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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.

<table>
<thead>
<tr>
<th>Have emergency survival items: 84%</th>
<th>Prepared at home: 29%</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than eight in ten New Zealand residents have necessary emergency items needed to survive a disaster, e.g., tinned food etc.</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Have a survival plan for at home: 58%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearly six in ten New Zealand residents have an emergency survival plan for their household while they are at home.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Have a survival plan that includes what to do when away from home: 26%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Just three in ten New Zealand residents have an emergency survival plan for while they are away from home.</td>
</tr>
</tbody>
</table>

**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:**

<table>
<thead>
<tr>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ 6.0 earthquake, Canterbury (early January)</td>
</tr>
<tr>
<td>▪ Scrub fire, Canterbury (late January)</td>
</tr>
<tr>
<td>▪ 6.5 earthquake, Marlborough (late April)</td>
</tr>
<tr>
<td>▪ 5.8 earthquake, Otago (early May)</td>
</tr>
<tr>
<td>▪ 5.3 earthquake, Southland (early May)</td>
</tr>
<tr>
<td>▪ Tornado, Tauranga (mid May)</td>
</tr>
<tr>
<td>▪ Tornado, Taranaki (mid May)</td>
</tr>
<tr>
<td>▪ Flooding, Wellington (mid May)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overseas</th>
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<tbody>
<tr>
<td>▪ Bush fires, Australia (Early January to late February)</td>
</tr>
<tr>
<td>▪ Cyclone Lam and Marcia, Australia (mid to late February)</td>
</tr>
<tr>
<td>▪ Cyclone Pam, Vanuatu (Early March)</td>
</tr>
<tr>
<td>▪ 7.8 earthquake and resulting aftershocks and landslides, Nepal (late April to late May)</td>
</tr>
<tr>
<td>▪ Flooding, Queensland Australia (late April to early May)</td>
</tr>
<tr>
<td>▪ Tropical storm, Thailand (early May)</td>
</tr>
<tr>
<td>▪ 7.5 earthquake, Papua New Guinea (early May)</td>
</tr>
<tr>
<td>▪ Tornadoes, United States (mid to late May)</td>
</tr>
<tr>
<td>▪ Typhoon Noul, Philippines (mid May)</td>
</tr>
<tr>
<td>▪ 7.8 earthquake, Japan (late May)</td>
</tr>
</tbody>
</table>
Compared to 2014 more people are aware that a volcanic eruption or fire could occur in New Zealand.

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

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%)

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), 2014 (n=1264), 2015 (n=1000).
Taken steps to prepare in the last 12 months: Regional differences.

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.

Canterbury region: 61%
Auckland region: 37%

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.
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.

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.

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.

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).

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%)
Emergency survival items: Regional differences.

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.

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).

<table>
<thead>
<tr>
<th>Year</th>
<th>Have a plan which includes what to do when away from home</th>
<th>Have a plan (but not for when away from home)</th>
<th>No survival plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015*</td>
<td>26</td>
<td>30</td>
<td>42</td>
</tr>
<tr>
<td>2014*</td>
<td>26</td>
<td>32</td>
<td>41</td>
</tr>
<tr>
<td>2013*</td>
<td>27</td>
<td>30</td>
<td>42</td>
</tr>
<tr>
<td>2012</td>
<td>27</td>
<td>33</td>
<td>40</td>
</tr>
<tr>
<td>2011</td>
<td>30</td>
<td>33</td>
<td>37</td>
</tr>
<tr>
<td>2010*</td>
<td>21</td>
<td>27</td>
<td>53</td>
</tr>
<tr>
<td>2009</td>
<td>19</td>
<td>30</td>
<td>51</td>
</tr>
<tr>
<td>2008*</td>
<td>15</td>
<td>34</td>
<td>50</td>
</tr>
<tr>
<td>2007*</td>
<td>16</td>
<td>33</td>
<td>52</td>
</tr>
<tr>
<td>Benchmark</td>
<td>13</td>
<td>34</td>
<td>53</td>
</tr>
</tbody>
</table>

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

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.

Wellington region: 42%
Canterbury region: 38%
Auckland region: 20%

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

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Fully prepared</strong></td>
<td>7%</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td><strong>Commitment</strong></td>
<td>39%</td>
<td>41%</td>
<td>43%</td>
<td>41%</td>
<td>43%</td>
<td>49%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td><strong>Understanding</strong></td>
<td>77%</td>
<td>81%</td>
<td>79%</td>
<td>80%</td>
<td>80%</td>
<td>84%</td>
<td>81%</td>
<td>83%</td>
</tr>
<tr>
<td><strong>Awareness</strong></td>
<td>83%</td>
<td>82%</td>
<td>82%</td>
<td>81%</td>
<td>79%</td>
<td>82%</td>
<td>78%</td>
<td>81%</td>
</tr>
<tr>
<td><strong>Unaware</strong></td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
<td>22%</td>
<td>19%</td>
</tr>
</tbody>
</table>

- **Significantly different from the 2014 result**

- **Fully prepared**
  - 15%

- **Commitment**
  - Have water and survival items
  - 50%

- **Understanding**
  - Have a good understanding of the effects if disaster struck
  - 82%

- **Awareness**
  - Have an understanding of the types of disasters that could occur
  - 82%

- **Unaware**
  - 18%
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)
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.

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

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

Note that this question measures awareness of non-MCDEM advertising (e.g., regional council campaigns) as well as MCDEM advertising.
Most people recall preparedness advertising on TV, however there has been a visible decline since 2012.

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.
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.
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.

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

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).

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).
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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Have a Yellow Pages at home</th>
<th>Do not have a Yellow Pages at home</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>86%</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>2014</td>
<td>89%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>2013</td>
<td>92%</td>
<td></td>
<td>8%</td>
</tr>
</tbody>
</table>

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%)
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).

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

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).

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%)
Two in five New Zealand residents say they would ‘drop, cover, and hold’ during a strong earthquake.

**Actions to take during an Earthquake**

- **Take shelter under a desk/table**: 56%
- **Take shelter in doorway**: 41%
- **Go outside/go out into the open**: 34%
- **Move to a safe place**: 24%
- **Drop, cover and hold**: 21%
- **Alert or check on family/friends/neighbours**: 18%
- **Stay where you are/stay put**: 12%
- **Stay indoors/don’t go outside**: 9%

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%)

Q9b(i) Now imagine that there is a strong earthquake in your area, what actions should people take during a strong earthquake? Base: All Respondents: 2015 (n=1000). Note: The top eight results for 2015 shown.
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**

- Alert or check on family/friends/neighbours: 70%
- Go outside/go out into the open: 21%
- Turn off electricity/power/gas: 17%
- Check damage/check everything is stabilised/safe/secure: 16%
- Check emergency survival items: 12%
- Listen to the radio for further information: 11%
- Make sure other people are okay/help others: 11%
- Stay where you are/stay put: 8%
- Move to a safe place: 7%
- Contact Civil Defence/Authorities: 7%
- Don’t know: 7%

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.
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.
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.