

2023 Annual Emergency Preparedness Survey

NEMA



**National Emergency
Management Agency**
Te Rākau Whakamarumarū

TRA

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Background

With recent emergencies across the country, preparedness has never been more relevant.

NEMA has commissioned an annual emergency preparedness survey since 2006. The survey has measures New Zealand residents' emergency preparedness and informs the National Public Education Programme.

Insight objectives

THE OVERARCHING INSIGHT OBJECTIVE

Understanding how to influence positive behaviour change to increase preparedness in New Zealand.

THE SPECIFIC INSIGHT OBJECTIVES ARE TO

1. Understand current attitudes to and perceptions of preparedness – including any key motivators or barriers to being prepared
2. Evaluate current preparedness behaviours – who is prepared, and to what level (sustained preparation)
3. Understand the effectiveness of preparation in recent emergencies – were people prepared, did they know what to do, and if they were prepared was it effective in keeping them safe / more resilient
4. Assess the impact of recent emergencies on future preparedness – intention to prepare in the future
5. Comms effectiveness – awareness, impact, influence on preparedness
6. Bring to life different preparedness audiences – based on mindset and behaviour personas

A recap on the methodology



THE SAMPLE

This online survey interviewed a nationally representative sample of New Zealanders aged 15 years and over.

Total sample 15+ n=1,503

Margin of error at the 90% confidence interval is +/- 2.12%



FIELDWORK

Fieldwork ran from 31st May to 16th June in 2023.

In 2022, fieldwork ran from 23rd May to 13th June.



KEY SAMPLES

Key samples:

Māori n=232, Pasifika n=102

Socio economic groups:

One resident HHI \$30K or less, two residents HHI \$50K or less n=235

Three residents HHI \$50K or less, four residents HHI \$70K or less n=99

Five or more residents HHI \$70K or less n=55

One resident HHI \$30-\$100K, two or three residents HHI \$50-\$100K, four or more residents HHI \$70-\$100K n=488

HHI \$100K+ n=450

Disabled n=245

Rural n=219, Urban n=1,274

Up-weighted sample in affected areas
Hawke's Bay n=102, Gisborne n=51



WEIGHTING

The data was post-weighted to be representative of the New Zealand population, in terms of age, gender, region, rural/urban, ethnicity and household socio economic groups.

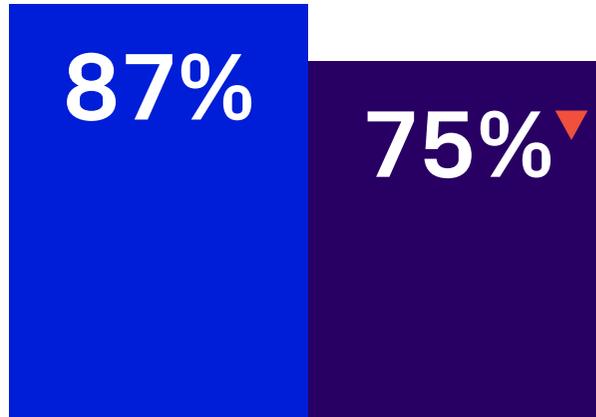
A quick look at the KPIs

Households are more prepared for emergencies, but knowledge of earthquake actions is down. This may be a result of the focus on flooding right now.

HOUSEHOLD PREPARATION – LAST 12 MONTHS

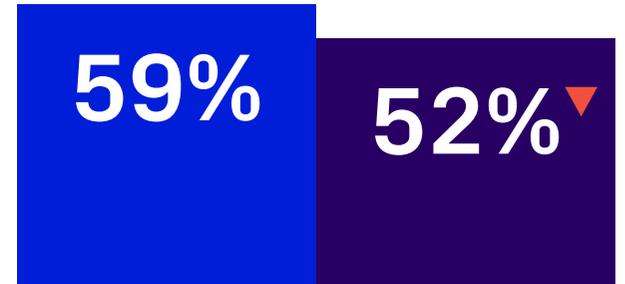


EARTHQUAKE ACTION BY THE COAST - OVER TIME



Move inland/to higher ground/evacuate + “Long or Strong, get Gone” – or similar phrase

EARTHQUAKE ACTION - OVER TIME



Drop, cover and hold + Turtle + Take shelter under a desk/table

In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster? Imagine that you are near the coast and a long or strong earthquake happened. What action should you take? This next question is on a different topic and one that we'd like you to spend some time thinking about. Imagine that there is a strong earthquake in your area, what actions should people take during a strong earthquake? Base: total sample 2023 n= 1503; 2022 n= 1491; 2023 Earthquake action n= 1540

■ June 2022 ■ June 2023
▲ ▼ Significantly higher/lower compared to last year

Agenda

1

Lived experiences

2

The impact recent emergencies have had on preparedness

3

Communications response



Lived experiences

Almost 3 in 10 New Zealanders were affected by the recent flooding



To what extent were you impacted by the recent flooding events in New Zealand? Did you have friends or family, who live in areas affected by the recent flooding events in New Zealand? (Excludes 'Don't know')
Base: total sample 2023 n= 1479; Affected by flooding n=433; Unaffected – Live in affected area, but not impacted n=235; Not Impacted – don't live in affected areas but know someone who was n=275; Not Impacted – don't live in affected area and don't know anyone affected n=518

HIGHLY IMPACTED



27%

AFFECTED

NOT IMPACTED



18%

UNAFFECTED

- lived in an affected area, but was not impacted



18%

KNEW SOMEONE AFFECTED

- didn't live in an affected area, but know someone who was affected



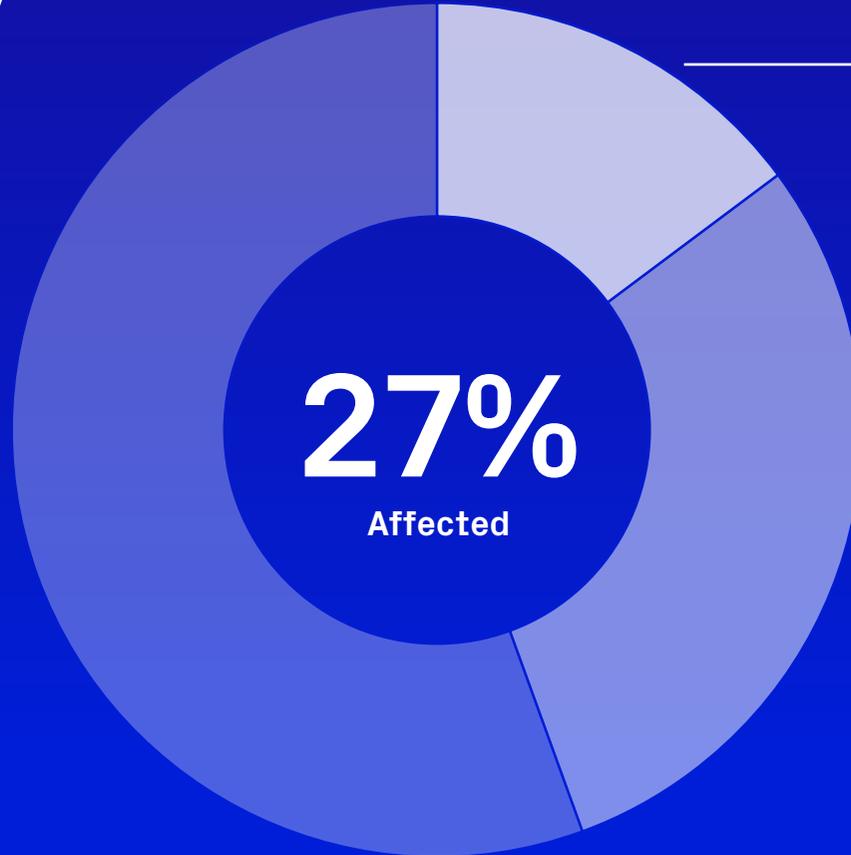
37%

NOT IMPACTED

- didn't live in affected areas and don't know anyone affected



Those who were affected experienced different levels of severity



4%

Significantly affected

“Applied for social welfare to help with a skip bin for dumping all my damaged belongings and.. to replace essential items that we had to dump.. clothes, beds, bedding, heater, shoes, socks, uniform, school bags, stationary and food etc”

8%

Moderately affected

“I just tried to ensure we were safe, we had no power, phone or water for 5 days so impossible to communicate with family”

15%

Somewhat affected

“Kept calm and just went with the flow. Couldn't do anything about total lack of communication and power. My family kept in touch with me regularly.”

27%

Affected

We know that 27% of New Zealanders were affected by the recent floods.

Now let's now look at the impact recent emergencies have had on preparedness levels, and how effective preparations were for those who used their plans.

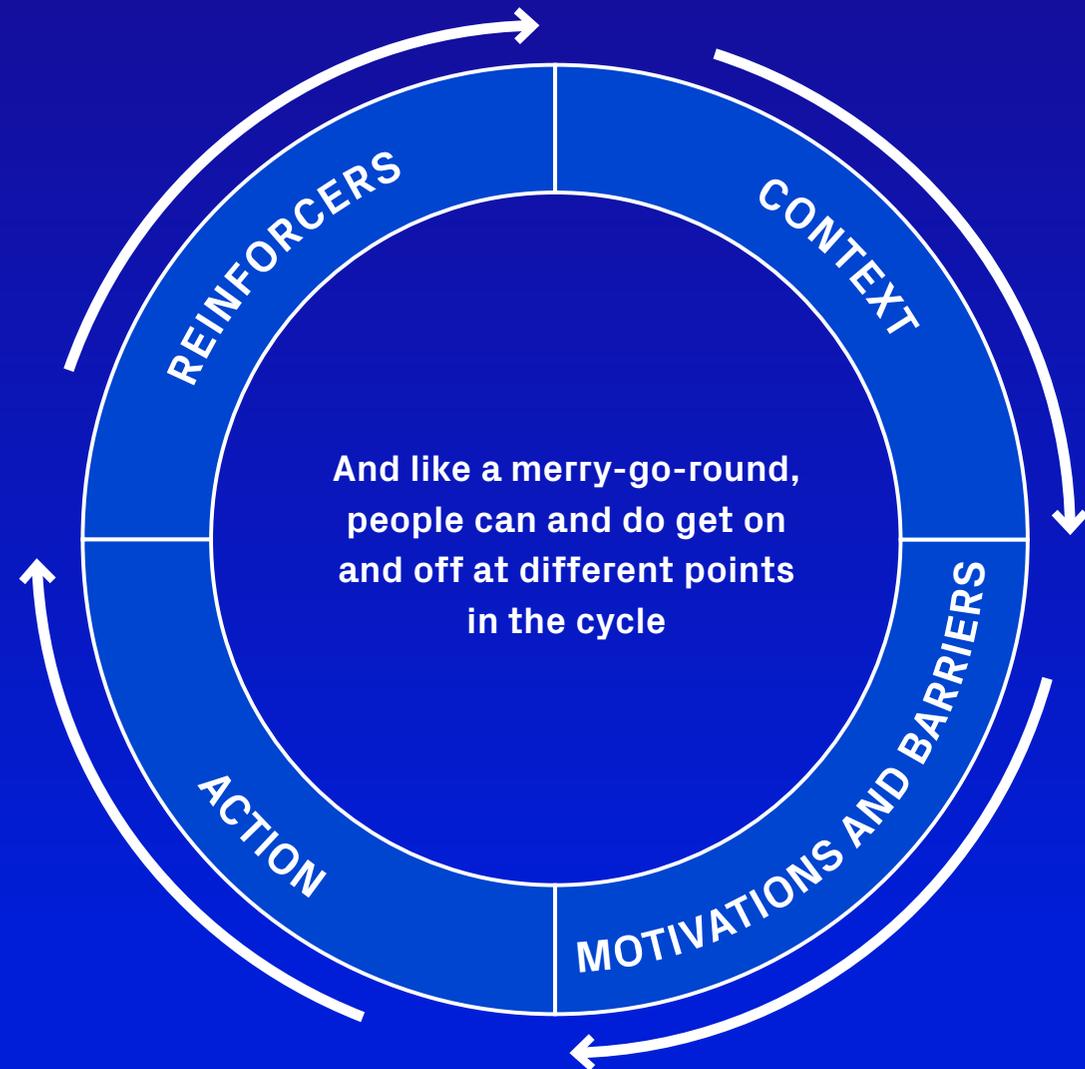
**The impact recent emergencies
have had on preparedness**

2

A framework for thinking about how we drive preparedness behaviour change

In our experience the behaviour change process - whether it is to change behaviour or reinforce current or new behaviour - should be seen as a continuous cycle rather than a linear or laddered process.

This behaviour change model provides a framework for understanding current behaviour, and the levers and pathways most likely to prove successful in influencing our desired behaviour.



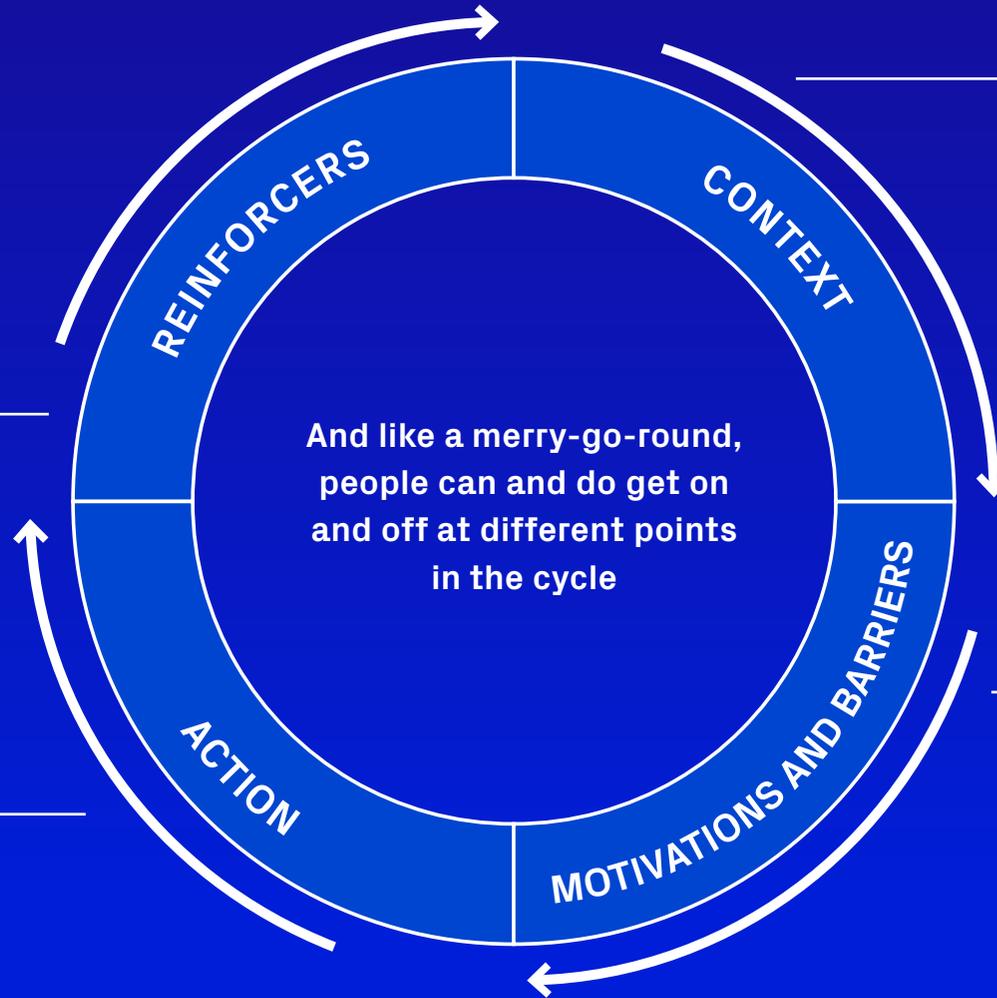
Understanding how to influence preparedness behaviour



Are people reinforced to keep preparing? Do people find preparation effective?

Are people engaging in preparedness actions?

Do they intend to keep preparing in the future?



Do people have the right attitude and belief around preparedness?

Do they see it as something that is important to do?

Do they see it as their responsibility?

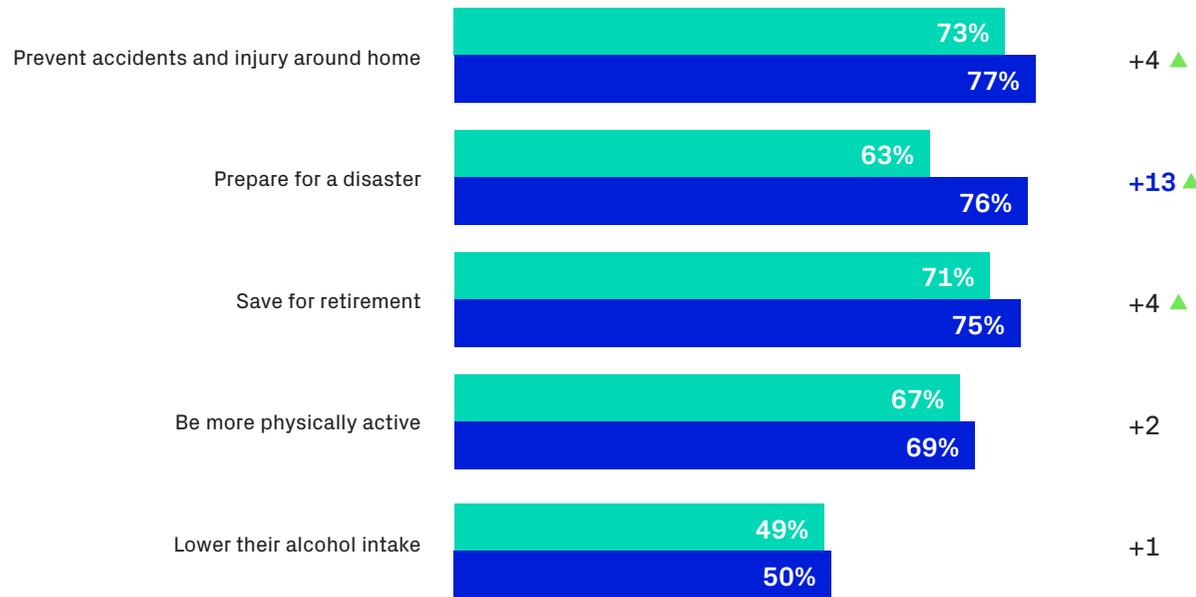
Do they see others preparing?

Are people motivated to prepare? Are there any barriers getting in the way? Do people have the knowledge of how to prepare and the capability to do so?



Recent emergencies have increased the level of perceived importance of preparing

IMPORTANCE OF ACTION - OVER TIME

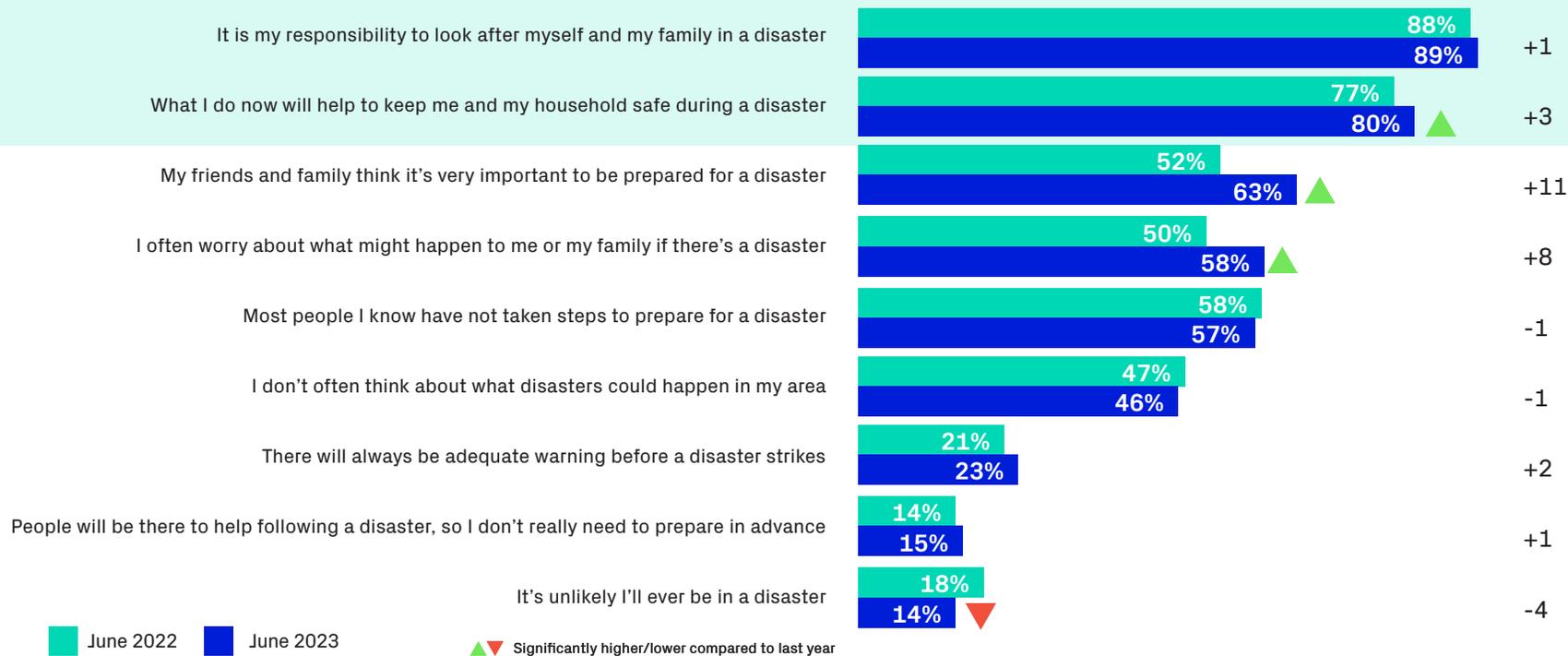


■ June 2022
 ■ June 2023
 ▲ ▼ Significantly higher/lower compared to last year



People know it's their own responsibility to prepare and they think their actions can help keep their household safe

ATTITUDE TO PREPARATION



Following the recent floods, people are also more likely to believe that those close to them think preparedness is important and more acknowledge that they could be in an





When people think about being prepared, they think about looking after others, being cautious and playing it safe

ASSOCIATIONS WITH PREPAREDNESS

	YES	NO
My responsibility	94%	6%
Looking after others	93%	7%
Being cautious	90%	10%
Playing it safe	84%	16%
Easy to do	65%	35%
Expensive	55%	45%
Preparedness doesn't affect the impact	37%	63%
Inconvenient	31%	69%
Too much hassle	23%	77%
Overkill, not necessary	17%	83%
Not worth doing	12%	88%

While there are still some associations of inconvenience and questions around the effectiveness, overall people see preparedness as worthwhile and necessary.

The recent flooding has brought the importance of preparedness closer to home

People believe in the importance of preparing and see it as something that is necessary to do – this has only been strengthened by recent flooding.

This is a strong contextual backdrop to motivate people to prepare, as they already understand the need too.

Now let's look at any motivators or barriers to preparing.

People are motivated to look after their household and themselves

While half of people are motivated by both the individual and collective motivations, others tend to be slightly more individual (about protecting those close to you) rather than collective (about the wider community and New Zealand as a whole).

IMPLICATION

Communications should highlight looking after others in an emergency.

MOTIVATIONS

78%

Impact the natural disasters could have on those in their household

77%

Impact the natural disasters could have on themselves

54%

Impact the natural disasters could have on close friends and family (not in their household)

52%

Impact the natural disasters could have on their community

48%

Impact the natural disasters could have on those that live close by (e.g. neighbours etc)

46%

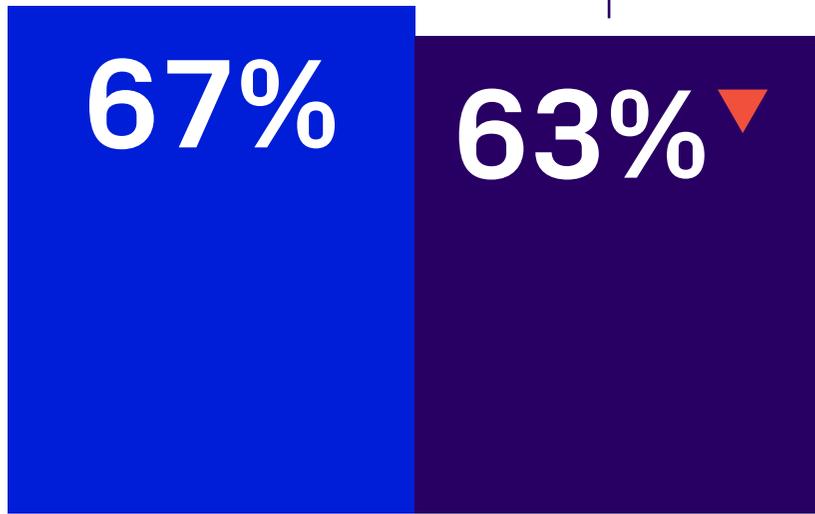
Impact the natural disasters could have on wider New Zealand



But 4 in 10 New Zealanders think that preparation is difficult to do

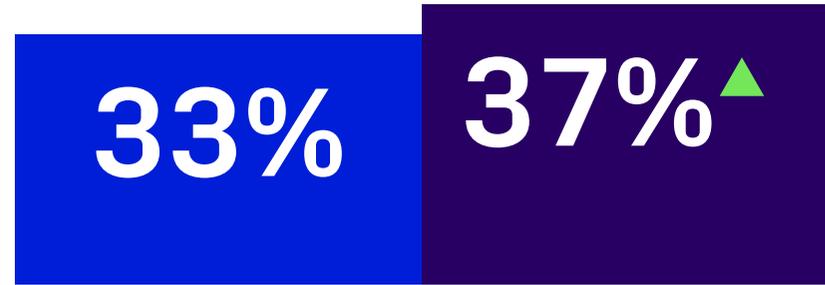
EASE OF PREPARATION – OVER TIME

Those who have taken steps in the last 12 months to prepare their household are significantly more likely to think it is easy to prepare.



Easy

Those aged under 34 are significantly more likely to think it is difficult to prepare.



Difficult

June 2022 June 2023

Significantly higher/lower compared to last year

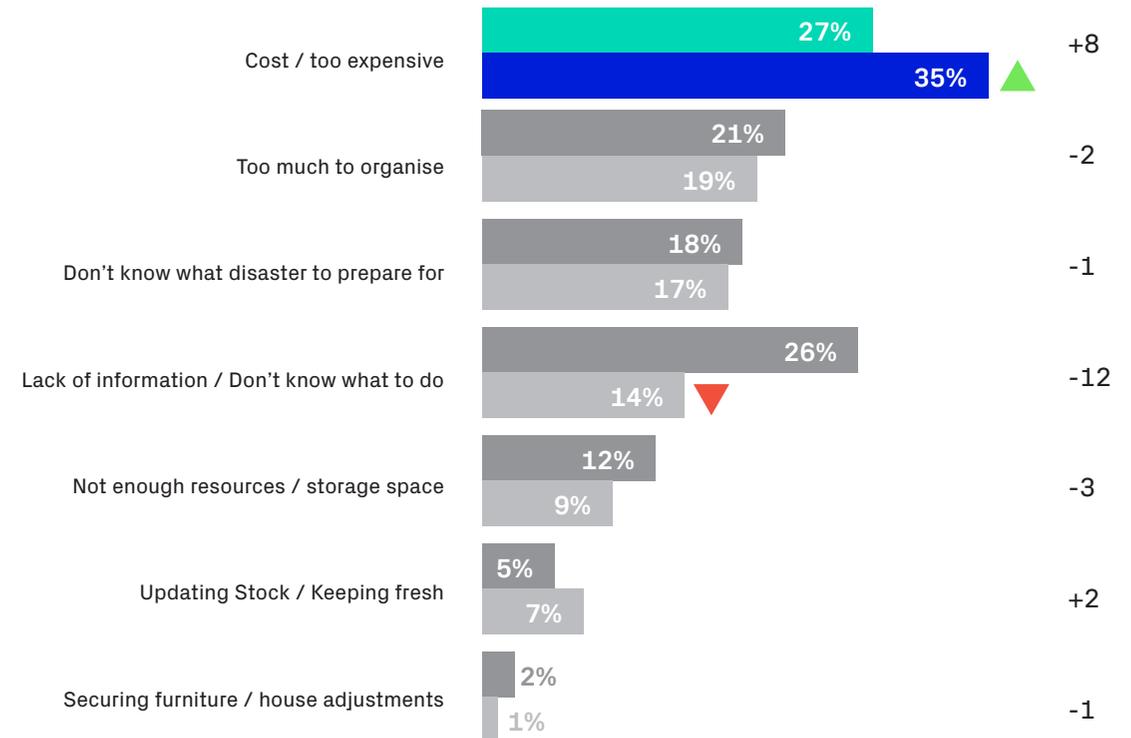
BARRIERS – AMONG DIFFICULT TO PREPARE

For the people who think it is difficult to prepare, cost continues to be the key barrier

This is unsurprising, as inflation as inflation and cost of living continue to rise, cost is making people feel that it is difficult to prepare.

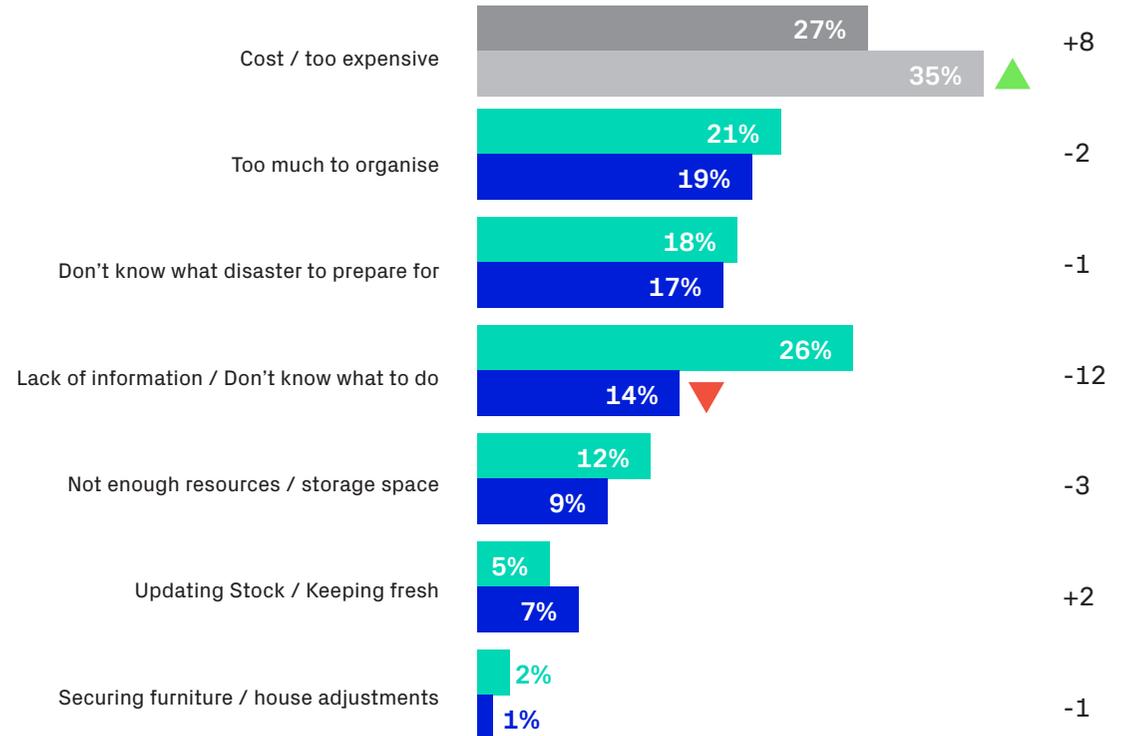
IMPLICATION

Is there an opportunity to help people overcome the cost barrier e.g., supporting a budgeting plan, sourcing things second-hand, working with employers to help people put money aside etc.



■ June 2022
 ■ June 2023
 ▲ ▼ Significantly higher/lower compared to last year

BARRIERS – AMONG DIFFICULT TO PREPARE



However, complacency is also a barrier we need to overcome

“Too much to organise”

“Don’t know what to prepare for”

“Don’t know what to do”

These reflect an apathetic mindset - *I will get around to it one day but never do.*

IMPLICATION

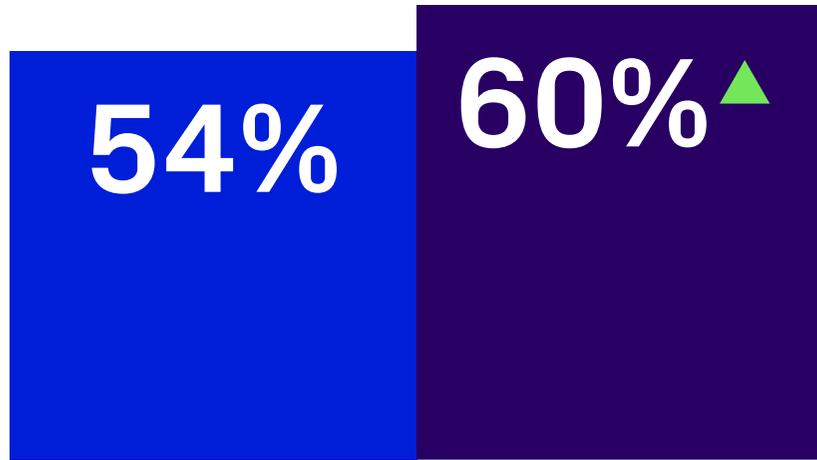
How might we overcome this by making preparation a normal and easy thing to do?

Social norming could play a role here - *everyone else has prepared, have you?*

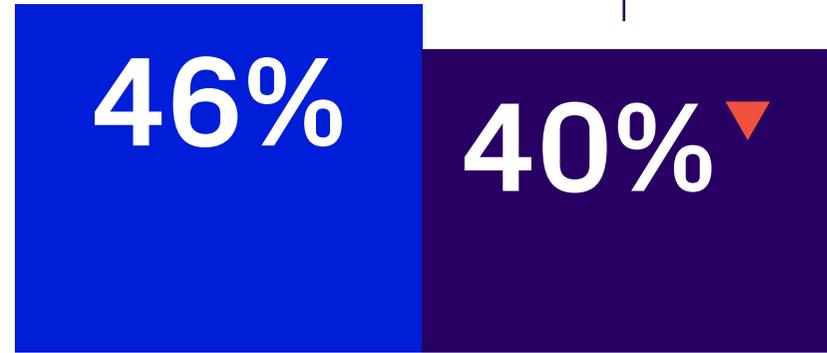
The other way to overcome apathy is by making preparation really easy e.g. subscription delivering preparation kits to your door.

Knowledge of how to prepare has increased, but 4 in 10 New Zealanders still don't know much about how to prepare

KNOWLEDGE – OVER TIME



A lot or fair enough



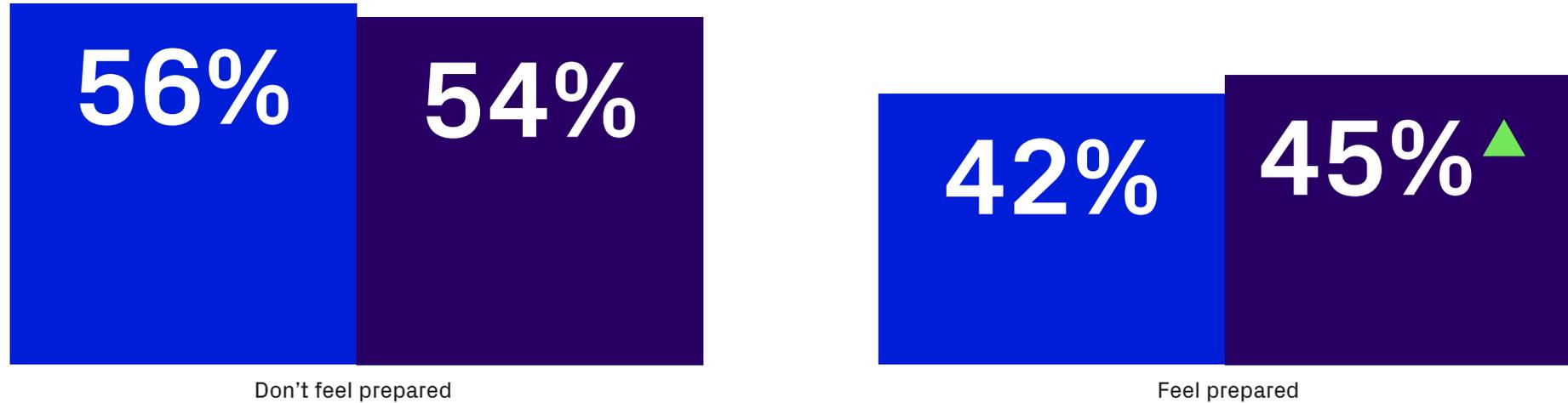
Little to nothing at all

Those who were not at all impacted by the flooding are significantly more likely to know little to nothing at all.

June 2022 June 2023 ▲ ▼ Significantly higher/lower compared to last year

As a result, over half of New Zealanders don't feel prepared

PREPAREDNESS – OVER TIME



■ June 2022 ■ June 2023 ▲ ▼ Significantly higher/lower compared to last year

People know it is important to prepare, but they may need a nudge to act.

Interventions need to help people overcome the cost barrier to preparing which continues to increase.

The complacency mindset and disrupting people's tendency to put things off even when they know it is good for them needs to be addressed.

Now let's look at what actions people are taking to prepare.



Preparation has significantly increased following the recent floods

HOUSEHOLD PREPARATION

43% ▲

Have taken steps to prepare in the last 12 month

+10 June 2022

▲ ▼ Significantly higher/lower compared to last year



HOUSEHOLD PREPARATION

Taken steps to prepare in the last 12 months

43% TOTAL



56% ▲

AFFECTED



45%

UNAFFECTED

- lived in an affected area, but was not impacted



39%

KNEW SOMEONE AFFECTED

- don't live in an affected area, but know someone who was affected



34% ▼

NOT IMPACTED

- don't live in affected areas and don't know anyone affected



▲▼ Significantly higher/lower compared to total

Those living in affected areas are more likely to have taken steps to prepare

IMPLICATION

This is a good thing, but it also indicates a reactive mindset.

How might we get people to be more proactively thing about preparation?

In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster? To what extent were you impacted by the recent flooding events in New Zealand?; Did you have friends or family, who live in areas affected by the recent flooding events in New Zealand? Base: total sample 2023 n= 1503; Affected by flooding n=433; Unaffected – Live in affected area, but not impacted n=235; Not Impacted – don't live in affected areas but know someone who was n=275; Not Impacted – don't live in affected area and don't know anyone affected n=518



Preparation knowledge has increased as well as household conversations around emergency planning

PREPAREDNESS – OVER TIME

	June 2022	June 2023
[KNOWLEDGE] I have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring	82%	85% ▲
[KNOWLEDGE] I have a good understanding of what the impacts would be if a disaster struck in my area	72%	76% ▲
[ACTION] My household and I have discussed or planned what we will do if a disaster strikes	45%	50% ▲
[ACTION] I have stored at least 9 litres of water for each member in my household	29%	28%
[ACTION] I have emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on	64%	62%
[ACTION] I check my emergency supplies at least once a year	41%	42%
[ACTION] I attend meetings with community groups about disaster planning	9%	7% ▼
[ACTION] I have a grab bag with emergency items in case I need to leave home quickly after a disaster	32%	35%
[ACTION] I have regular discussions with my households about being prepared for natural disasters		32%



Those who were affected by the floods are more likely to have taken preparation actions

Whereas those who were more removed (not living in affected areas and did not know anyone affected) were less likely to have taken preparation action.

PREPARATION LEVEL BY LEVEL OF IMPACT

	TOTAL	AFFECTED	UNAFFECTED – lived in affected area but was not impacted	KNEW SOMEONE AFFECTED – don't live in an affected area, but know someone who was affected	NOT IMPACTED – don't live in affected areas and don't know anyone affected
[KNOWLEDGE] I have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring	85%	84%	88%	85%	85%
[KNOWLEDGE] I have a good understanding of what the impacts would be if a disaster struck in my area	76%	79%	78%	75%	74% ▼
[ACTION] My household and I have discussed or planned what we will do if a disaster strikes	50%	56% ▲	52%	49%	48% ▼
[ACTION] I have stored at least 9 litres of water for each member in my household	28%	32%	24%	25%	28%
[ACTION] I have emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on	62%	65%	62%	61%	61%
[ACTION] I check my emergency supplies at least once a year	42%	50% ▲	41%	40%	39% ▼
[ACTION] I attend meetings with community groups about disaster planning	7%	13% ▲	8%	4% ▼	5% ▼
[ACTION] I have a grab bag with emergency items in case I need to leave home quickly after a disaster	35%	44% ▲	33%	33%	30% ▼
[ACTION] I have regular discussions with my households about being prepared for natural disasters	32%	43% ▲	30%	33%	26% ▼



Which of the following statements apply to you? Base: total sample 2023 n= 1503; Affected by flooding n=433; Unaffected – Live in affected area, but not impacted n=235; Not Impacted – don't live in affected areas but know someone who was n=275; Not Impacted – don't live in affected area and don't know anyone affected n=518

▲ ▼ Significantly higher/lower compared to total



HOUSEHOLD EMERGENCY PLAN

Those who have been affected or know someone who has been affected are more likely to have a household emergency plan



47% HAVE A HOUSEHOLD EMERGENCY PLAN

-1 June 2022

Does your household emergency plan or discussion include what to do when you are not at home? Base: Has a household emergency plan n=740 (Excluding 'Don't know'); Unaffected - Live in affected area, but not impacted n=247; Not Impacted - don't live in affected areas but know someone who was n=132; Not Impacted - don't live in affected area and don't know anyone affected n=252



52%

AFFECTED



44%

UNAFFECTED

- lived in an affected area, but was not impacted



47%

KNEW SOMEONE AFFECTED

- don't live in an affected area, but know someone who was affected



45%

NOT IMPACTED

- don't live in affected areas and don't know anyone affected



▲ ▼ Significantly higher/lower compared to last year



Preparation action has increased significantly but mostly by those who were affected by the floods

How can we get people to be more proactive in preparedness behaviour, rather than waiting for something to happen before taking action to prepare?

If preparation plans are useful in emergency situations and people know that, then that can provide an incentive to prepare early.

Let's look at the usefulness of preparation for those who used their plans in the recent flooding.



Those affected by the recent flooding used the following preparation plans

EMERGENCY PLAN USAGE

	USED
The plan my household and I discussed of what we would do if a disaster strikes	64%
The 9 litres of water for each member in my household	56%
My emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on	64%
The knowledge I obtained from the meetings with my community groups about disaster planning	67%
The grab bag I have which contained emergency items in it	62%

Earlier you mentioned you have prepared for a disaster in one of the following ways, did you use this during the recent flooding events?
 Base: Those who prepared for each: The plan my household and I discussed of what we would do if a disaster strikes n=274; The 9 litres of water for each member in my household n= 147; My emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on n=319; The knowledge I obtained from the meetings with my community groups about disaster planning n=51; The grab bag I have which contained emergency items in it n= 188



Of those who were affected, the preparation plans they did use were very useful

EMERGENCY PLAN USAGE

	USED	USEFULNESS
The plan my household and I discussed of what we would do if a disaster strikes	64%	→ 97%
The 9 litres of water for each member in my household	56%	→ 86%
My emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on	64%	→ 92%
The knowledge I obtained from the meetings with my community groups about disaster planning	67%	→ 100%
The grab bag I have which contained emergency items in it	62%	→ 93%

Was this useful during the recent flooding event?
 Base: Those who use their preparation plans: The plan my household and I discussed of what we would do if a disaster strikes n=170; The 9 litres of water for each member in my household n= 89; My emergency supplies, such as, spare food, toilet paper, torch, spare batteries and so on n=209; The knowledge I obtained from the meetings with my community groups about disaster planning n=37; The grab bag I have which contained emergency items in it n= 114

Side note

– what people affected wish they also had prepared

EVACUATION PLAN



Getting out – having an evacuation – was another thing for next time.

“That we would take this more seriously and pack an emergency bag just in case.”

“A second place to go.”

“Prepare disaster supplies and make evacuation plans.”

FOOD AND WATER



Food and water (and cooking) was a key area people wanted to prepare for next time.

“Food, water and medicine.”

“Food and water supplies and more emergency backup items.”

“I wish I had filtered and bottled more water before the cyclone hit.”

“A better food supply as away from usual residence.”

POWER SOURCE



Electricity generation was another factor that plays on peoples’ minds.

“Some source of battery-powered heating and a flotation device.”

“Had a generator and a full gas can for the BBQ.”

“Had a generator.”

“Wish I had a battery radio.”

EMERGENCY SUPPLIES



Other than food and water, other emergency supplies were an issue.

“Stocking up on wood for the fire.”

“I wish we had filled up our gas bottles for the BBQ and the heater because we had a power cut.”

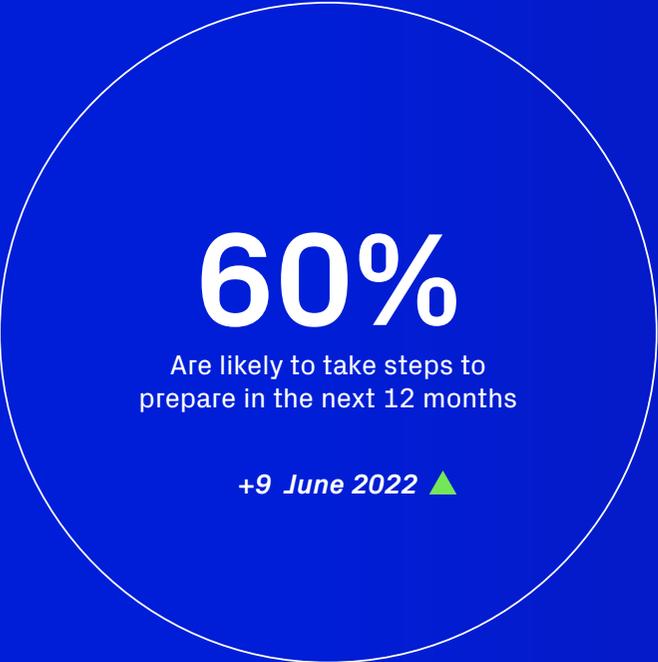
“More money: physical cash – notes, coins.”

“Had more gas canisters on hand, candles etc.”



Over half of New Zealanders intend to take steps to prepare in the next 12 months, particularly those living in affected areas

INTENTION TO PREPARE – TOTAL LEVEL



INTENTION TO PREPARE – THOSE AFFECTED



There is still a job to remind some people that emergency preparation is not ‘set and forget’ and is something that needs to be continually updated.

Preparation plans are very useful in emergencies

Of those who were affected, the preparation plans they did use proved to be useful

This is a powerful message to communicate to wider New Zealanders as a proof point that preparing can actually help in an emergency.

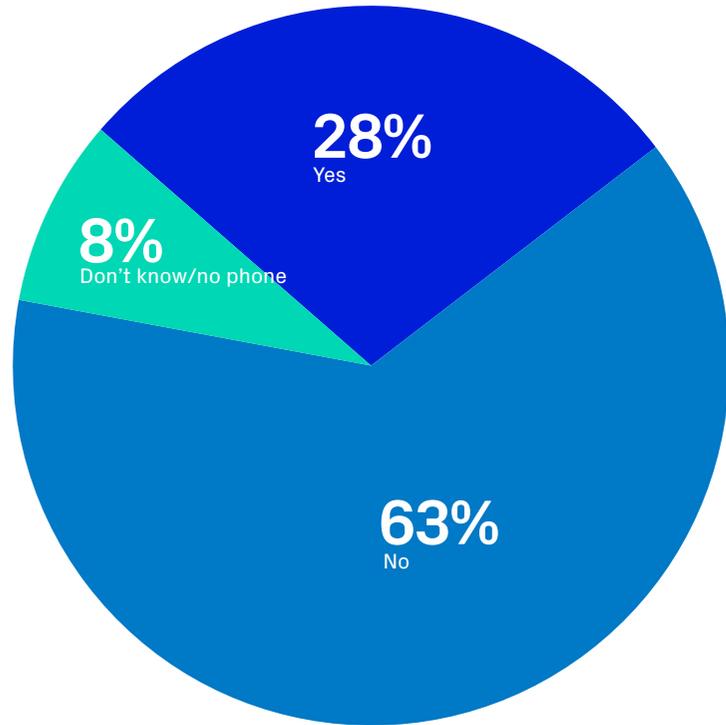
However, there is a need to remind people that emergency preparation is not 'set and forget' and is something that needs to be continually updated. How do we create habitual behaviour around preparation e.g. checking smoke alarms on daylight savings?



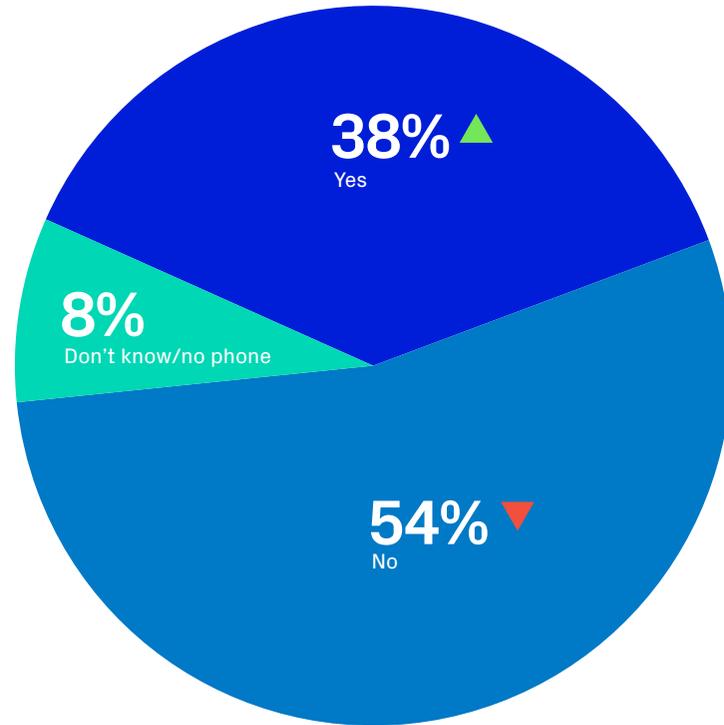
**Understanding
the response to
communications**

With emergencies more top of mind, more people are likely to have seen messages about preparation

SPONTANEOUS AWARENESS



June 2022

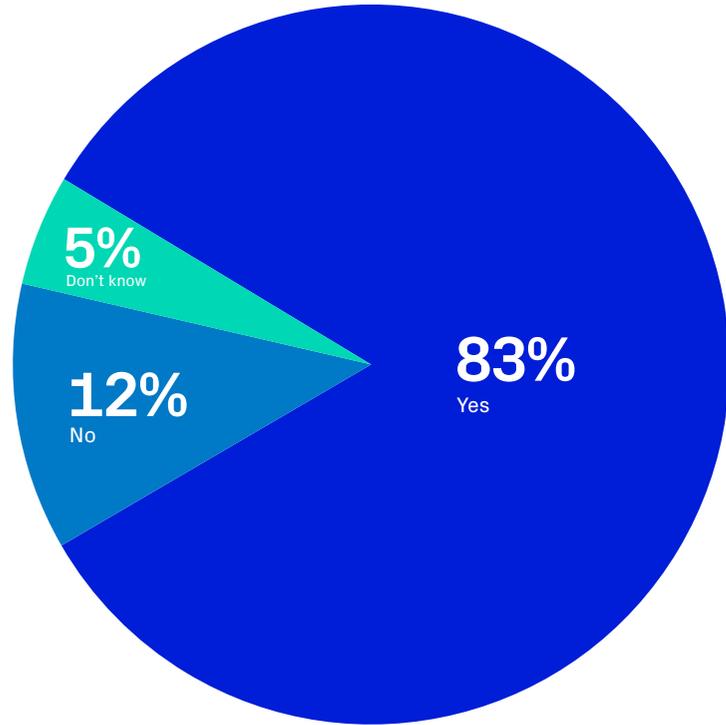


June 2023

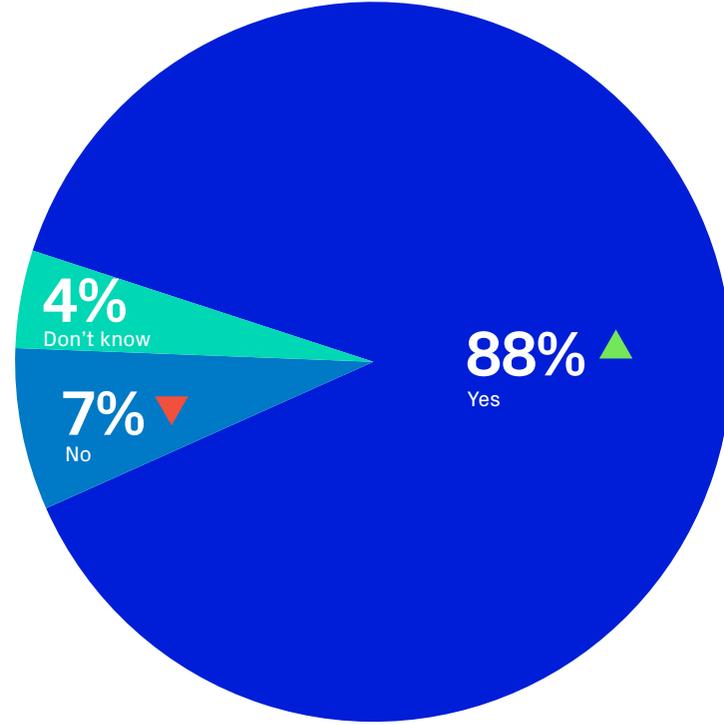


Almost all remember Emergency Mobile Alerts

RECEIVED EMA IN LAST YEAR



June 2022



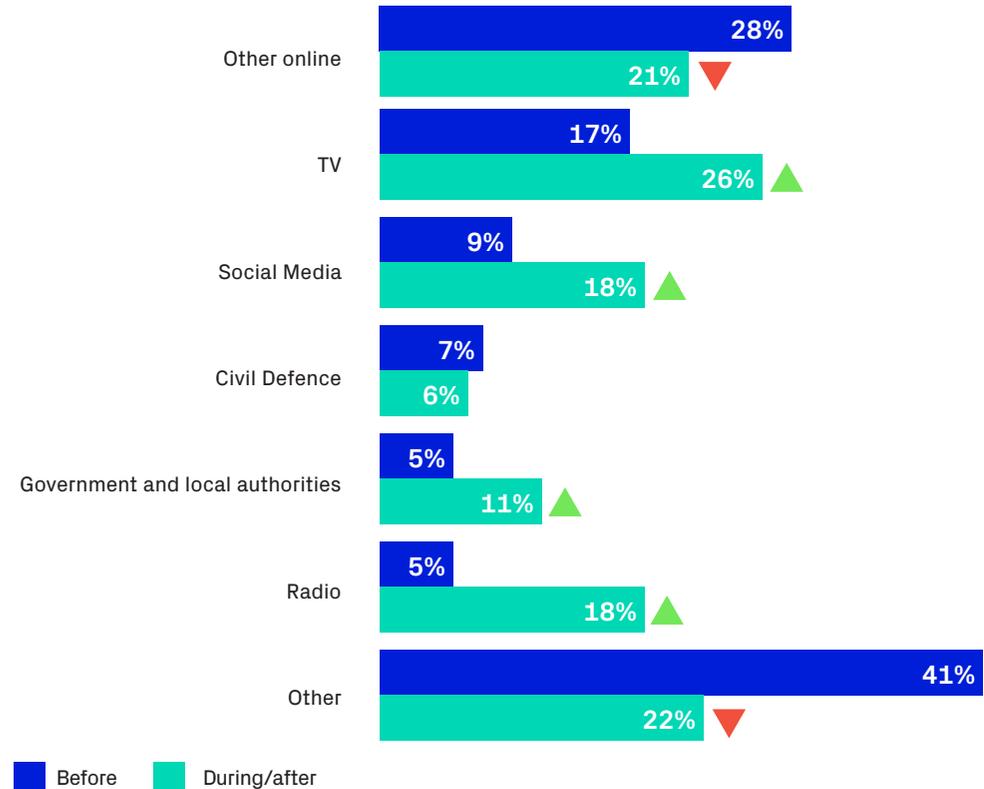
June 2023

Do you remember getting an Emergency Mobile Alert on your own personal mobile phone in the last year? (An emergency mobile alert is a message from Civil Defence that flashes up on your phone and is accompanied with a loud warning noise.)
 Base: total sample 2023 n= 1503; 2022 n= 1491

▲▼ Significantly higher/lower compared to last year

Those who were affected by recent flooding used a range of channels

CHANNELS USED BY THOSE AFFECTED BY FLOODING



OTHER - BEFORE

- Friends and family
- No idea/wasn't sure where to go
- Common sense

OTHER - DURING/AFTER

- Locals/community/neighbours
- Family and friends
- Emergency department
- No internet access/power

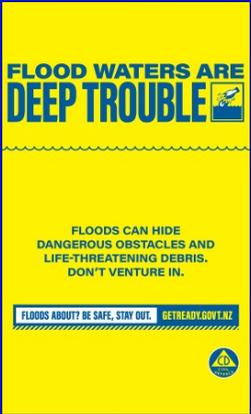
Before a disaster, where did you get information about how to prepare? During or immediately after a disaster, where did you get information about what to do?
 Base: Affected by flooding n= 433
 ▲ ▼ Significantly higher/lower compared to last year

Overall, our campaigns have reached 1/5 of New Zealanders



More likely to be seen by those:

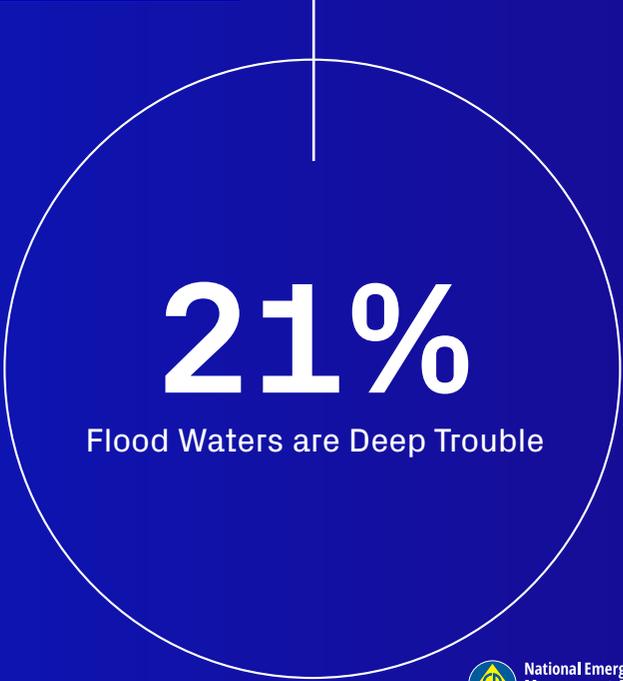
- Significantly or moderately affected by flooding
- Who know someone affected by the flooding
- Māori and Pasifika
- Lower NI



PROMPTED RECOGNITION

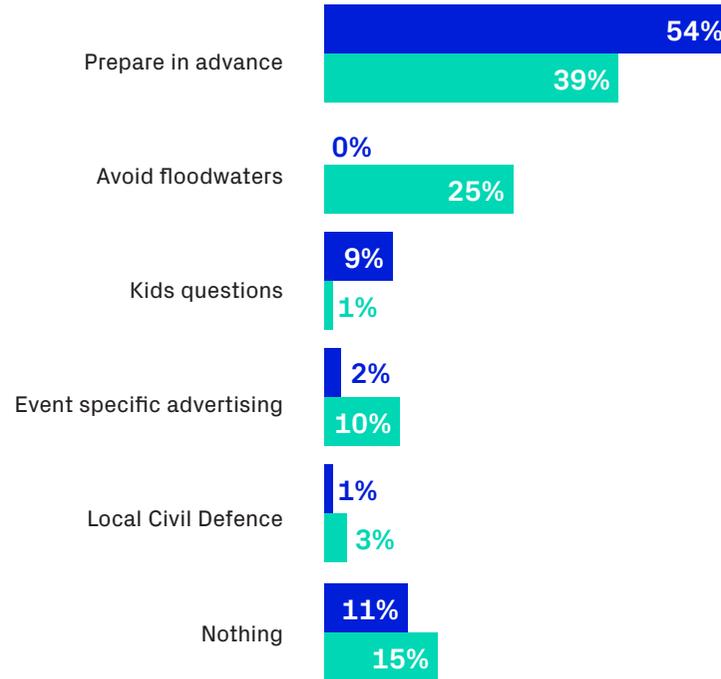
More likely to be seen by those:

- Significantly or moderately affected by flooding
- Who know someone affected by the flooding
- Aged under 34
- Māori and Pasifika
- Lower NI and Auckland



Both campaigns cut through the message to prepare in advance and Flood Waters are Deep Trouble helped to promote the message to avoid floodwaters

MESSAGE OUTTAKE

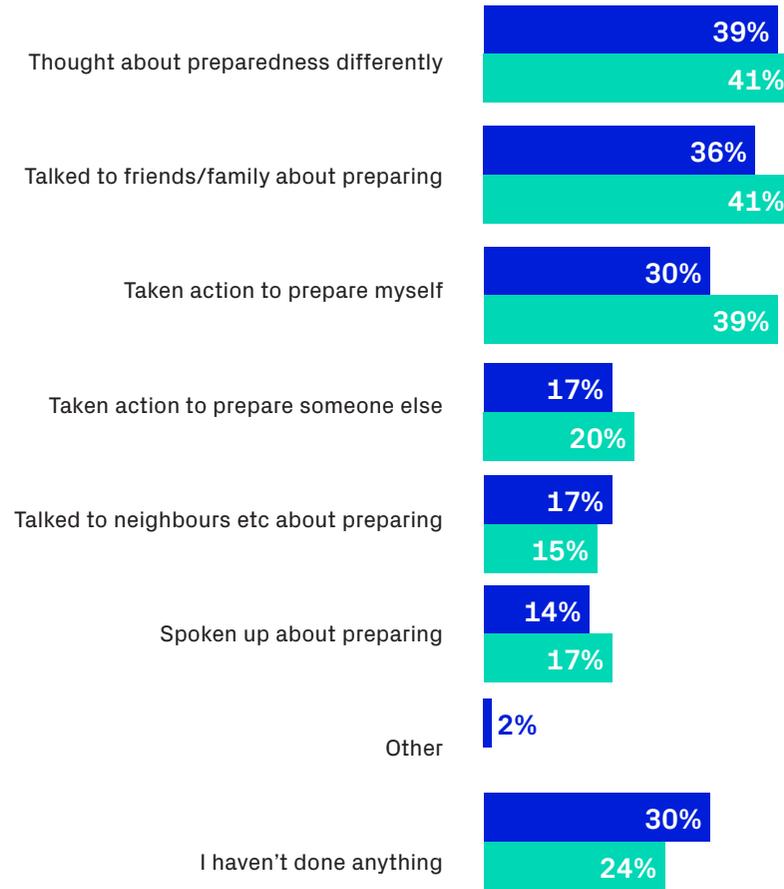


■ Prep Talk ■ Flood Waters are Deep Trouble

As a result of seeing the campaigns, about 1/3 of people did something as a result

Particularly when they saw Flood Waters are Deep Trouble

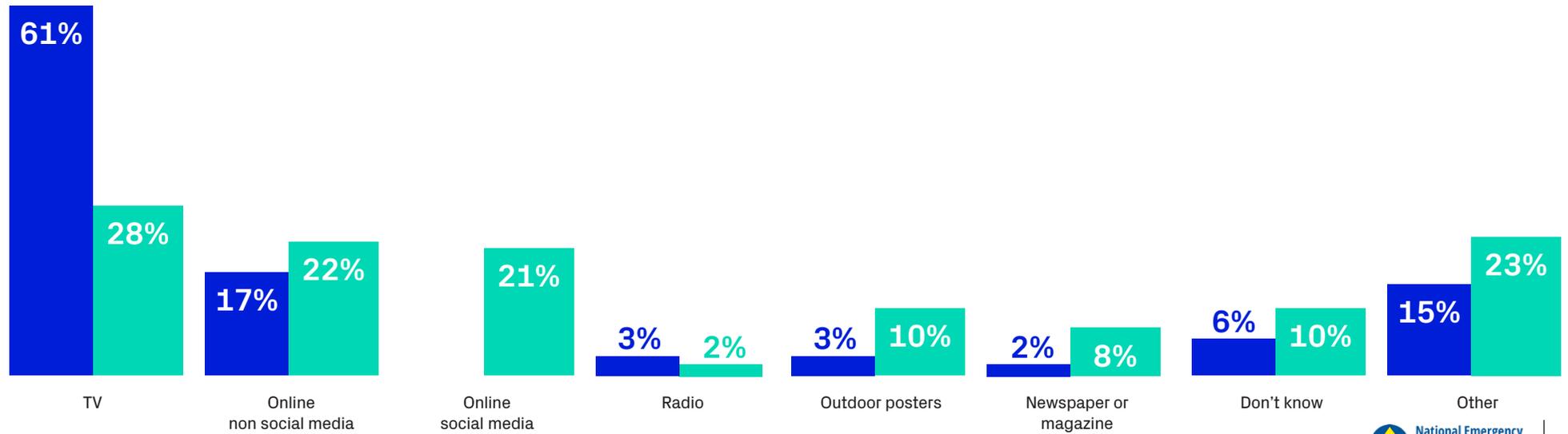
ACTION TAKEN



■ Prep Talk ■ Flood Waters are Deep Trouble

Prep talk was most likely to be seen on TV, while Flood Waters are Deep Trouble was likely to be seen across a mix of mass and tactical channels

CHANNEL SEEN



Our campaigns are cutting through the right messages and prompting behaviour

How can we extend messages to include not just the 'what to do' but also the 'why it is important to do' e.g. those who have had to use preparation steps in an emergency found them very useful (a key proof point).

Key takeaways

1

The recent flooding has brought the importance of preparedness closer to home - almost 3 in 10 New Zealanders were personally affected

2

Recent flooding has only strengthened people's beliefs in the importance of preparing and seeing it as something that is necessary to do.

3

Cost and complacency are the key barriers to address to drive preparation behaviour.

4

43% of New Zealanders have taken steps to prepare, however this is more likely from those affected by recent flooding, suggesting there is still work to do to get people to proactively prepare.

5

Those who did use their preparation steps in the flooding found them very useful. This is a powerful message to communicate to wider New Zealanders as a proof point that preparing actually helps in an emergency.

Appendix

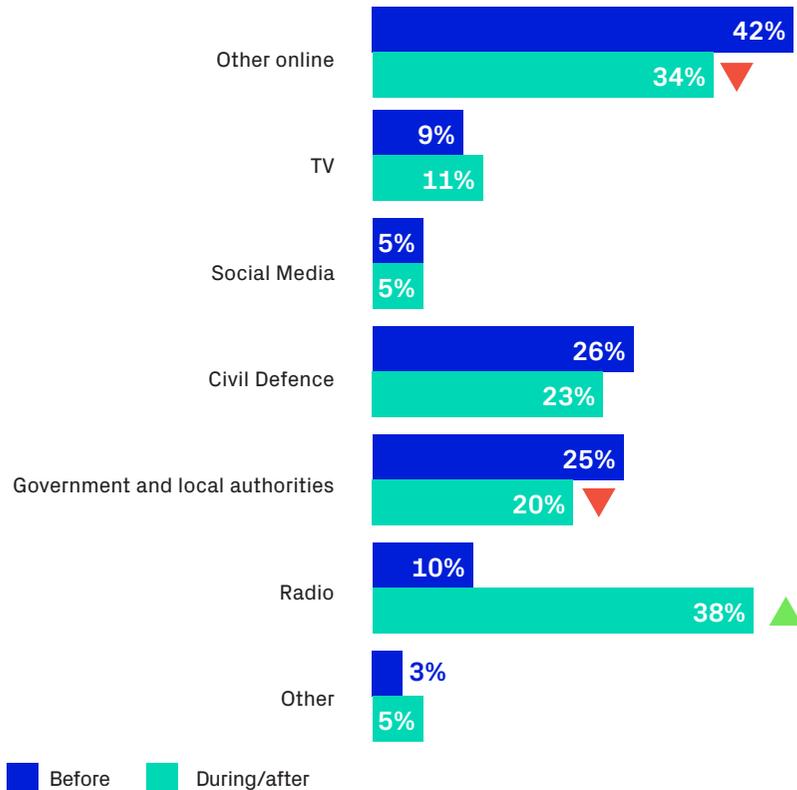


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TRA

For those unaffected, Radio is expected to play a bigger role during/after

CHANNELS USED BY THOSE UNAFFECTED BY FLOODING



Before a disaster, where can you get information about how to prepare? During or immediately after a disaster, where can you get information about what to do?
 Base: Affected by flooding n= 433
 ▲ ▼ Significantly higher/lower compared to last year

OTHER - BEFORE

- Community/ Community Centers
- NEMA
- Emergency Services
- Get ready website

OTHER - DURING/AFTER

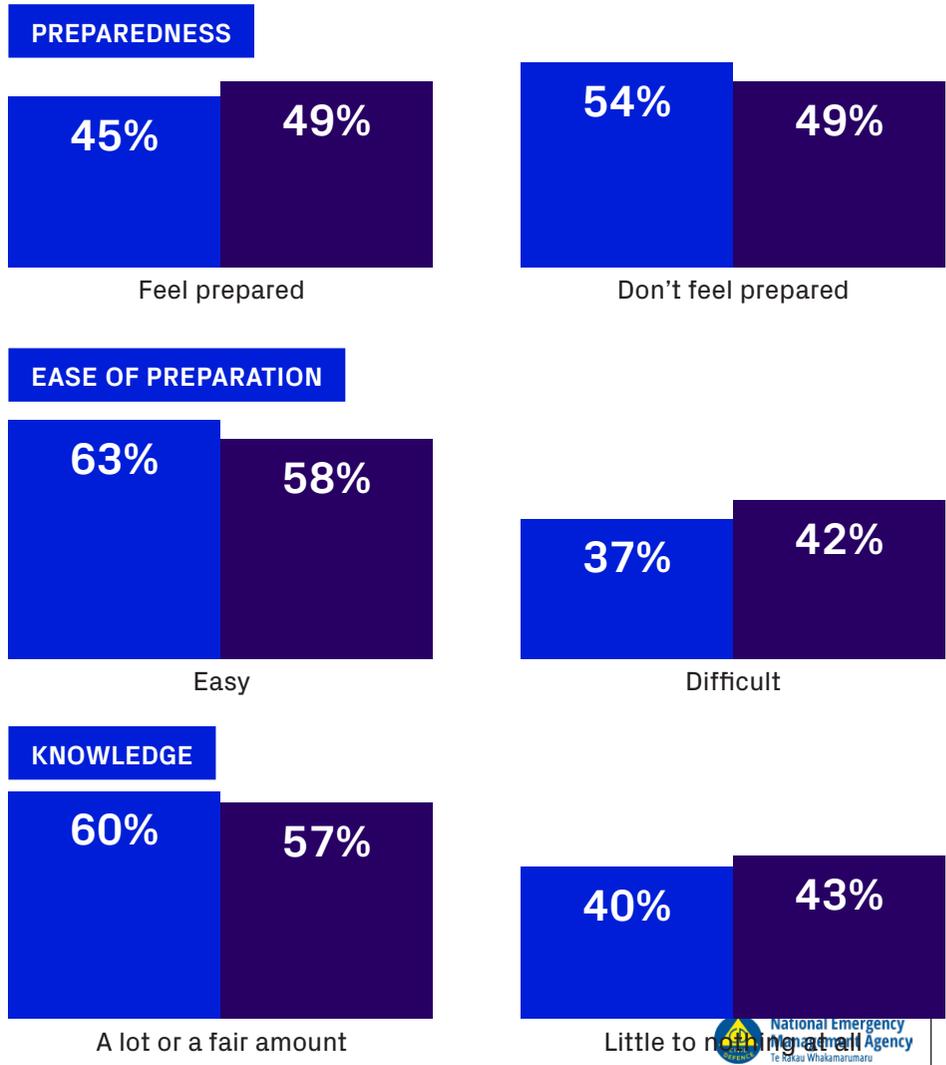
- 111, helplines
- Family, neighbours
- Supervisors, managers
- Marae
- Insurance company
- First responders

Preparedness for those with disabilities compared to total sample

HOUSEHOLD PREPARATION



How much, if anything, do you know about preparing for a disaster? How easy or difficult do you think it is to prepare for a disaster? In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster? And how well prepared for a disaster do you feel you are? Do you feel you are...
 Base: Total sample 2023 n=1503; Those with a disability 2023 n=245

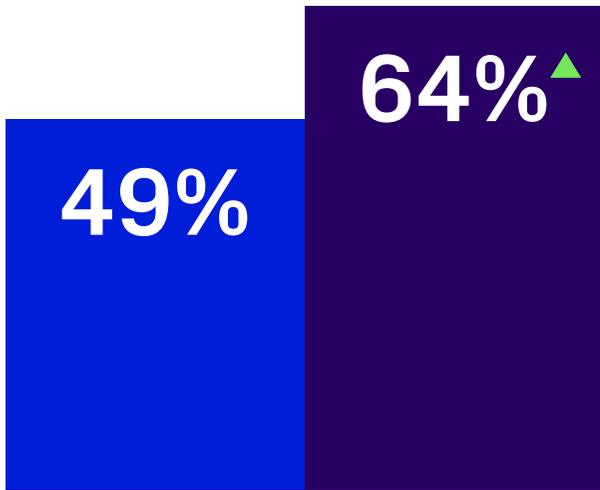


■ Total ■ Those with disabilities
 ▲ ▼ Significantly higher/lower compared to total



Drill action participation over time

DRILL ACTION - OVER TIME



Has taken part in a Drop, Cover and Hold action