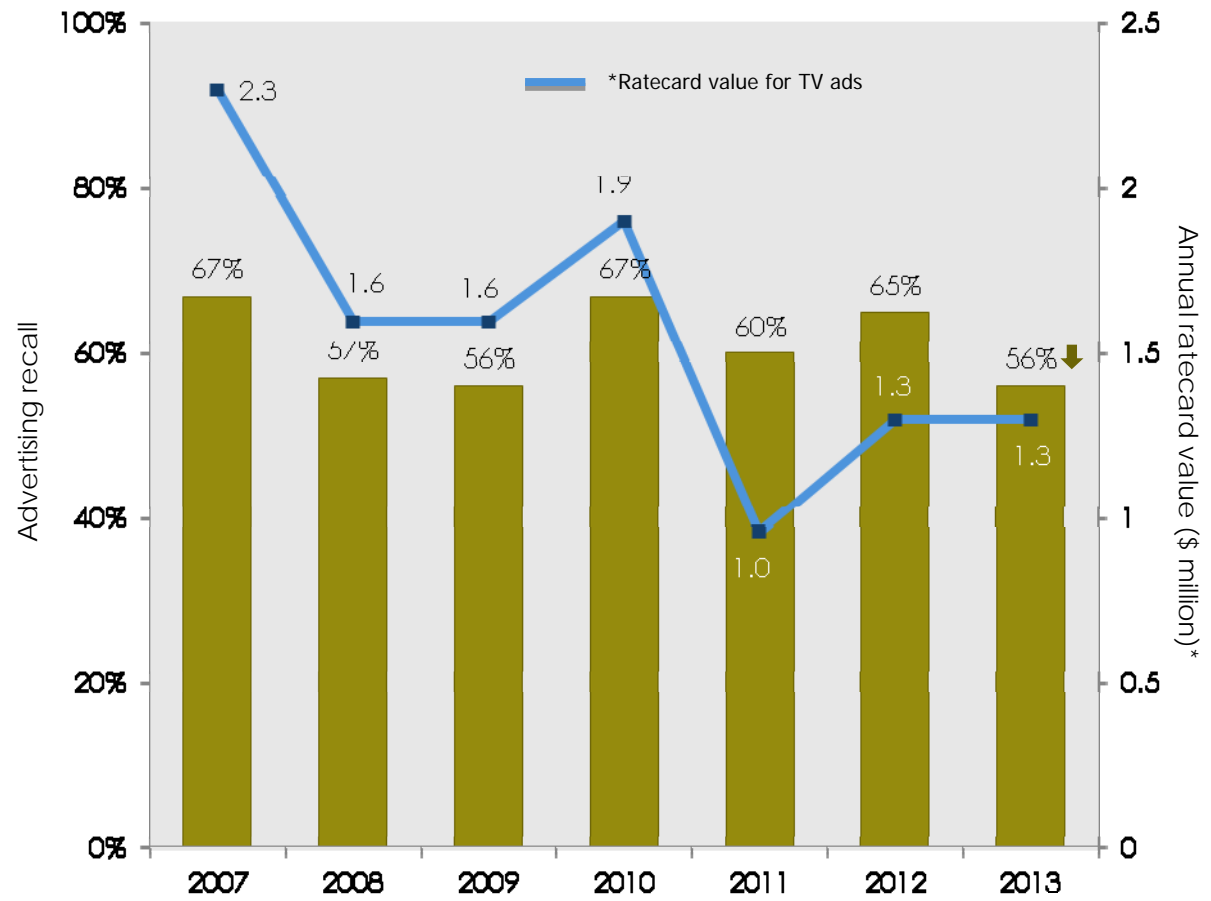
The main message take out continues to be 'be prepared', followed by how to prepare.

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), 2013 (n=718). Note: The top ten messages are shown.

↕ Significantly different from the 2012 result

Unprompted awareness: There has been a significant decrease in unprompted awareness of any 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.



Note that this question measures awareness of non-MCDEM advertising (eg, regional council campaigns) as well as MCDEM advertising.

This decrease may reflect a decrease in preparedness messaging by councils and community groups.

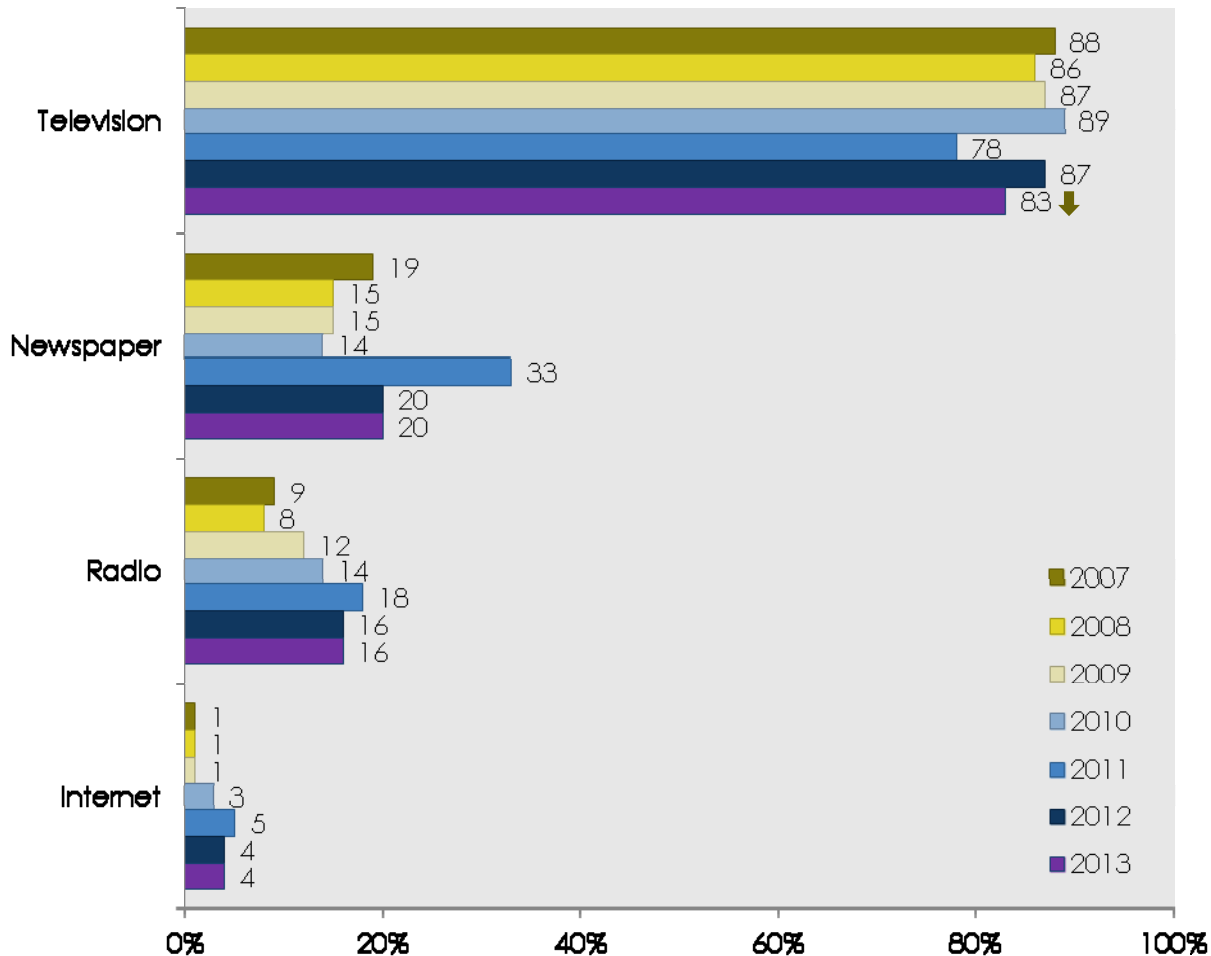
Q15 Have you seen, heard or read recently any advertising about preparing for a disaster?
 Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263).

↕ Significantly different from the 2012 result

Most people recall preparedness advertising on TV, however this has decreased slightly since 2012.



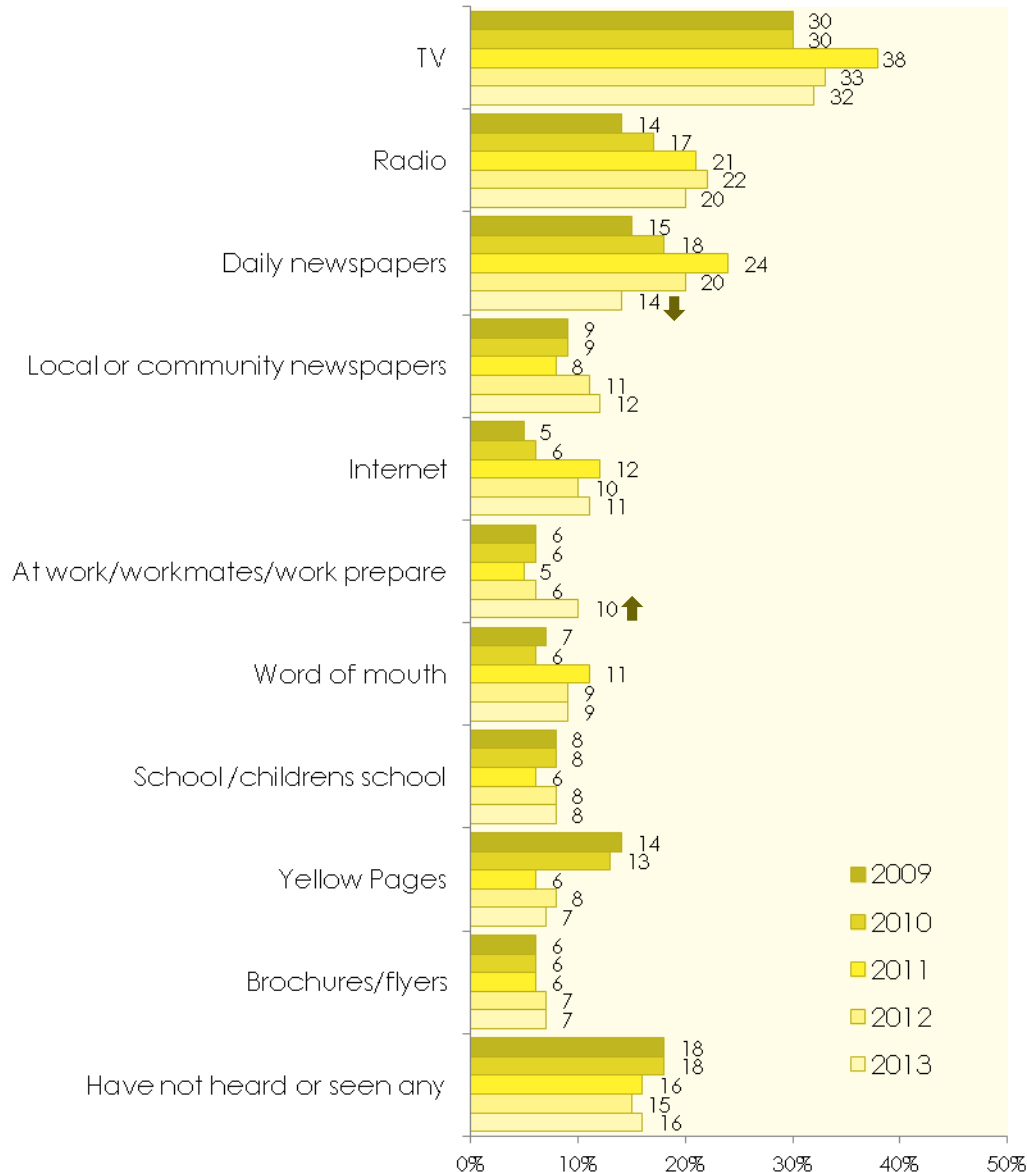
Sources of awareness of preparedness advertising



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), 2013 (n=718). Note: Responses 2% and below not shown.

↓↑ Significantly different from the 2012 result

Sources of non-advertising preparedness messages



Awareness of non-advertising disaster preparedness messages is more or less in line with last year, apart from the increase for 'at work' which may be in part due to the ShakeOut campaign in September 2012.

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), 2013 (n=1263).

Note: The top ten sources are shown.

⬇️ Significantly different from the 2012 result

**GET READY
GET THRU**



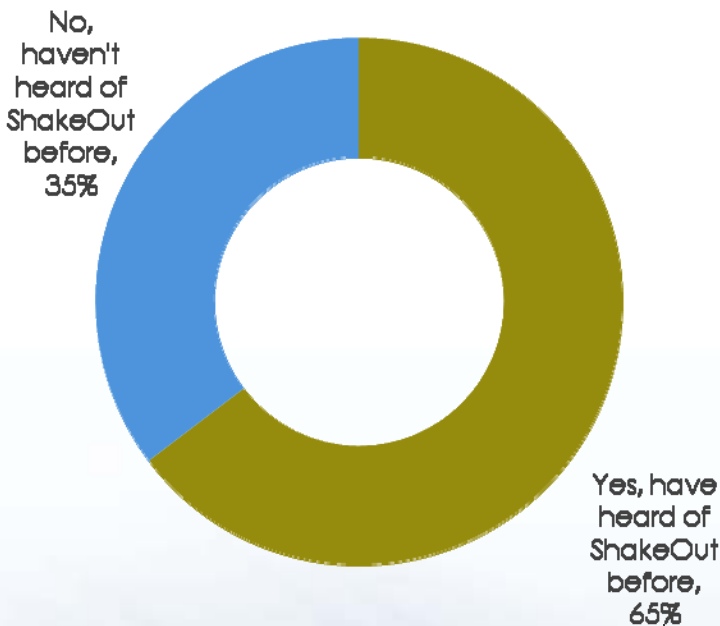
ShakeOut



Around three in ten New Zealand residents took part in ShakeOut

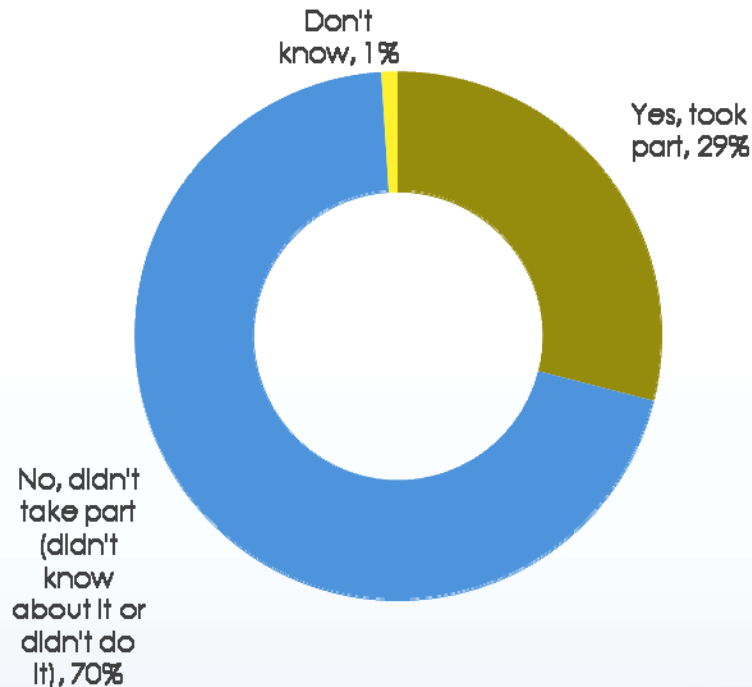


Aware of ShakeOut



Wellington residents are more likely than average to have heard of ShakeOut (76%), while Auckland residents are less likely to have heard of the campaign (56%)

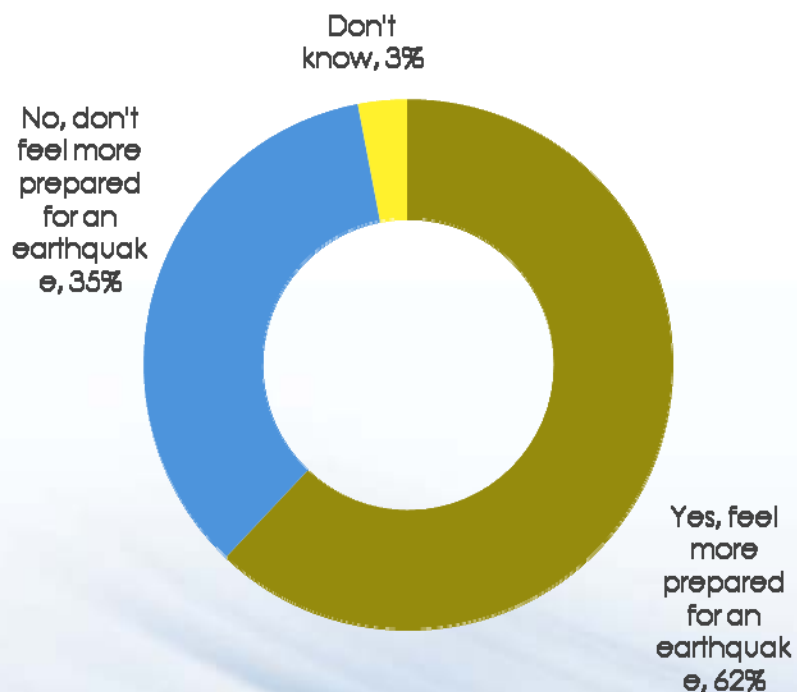
Took part in ShakeOut by doing 'Drop, Cover, and Hold'



Q22b: On 26 September 2012 New Zealanders took part in a national earthquake drill. The drill was called ShakeOut, and at 9.26am New Zealanders were asked to Drop, Cover, and Hold. Before today, had you heard of ShakeOut?
 Q22c: Did you personally take part in ShakeOut by doing the Drop, Cover and Hold action?
 Base: All Respondents, 2013 (n=1263)

Over six in ten of those aware of ShakeOut say they feel more prepared or know more about what to do in an earthquake because of the campaign.

Feel more prepared or know more about what to do because of ShakeOut



As a result of **taking part** in ShakeOut, do you feel more prepared for an earthquake?

- Yes = 60%
- No = 36%
- Don't know = 4%

(Base: All who took part, n=352)

Even though you **didn't take part** in ShakeOut, as a result of being aware of it do you know more about what to do in an earthquake?

- Yes = 63%
- No = 34%
- Don't know = 3%

(Base: All aware but didn't take part, n=486)

Q22d: And as a result of taking part in ShakeOut, do you feel more prepared for an earthquake? Q22e: Even though you did not take part in ShakeOut, as a result of being aware of ShakeOut do you know more about what to do in an earthquake? Base: All Respondents aware of ShakeOut, 2013 (n=838)

Better preparedness among those involved in ShakeOut*

	Total (2013)	Aware of ShakeOut	Took part in ShakeOut	Feel more prepared as a result of ShakeOut**
Base (n=)	1,263	838	352	531
You have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring	81%	84%	83%	84%
You have a good understanding of what the effects would be if a disaster struck in your area	83%	86%	86%	87%
You are familiar with the Civil Defence information in the Yellow Pages	65%	71%	73%	73%
You have an emergency survival plan for your household	58%	63%	67%	62%
You have stored at least 3 litres of water per person for 3 days for each member in your household	56%	59%	59%	58%
You have the necessary emergency items needed to survive a disaster, such as, tinned food, toilet paper, torch, spare batteries and so on	85%	86%	88%	86%
You regularly update your emergency survival items	50%	55%	58%	56%
You attend meetings with community groups about disaster planning	10%	11%	14%	12%

Source: Q10, Q22b-Q22d

*Cells shaded yellow are significant higher than the average results (shaded blue)
 **'Feel more prepared' includes those aware of ShakeOut who did not personally take part

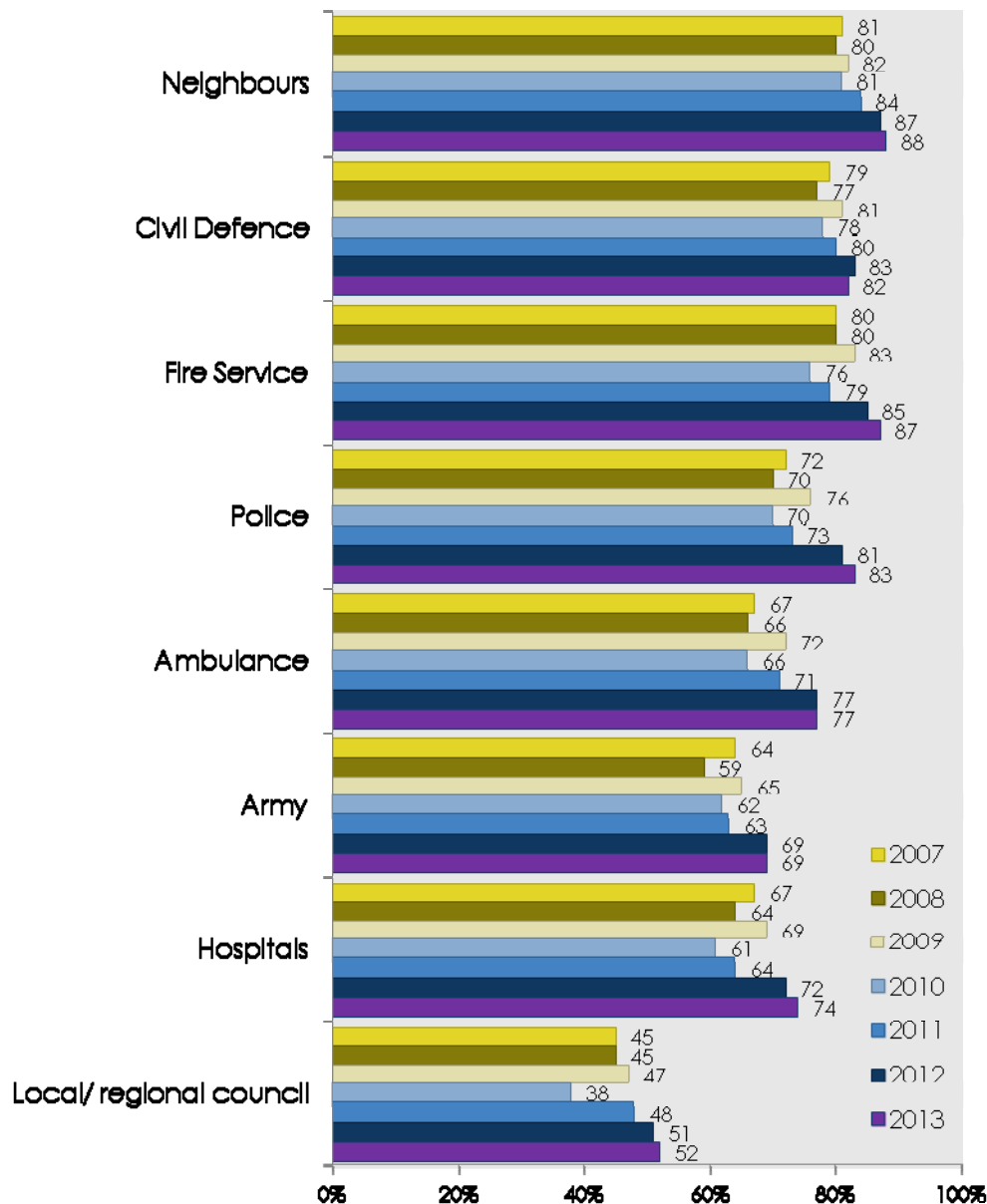
**GET READY
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Awareness




Who would be able to help following a disaster?

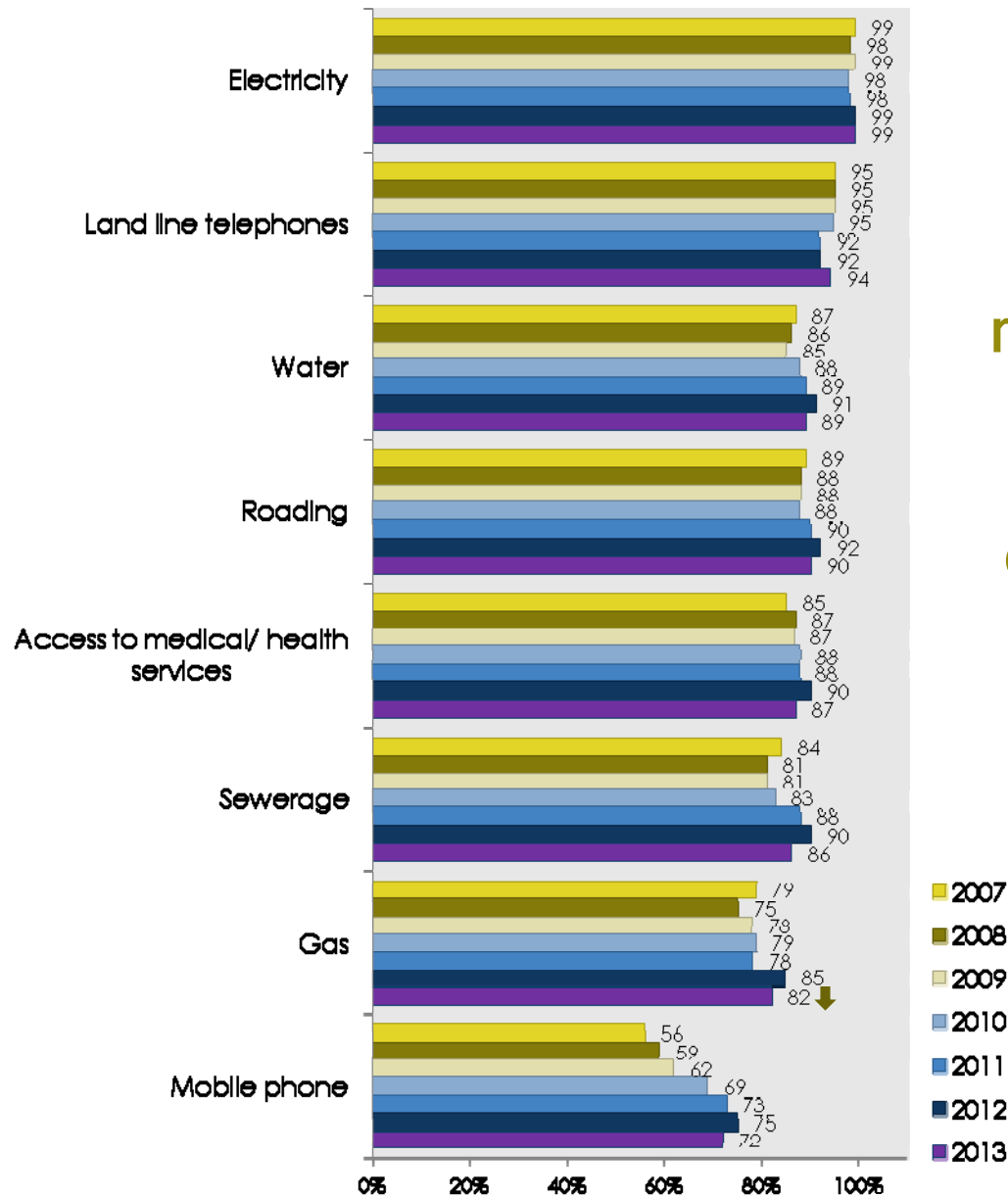


Awareness remains high that a wide range of services can help following a disaster.

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), 2013 (n=1263).

 Significantly different from the 2012 result

Which services could be disrupted?

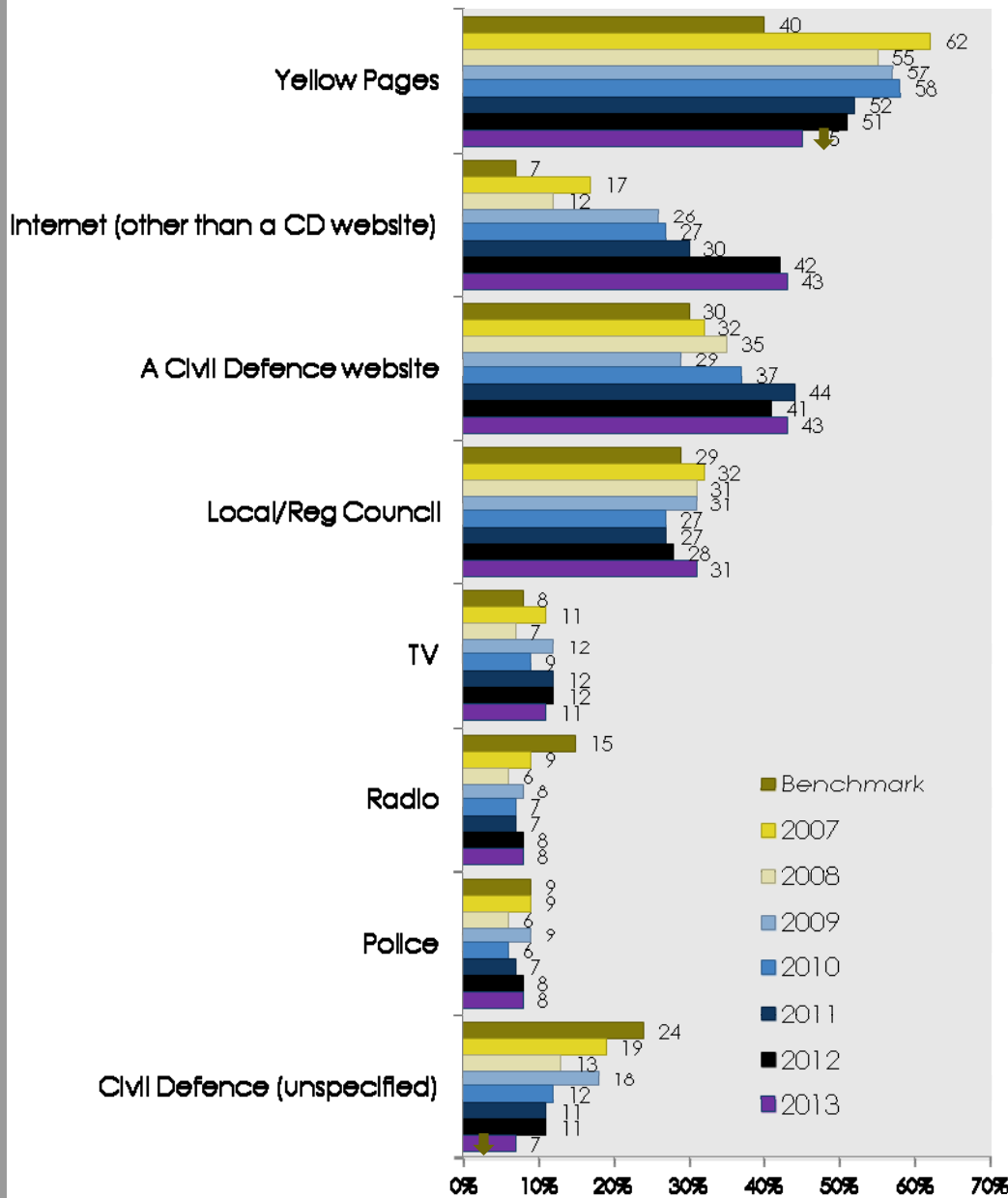


The majority of residents are aware that a number of services may be disrupted following a disaster.

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), 2013 (n=1263).

↘ Significantly different from the 2012 result

Finding information before a disaster on how to prepare.



The most common places people look to for preparedness information continue to be the Yellow Pages or online.

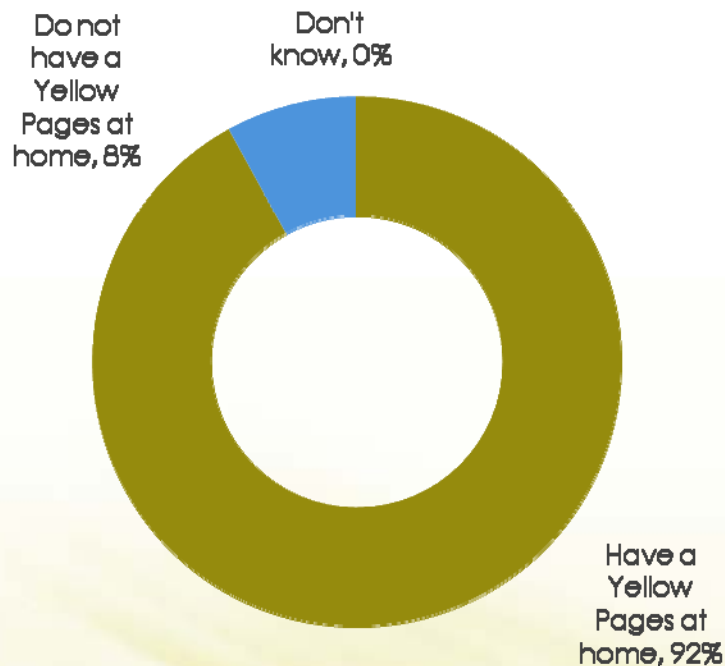
Q12 Before a disaster, where can you get information about how to prepare for a disaster?
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263). Note: The top eight results for 2013 are shown.

↕ Significantly different from the 2012 result

More than 9 in 10 have a Yellow Pages directory in their home.



Do you currently have a Yellow Pages directory in your home?



Those **more likely** to have a Yellow Pages directory in their home include:

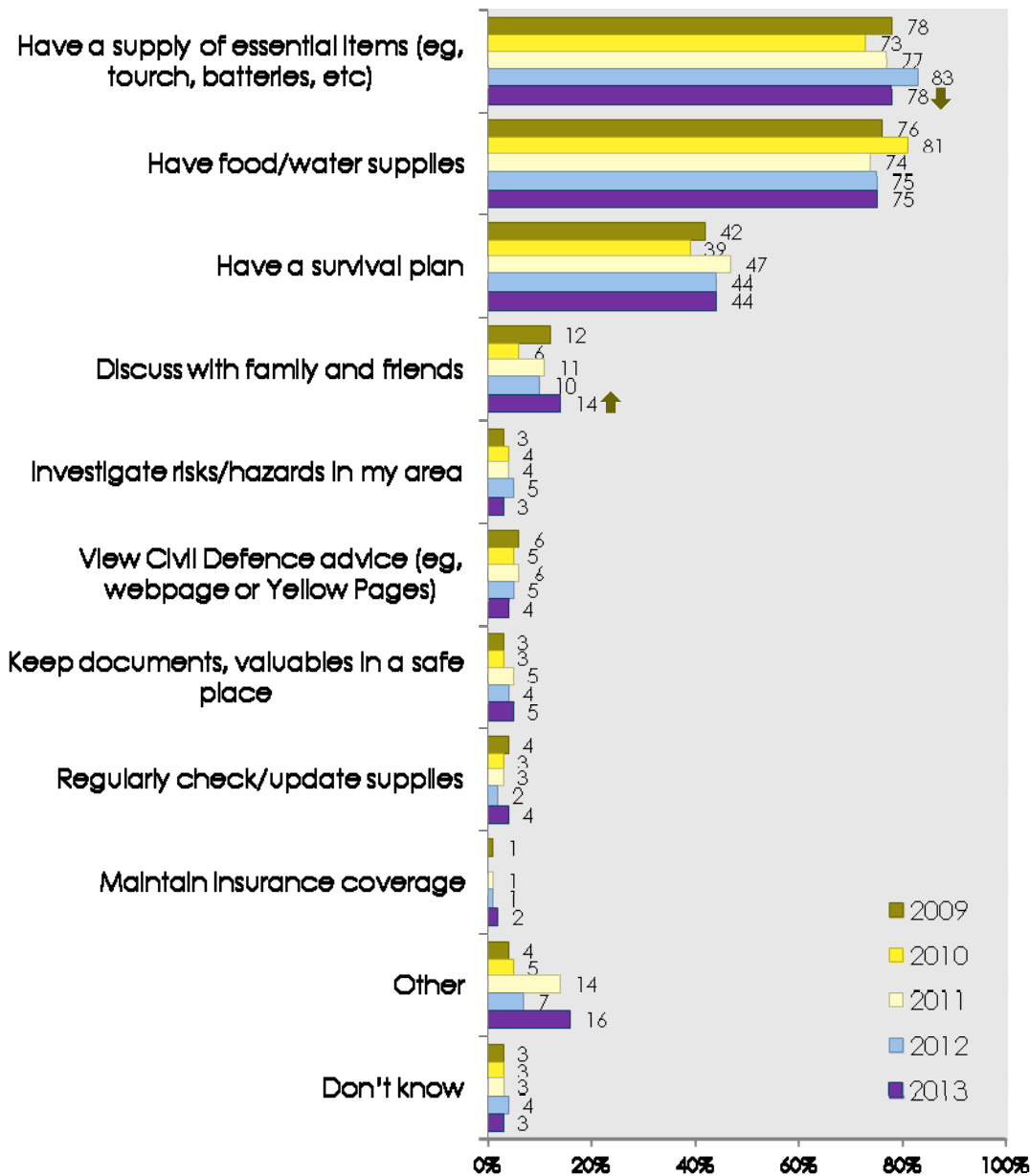
- Southland residents (100%)
- Those over the age of 40 years (95%), and particularly those over 60 years of age (97%).
- Those with an annual household income under \$40k (97%)
- Those who are fully prepared for a disaster (97%) and those who have water and survival items (95%).

Those **less likely** than average (92%) to have a Yellow Pages directory in their home include:

- Auckland residents (88%)
- Those under the age of 40 years (90%)
- Those who do not identify as NZ-European or Maori (85%)
- Those who have been in New Zealand for 3 years or less (76%), 5 years or less (78%), or 10 years or less (83%)
- Those who say they are not that well or not at all pre-prepared for a disaster (90%).

Q22f. Do you currently have a Yellow Pages directory in your home?
Base: All Respondents (n=1,263)

How to prepare for a disaster (unprompted)



Similar to previous waves, 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 2012 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), 2013 (n=1263).

**GET READY
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Attitudes



Attitudes toward disasters

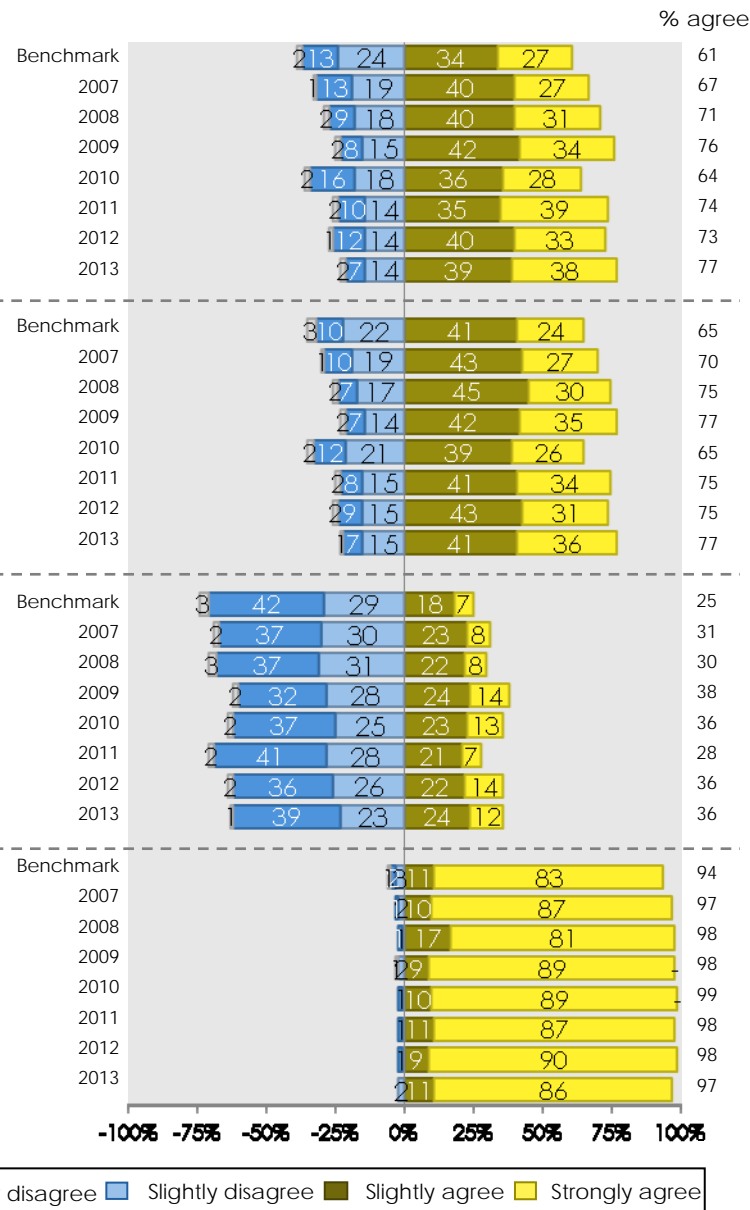


In a disaster there will be someone there to help you

In a disaster, emergency services would be there to help you

There will always be adequate warning before disaster hits

It's my responsibility to look after myself & family in a disaster



There is an increase in agreement that 'there will be someone there to help' and 'emergency services would be there to help' compared to last year.

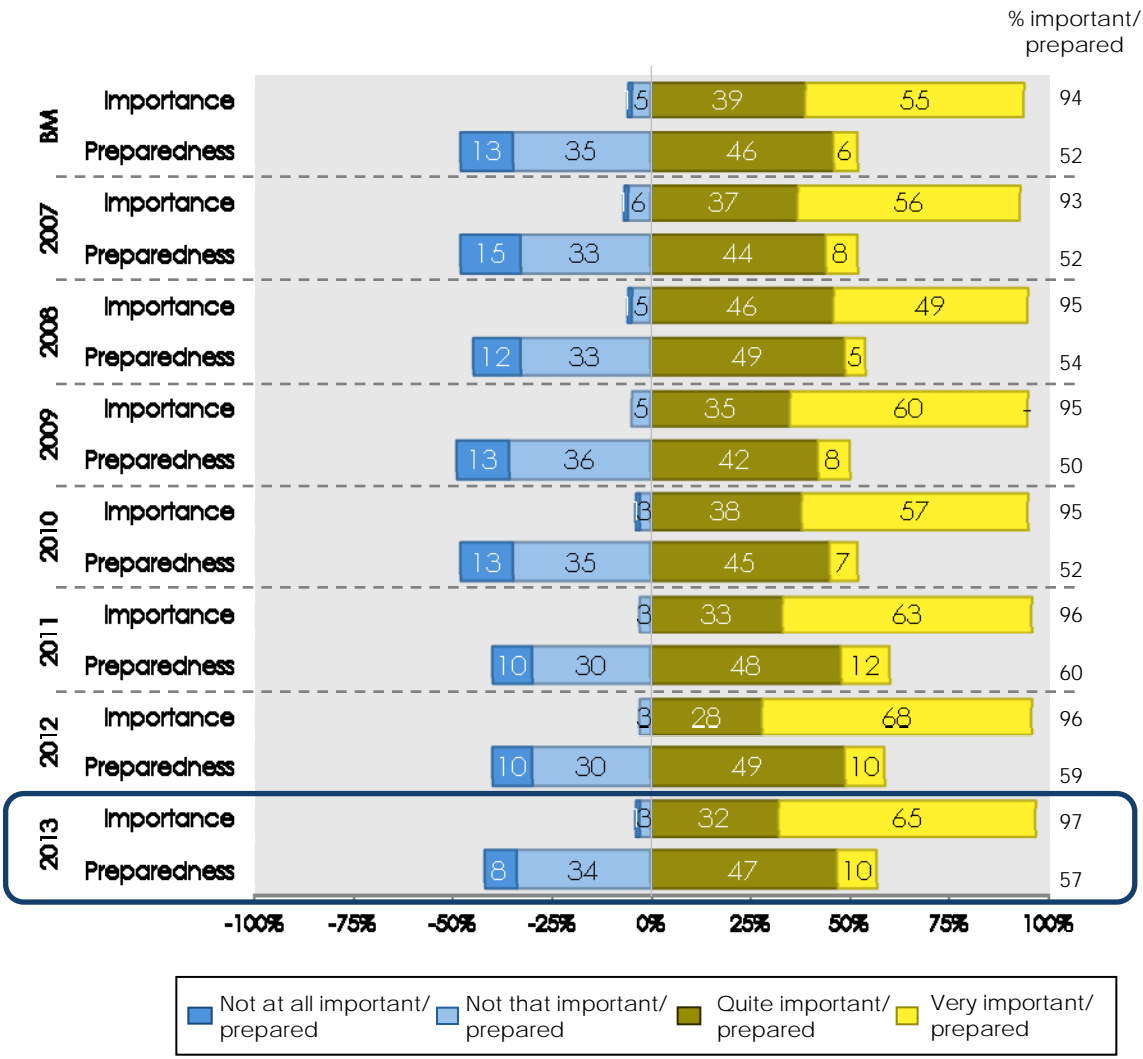
Over a third (36%) of New Zealand residents believe there will always be adequate warning before a disaster hits.

Those more likely to agree with this statement are:

- Waikato residents (55% agree)
- Aged 15 – 29 (50%)
- Identify as Maori (47%) or Asian (52%)
- Have lived in New Zealand for five years or less (64%)

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), 2013 (n=1263).

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%
- 2013 – 59%

Older New Zealanders are more likely to be very well prepared (13% of those aged 40 years plus claim to be, compared to 7% of those aged 39 years and under).

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), 2013 (n=1263).

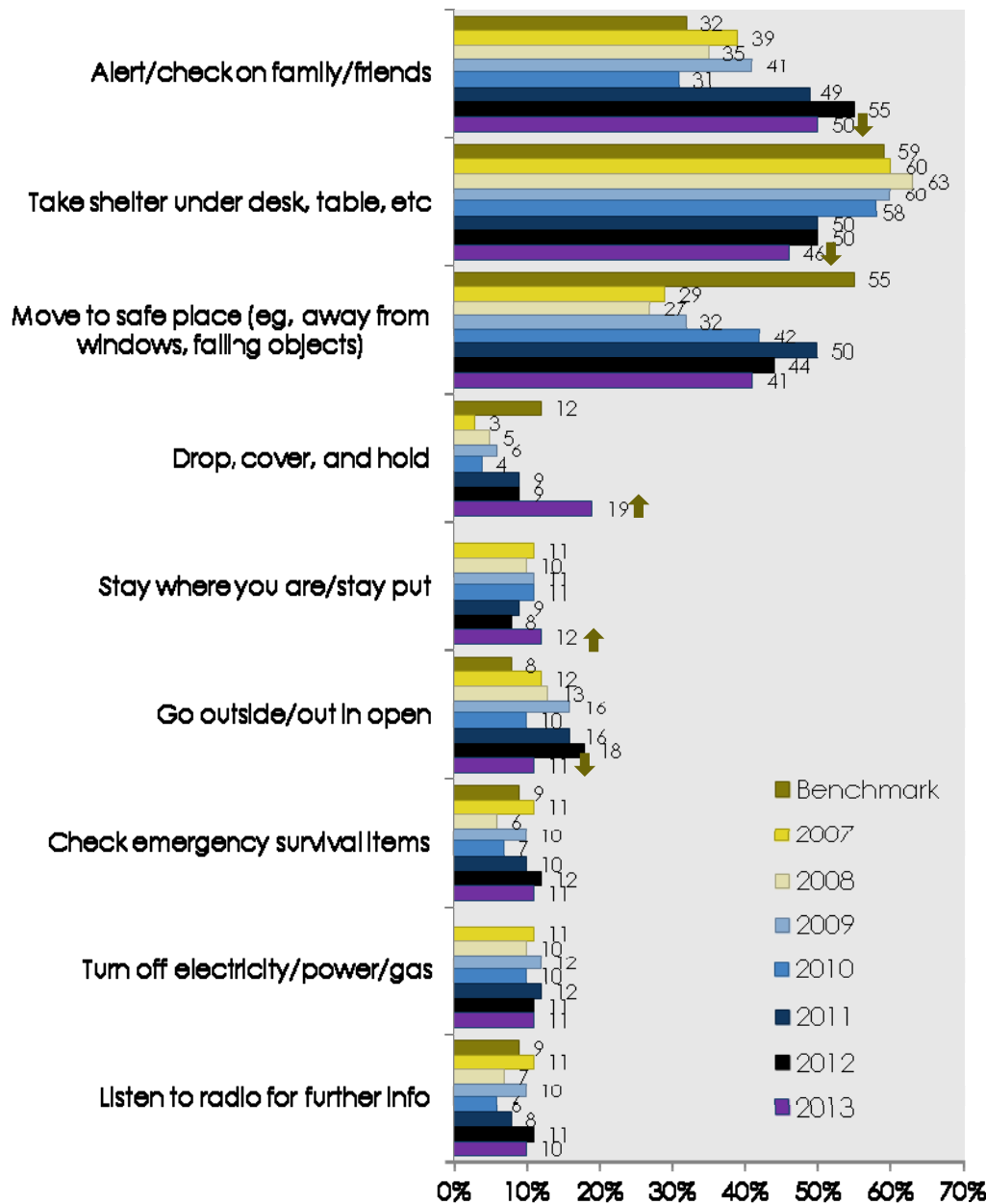
**GET READY
GET THRU**



Action



Actions to take during and after an Earthquake



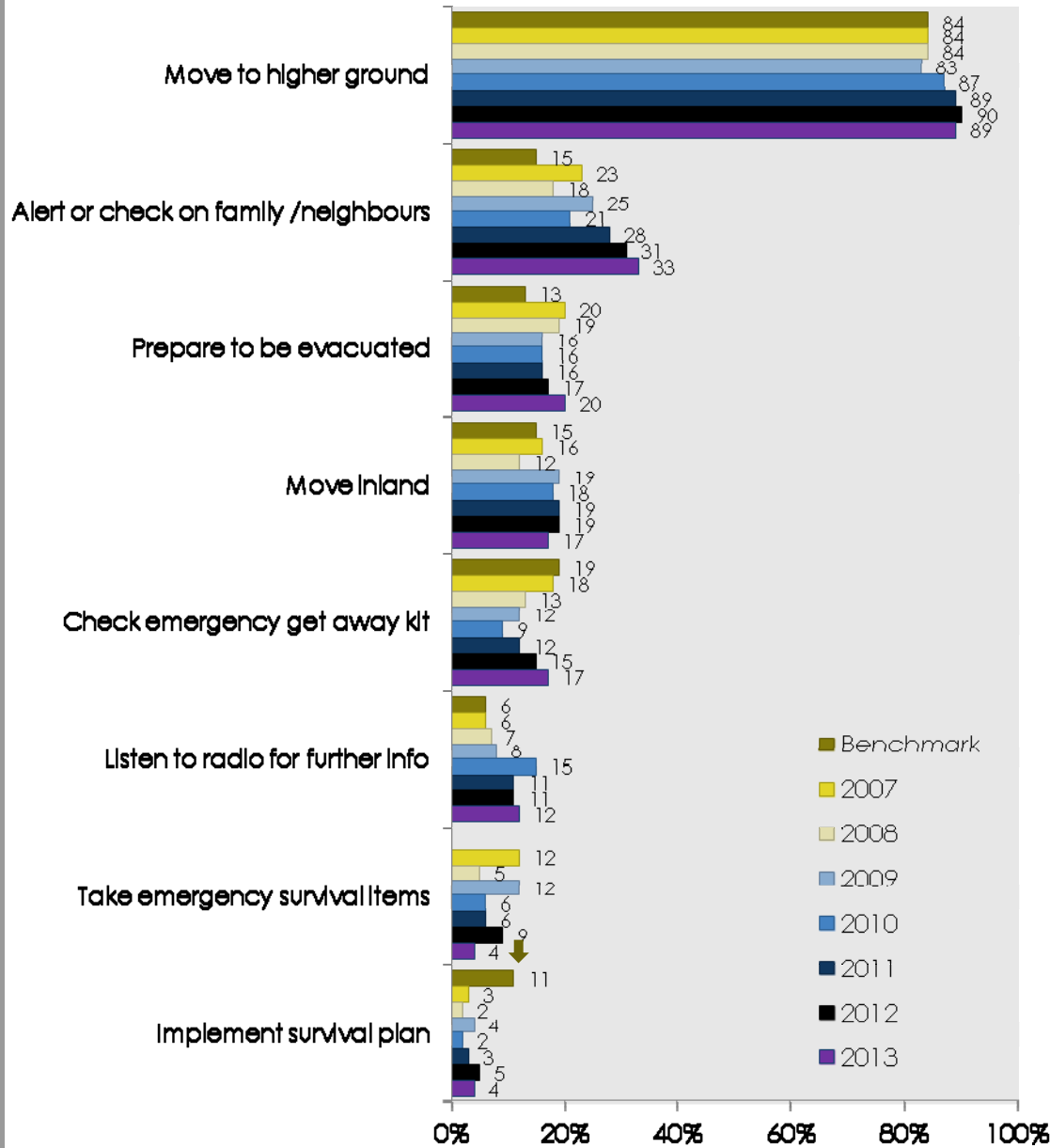
Significantly more New Zealand residents say they would 'drop, cover, and hold' compared to last year.

Messaging appears to be working, with an increase in the proportion of people saying 'stay where you are', together with a decrease in people saying 'go outside/into the open'.

↕ Significantly different from the 2012 result

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), 2013 (n=1263). Note: The top nine results for 2013 shown.

Actions to take in the event of a Tsunami warning



Nearly nine out of ten New Zealand residents know to move to higher ground in the event of a tsunami warning, and a gradually increasing amount would check on family and friends.

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), 2013 (n=1263). Note: The top eight results for 2013 are shown.

↙ Significantly different from the 2013 result

**GET READY
GET THRU**



Conclusions



Conclusions

- As we saw last year, the Christchurch earthquakes gave New Zealand residents a sense of urgency, which in turn prompted people to take action to get better prepared. It also enabled a better understanding of what can happen in an emergency. As a result, New Zealand's preparedness increased substantially in 2010.
- Whilst preparedness this year is still higher than it was pre-2011, an element of lethargy is creeping into the public's preparedness levels. Some groups continue to be less well prepared than others.

In particular it is necessary to increase awareness, knowledge, and relevance for the following groups: Auckland residents, younger New Zealanders, people new to the country, and those that identify as Asian.

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

Half (52%) have both water and survival items.

The majority are aware of the types of disasters that could occur (81%) and have understanding of the effects if one struck (83%).

Conclusions (continued)

- Prompted awareness of the Civil Defence TV advertising has been maintained.
- The ads are still effectively prompting action (although not to the same extent as last year). Most people who have seen the ads (82%) having done something or thought about doing something as a result (down from 88% last year).
- The tag line 'Get Ready, Get Thru' is still high in peoples' consciousness – nearly six in ten New Zealand residents are aware of it when prompted (57%).
- There was high involvement in the ShakeOut event, with 29% of New Zealanders taking part by doing 'Drop, Cover, and Hold' in September 2012.
- ShakeOut and the new advertising campaign messaging have probably together contributed to significantly more people than last year knowing to 'Drop, Cover, and Hold' (19% compared to 9% in 2012) and also to stay put, and fewer saying to go outside in the open, during an earthquake.



Key challenges

- Although the impact of the Christchurch earthquakes on New Zealand residents may have reduced slightly since immediately post-quake in 2011, the levels of preparedness are still consistently higher than before the earthquakes. However, it's still necessary to remind and encourage people with relevant information to maintain and increase their preparedness.
- ✓ The mass marketing campaign has proved effective at building and maintaining preparedness among people living in New Zealand.
- ✓ Further effective engagement with targeted communities and local organisations (e.g., schools, churches, student unions) will help to increase awareness among those groups most at risk (young people, ethnic minorities, and people new to the country).
- ✓ Messaging could be more targeted to different groups.
 - National campaign targeted at those not yet fully prepared = Take action now! Write down/check your plan. Update your items.
 - Higher risk groups = many still need to know why it's important to be prepared, and what could happen if they don't prepare.

**GET READY
GET THRU**



Regional Analyses

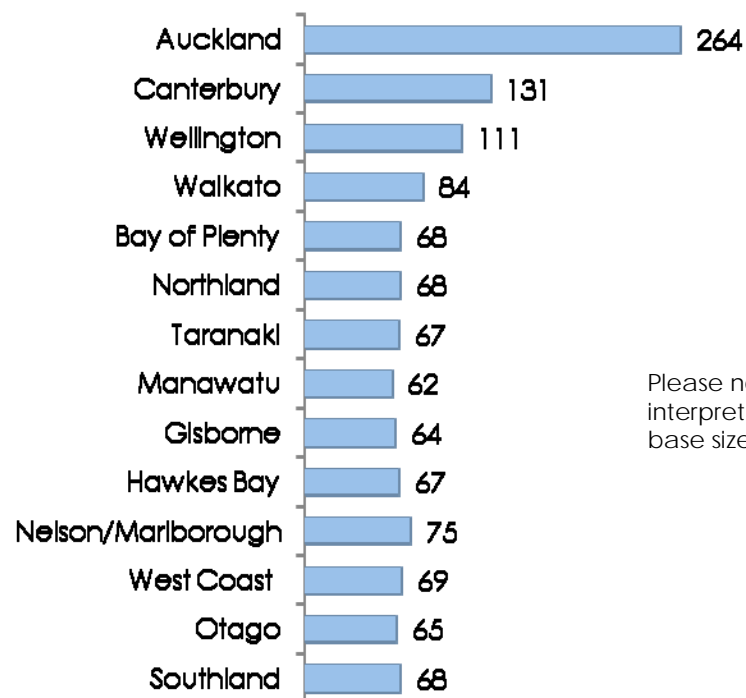


Regional Analyses

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 = 1,263)

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	4%	4%	3%	7%	9%	11%	10%	11%
Prepared at home	15%	15%	14%	20%	18%	21%	22%	23%
Has a plan	38%	39%	35%	40%	40%	53%	46%	46%
Has survival items	83%	83%	67%	74%	75%	79%	75%	79%

Preparedness

- Aucklanders are less likely than the national average to be fully prepared for a disaster (only 11% are fully prepared, c.f. national average of 17%). They are also less likely than average to be prepared at home (23% c.f. 32% national average).
- In Auckland, preparedness levels are significantly lower than average in six of the preparedness diagnostics, which are:
 - You have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring (74% c.f. 81% national average)
 - You are familiar with the Civil Defence information in the Yellow Pages (57% c.f. 65% national average)
 - You have an emergency survival plan for your household (46% c.f. 58% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member of your household (44% c.f. 56% national average)
 - You have the necessary emergency items needed to survive a disaster (79% c.f. 85% national average)
 - You attend meetings with community groups about disaster planning (6% c.f. 10% 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 44% c.f. 58% 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 20% c.f. 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 40% c.f. 51% national average).

Advertising and information

- There are no significant differences between Aucklanders and the general population in terms of awareness and where they've seen advertising (53% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).

ShakeOut

- Aucklanders are less likely than average to have heard of the ShakeOut event in September 2012 (56% c.f. 64% national average). As such they're also slightly less likely to have taken part in the event by doing the 'Drop, Cover, and Hold' action (25% took part c.f. 29% 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 (65% c.f. 50% national average), and they are less likely than average to think a fire can happen (20% c.f. 27% national average).
- 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% c.f. 31% national average) and from the Fire Department (2% c.f. 5% national average).
- They are more likely to think Hospitals would be able to help them out following a disaster (81% c.f. 74% national average).
- Aucklanders are also less likely than average to say that in the event of a tsunami or earthquake, people should alert or check on family, friends and neighbours (23% c.f. 33% national average for a tsunami, and 41% c.f. 50% national average for an earthquake). They are also less likely than average to say that in the event of an earthquake people should check their pets (0% c.f. 2% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	5%	10%	8%	11%	13%	NA	32%	26%
Prepared at home	19%	24%	40%	25%	27%	NA	50%	40%
Has a plan	52%	52%	62%	54%	51%	NA	79%	69%
Has survival items	79%	87%	89%	83%	80%	NA	88%	91%

**Note: Up until 2010 the results for the Canterbury region were combined with the results for the West Coast region.*



Preparedness

- The proportion of Canterbury residents who are fully prepared for a disaster is significantly higher than average (26% c.f. 17% national average). On the Preparedness Continuum Canterbury residents are also more likely to be have “commitment” by having prepared water and survival items for a disaster (64% c.f. 52% national average).
- Similarly, the proportion that are prepared at home is significantly higher than average (40% c.f. 32% national average).
- In Canterbury, preparedness levels are significantly higher than average for the following four preparedness diagnostics:
 - You have an emergency survival plan for your household (69% c.f. 58% national average)
 - You have the necessary emergency items needed to survive a disaster, such as, tinned food, toilet paper, torch, spare batteries and so on (91% c.f. 85% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (68% c.f. 56% national average).

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 (39% c.f. 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 (69% c.f. 51% 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 (73% c.f. 58% national average).
- Unsurprisingly, Canterbury residents are more likely to have been prompted to prepare for a disaster by the Christchurch earthquakes (75% c.f. 53% national average). They are less likely to have done so because of overseas disasters (4% c.f. 15% national average).

Advertising and information

- Once prompted with the ad description Canterbury residents are more likely to recall seeing the Civil Defence Get Ready Get Thru television advertising than average (78% c.f. 68% national average). Those who have seen a Civil Defence TV advertisement are significantly less likely than average to say that the advertisement prompted them to think about preparing for disasters (54% c.f. 65% national average).
- Canterbury residents are less likely than average to have previously heard of the website 'getthru.govt.nz' (39% c.f. 49% national average).

ShakeOut

- Over two thirds of Cantabarians have heard of ShakeOut (69% c.f. 64% national average). They are more likely than average to have not taken part in the ShakeOut event (43% did not take part c.f. 34% national average).
- They are also more likely to not feel more prepared for an earthquake following the ShakeOut event (47% feel more prepared c.f. 62% national average).

CANTERBURY (CONTINUED)



Disaster awareness

- Canterbury residents are more likely than average to think that a tsunami can happen in NZ in their lifetime (81% c.f. 72% national average), and they are more likely than average to think a snow storm or snow disaster can happen (8% c.f. 2% national average).
- Residents in the Canterbury region are more likely than average to disagree that there will always be adequate warning before a disaster hits (75% c.f. 63% 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:
 - Sewerage (93% c.f. 86% national average)
 - Mobile phone services (86% c.f. 72% national average).
- Residents from the Canterbury region are more likely than average to think that people should take the following actions in the event of an earthquake:
 - Drop, cover and hold (27% c.f. 19% national average)
 - Alert or check on family/friends and neighbours (62% c.f. 50% national average)
 - Check pets (5% c.f. 2% national average)
 - Stay put (19% c.f. 12% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	18%	16%	24%	14%	18%	33%	25%	32%
Prepared at home	35%	37%	41%	26%	34%	51%	40%	47%
Has a plan	59%	67%	63%	49%	57%	79%	71%	76%
Has survival items	76%	77%	82%	71%	86%	88%	83%	86%

Preparedness

- Overall, a third (32%) of Wellington residents are fully prepared for a disaster. This is higher than the national average of 17%. On the Preparedness Continuum residents are also more likely to have “commitment” by having water and survival items (69% c.f. 52% national average) and be prepared at home (47% c.f. 32% national average).
- Wellington residents are more likely than average to say that they feel either ‘very well prepared’ or ‘quite well prepared’ for a disaster (69% c.f. 58% national average).
- The proportion of Wellington residents who have taken steps in the past 12 months to prepare for a disaster is higher than average (68% c.f. 51% 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 (49% c.f. 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 (76% c.f. 58% national average)
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (75% c.f. 56% national average).

WELLINGTON (CONTINUED)



Advertising and information

- There are no significant differences between Wellington residents and the general population in terms of awareness and where they've seen advertising (52% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).

ShakeOut

- Wellington residents are more likely than average to have heard of the ShakeOut event (76% c.f. 64% national average).

Disaster awareness

- Residents from the Wellington region are more likely than average to think that the following household utilities or infrastructure services could be disrupted following a disaster:
 - Gas (93% c.f. 82% national average)
 - Sewerage (94% c.f. 86% national average).
- Wellington residents are more likely than average to say that they can get information about how to prepare for a disaster from online sources other than the ministry of civil defence website (41% c.f. 31% national average) and from other sources (19% c.f. 11% national average).
- They are more likely to think the Police would be able to help them out following a disaster (92% c.f. 83% national average).
- Wellington residents are less likely than average to say that in the event of a strong earthquake, people should go outside and stay clear of buildings (4% c.f. 11% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	9%	6%	7%	11%	12%	12%	8%	12%
Prepared at home	21%	22%	19%	18%	21%	34%	29%	29%
Has a plan	44%	46%	45%	50%	47%	57%	52%	55%
Has survival items	68%	91%	81%	75%	80%	86%	77%	86%

Preparedness

- Preparedness levels among Waikato residents are statistically similar to the national average:
 - Just over one in ten are fully prepared (12%)
 - Six in ten are prepared at home (29%).
- Similarly, preparedness levels are similar to the national average across all the preparedness diagnostics:
 - 82% have a good understanding of what the effects would be if a disaster struck in their area
 - 78% said they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring
 - 86% have the necessary emergency items needed to survive a disaster
 - 70% are familiar with the Civil Defence information in the Yellow Pages
 - 55% have an emergency survival plan for their household
 - 47% regularly update their emergency survival items
 - 51% have stored at least 3 litres of water per person for 3 days, for each member in their household
 - 12% attend meetings with community groups about disaster planning.

WAIKATO (CONTINUED)



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 (54% c.f. 56% national average).

ShakeOut

- There are no significant differences between Waikato residents and the general population in terms of awareness (59% c.f. 64% national average) and participation (32% c.f. 29% national average) of the ShakeOut event.

Disaster awareness

- Waikato residents are more likely than average to think that a drought could occur in NZ during their lifetime (10% c.f. 4% national average) and are less likely than average to think that a tsunami could occur (59% c.f. 72% national average).
- Residents in Waikato are more likely than average to agree that there will always be adequate warning before a disaster hits (55% c.f. 36% national average).
- Residents from Waikato are less likely than average to think that access to medical and health services (78% c.f. 87% national average) could be disrupted following a disaster.

WAIKATO (CONTINUED)



Disaster awareness (continued)

- 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
 - 21% mentioned the internet in general
 - 36% mentioned their local or regional council
 - 37% mentioned the Civil Defence website
 - 4% mentioned Civil Defence (non-specific).

BAY OF PLENTY



	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	8%	2%	13%	15%	12%	12%	17%	17%
Prepared at home	16%	16%	34%	28%	22%	34%	37%	32%
Has a plan	43%	42%	57%	54%	47%	66%	63%	60%
Has survival items	67%	82%	90%	78%	81%	87%	81%	92%

Preparedness

- Preparedness levels among the Bay of Plenty residents statistically similar to the national average:
 - 17% are fully prepared; 32% are prepared at home
 - Just under two thirds (60%) have an emergency plan and 92% have survival items.
- Preparedness levels among Bay of Plenty residents are significantly higher than average for the preparedness diagnostic 'you attend meetings with community groups about disaster planning' (20% c.f. 10% 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 (59% c.f. 56% national average).
- Bay of Plenty residents are significantly more likely to have seen these advertisements in the newspaper (41% c.f. 20% national average).
- Residents who have seen the Get Ready Get Thru television advertising are significantly more likely than average to say that the advertisement prompted them to visit other disaster preparation websites (25% c.f. 9% national average).

ShakeOut

- There are no significant differences between Bay of Plenty residents and the general population in terms of awareness (73% c.f. 64% national average) and participation (33% c.f. 29% national average) of the ShakeOut event.

Disaster awareness

- Residents from Bay of Plenty are less likely than average to think that mobile phone services (54% c.f. 72% national average) could be disrupted following a disaster.
- Bay of Plenty residents are more likely than average to say that in the event of a strong earthquake, people should be prepared to evacuate and take important personal items (18% c.f. 9% national average), and get help as soon as possible (6% c.f. 2% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	1%	7%	10%	6%	6%	12%	12%	13%
Prepared at home	13%	33%	24%	25%	34%	25%	37%	29%
Has a plan	37%	51%	42%	56%	55%	45%	62%	57%
Has survival items	87%	91%	93%	80%	74%	84%	79%	94% ↑

Preparedness

- Just under one in three Northland residents are prepared at home (29%).
- In Northland, preparedness levels are significantly higher than average in the following preparedness diagnostic:
 - You have the necessary emergency items needed to survive a disaster, such as, tinned food, toilet paper, torch, spare batteries and so on (94% c.f. 85% national average).

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 56%.
- Similarly, the proportions of Northland residents who have seen a Civil Defence TV advertisement (67%), who have previously heard of 'Get Ready, Get Thru' (59%), and who have previously heard of the website 'getthru.govt.nz' (53%) are similar to national results.

↑↓ Significantly different from the 2012 result

NORTHLAND (CONTINUED)



ShakeOut

- There are no significant differences between Northland residents and the general population in terms of awareness (58% c.f. 64% national average) and participation (26% c.f. 29% national average) in the ShakeOut event.

Disaster awareness

- Northland residents are less likely than average to think that a fire can happen in NZ in their lifetime (15% c.f. 27% national average).
- Northland residents are significantly less likely to think that there will be someone to help them in the event of a disaster (66% c.f. 77% national average), and are more likely to disagree that emergency services will be there to help in the event of a disaster (33% c.f. 21% national average).
- They are less likely than average to think the following household utilities or infrastructure services could be disrupted if a disaster took place:
 - Water (68% c.f. 89% national average)
 - Sewerage (71% c.f. 86% national average).
- Northland residents are more likely than average to think they can get information about how to prepare for a disaster from the local or regional council (46% c.f. 31% national average).
- Northland residents are less likely than average to think that in the event of a disaster in their area, the army (55% c.f. 69% national average), hospitals (63% c.f. 74% national average) and the Civil Defence (66% c.f. 82% national average) will be there to help them.

	Benchmark	2007	2008	2009	2010	2011	2012	2013
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>	14%	11%	14%
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>	22%	25%	24%
Has a plan	47%	39%	57%	43%	36%	62%	56%	62%
Has survival items	81%	84%	90%	81%	68%	76%	84%	77%

Preparedness

- Preparedness levels among Taranaki residents are statistically similar to the national average:
 - Over one in ten are fully prepared (14%)
 - Nearly a quarter are prepared at home (24%)
 - Almost two thirds have an emergency plan (62%)
 - Just over three quarters have emergency survival items (77%).

Advertising and information

- The proportion of Taranaki residents who have seen, heard, or read any general advertising about preparing for a disaster is the same as the national average (both 56%).
- Similarly, the proportions of Taranaki residents who have seen the Civil Defence 'Get Ready, Get Thru' TV advertisement (74%), who have previously heard of 'Get Ready, Get Thru' slogan (63%), and who have previously heard of the website 'getthru.govt.nz' (60%) are on par with national results.

TARANAKI (CONTINUED)



ShakeOut

- There are no significant differences between Taranaki residents and the general population in terms of awareness (59% c.f. 64% national average) and participation (31% c.f. 29% national average) of the ShakeOut event.
- However, Taranaki residents are significantly more likely than the general population to feel more prepared for an earthquake following the ShakeOut event (86% c.f. 62% national average).

Disaster awareness

- Taranaki residents are more likely than average to say that a volcanic eruption could occur in NZ in their lifetime (72% c.f. 50% national average).
- They are significantly less likely than average to disagree that there will be adequate warning before a disaster hits (47% c.f. 63% national average).
- They are more likely than average to think that the water system (97% c.f. 89% national average) could be disrupted if a disaster took place.
- Taranaki residents are less likely than average to think that in the event of a disaster in their area, the army (51% c.f. 69% national average), the fire service (76% c.f. 87% national average), hospitals (57% c.f. 74% national average) and the Civil Defence (93% c.f. 82% national average) will be there to help them.

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	6%	16%	16%	15%	7%	20%	15%	17%
Prepared at home	28%	34%	30%	33%	22%	36%	42%	31%
Has a plan	52%	63%	55%	65%	50%	67%	67%	47% ↓
Has survival items	85%	97%	76%	94%	82%	80%	81%	82%

Preparedness

- There are no statistical differences between Manawatu residents and the national average across all the preparedness continuum measures and across all the preparedness diagnostics.

Advertising and information

- The proportion of residents from the Manawatu that have seen, heard, or read advertising about preparing for a disaster is consistent with the national average at 52% (c.f. 56% national average).
- Similar to the national average, nearly two thirds (64%) of Manawatu residents recall having seen the Civil Defence TV advertisement, 50% have previously heard of the tag line 'Get Ready, Get Thru', and 54% have previously heard of the website 'getthru.govt.nz'.

ShakeOut

- There are no significant differences between Manawatu residents and the general population in terms of awareness (71% c.f. 64% national average) and participation (38% c.f. 29% national average) of the ShakeOut event.

Disaster awareness

- Manawatu residents are less likely than average to say that they can get information about how to prepare for a disaster from the radio (0% c.f. 8% national average).

↓↑ Significantly different from the 2012 result

	Benchmark	2007	2008	2009	2010	2011	2012	2013
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>	16%	25%	11% ↓
Prepared at home						35%	38%	27%
Has a plan	62%	42%	68%	40%	72%	59%	64%	56%
Has survival items	100%	87%	87%	92%	80%	82%	83%	90%

Preparedness

- On par with the national average, 43% of Gisborne residents have taken steps in the last 12 months to prepare themselves or their household for a disaster (c.f. 51% national average).
- In Gisborne, preparedness levels are significantly higher than average in the following preparedness diagnostic:
 - 19% attend meetings with community groups about disaster planning (c.f. 10% national average).

Advertising and information

- The proportion of residents from Gisborne that have seen, heard, or read advertising about preparing for a disaster is in line with the national average (61% c.f. 56% national average).
- Similar to the national average, Gisborne residents recall having heard of the tag line 'Get Ready, Get Thru' (54% c.f. 57% national average), and have previously heard of the website 'getthru.govt.nz' (53% c.f. 48% national average).

↕ Significantly different from the 2012 result

GISBORNE (CONTINUED)



ShakeOut

- There are no significant differences between Gisborne residents and the general population in terms of awareness (68% c.f. 64% national average) and participation (25% c.f. 29% national average) in the ShakeOut event.

Disaster awareness

- Gisborne residents are less likely than average to think that the water system (72% c.f. 89% national average) could be disrupted if a disaster took place.
- Gisborne residents are more likely than average to say that information about how to prepare for a disaster can be obtained from health authorities, hospitals, doctors and ambulance services (9% c.f. 3% national average).
- Gisborne residents are less likely than average to think that in the event of a disaster in their area, the army (52% c.f. 69% national average), the fire service (75% c.f. 87% national average), and ambulances (65% c.f. 77% national average) will be there to help them.
- Gisborne residents are more likely than average to say that in the event of a tsunami, people should prepare to be evacuated and take important personal items (33% c.f. 20% national average).
- They are also more likely than average to think that people should take the following actions in the event of an earthquake:
 - Prepare to be evacuated and take important personal items (17% c.f. 9% national average)
 - Turn off electricity, power and gas (29% c.f. 11% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	13%	7%	16%	12%	7%	16%	21%	17%
Prepared at home	26%	26%	29%	29%	20%	28%	43%	36%
Has a plan	59%	54%	64%	59%	63%	71%	73%	69%
Has survival items	88%	80%	73%	87%	79%	84%	87%	82%

Preparedness

- Preparedness levels among Hawkes Bay residents are statistically similar to the national average:
 - Nearly one fifth of residents are fully prepared (17%)
 - Just over one third are prepared at home (36%)
 - Just over eight in ten have emergency survival items (82%).
- Hawkes Bay residents are more likely than average to say that they feel either 'very well prepared' or 'quite well prepared' for a disaster (72% c.f. 58% national average).

Advertising and information

- Hawkes Bay residents are significantly less likely than average to have seen, heard, or read advertising about preparing for a disaster on television (65% c.f. 83% national average), and more likely to have seen it in the newspaper (37% c.f. 20% national average).
- Almost three quarters of Hawkes Bay residents (73%) have seen a Civil Defence TV advertisement, 66% have previously heard of the tag line 'Get Ready, Get Thru', and 57% have previously heard of the website 'getthru.govt.nz', all of which are consistent with the national average.

↕ Significantly different from the 2012 result



HAWKES BAY (CONTINUED)



ShakeOut

- There are no significant differences between Hawkes Bay residents and the general population in terms of awareness (73% c.f. 64% national average) and participation (38% c.f. 29% national average) in the ShakeOut event.

Disaster awareness

- Hawkes Bay residents are more likely than average to say that a tsunami could occur in NZ in their lifetime (90% c.f. 72% national average), and less likely than average to say that a volcanic eruption could occur (34% c.f. 50% national average).
- They are less likely than average to say that they can get information about how to prepare for a disaster from TV, TV advertisements and news (3% c.f. 11% national average).
- They are also less likely than average to think that people should take the following actions in the event of an earthquake:
 - Check emergency survival items (2% c.f. 11% national average)
 - Stay indoors (0% c.f. 7% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
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>	37%	17%	19%
Prepared at home						51%	36%	36%
Has a plan	66%	48%	71%	53%	43%	80%	66%	63%
Has survival items	88%	91%	87%	91%	85%	91%	94%	88%

Preparedness

- On the Preparedness Continuum, Nelson/Marlborough residents are more likely to be have "Commitment" for a disaster, i.e., have water and survival items, than the national population (69% cf. 52% national average).
- Residents of Nelson/Marlborough's preparedness levels are significantly higher than average for the following preparedness diagnostics:
 - 'You are familiar with the Civil Defence information in the Yellow Pages' (78% cf. 65% national average)
 - 'You have stored at least 3 litres of water per person for 3 days for each member in your household' (69% cf. 56% national average).
- Just over six in ten Nelson/Marlborough residents, which is significantly higher than average (63% cf. 51% national average), have taken steps in the last 12 months to prepare themselves or their household for a disaster.

NELSON/MARLBOROUGH (CONTINUED)



Advertising and information

- Just above the national average, over six in ten Nelson/Marlborough residents (64%) recall seeing, hearing, or reading an advertisement about preparing for a disaster. These residents are most likely to have recalled seeing them on TV (80%), in newspapers (20%), or on the radio (15%).

ShakeOut

- Around three quarters (74%) of Nelson/Marlborough residents have heard of ShakeOut, and 36% took part by doing the 'Drop, Cover, and Hold', which although not significant is slightly higher than the national average.

Disaster awareness

- Residents from Nelson/Marlborough are more likely than average to say that a flood (72% cf. 56% national average) or fire (39% cf. 27% national average) could occur in NZ in their lifetime.
- Nelson/Marlborough residents are less likely than average to agree that:
 - 'emergency services will be there to help you in a disaster' (62% cf. 77% national average)
 - 'there will always be adequate warning before a disaster hits' (24% cf. 36% national average).
- People from Nelson/Marlborough are more likely to think that roading infrastructure could be disrupted by a disaster (99% cf. 90% national average), but less likely to think that gas services could be disrupted (65% cf. 82% national average).
- Nelson/Marlborough residents are more likely than the general population to say that in the event of an earthquake people should 'Duck, Cover, and Hold' (30% cf. 19% national average).
- Residents from Nelson/Marlborough are more likely than average to say that before a disaster they could get information on how to prepare from The Ministry of Civil Defence website (56% cf. 42% national average) or their local or regional council (45% cf. 31% national average).

WEST COAST



	2011	2012	2013
Fully prepared	24%	19%	23%
Prepared at home	53%	45%	42%
Has a plan	79%	67%	64%
Has survival items	93%	93%	96%

**Note: Up until 2011 the West Coast was analysed together with Canterbury.*

Preparedness

- Residents from the West Coast are more likely than average to have “Commitment” on the Preparedness Continuum for a disaster, i.e., have water and survival items, than the national population (69% c.f. 52% national average).
- Preparedness levels in the West Coast are significantly higher than average in the following three preparedness diagnostics:
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (69% c.f. 56% national average)
 - You have the necessary emergency items needed to survive a disaster (96% c.f. 85% national average)
 - You regularly update your emergency survival items (67% c.f. 50% national average).
 - West Coast residents are more likely than average to say that they feel either ‘very well prepared’ or ‘quite well prepared’ for a disaster (77% c.f. 58% 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 (63% c.f. 51% 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 (67% c.f. 56% national average).
- West Coast residents are more likely than average to have read advertising on mail flyers, leaflets or pamphlets (9% c.f. 2% national average).
- Similar to the national average, 73% of West Coast residents recall having seen a Civil Defence 'Get Ready Get Thru' TV advertisement. Those who have seen a Civil Defence TV advertisement are significantly less likely than average to say that the advertisement prompted them to think about preparing for disasters (50% c.f. 65% national average).

ShakeOut

- There are no significant differences between West Coast residents and the general population in terms of awareness (74% c.f. 64% national average) and participation (28% c.f. 29% national average) of the ShakeOut event.

Disaster Awareness

- Residents from the West Coast are more likely than average to say that a nuclear disaster could occur in NZ in their lifetime (7% c.f. 2% national average), and less likely than average to say that a hurricane, cyclone or storm could occur (27% c.f. 39% 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 (69% c.f. 89% national average), sewerage (68% c.f. 86% national average), and gas (52% c.f. 82% national average) could be disrupted.

WEST COAST (CONTINUED)



Disaster Awareness (continued)

▪ 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 (77% c.f. 87% national average)
- Police (61% c.f. 83% national average)
- Ambulance (59% c.f. 77% national average)
- Hospitals (54% c.f. 74% national average)
- Army (51% c.f. 69% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
Fully prepared	5%	17%	4%	3%	8%	23%	8%	17%
Prepared at home	15%	32%	18%	14%	29%	37%	17%	35% ↑
Has a plan	53%	44%	43%	60%*	59%	71%	64%	56%
Has survival items	94%	86%	82%	89%	88%	85%	84%	80%

Preparedness

- Compared to last year Otago residents are more likely to be prepared for a disaster at home (35% in 2013 c.f. 17% in 2012).
- On the Preparedness Continuum, residents from Otago are less likely than average to have a good understanding of the effects if disaster struck (72% c.f. 83% national average).
- Preparedness levels in Otago are significantly lower than average in the following preparedness diagnostic:
 - You have a good understanding of what the effects would be if a disaster struck in your household (72% c.f. 83% national average)

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 (58% c.f. 56% national average).
- In line with the national average, 73% of Otago residents recall having seen a Civil Defence Get Ready, Get Thru TV advertisement. Fifty-six percent of residents have previously heard of the tag line 'Get Ready, Get Thru' and 48% have previously heard of the website 'getthru.govt.nz' (both in line with the national average).

↕ Significantly different from the 2012 result

ShakeOut

- There are no significant differences between Otago residents and the general population in terms of awareness (57% c.f. 64% national average) and participation (25% c.f. 29% national average) in the ShakeOut event.

Disaster awareness

- Residents from Otago are less likely than average to say that a hurricane, cyclone or storm could occur in NZ in their lifetime (24% c.f. 39% national average), and less likely than average to say that a volcanic eruption could occur (34% c.f. 50% national average).
- In terms of services that could be disrupted following a disaster, Otago residents are less likely than average to say that landline telephones (85% c.f. 94% national average), roading (81% c.f. 90% national average), and gas (58% c.f. 82% national average) could be disrupted.
- Otago residents are significantly less likely than average to think that the Fire Service will be able to help them in the event of a disaster (77% c.f. 87% national average).
- In the event of an earthquake, a significantly higher than average proportion of Otago residents said that people should check damage and ensure everything is stabilised, safe and secure (15% c.f. 6% national average).

	Benchmark	2007	2008	2009	2010	2011	2012	2013
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>	20%	9%	9%
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>	38%	25%	29%
Has a plan	55%	52%	72%	50%	62%	71%	46%	63% ↑
Has survival items	77%	87%	86%	90%	77%	91%	87%	93%

Preparedness

- On the Preparedness Continuum, residents from Southland are more likely than average to have an understanding and awareness of the types of disaster that can occur (91% c.f. 81% national average).
- Preparedness levels in Southland are significantly higher than average in the following preparedness diagnostics:
 - You have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring (91% c.f. 81% national average)
 - You attend meetings with community groups about disaster planning (19% c.f. 10% national average).
- They are more likely to have an emergency survival plan for home only than New Zealander residents in general (51% c.f. 30% national average), but are less likely than average to have an emergency plan that includes while they are away from home (only 12% c.f. 27% national average).

Advertising and information

- The proportion of Southland residents that have seen, heard, or read advertising about preparing for a disaster is in line with the national average (59% c.f. 56% national average).
- Similar to the national average, 70% of Southland residents recall having seen a Civil Defence TV advertisement (compared with 68% national average). Fifty-one percent have previously heard of 'Get Ready, Get Thru', and 41% have heard of getthru.govt.nz (both in line with national average).

SOUTHLAND (CONTINUED)



ShakeOut

- Similar to the national average, 70% of Southland residents are aware of the ShakeOut event (64% for all New Zealand residents). However, they are less likely to have taken part in the event (47% did not take part c.f. 34% national average).

Disaster awareness

- Southland residents are less likely than average to think that a volcanic eruption could occur in NZ in their lifetime (31% c.f. 50% national average).
- They are also less likely to agree that it is their responsibility to look after themselves and family in a disaster (92% c.f. 98% 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 (63% c.f. 82% national average), and water (78% c.f. 89% national average) could be disrupted. But significantly more residents think that access to medical and health services (96% c.f. 87% national average) could be disrupted.
- Southland residents are also significantly more likely than average to get information on how to prepare for a disaster from the Civil Defence (15% c.f. 5% national average).
- In the event of a tsunami, a higher proportion of Southland residents said that people should move inland (29% c.f. 17% national average) and check pets (11% c.f. 4% national average).
- Similarly, in the event of an earthquake, the proportion that said people should check for damage and ensure everything is stabilised, safe and secure, is higher than average (13% c.f. 6% national average).