

Attention:	Chandrika Kumaran		
Organisation:	Ministry of Civil Defence and Emergency Management		
From:	Andrew Robertson – Colmar Brunton		
Subject:	Summary of results: Campaign Monitoring Research 2009		
Date:	22 June 2009	Reference:	109100726

Introduction

This CATI (Computer Assisted Telephone Interviewing) survey was conducted with 1,000 respondents nationwide between 14 April and 20 May 2009.

The aim of this survey is to continue our measure of the state of preparedness of New Zealanders and to track the effectiveness of the Civil Defence and Emergency Management communications campaign. As such, this survey builds upon a previous April-May 2006 benchmark survey, and two tracking surveys conducted in April-May 2007 and April-May 2008.

The methodology used for this survey is the same as that used in the benchmark and the two previous annual measures. Some small revisions were made to the questionnaire this year to collect some additional information and to help focus our analyses.

Summary of findings

Disaster preparedness – How prepared are New Zealanders?

- Overall, disaster preparedness has remained stable. Despite a lower overall advertising spend during the 08/09 financial year the key disaster preparedness diagnostics have remained consistent since 2008.
- As in 2008, one in every ten New Zealanders (10%) are fully prepared for an emergency. One in fourteen (7%) were fully prepared just prior to the start of the campaign. Being fully prepared means having an emergency survival plan that includes what to do when away from home, having emergency survival items and water, and regularly updating these items.
- Nearly one in every four New Zealanders (23%) are prepared for an emergency when at home. Twenty one percent were prepared at home just prior to the start of the campaign. Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items. This result appears to have declined slightly since 2008 (down from 26%), although this decrease is well within the margin of error for these two results.
- Disaster preparedness diagnostics are generally consistent with the 2008 survey. Four out of five New Zealanders (79%) have emergency survival items. Nearly half of New Zealanders (49%) have a survival plan.

- One in five New Zealanders now say they have a plan that includes what to do when away from home. This is an increase of 4 percentage points since last year (up from 15% in 2008 to 19% this year).
- Forty percent of New Zealanders say that in the last 12 months they have taken steps to prepare themselves or their households for disaster.
- When asked what households should do to prepare, three quarters of New Zealanders (76%) say that households need to maintain supplies of food or water, and 42% say households need a survival plan. One quarter of New Zealanders (25%) specifically comment that households need a plan for when they are away from home.

Advertising – How well is the advertising working?

- Public awareness of Civil Defence TV advertisements has increased 6 percentage points, from 56% in 2008 to 62% this year.
- Awareness of the 'Get Ready, Get Thru' tag line has also increased significantly from 34% in 2008 to 41% this year.
- Awareness of the Get Thru website has increased from 24% in 2008 to 35% this measure.
- The advertisements continue to be very effective. New Zealanders who have taken steps to prepare in the last 12 months were mainly prompted by advertisements they saw, heard, or read (29%).
- Four out of five New Zealanders who have seen the ads (80%) have been prompted to think or take action to prepare for a disaster (up from 74% in 2008).
 - More than third (37%) have been prompted to make a survival kit (up from 30% in 2008) and 30% have been prompted to make a survival plan (up from 24% in 2008).
 - Two thirds (67%) have thought about preparing for a disaster (up from 62% in 2008) and 50% have talked with family or friends about it (up from 40% in 2008).
- Diagnostically, the TV ads continue to work well. The vast majority of New Zealanders who have seen the ads understand them (98%) and find the points believable (96%), relevant (94%), and helpful (95%).
- More people who have seen the ads find them enjoyable to watch (up from 80% to 85% this year) and feel that the ads contain new information (up from 53% to 70% this year).