

Disaster preparedness campaign 2011



Organisation:	Ministry of Civil Defence and Emergency Management
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Introduction

This CATI (Computer Assisted Telephone Interviewing) survey was conducted with 1,164 respondents nationwide between 16 May and 12 June 2011.

The aim of this survey is to continue to measure disaster preparedness and to track the effectiveness of the Civil Defence and Emergency Management Get Ready Get Thru communications campaign. As such, this survey builds upon a previous April-May 2006 benchmark survey, and four annual tracking surveys conducted in April-May 2007 to 2010.

The methodology used for this survey is the same as that used in previous annual measures, with two exceptions:

1. Additional interviews were carried out to allow more robust regional analyses this year.
2. Christchurch residents were not interviewed this year. Given the ongoing aftershocks and impact of the earthquakes on Christchurch residents it would have been inappropriate to question them about their awareness of, and preparedness for, disasters.

In order to accurately compare preparedness this year with preparedness in 2010, all the 2010 results were recalculated with Christchurch city residents excluded. Excluding Christchurch residents had almost no impact on the 2010 findings. Where percentages did differ slightly, we have presented the 'excluding Christchurch' percentages for 2010.

The overall results have been weighted to 2006 Census figures (excluding Christchurch) to adjust for the fact that some regions were oversampled this year, and to align the data with Census counts for age and gender.

Summary of findings

Before interpreting research results it is useful to consider the context, or events that occurred, prior to fieldwork (16 May to 12 June 2011). These include earthquakes and aftershocks in Christchurch and continued media coverage, cancellation of the March Get Ready Get Thru TV advertising following the February earthquake, volcanic eruptions in Chile (June) and Iceland (May), a tornado in Albany (May), floods in Mississippi (May), the earthquake and tsunami in Japan (March), cyclone Yasi in northern Queensland (February), floods in Queensland (December/January), and the Pike River Mine disaster (November).

Results suggest these recent events have had a significant impact on disaster awareness and preparedness.

- Sixty percent say they have taken steps to prepare themselves or their household in the last 12 months, up from 44% last year. The main prompt for doing so was the Christchurch earthquakes (65% of those who said they did something to prepare themselves or their household said (unprompted) that this was due to the Christchurch earthquakes).
- After prompting, 60% said they did something to prepare as a direct result of either the September or February earthquake – 38% prepared emergency survival items and one quarter (25%) formulated a survival plan.

- People are more aware that earthquakes (up from 92% to 97%) and hurricanes, cyclones, or storms (up from 31% to 53%) could happen in New Zealand in their lifetime.
- More people agree that *in a disaster there will be someone there to help you* (up from 65% to 74%) and that *in a disaster, emergency services would be there to help you* (up from 65% to 75%). They are less likely to agree that *there will always be adequate warning before disaster hits* (down from 37% to 28%).
- People are more likely to say their local or regional council (up from 38% to 48%), the ambulance service (up from 67% to 71%) and their neighbours (up from 80% to 84%) will be there to help them following a disaster.
- More people believe that sewerage services (up from 82% to 88%) could be disrupted following an earthquake. The proportion of people who believe that mobile services could be disrupted has increased gradually throughout the course of the campaign, from 56% in 2007, to 59% in 2008, to 62% in 2009, to 69% in 2010, and to 73% in 2011.
- There is greater awareness of the need to have an emergency survival plan. Nearly half (47%) said unprompted that households should prepare an emergency survival plan for when disaster strikes (up from 39% in 2010).

New Zealand's state of preparedness

New Zealand's state of preparedness has increased substantially.

- Nearly one fifth (18%) are fully prepared for an emergency, up from 11% in 2010. 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 a third (32%) are prepared for an emergency when at home – 23% were prepared at home in 2010. Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items.
- More than four out of five (84%) now have emergency survival items (up from 79% in 2010), just under two thirds (63%) have a survival plan (up from 47% in 2010), and 30% have a plan that includes what to do when away from home (up from 21% in 2010).
- Those more at risk when disaster strikes include students, those who identify with ethnic groups other than New Zealand European or Maori, and those for whom English is not a first language.

Advertising – How well is the advertising working?

The advertising campaign remains well received.

- As in 2010, four out of five who have seen the ads (81%) have been prompted to think or take action to prepare for a disaster:
 - Forty two percent have been prompted to make a survival kit (up from 38% in 2010) and 37% have been prompted to make a survival plan (up from 31% in 2010)
 - Sixty percent have been prompted to talk with family or friends (up from 48% in 2010)
- Diagnostically, the TV ads continue to work well. The vast majority who have seen the ads understand them (98%) and find the points believable (96%), relevant (89%), and helpful (94%).
- The majority of people who have seen the ads find them enjoyable to watch (77%) and feel that the ads contain new information (58%).
- Public awareness of Civil Defence TV advertisements has decreased 5 percentage points, from 68% in 2010 to 63% this year. This is not surprising given that the March Get Ready Get Thru advertising was cancelled following the February earthquake.
- The tag line 'Get Ready, Get Thru' is becoming increasingly familiar. Awareness of the tag line has increased from 41% in 2009, to 47% in 2010, to 49% this year.

- Awareness of the Get Thru website is at 40%, compared to 38% in 2010. When asked where to find information before a disaster, people are more likely to say unprompted that they can get information from a Civil Defence website (up from 37% in 2010 to 44% this year).