

# Ministry of Civil Defence & Emergency Management

## Campaign Monitoring Research

June 2015



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**GET READY  
GET THRU** 

# Background and methodology





# 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 nine years.

This survey builds upon a previous 2006 pre-campaign benchmark survey, and eight annual tracking surveys conducted from 2007 to 2014. 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 Canterbury earthquake.

## Objective

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

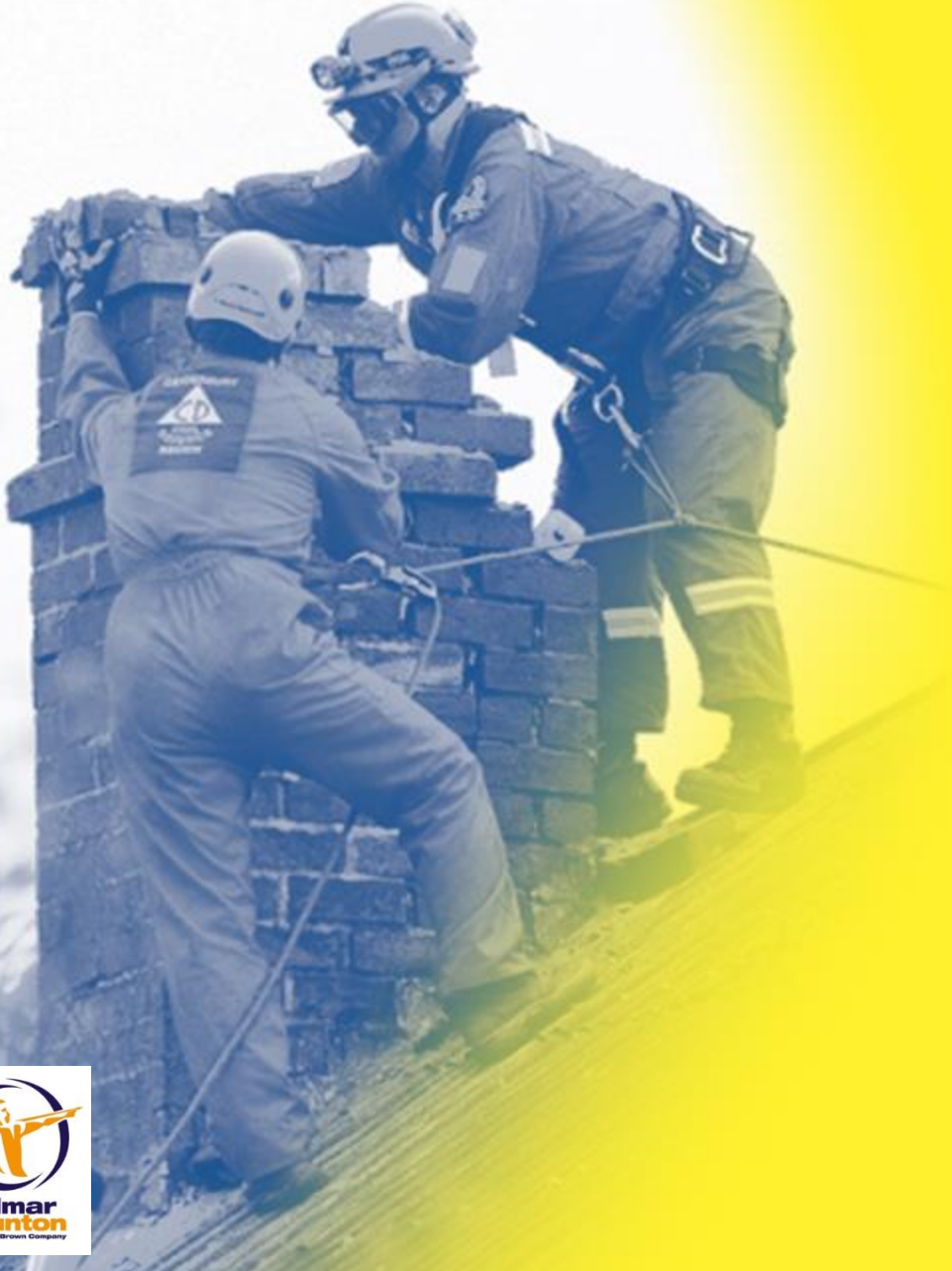


# How the survey was carried out



## Methodology

- Random telephone interviewing of New Zealand residents aged 15 years and over. In total 1,000 interviews were carried out from 4 to 31 May 2015.
- The methodology for all annual measures has been very similar to that used in the benchmark, exceptions being:
  - Additional interviews were carried out from 2011 to 2014 to allow more robust regional analyses.
  - Additional interviews were not carried out in 2015.
- The maximum margin of error is +/- 3.1 percentage points at the 95% confidence level (for a simple random sample).
- The overall results have been weighted to 2013 Census figures 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.



# Summary

# Summary of key results

## New Zealand's state of preparedness



**Fifteen 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 last year.

### **Have emergency survival items: 84%**

More than eight in ten New Zealand residents have necessary emergency items needed to survive a disaster, e.g., tinned food etc.

### **Prepared at home: 29%**

Nearly a third of all New Zealand residents are prepared at home for an emergency, which is a similar result to the past four years following the Canterbury earthquakes.

### **Have a survival plan for at home: 58%**

Nearly six in ten New Zealand residents have an emergency survival plan for their household while they are at home.

### **Have a survival plan that includes what to do when away from home: 26%**

Just three in ten New Zealand residents have an emergency survival plan for while they are away from home.

### **Understanding**

Since 2014 there has been a decrease in the proportion of New Zealand residents who have a good understanding of the effects if a disaster struck. Down to 82% in 2015 from 87% in 2014.

### **Awareness**

There has also been a decrease in the proportion who have an understanding of the types of disasters that could occur. Down to 82% in 2015 from 87% in 2014.

# Summary of key results

## New Zealand's most vulnerable should a disaster strike



### Who is most vulnerable when disaster strikes?

**Auckland residents** are less likely than average to be fully prepared, committed, have an understanding or awareness, have a plan that includes what to do when away from home, have emergency survival items, or have taken steps to prepare.

**Those who have lived in New Zealand for less than 10 years** are less likely than average to be committed, have an understanding or awareness, or have emergency survival items.

**Residents who's first language is not English** are less likely than average to be committed, or have an understanding or awareness, have emergency survival items, or have taken steps to prepare.

**Young people, aged under 30** are less likely than average to be committed, or have an understanding or awareness.

**Asian residents** are less likely than average to be committed, have an understanding or awareness, have emergency survival items, or have taken steps to prepare.

**Those with a low personal income, under \$30k** are less likely than average to be committed, have an awareness, or have taken steps to prepare.



# Summary of key results

## How well is the advertising working?



### Taken action or thought about taking action as a result of seeing the ads: 81%

The advertising campaign continues to be effective, with most people who have seen the ads having done something or thought about doing something as a result (81% this year compared with 76% in 2014).

Actually taking action because of the ads has risen slightly since 2014, with around seven in ten people (70% compared to 63% 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%, up from 45% last year)
- ✓ made/updated a survival kit (44%, compared to 40% in 2014)
- ✓ made a survival plan (34%, up from 28% in 2014)
- ✓ visited the Get Ready Get Thru website (16%, compared to 13% in 2014)
- ✓ or visited other disaster preparation websites (8% in line with 2014)

### Awareness of the advertising: 58%

Prompted awareness of the Get Ready Get Thru TV advertising in 2015 is 58% compared to 62% in 2014. The ratecard spend in 2015 was \$1m, comparable to \$0.9m in 2014.

### Awareness of the Get Ready Get Thru

#### tag line: 48%

Prompted awareness of the tag line is down from 59% in 2014.

### Awareness of the Get Ready Get Thru

#### website: 36%

Prompted awareness of the website is also down from 44% in 2014.

### Who is least aware of the adverts?

The most at risk have lower awareness of the advertising. They are:

- Those who have lived in New Zealand for less than 10 years
- Residents who's first language is not English
- Asian residents

# Events and situations that may have influenced awareness of, and preparedness for, disasters in 2015

# Putting the survey into context...

Before interpreting research results it is useful to consider the context, or events that occurred, prior or during fieldwork (4 to 31 May 2015).

## Recent factors that may have influenced the results include:

### New Zealand

- 6.0 earthquake, Canterbury (early January)
- Scrub fire, Canterbury (late January)
- 6.5 earthquake, Marlborough (late April)
- 5.8 earthquake, Otago (early May)
- 5.3 earthquake, Southland (early May)
- Tornado, Tauranga (mid May)
- Tornado, Taranaki (mid May)
- Flooding, Wellington (mid May)

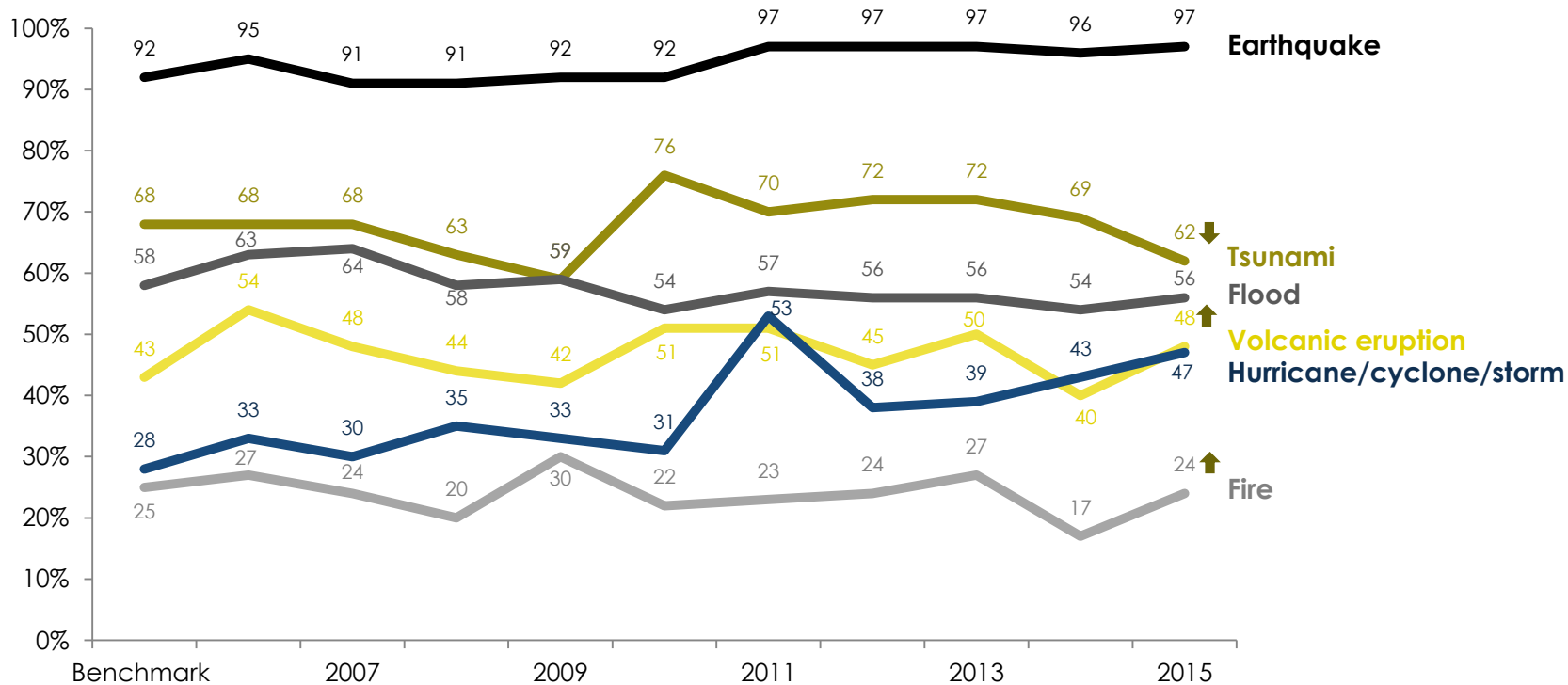
### Overseas

- Bush fires, Australia (Early January to late February)
- Cyclone Lam and Marcia, Australia (mid to late February)
- Cyclone Pam, Vanuatu (Early March)
- 7.8 earthquake and resulting aftershocks and landslides, Nepal (late April to late May)
- Flooding, Queensland Australia (late April to early May)
- Tropical storm, Thailand (early May)
- 7.5 earthquake, Papua New Guinea (early May)
- Tornadoes, United States (mid to late May)
- Typhoon Noul, Philippines (mid May)
- 7.8 earthquake, Japan (late May)

# Compared to 2014 more people are aware that a volcanic eruption or fire could occur in New Zealand.



## Possible disasters in New Zealand in your lifetime



Residents of different regions more likely than average to mention specific disasters:

- **Auckland:** Volcanic eruption (60%), and hurricane/cyclone /storm (53%)
- **Bay of Plenty:** Tsunami (77%)
- **Manawatu:** Flood (78%), and fire (46%)
- **Wellington:** Flood (68%)
- **West Coast:** Fire (38%)
- **Otago:** Flood (81%), and fire (44%)

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?

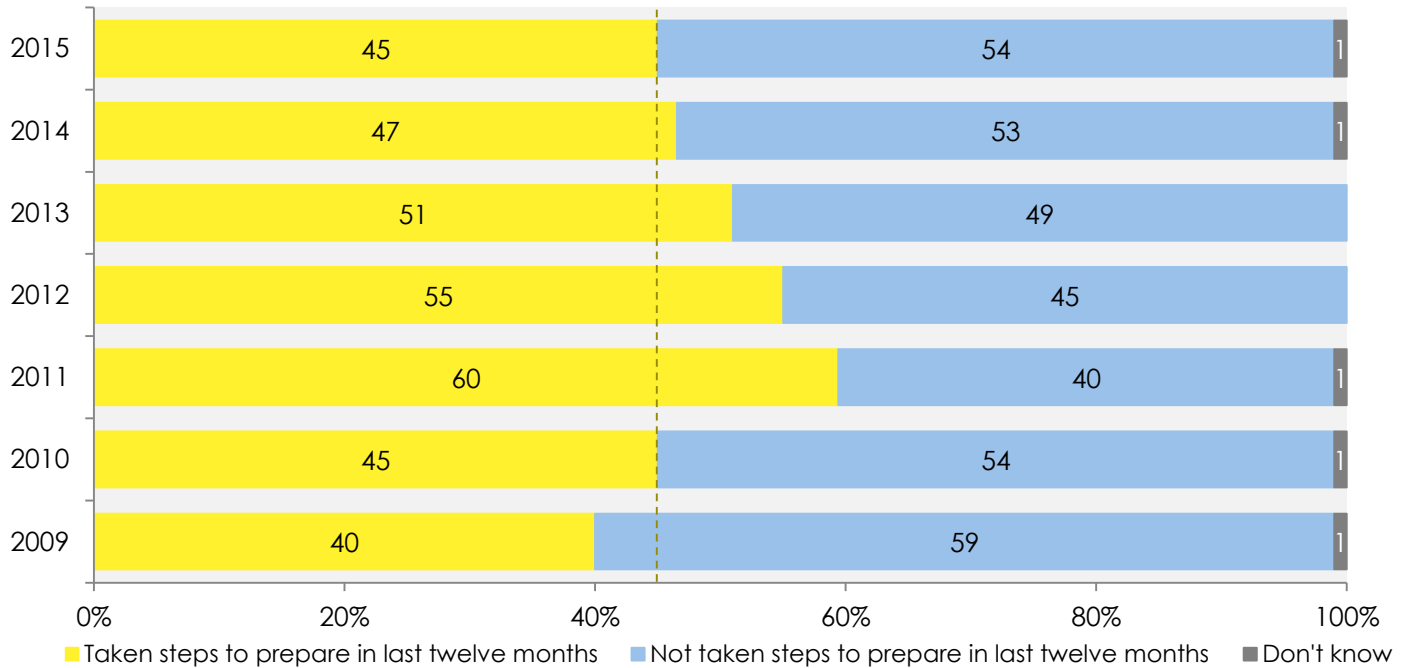
Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264), 2015 (n=1000). Note: Only the top six disasters for 2015 are shown.

↕ Significantly different from the 2014 result



# The proportion of New Zealand residents who have taken steps to prepare has now reverted to pre-2011 levels.

## Taken steps to prepare for a disaster in the last 12 months



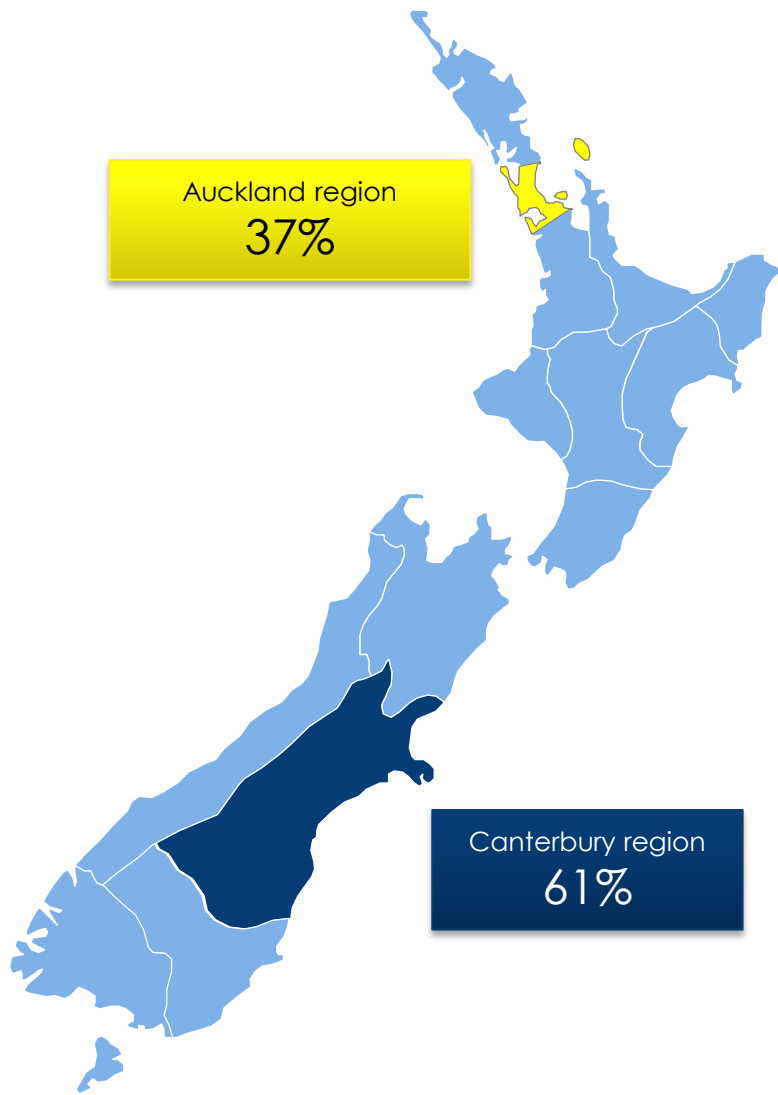
**Just under half (45%) of those living in New Zealand have taken steps to prepare for a disaster in the last 12 months. This is equivalent to the 2010 result, before the Canterbury earthquakes struck.**

Those involved in volunteer work are more likely (54%) than average to have taken steps to prepare for a disaster.

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

- Pacific or Asian (25% and 31% respectively)
- Personally earning less than \$30k (37%)
- English is not their first language (34%)

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



- Higher than average
- Average
- Below Average

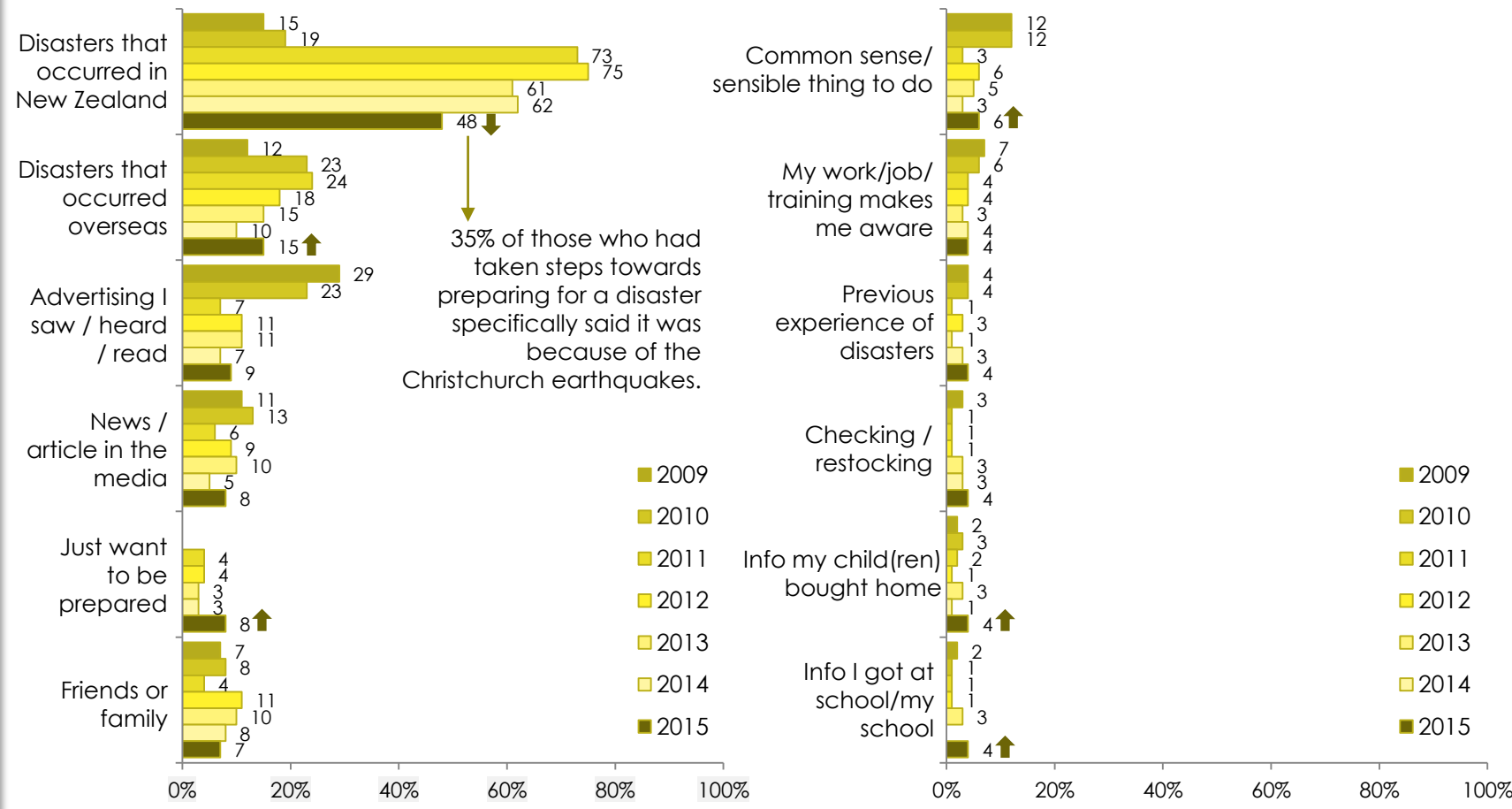
Average  
**45%**

A higher than average proportion of Canterbury residents have taken steps to prepare in the last 12 months. Auckland residents are the least likely to have taken steps to prepare.

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

Disasters that have occurred in New Zealand remain the main prompt to prepare for a disaster, however since 2014 there has been a decrease in the proportion of New Zealand residents saying this.

### 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), 2014 (n=613), 2015 (n=449). Note: The top twelve responses for 2015 are shown.

↑↓ Significantly different from the 2014 result

**GET READY  
GET THRU**



# How prepared is New Zealand?





# How prepared is New Zealand?

## Fifteen percent are fully prepared

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



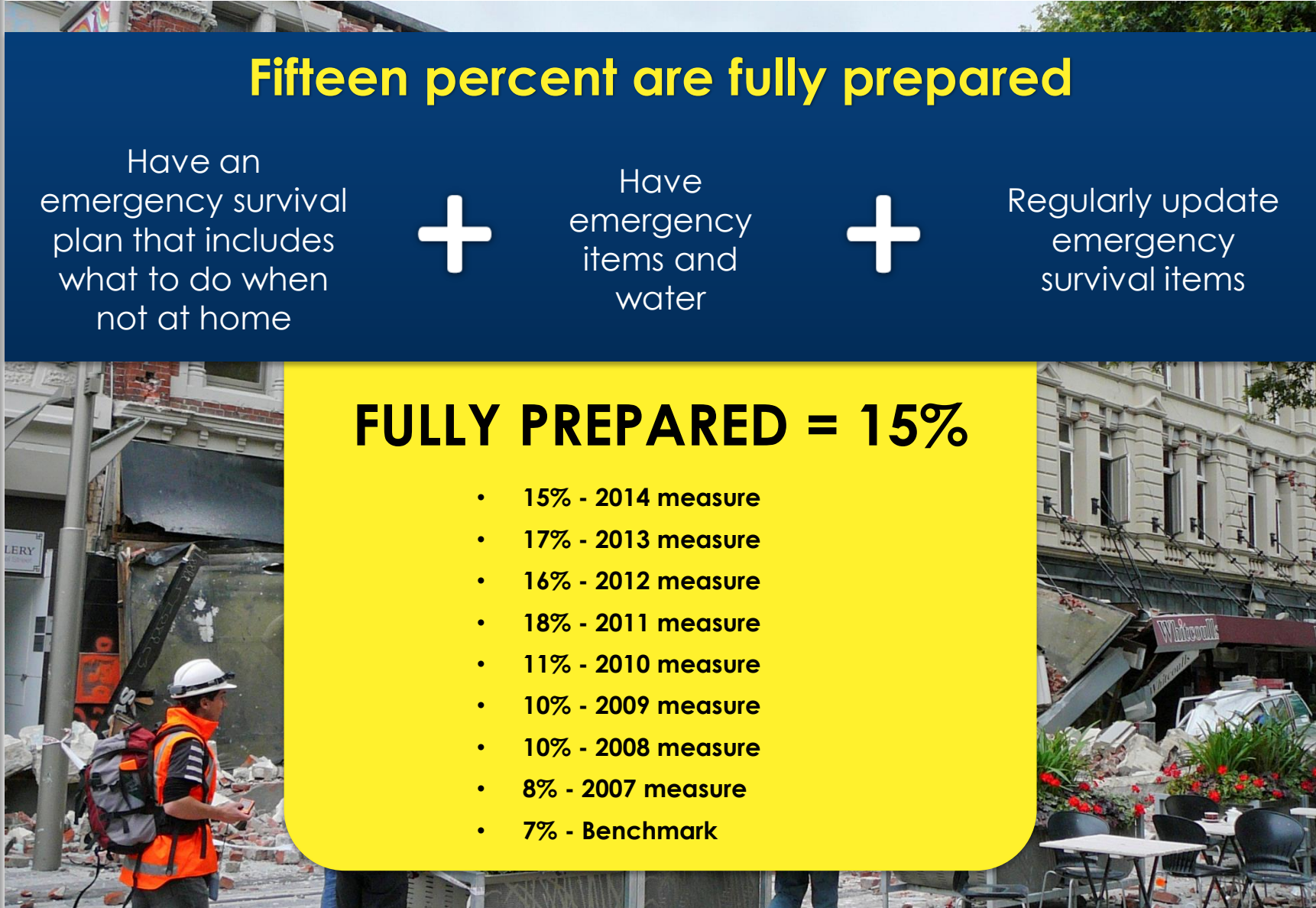
Have emergency items and water



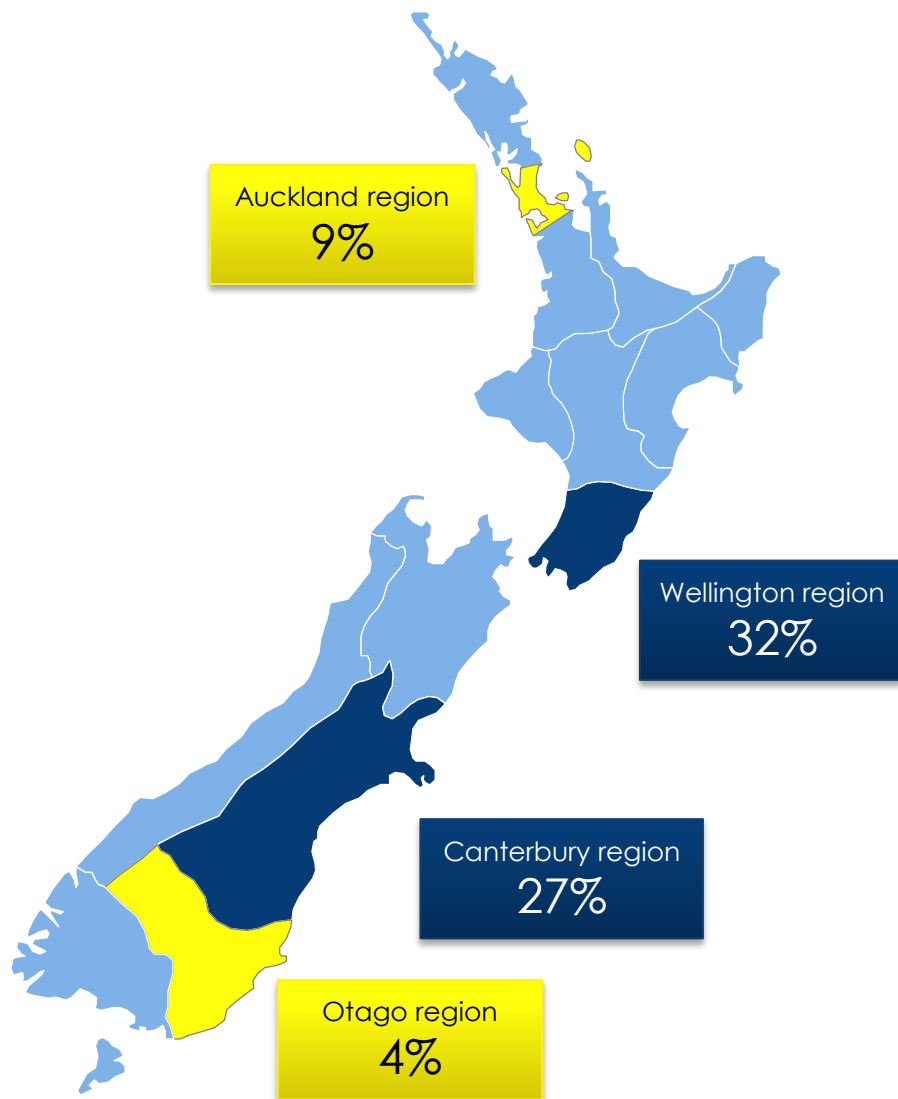
Regularly update emergency survival items

### FULLY PREPARED = 15%

- 15% - 2014 measure
- 17% - 2013 measure
- 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  
**15%**

A higher than average proportion of Wellington and Canterbury residents are fully prepared. Auckland and Otago residents are least likely to be 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)?



## Around one third are prepared at home

Have an emergency survival plan



Have emergency items and water

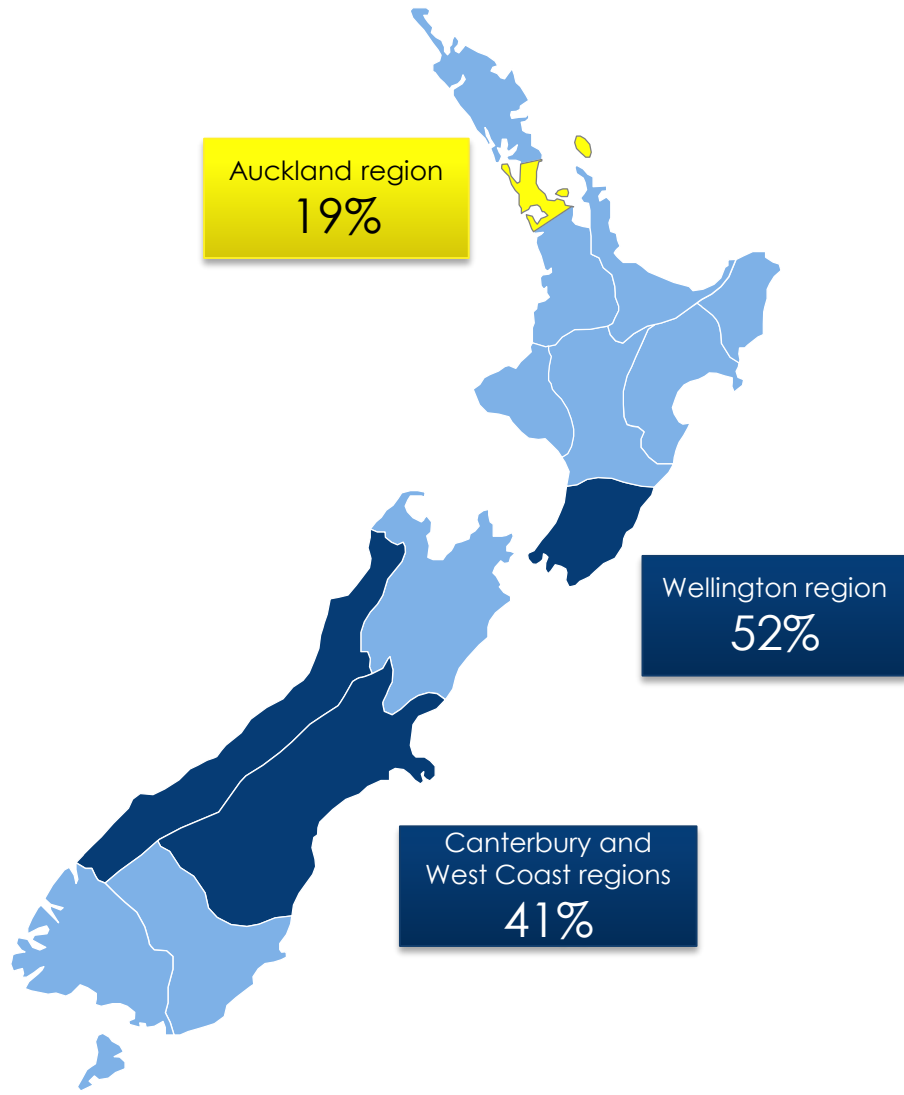





Regularly update emergency survival items

## PREPARED AT HOME = 29%

- 30% - 2014 measure
- 32% - 2013 measure
- 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  
29%

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

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



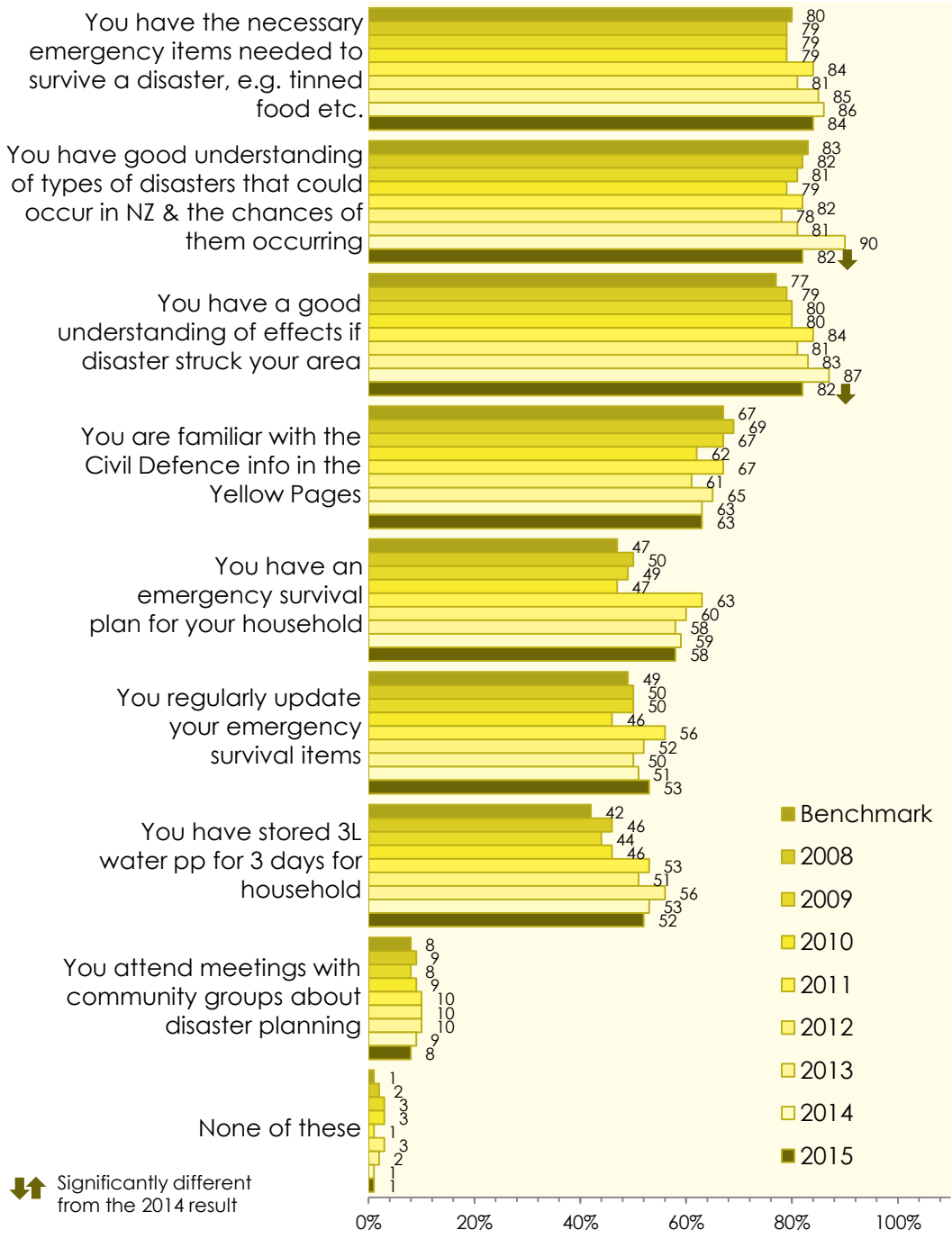




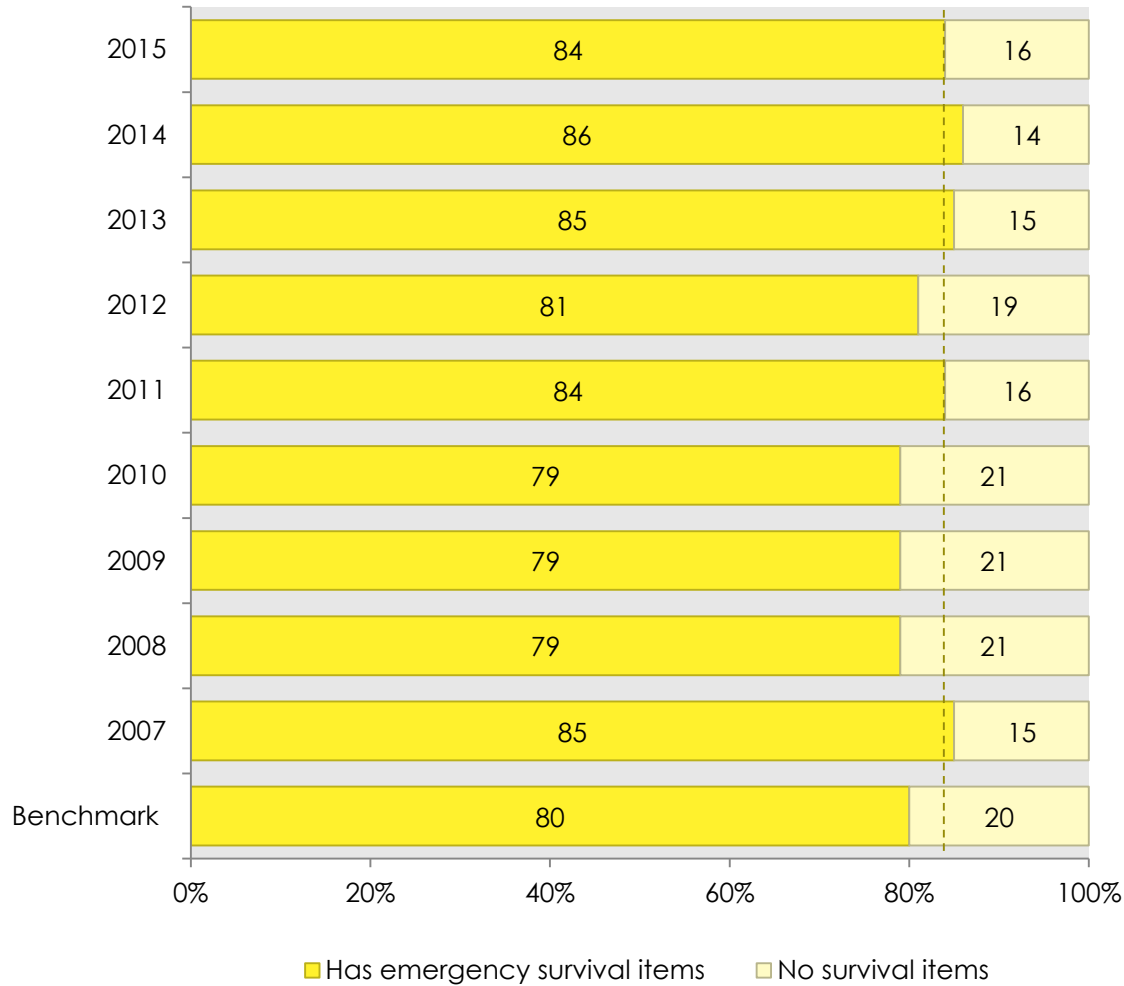
**Eight in ten New Zealand residents say they have the necessary disaster supplies, are aware of the type and likelihood of different disasters in NZ, and have a good understanding of the effects if disaster struck locally.**

**Since 2014 there has been a decrease in the number of New Zealanders who agree the latter two statements apply to them.**

*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), 2014 (n=1264), 2015 (n=1000).*



# Eighty four percent of New Zealand residents have emergency survival items.

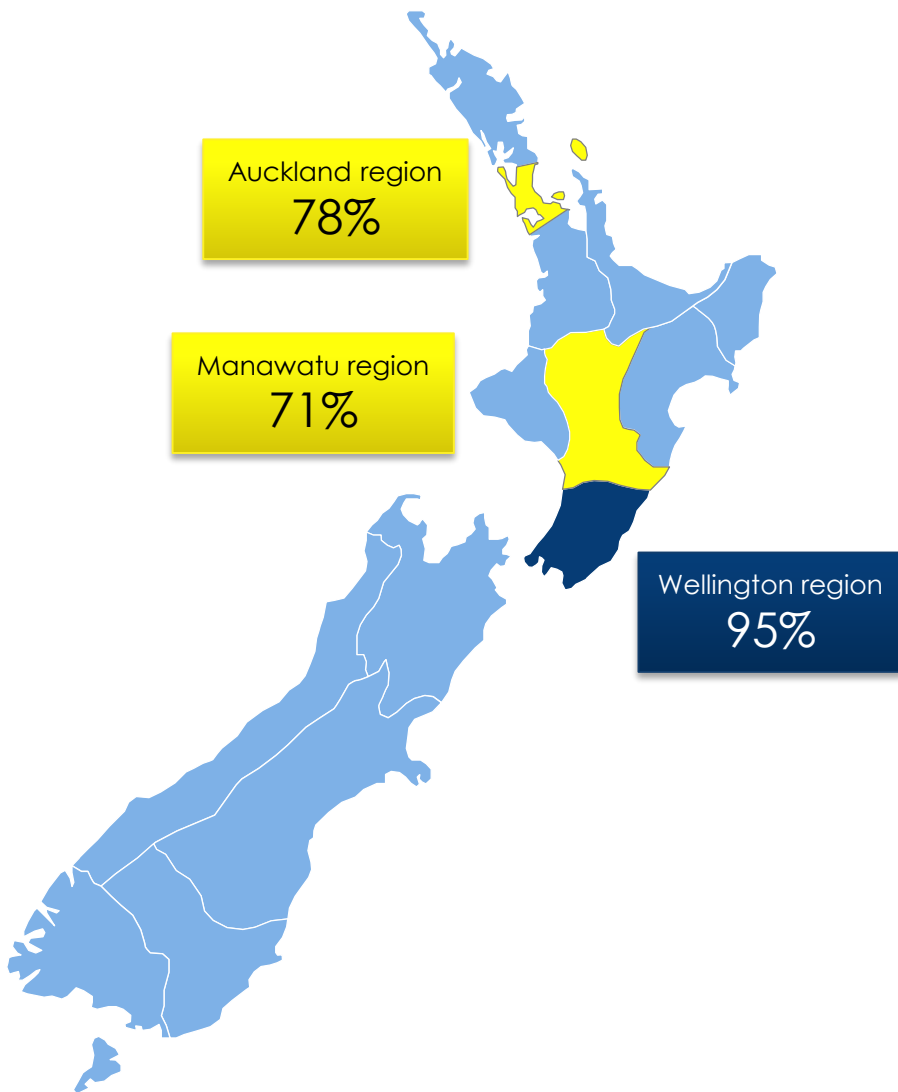





Less likely to have emergency survival items:

- Younger people, under 30 (73%, compared to 88% of those over 30)
- Māori (76%, compared to 88% of New Zealand Europeans)
- Have lived in New Zealand for less than 10 years (73%)
- Studying full time (67%)
- English is not their first language (73%)

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), 2014 (n=1264), 2015 (n=1000).

# Emergency survival items: Regional differences.



-  Higher than average
-  Average
-  Below Average

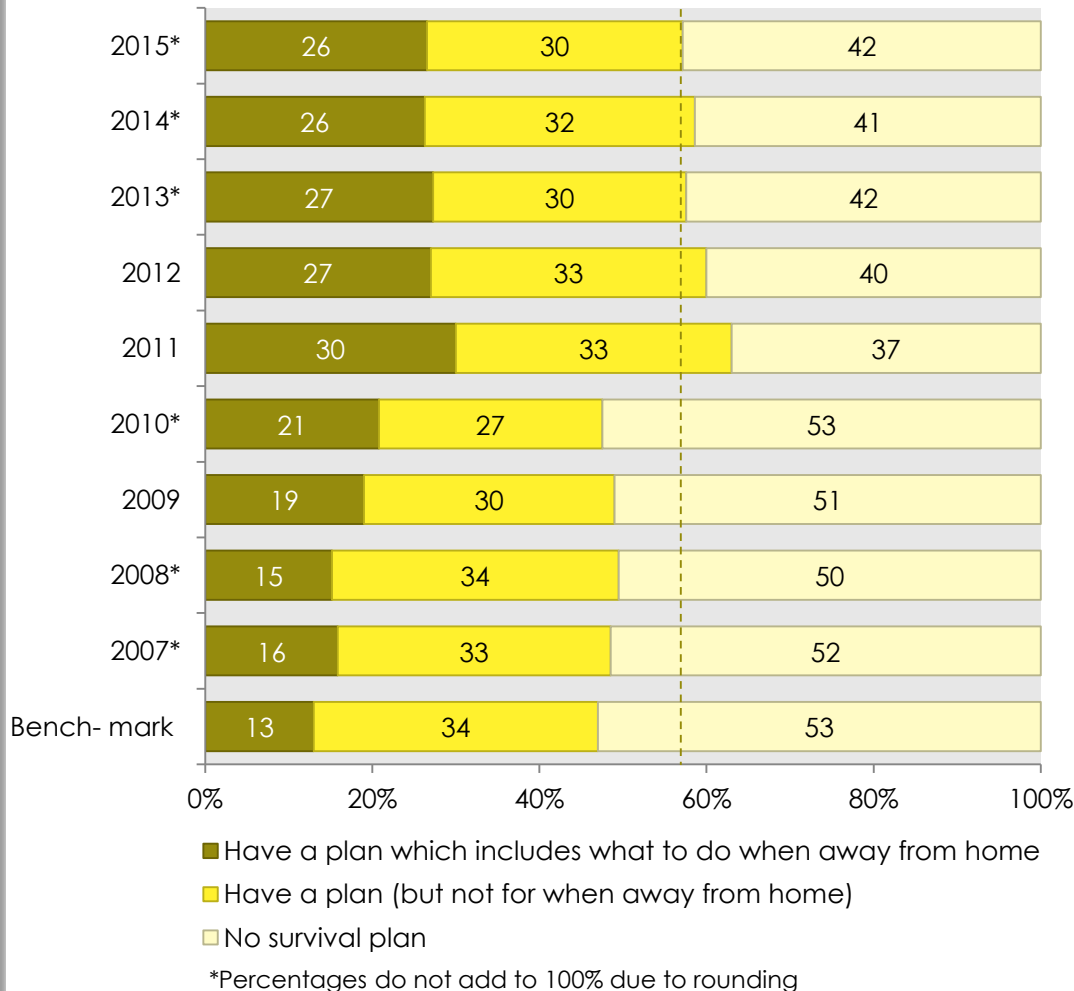
Average  
**84%**

A higher than average proportion of Wellington residents have emergency survival items. Auckland and Manawatu residents are least likely to 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 (26%) have a plan that includes what to do when away from home. This remains significantly higher than before the Canterbury earthquake.



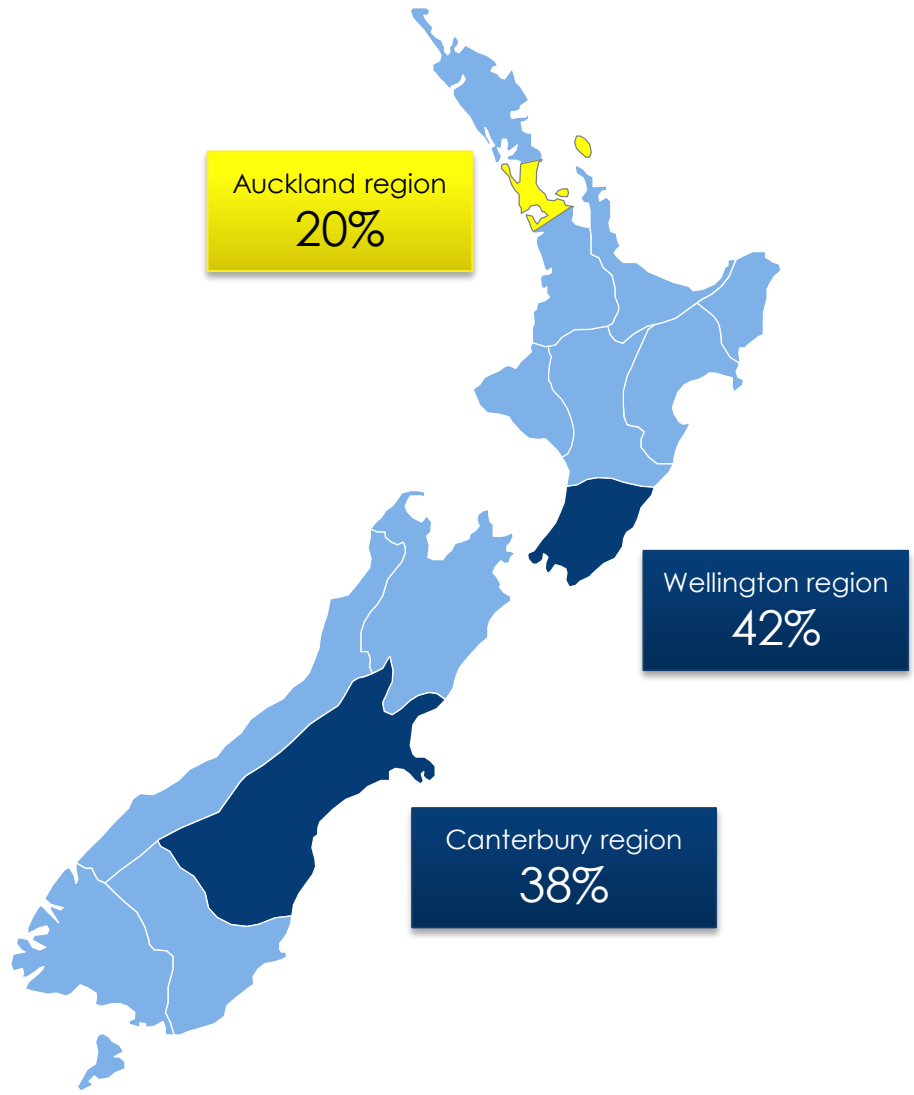
Those more likely than average to have a plan that includes what to do when away from home:




- Personally or as a household earn more than \$50k (32% and 31% respectively)
- Are involved in volunteer work (33%)

Older people, aged 70 or more are less likely (15%) than average to have a survival plan that includes what to do when away from home.

Q11 Does your survival plan include what to do when you are not at home? Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264), 2015 (n=1000).

# Having a plan that includes what to do when away from home: Regional differences.



-  Higher than average
-  Average
-  Below Average

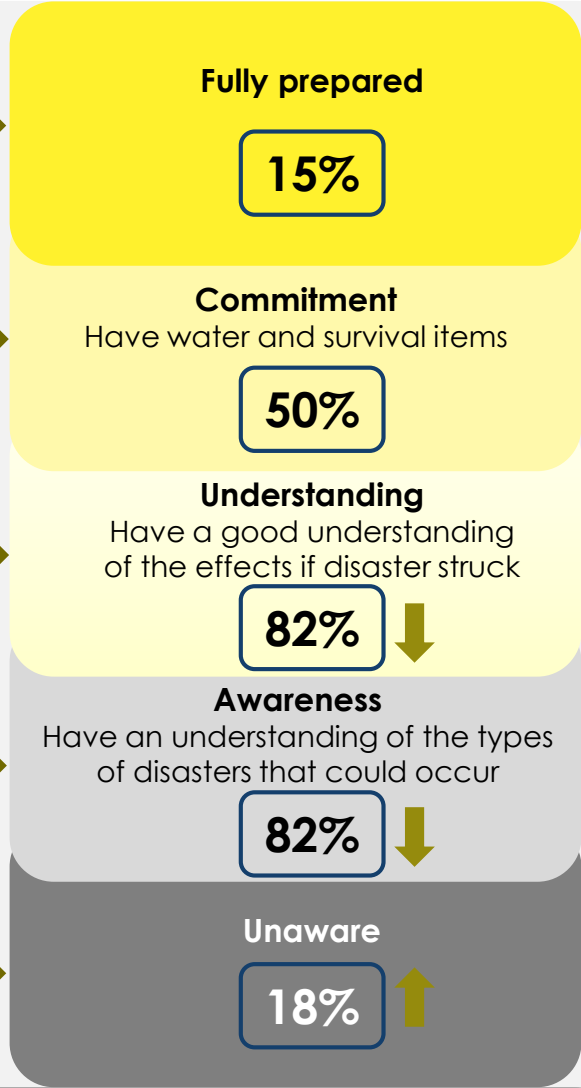
Average  
**26%**

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

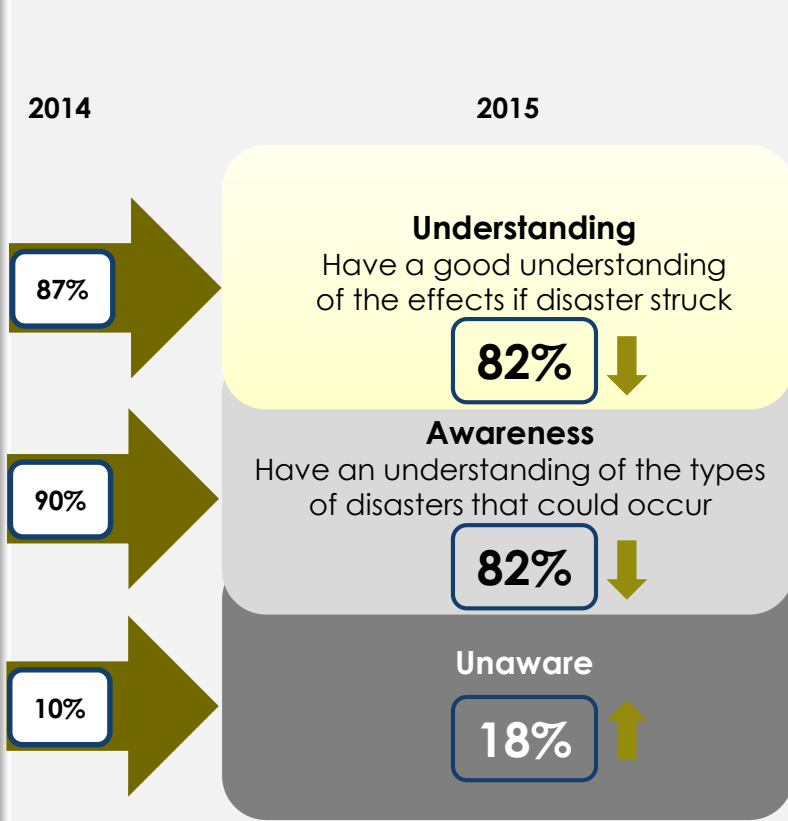


# Preparedness continuum



↓↑ Significantly different from the 2014 result

# Who are the decreases in understanding and awareness most notable among?



### Auckland residents:

- Understanding (down to 76% from 84% in 2014)
- Awareness (down to 76% from 88% in 2014)

### Those who have lived in New Zealand for less than 10 years:

- Understanding (down to 68% from 84% in 2014)
- Awareness (down to 69% from 84% in 2014)

### Younger people, aged under 50:

- Understanding (down to 78% from 83% in 2014)
- Awareness (down to 77% from 86% in 2014)

### Asian residents:

- Awareness (down to 69% from 84% in 2014)

### Low personal income, under \$30k:

- Awareness (down to 76% from 85% in 2014)

### English is not their first language:

- Awareness (down to 69% from 85% in 2014)

↕ Significantly different from the 2014 result

**GET READY  
GET THRU** 

Why aren't  
people  
prepared?



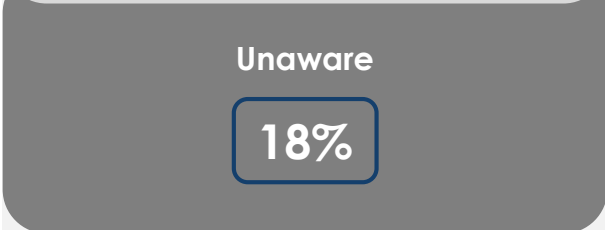
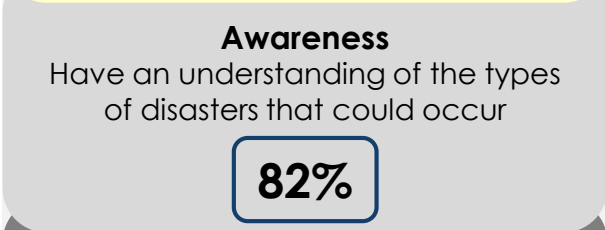
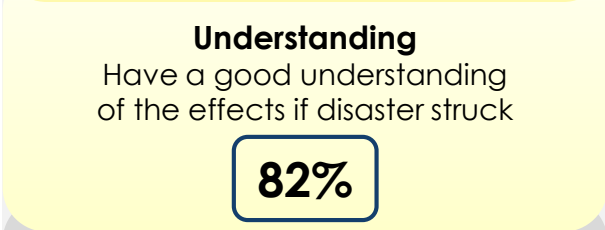
There has been an increase in the proportion of people saying they don't expect it to happen and it's not a high priority for them.

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

↑↓ Significantly different from the 2013 result

Q6. You said that being prepared for a disaster is important, but you are not well prepared for one. What stops you from being prepared?  
 Base: Those who stated that being very well/ quite well prepared for a disaster was important but said that they were not well prepared for one: Benchmark (n=341), 2007 (n=387), 2008 (n=398), 2009 (n=431), 2010 (n=417), 2011 (n=383), 2012 (n=427), 2013 (n=432), 2014 (n=397), 2015 (n=343). Note: The top ten reasons are shown. \*Less than 0.5%

# Most at risk when disaster strikes...



**Auckland residents:**

- Less likely to be fully prepared (9%), committed (40%), or have an understanding (76%) or awareness (76%)

**Those who have lived in New Zealand for less than 10 years:**

- Less likely to be committed (36%), or have an understanding (68%) or awareness (69%)

**English is not their first language:**

- Less likely to be committed (38%), or have an understanding (72%) or awareness (69%)

**Asian residents:**

- Less likely to be committed (36%), or have an understanding (72%) or awareness (69%)

**Young people, aged under 30:**

- Less likely to be committed (36%), or have an understanding (70%) or awareness (70%)

**Low personal income, under \$30k:**

- Less likely to be committed (43%), or have an awareness (76%)



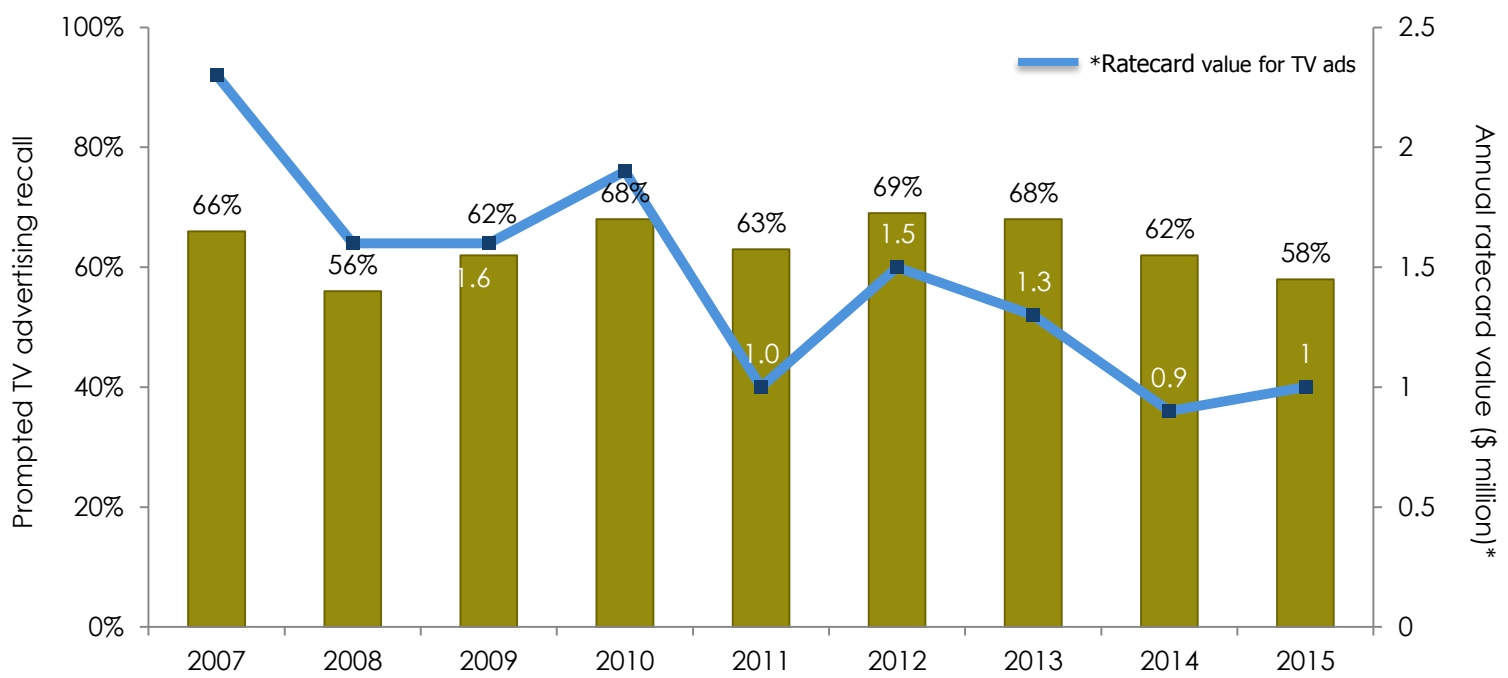
**GET READY  
GET THRU** 

How effective is  
the advertising?



# Prompted recognition: More than half of New Zealand residents specifically recall the Get Ready Get Thru television advertising

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



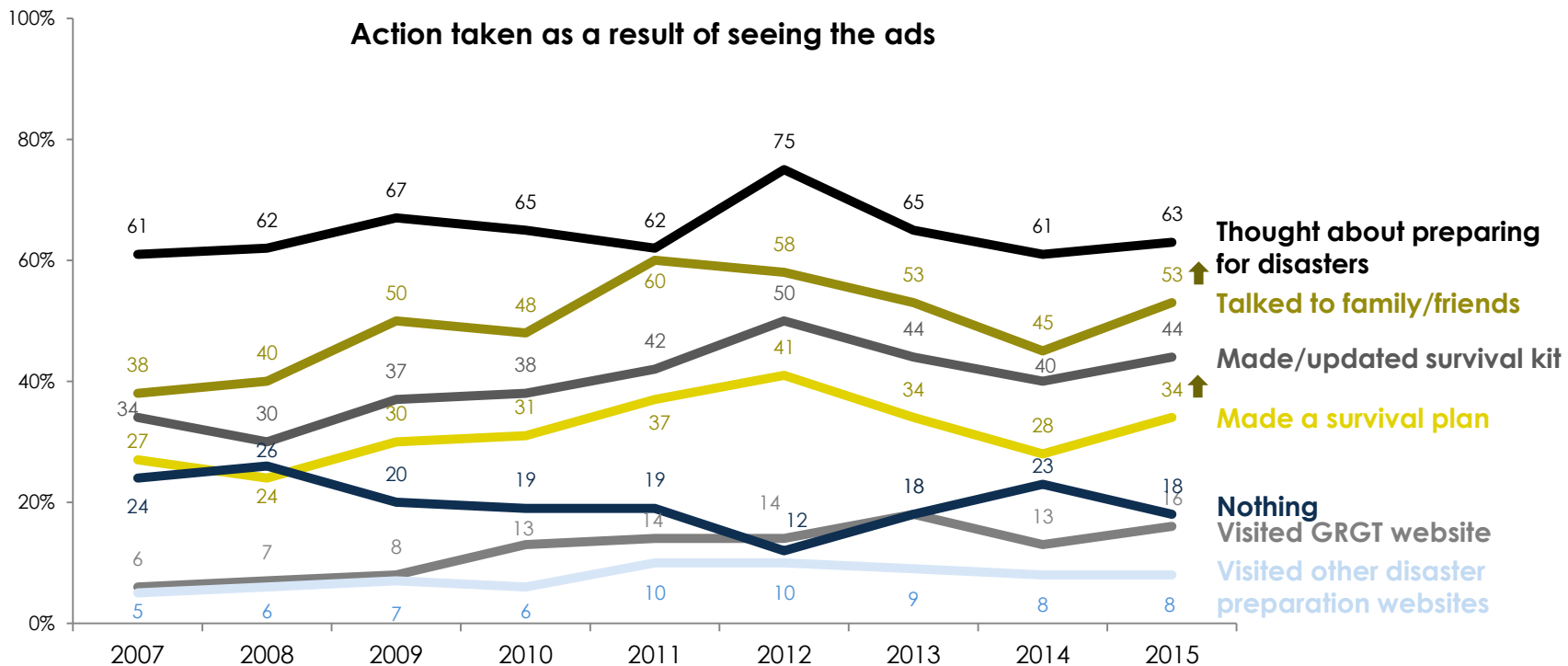
Recall is **lower** amongst those groups who are most at risk:

- Those born outside of New Zealand (44%)
- Asian people (36%)
- Those who's first language isn't English (30%)

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), 2014 (n=1264), 2015 (n=1000).

↕ Significantly different from the 2014 result

More than eight in ten people (81%) have thought about preparing or have taken action as a result of seeing the ads, this is higher than 76% in 2014



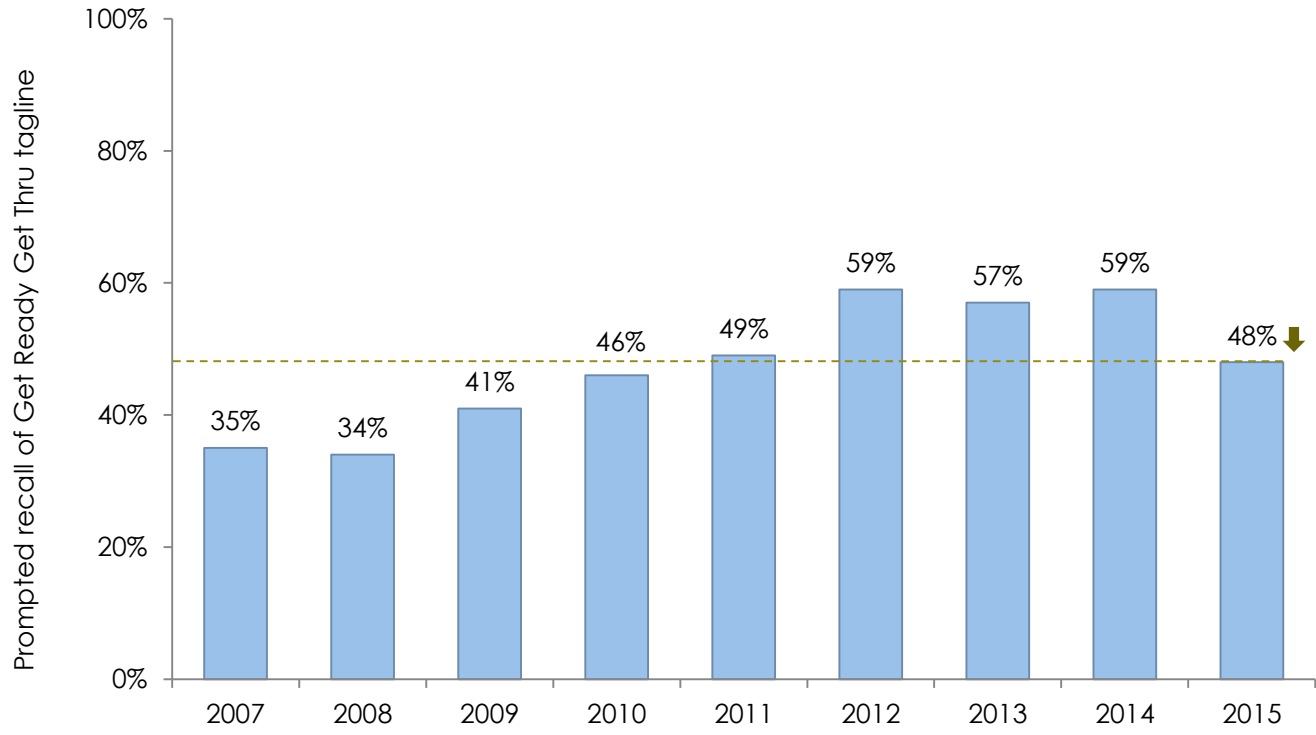
Compared to 2014 more New Zealand residents who have seen the ads have gone beyond thinking about preparing, and have taken at least one of the following actions as a result: talked to family/friends, made a survival kit, made a survival plan, visited the Get Ready Get Thru website, or visited other disaster preparation websites (up to 70% in 2015 from 63% in 2014).

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), 2014 (n=771), 2015 (n=571).

↕ Significantly different from the 2014 result



# Familiarity with the tagline has decreased since 2014. Half of New Zealand residents (48%) are aware of the 'Get Ready, Get Thru' tagline



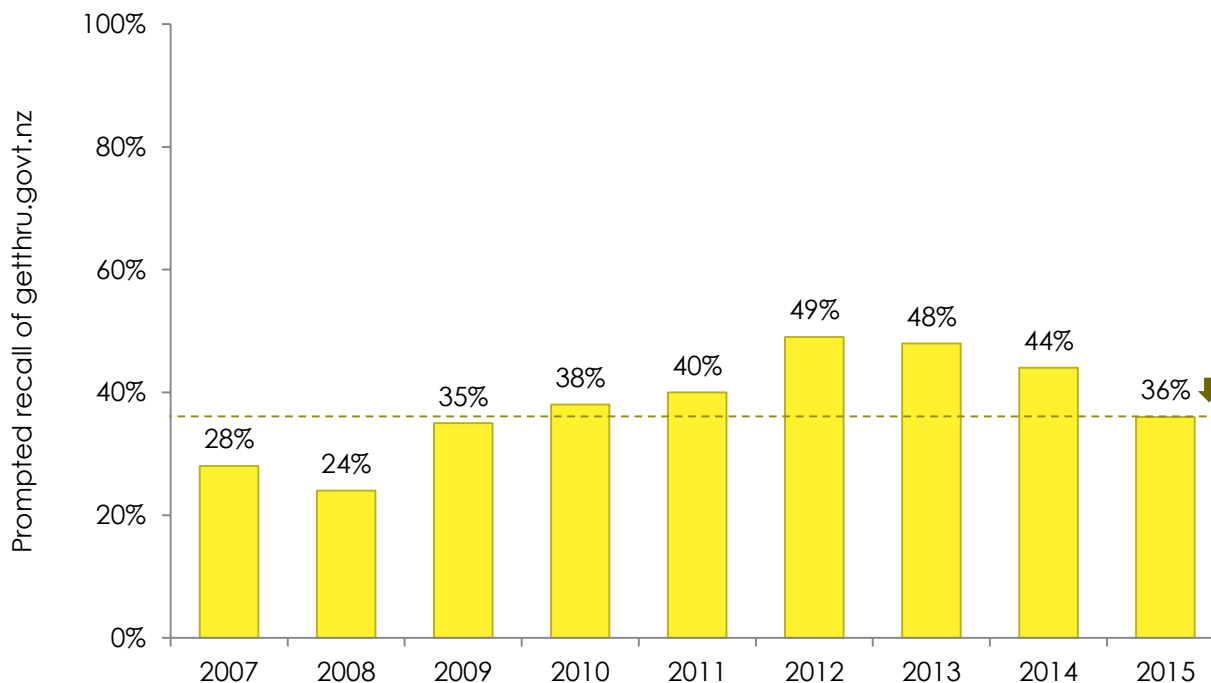
- The tagline continues to be particularly familiar to those who are:
- Under 50 (58% compared to 34% among those over 50)
  - Employed full time (58%)
  - Living in a household with a personal or combined income of more than \$50k (55% and 53% respectively)



Q21. Before I mentioned it earlier, had you previously heard of the tagline "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), 2014 (n=1264), 2015 (n=1000).

⬇️ Significantly different from the 2014 result

# Awareness of the getthru.govt.nz website has declined over the last three years. Significantly so between 2014 and 2015.



Awareness of the website is **lower** among older people, aged over 50 (24% compared to 45% among those under 50)

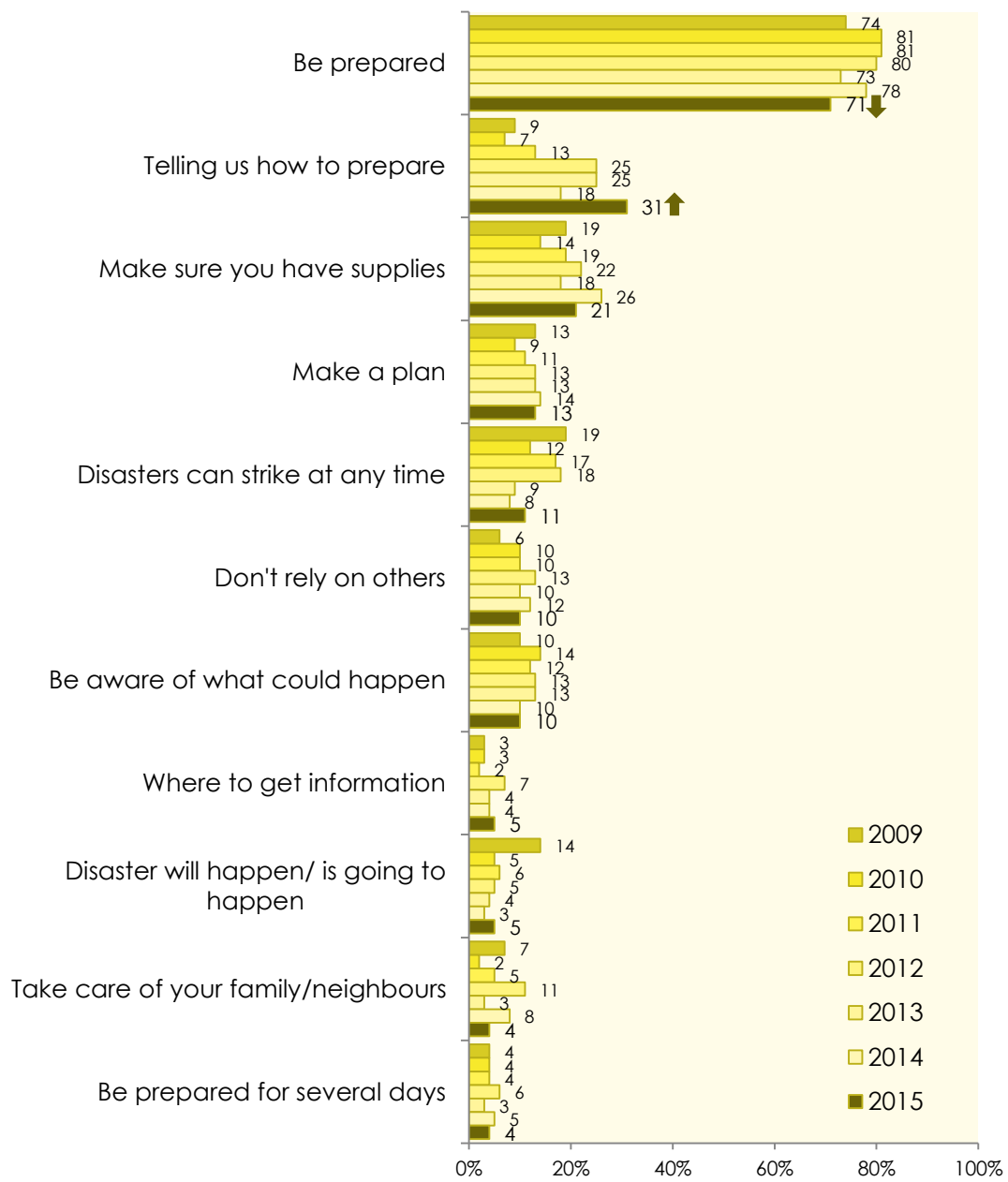
Q22 And had you also previously heard of the website 'getthru.govt.nz'?  
 Base: All Respondents: 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264), 2015 (n=1000).

↓↑ Significantly different from the 2014 result





### Advertising message take-out



The main message take out continues to be 'be prepared' however more people are saying the ads are telling them how to prepare (up from 18% to 31%).

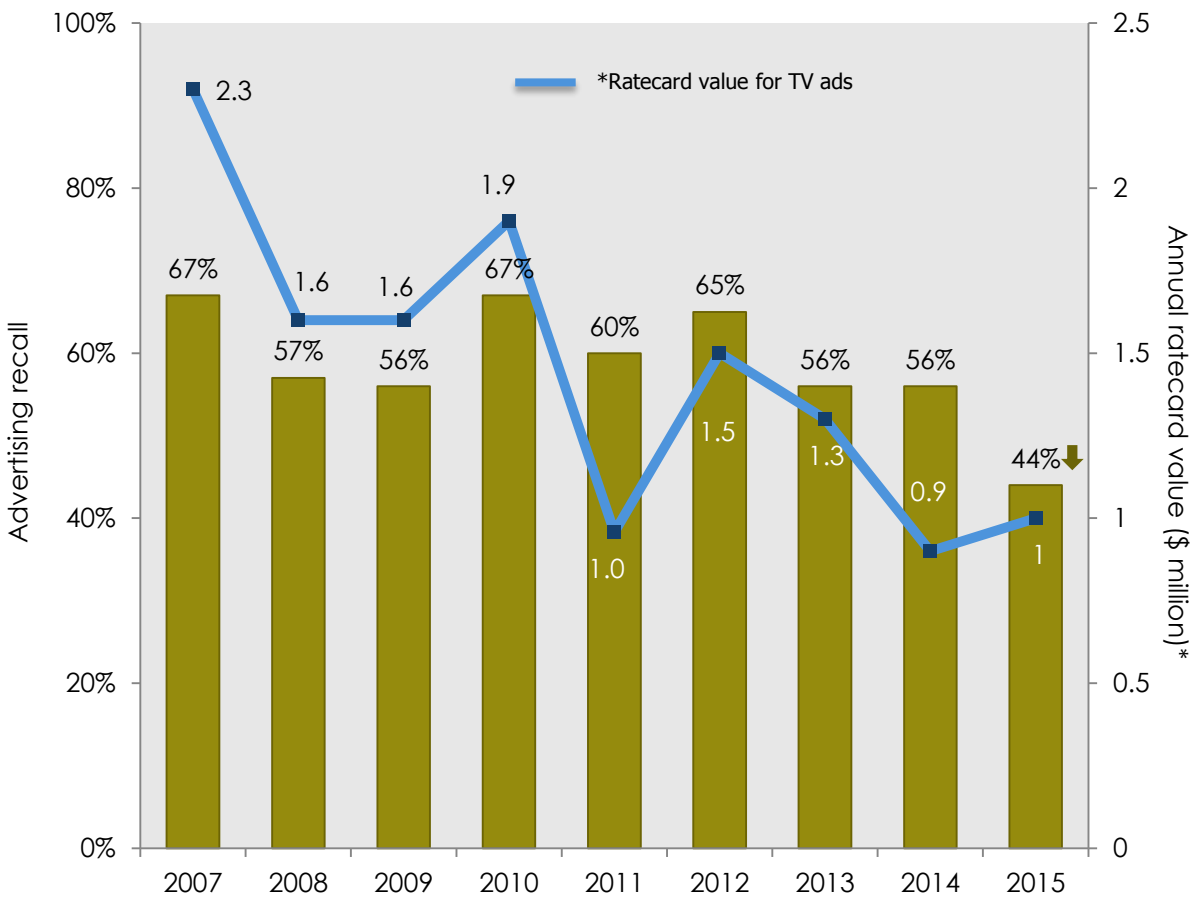
↕ Significantly different from the 2014 result

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), 2014 (n=694), 2015 (n=432). Note: The top eleven messages are shown.

# Unprompted awareness of any disaster preparedness advertising has decreased in the last 12 months.



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



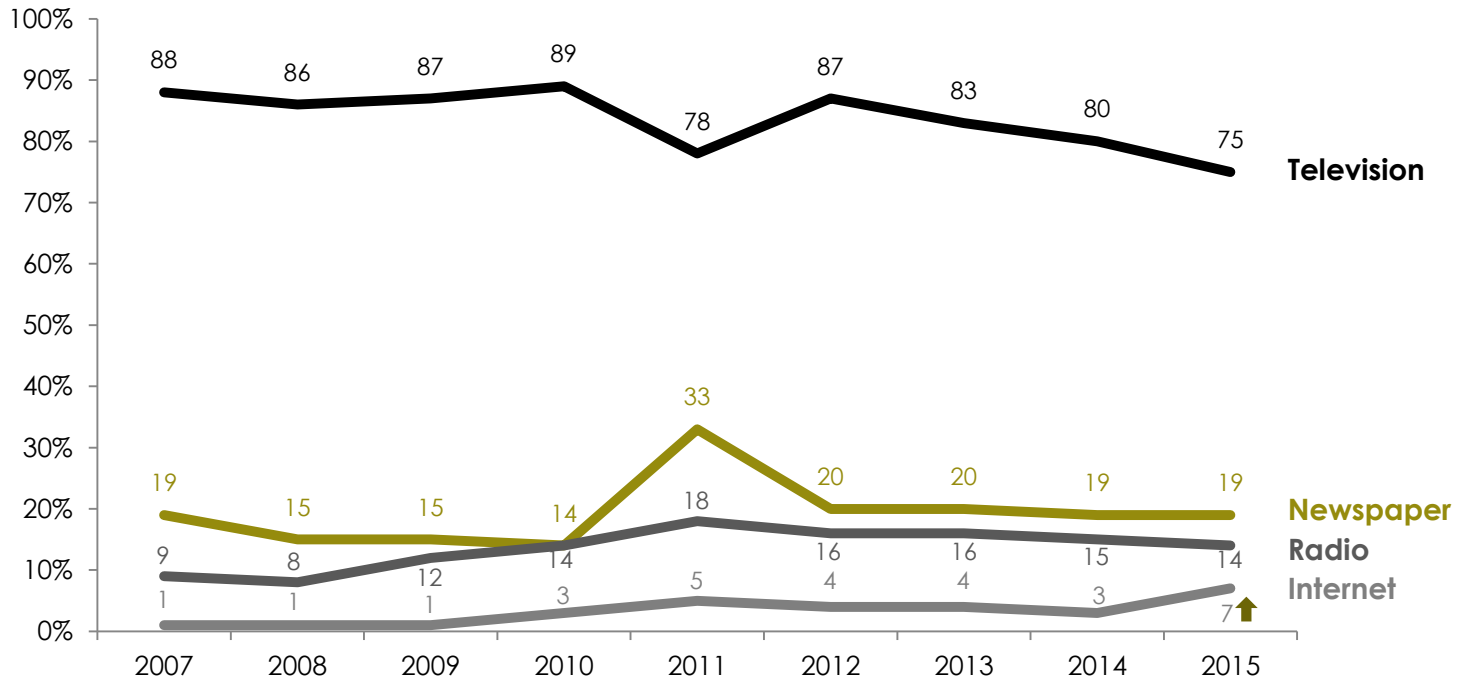
Note that this question measures awareness of non-MCDEM advertising (e.g., regional council campaigns) **as well as** MCDEM advertising.

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), 2014 (n=1264), 2015 (n=1000).

↕ Significantly different from the 2014 result

Most people recall preparedness advertising on TV, however there has been a visible decline since 2012.

Sources of awareness of preparedness advertising



↕ Significantly different from the 2014 result

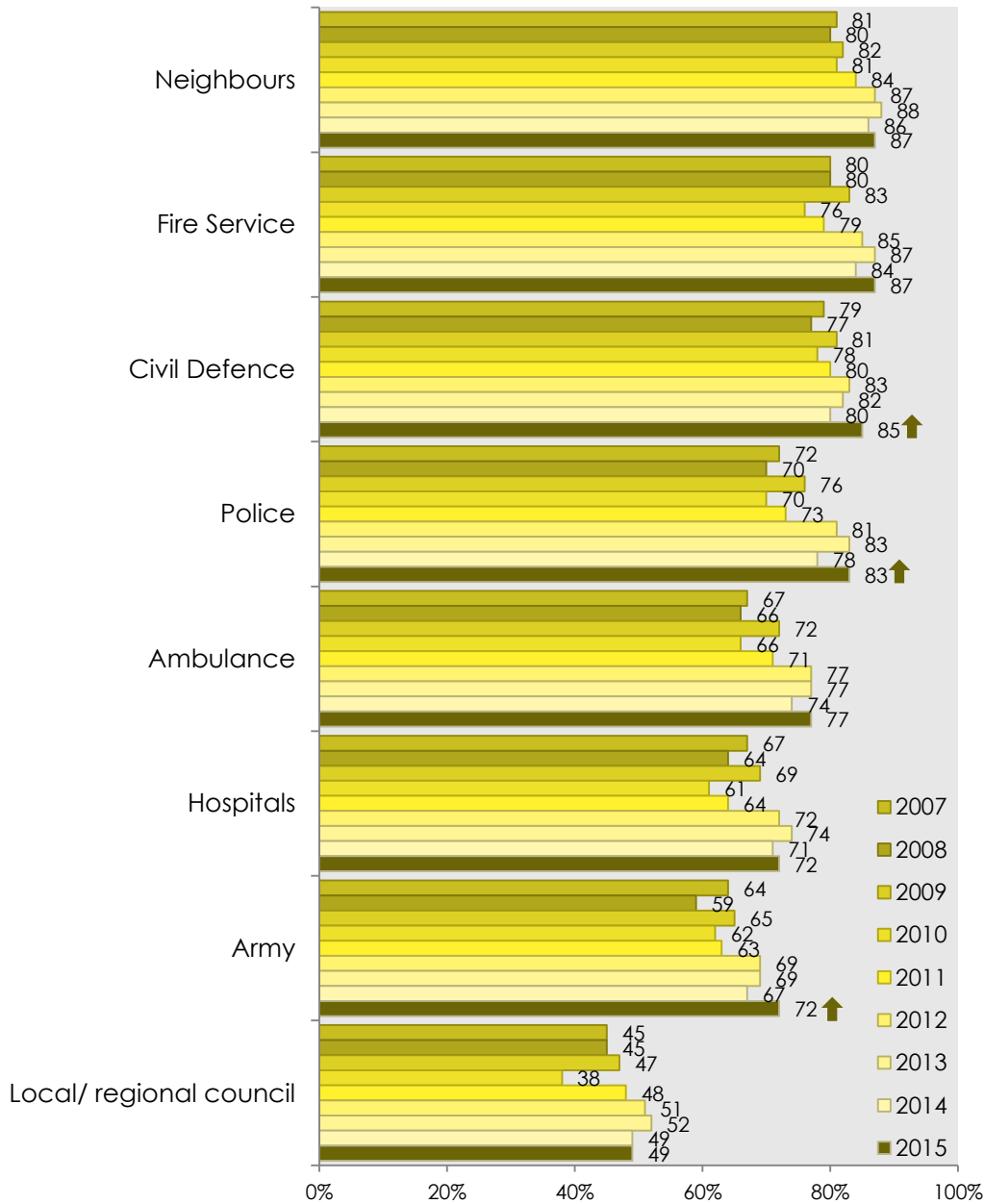
Q16 Where did you see, hear or read the ads? Base: Those respondents who stated that they have seen, heard or read advertising about preparing for a disaster, 2007 (n=651), 2008 (n=543), 2009 (n=549), 2010 (n=659), 2011 (n=713), 2012 (n=797), 2013 (n=718), 2014 (n=694), 2015 (n=432). Note: Responses 5% and below in 2015 are not shown.

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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.

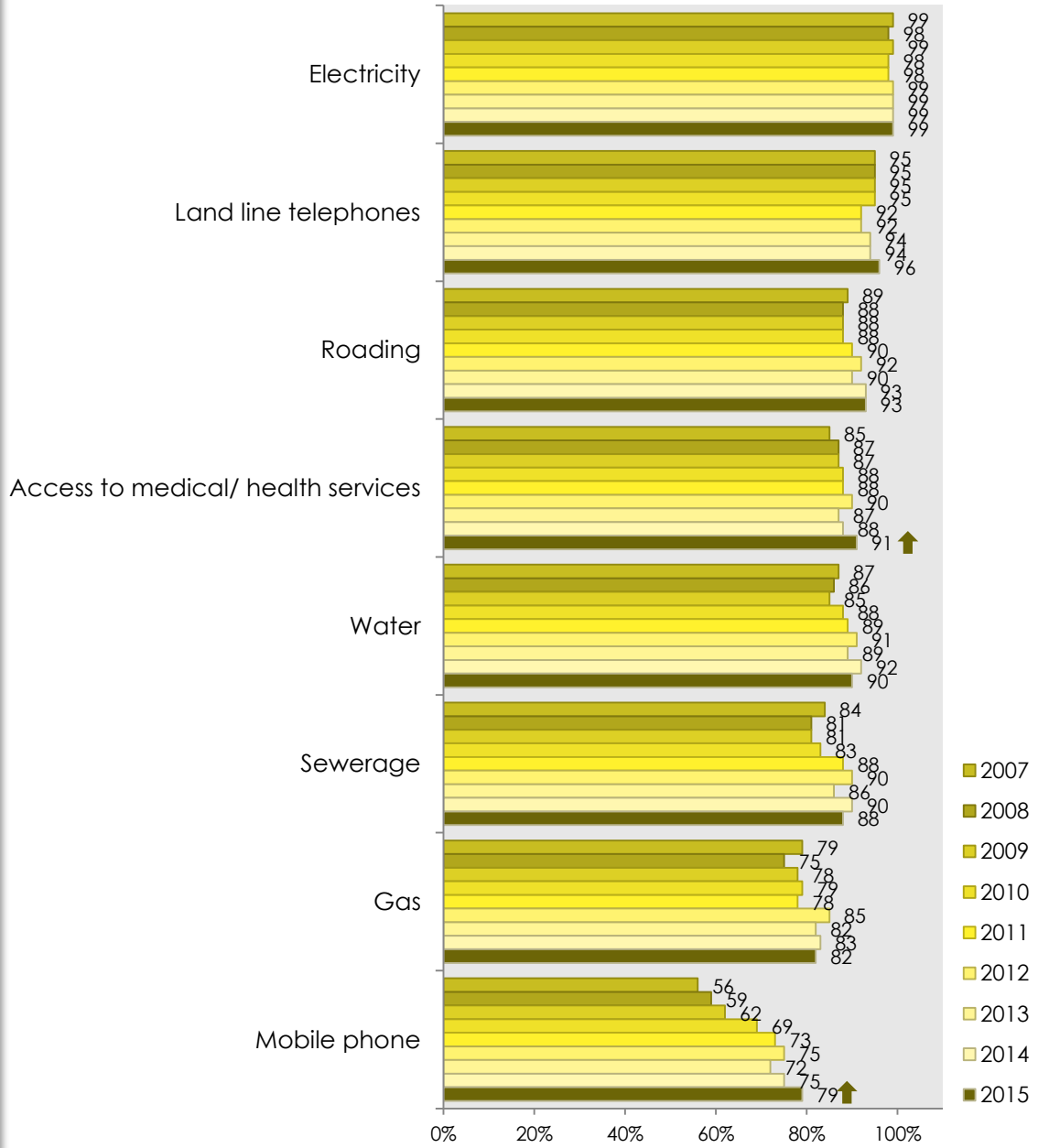
Since 2014 there has been an increase in the proportion of people saying Civil Defence, police, and hospitals would be able to help.

↑↓ Significantly different from the 2014 result

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), 2014 (n=1264), 2015 (n=1000).



# Which services could be disrupted?



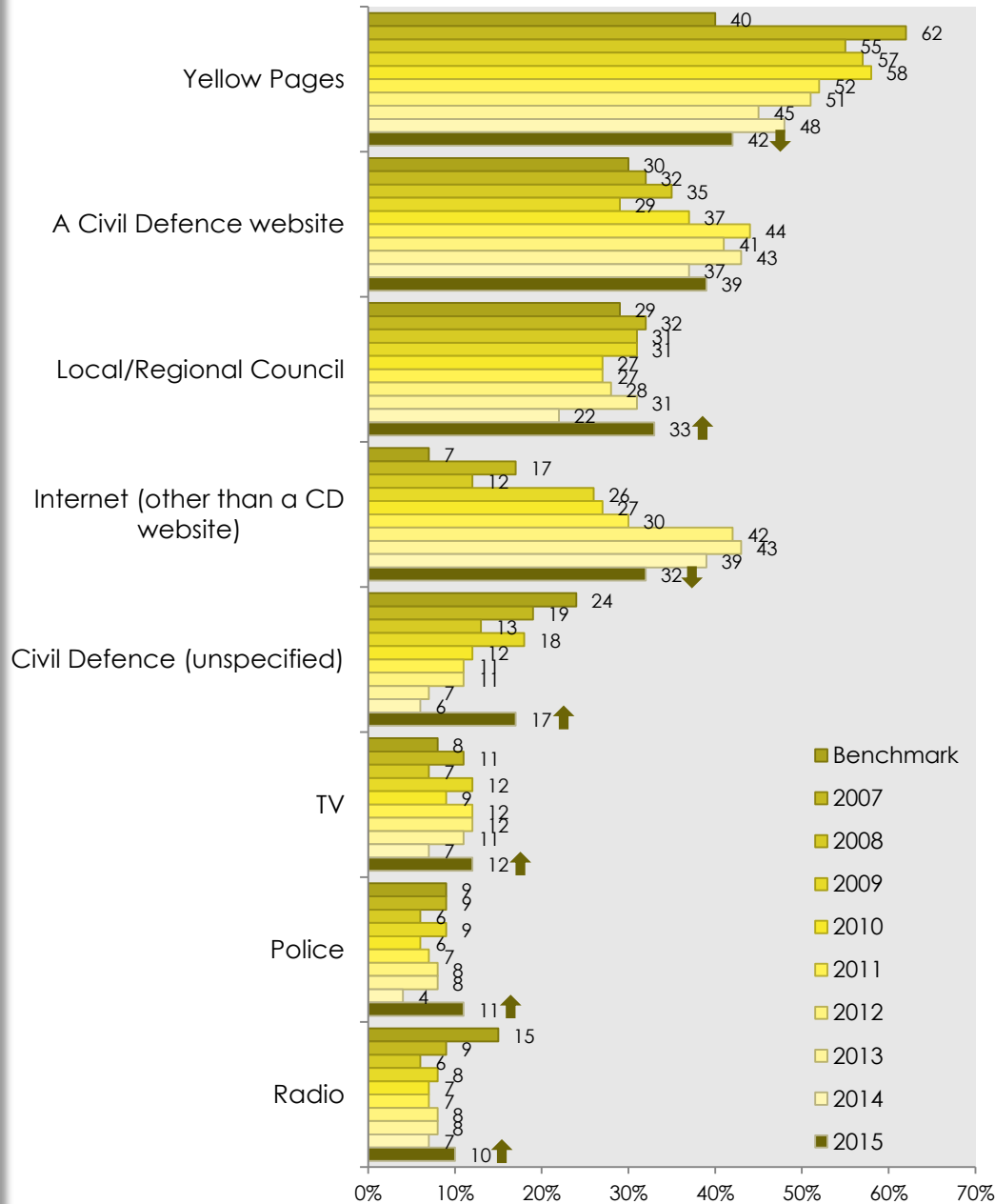
The majority of New Zealand residents are aware that a number of services may be disrupted following a disaster.

Over time we can see a continued increase in the number of New Zealanders who realise mobile phone services could be disrupted.

↕ Significantly different from the 2014 result

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), 2014 (n=1264), 2015 (n=1000).

# Finding information before a disaster on how to prepare



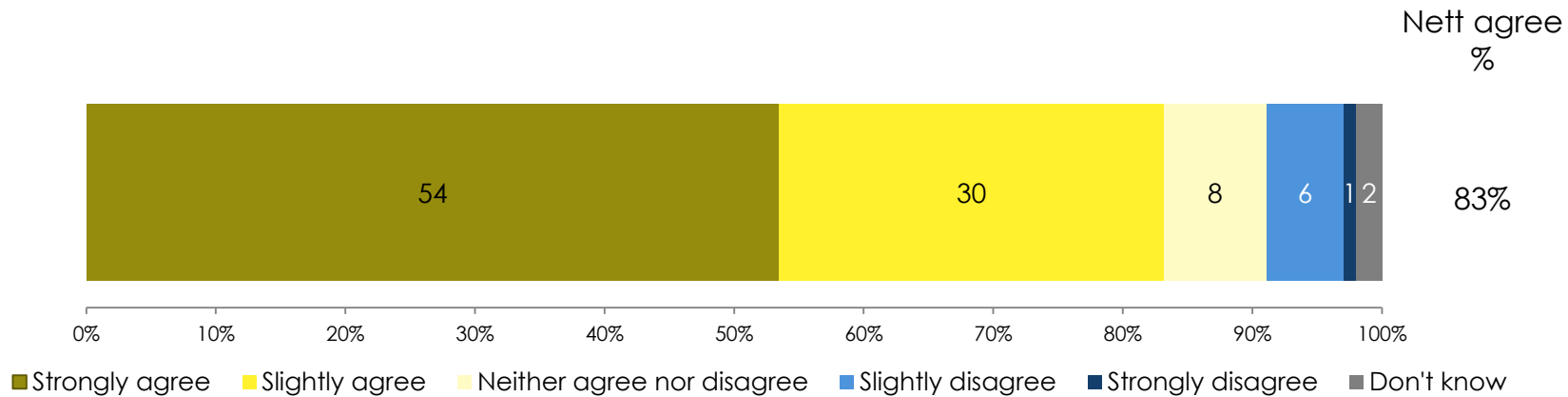
The most common places people look to for preparedness information continues to be the Yellow Pages or online.

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), 2014 (n=1264), 2015 (n=1000). Note: The top eight results for 2015 are shown.

↕ Significantly different from the 2014 result

# More than eight in ten (83%) New Zealand residents agree there is enough information available about preparing for an earthquake

Is there enough information available about preparing for an earthquake?



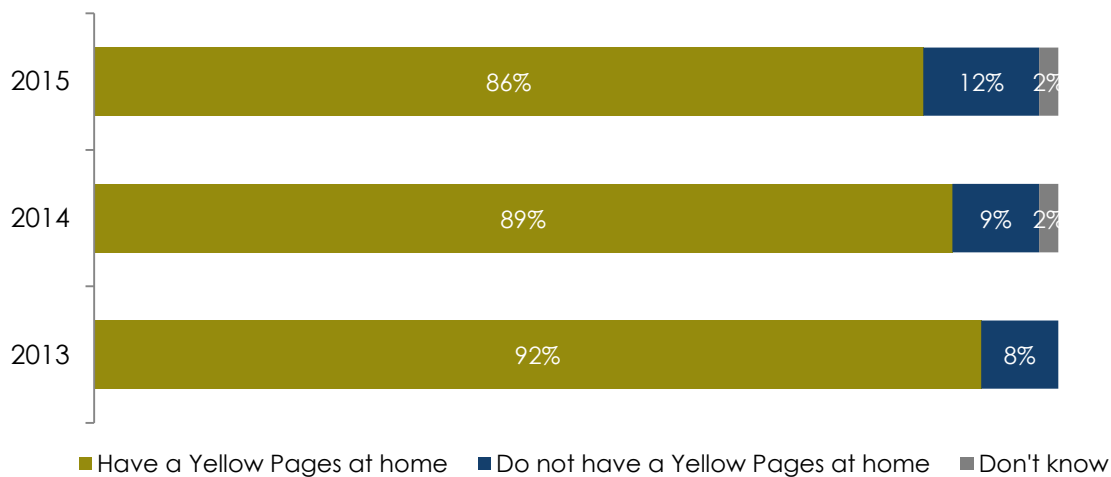
Those living in Auckland, those on a low income (personally earning less than \$30k), and those who do not have a yellow pages directory in their home are less likely than average to agree there is enough information available about preparing for an earthquake (77%, 78%, and 73% respectively).

Q13 To what extent do you agree or disagree with the following statement...  
There's plenty of information available about preparing for an earthquake.  
Base: All Respondents: 2015 (n=1000).

Almost 9 in 10 New Zealand residents have a Yellow Pages directory in their home. However this finding has decreased significantly since 2013.



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

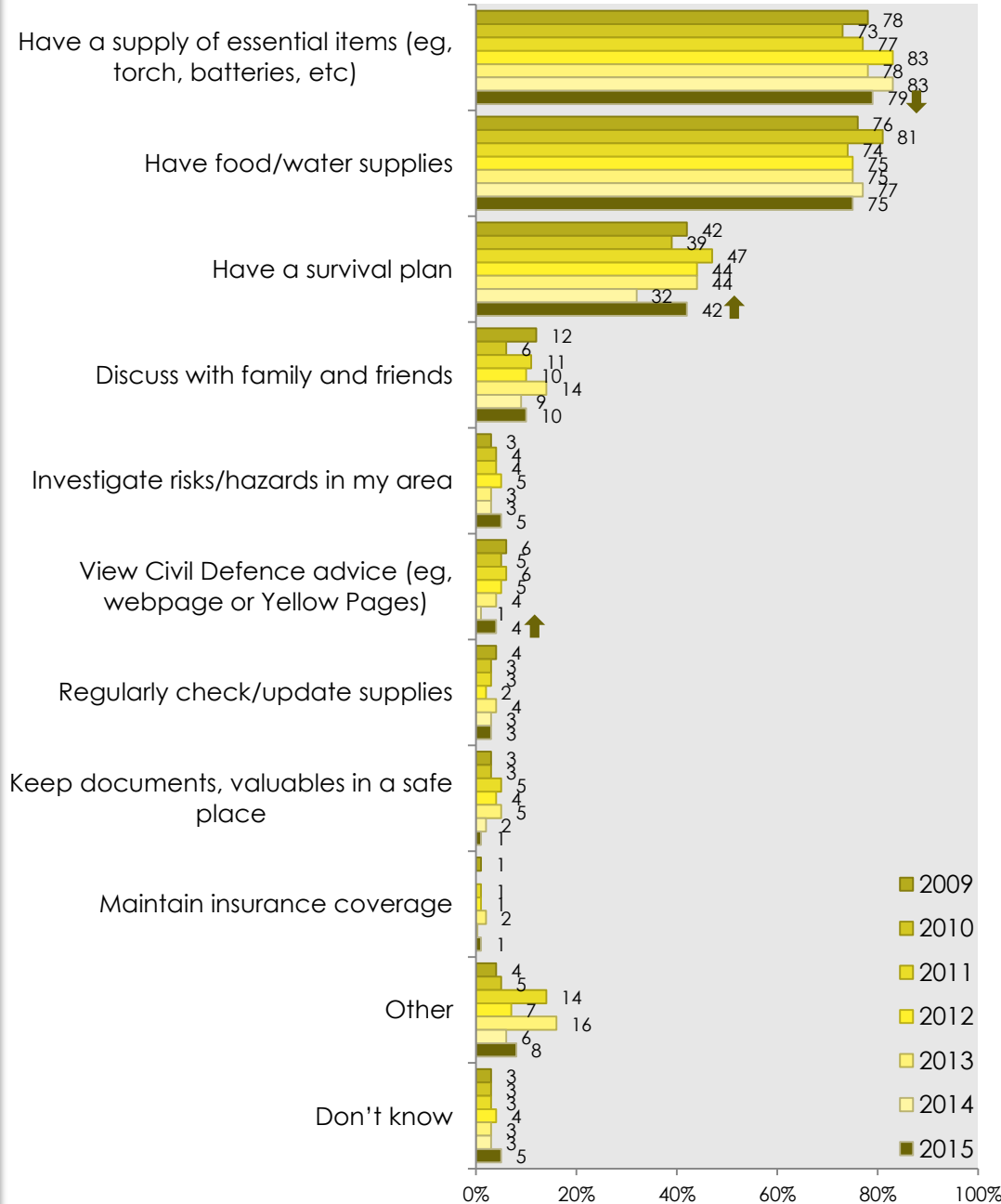


Those over the age of 50 are **more likely** to have a Yellow Pages directory in their home (94%, compared to 80% for those under 50)

Those **less likely** than average to have a Yellow Pages directory in their home:

- Have a personal or household income over \$80k (78% and 80% respectively)
- Auckland residents (78%)
- Pacific or European (67% and 78% respectively)
- Are studying full time (71%)

# How to prepare for a disaster (unprompted)



Similar to previous years, most New Zealand residents mention that to prepare for a disaster they need a supply of survival items, and food and water.

Since 2014 there has been an increase in the number of New Zealand residents who know they need a survival plan.

↕ Significantly different from the 2014 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), 2014 (n=1264), 2015 (n=1000).



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# Attitudes



# Attitudes toward disasters.

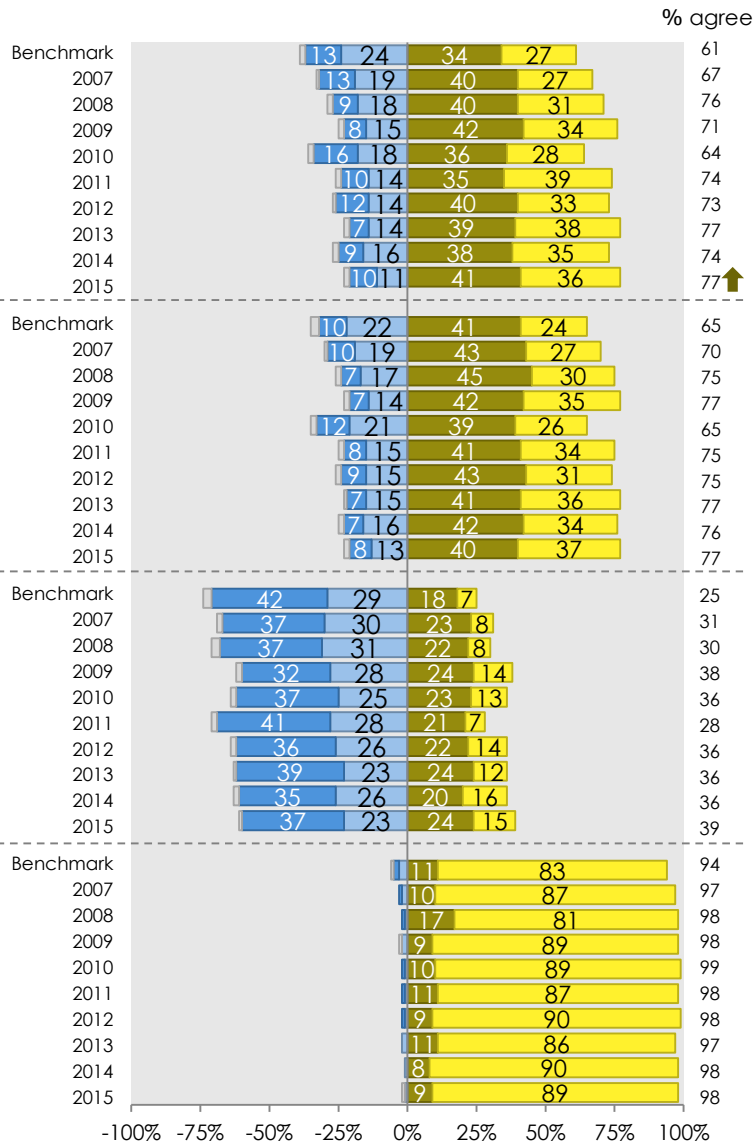


In a disaster there will be someone there to help you

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



Two in five New Zealand residents believe there will always be adequate warning before a disaster hits.

Those **more** likely to agree with this statement are:

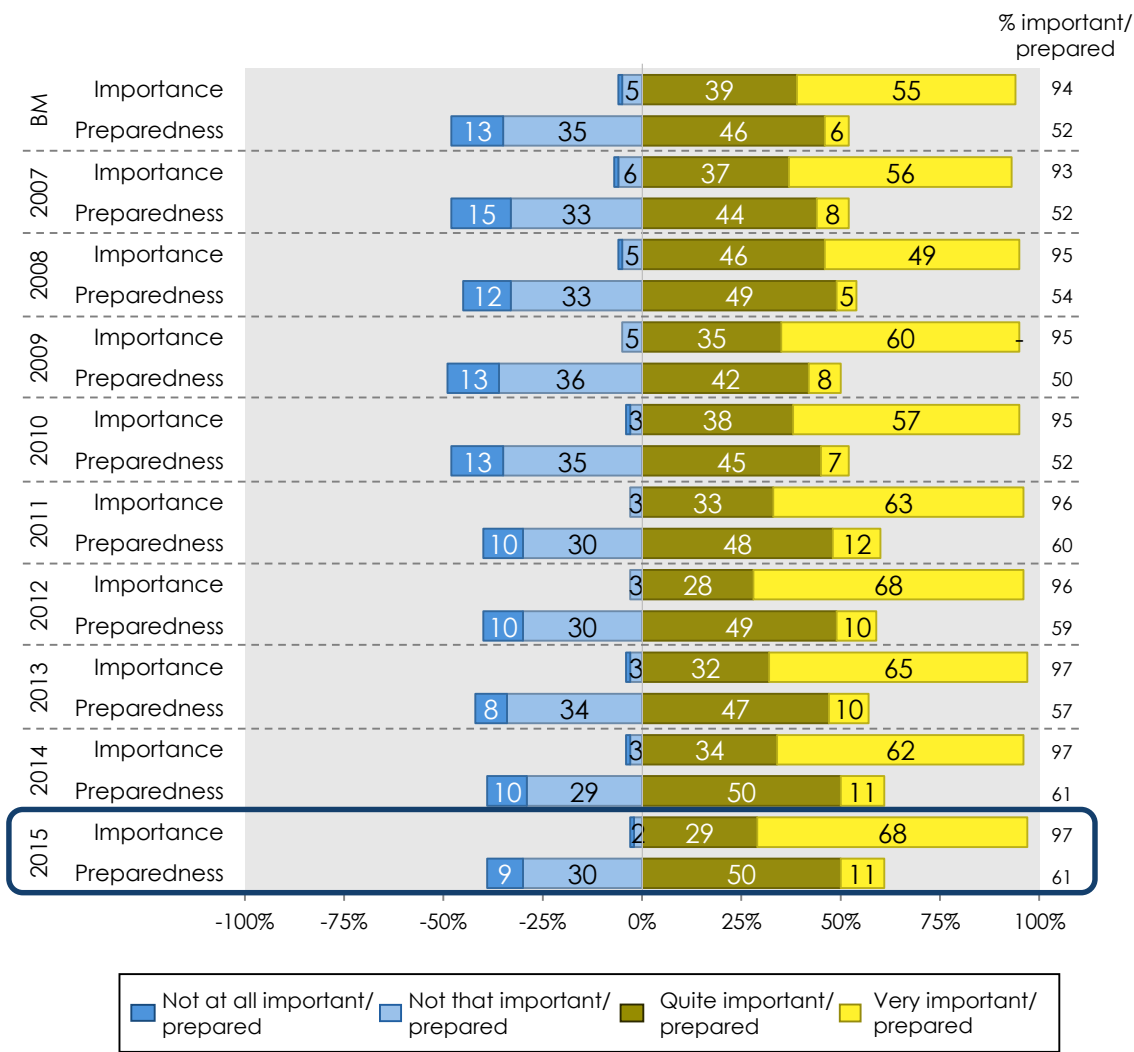
- Auckland residents (51% agree)
- Younger people, under 30 (61%)
- Māori, Pacific, or Asian (58%, 70%, and 65% respectively)
- Personally earn under \$50k (46%)
- Born outside of New Zealand (52%)
- Studying full time or unemployed (56% and 57% respectively)

Legend: Don't know (grey), Strongly disagree (dark blue), Slightly disagree (light blue), Slightly agree (dark green), Strongly agree (yellow)

↕ Significantly different from the 2014 result

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), 2014 (n=1264), 2015 (n=1000).

# 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%
- 2014 – 62%
- 2015 – 62%

Those more likely than average (61%) to say they are quite or very well prepared are:

- Older people, over 50 (67%)
- New Zealand European (66%)
- Canterbury or West Coast residents (75%)
- Involved in volunteer work (69%)
- Personally earn more than \$50k (67%)

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), 2014 (n=1264), 2015 (n=1000).

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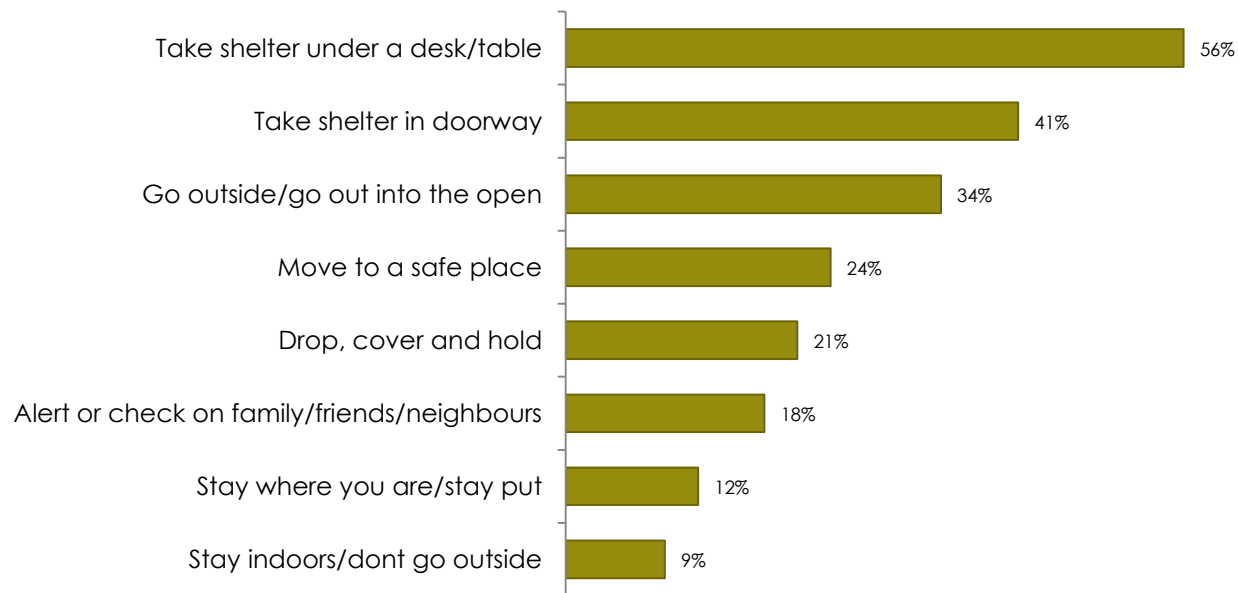
# Action



# Two in five New Zealand residents say they would 'drop, cover, and hold' during a strong earthquake



## Actions to take during an Earthquake



Who is more likely than average to go outside during an earthquake?

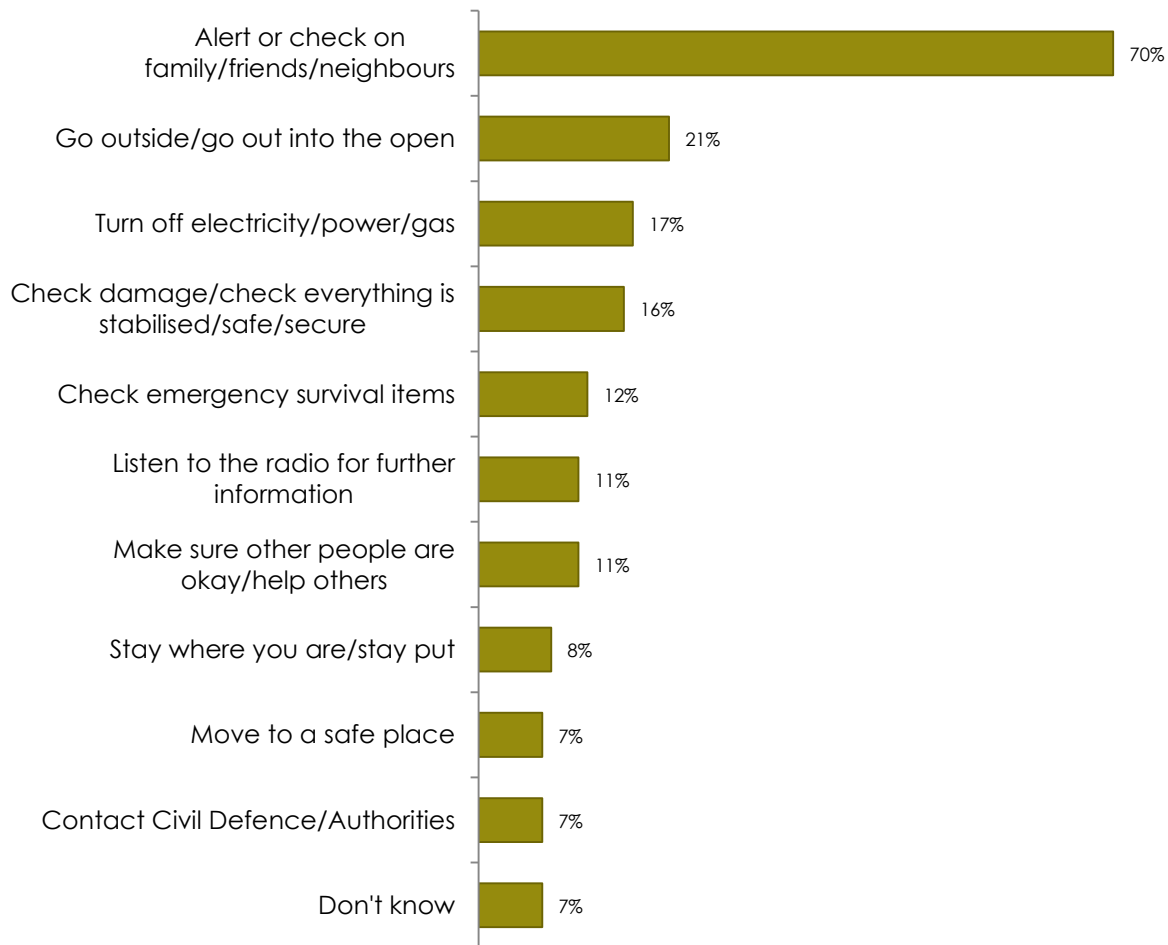
- Males (41%)
- Asian people (52%)
- Those who have lived in New Zealand for less than 10 years (48%)
- Residents who's first language is not English (49%)



# Seven in ten New Zealand residents say they would alert or check on family/friends/ neighbours following a strong earthquake

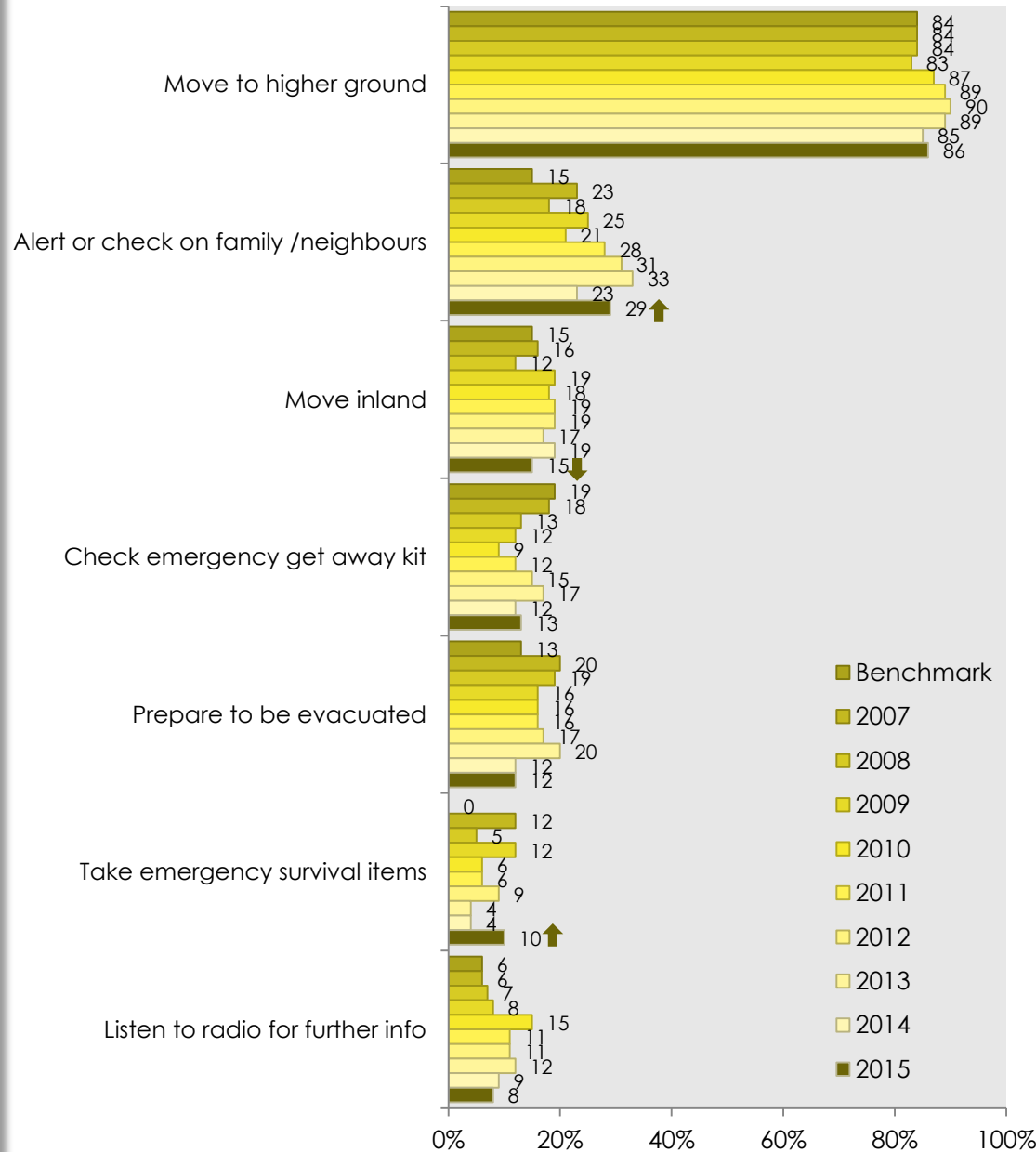


## Actions to take immediately following an Earthquake



Q9b And what actions should people take immediately following a strong earthquake?  
Base: All Respondents: 2015 (n=1000). Note: The top ten results for 2015 shown.

## Actions to take in the event of a Tsunami warning



**86% of New Zealand residents know to move to higher ground in the event of a tsunami warning.**

**Since 2014 there has been a decrease in the proportion of people who say move inland.**

 Significantly different from the 2014 result

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), 2014 (n=1264), 2015 (n=1000). Note: The top seven results for 2015 are shown.

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# Conclusions



# Conclusions

- Following the 2011 Christchurch earthquakes New Zealand residents had an increased sense of urgency to take action to get better prepared for disasters and as such preparedness increased substantially. The quakes also increased awareness and understanding among New Zealanders of what could happen in an emergency.
- Preparedness remains higher than it was pre-2011, however there has been an evident decline in preparedness levels over the past 4 years.
- Since 2014 there has been a decrease in the number of New Zealand residents who have a good understanding of the effects if a disaster were to strike and are aware of the types of disasters that could occur.
- Some groups continue to be less well prepared than others. In particular it is necessary to increase awareness, knowledge, and relevance for Auckland residents, young people, and immigrant groups.

Fifteen percent of all New Zealand residents are **fully prepared** for an emergency

Eighty four percent have **emergency survival items**

The majority are aware of the **types of disasters that could occur** (82%) and have an **understanding of the effects** if one struck (82%).

# Conclusions (continued)

- Awareness of the TV ads is consistent with 2014 but has been declining steadily since 2012. The ads are still effectively prompting action. Most people who have seen the ads (81%) have done something or thought about doing something as a result.
- Awareness of the Get Ready Get Thru tagline and website has decreased.





# Key challenges

- Although the increased preparedness that followed the 2011 Christchurch earthquakes has reduced slightly over the years, the levels of preparedness are still higher than pre-2011.
- The mass market TV campaign is effective at helping to maintain awareness and preparedness among the majority of people living in New Zealand. However, this approach is not as effective at engaging with some of the groups who are most at risk (Auckland residents, young people, immigrant groups).
- A more targeted approach is recommended to help increase awareness among those groups. Strategic activities at the community level (schools, churches, student unions etc.) could be an effective way to achieve an increase in preparedness.