



Ministry of Civil Defence & Emergency Management

Campaign Monitoring Research

June 2014



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 eight years.

This survey builds upon a previous 2006 pre-campaign benchmark survey, and seven annual tracking surveys conducted from 2007 to 2013. 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 Christchurch 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 1,264 interviews were carried out from 14 April to 14 May 2014.
- The methodology is very similar to that used in the benchmark and the previous annual measures, with the exception that additional interviews were carried out from 2011 onwards to allow more robust regional analyses.
- The maximum margin of error is +/- 3.0 percentage points at the 95% confidence level (for a stratified random sample).
- The overall results have been weighted to 2013 Census figures to adjust for the fact that some regions were 'oversampled', and 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.



Executive summary

New Zealand's state of preparedness



Are fully prepared: 15%

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 the past two years.

- As we've seen before, the level of preparedness differs by region – those living in Wellington or the West Coast are more likely than average to be fully prepared, whilst those living in the Waikato are less likely.
- The main barriers to preparedness continue to be low motivation (31%), perceived likelihood of a disaster being low (18%), complacency (15%), and cost (14%).

Are prepared at home: 30%

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

Being prepared at home means having an emergency survival plan, having emergency survival items and water, and regularly updating these items.

Have emergency survival items: 86%

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

Younger people, especially those aged under 30 years, are **less** likely to have emergency survival items (75% compared to 90% for those aged 30 and over).

Have survival plan for at home: 59%

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

Younger people aged under 30 years (48%) and Auckland residents (50%) are **less** likely to have emergency survival plan for their household while at home.

Executive summary

How well is the advertising working?



Taken action or thought about taking action as a result of seeing the ads: 76%

Although slightly down on last year, 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 (76% this year compared with 2013: 82%, 2012: 88%).

Actually taking action because of the ad has also fallen slightly since 2013, with around six in ten people (63% compared to 71% 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 (45%, down from 53% last year),
- ✓ made/updated a survival kit (40%, down from 44%),
- ✓ made a survival plan (28%, down from 34%),
- ✓ visited the Get Ready Get Thru website (13%, down from 17%),
- ✓ or visited other disaster preparation websites (8%, down from 9%).

Advertising diagnostics:

The advertising continues to be well received, with very low ad wear out (only 6% of those aware of the advertising strongly agree they are getting fed up with seeing them).

The vast majority of those who have seen the ads say they understood the message, the points made were believable and relevant, the information provided was helpful, and they enjoyed watching them.

Awareness of the advertising: 62%

Prompted awareness of the Get Ready Get Thru TV advertising has decreased to 62% from 68% in 2013.

Awareness of the Get Ready Get Thru tag line: 59%

Prompted awareness of the tag line is in line with last year (2013: 57%).

Events and situations that may have influenced awareness of, and preparedness for, disasters in 2014

Putting the survey into context...

Before interpreting research results it is useful to consider the context, or events that occurred, prior or during fieldwork (14 April to 14 May 2014).

Factors that may have influenced the results include:

New Zealand

- Wellington Region and South Island storm (June 2013)
- West Coast earthquake (June 2013)
- Seddon earthquakes (July-August 2013)
- 6.2 Eketahuna earthquake (January 2014)
- Canterbury floods (March, April 2014)

Overseas

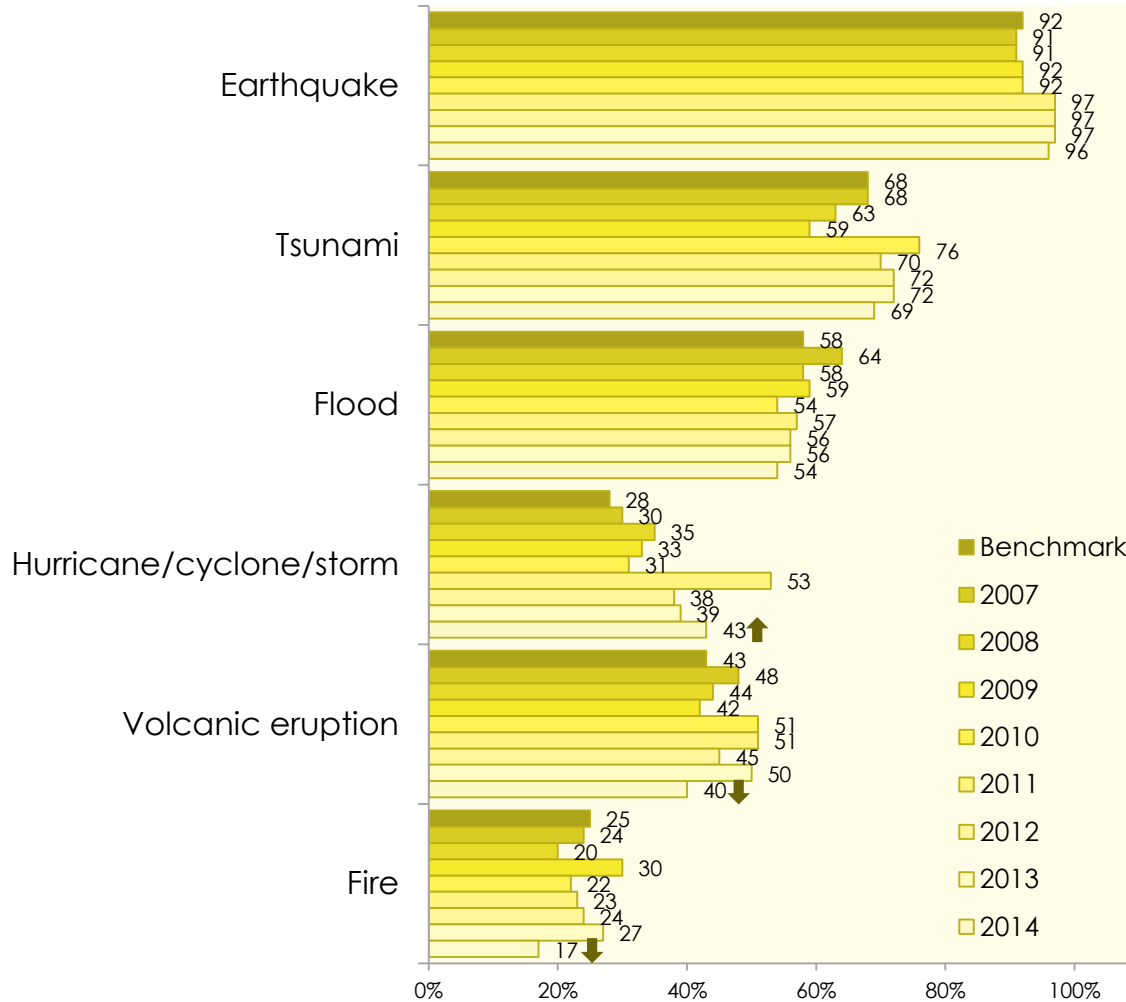
- North American Polar Vortex, America (Late 2013 - Early 2014)
- Winter storms and flooding, United Kingdom (Late 2013 - Early 2014)
- Cyclone Ian, Fiji and Tonga (January)
- Cyclone Christine, Western Australia (January)
- Cyclone Fletcher, Queensland Australia (February)
- 6.8 Yutian earthquake, China (February)
- American Tornado season, America (March, April)
- Oso Mudslide, Washington America (March)
- Cyclone Gillian, Northern Australia (March)
- Cyclone Ita, Queensland Australia (April)
- The Great Fire of Valparaíso, Chile (April)
- 8.2 and 7.7 Iquique earthquakes, Chile (April)
- 7.2 Guerrero earthquake, Mexico (April)
- Badakhshan mudslides, Afghanistan (May)
- 6.0 Mae Lao earthquake, Thailand (May)
- 5.6 Yunnan earthquake, China (May)
- California wildfires, America (May)
- Europe floods, Southeastern and Central Europe (May)
- San Diego County wildfires, America (May)
- 6.39 Aegean Sea earthquake, between Greece and Turkey (May)



More people are aware that a hurricane, cyclone or storm could occur in New Zealand



Possible disasters in New Zealand in your lifetime



Residents of different regions more likely than average to mention:

- **Auckland:** Volcanic eruption (54%)
- **Canterbury:** Flood (66%)
- **Gisborne:** Tsunami (81%)
- **Nelson/Marlborough:** Fire (35%)
- **Otago:** Fire (29%)
- **Southland:** Flood (69%)
- **Taranaki:** Volcanic eruption (65%)
- **Wellington:** Fire (24%)
- **West Coast:** Hurricane/cyclone/storm (77%)

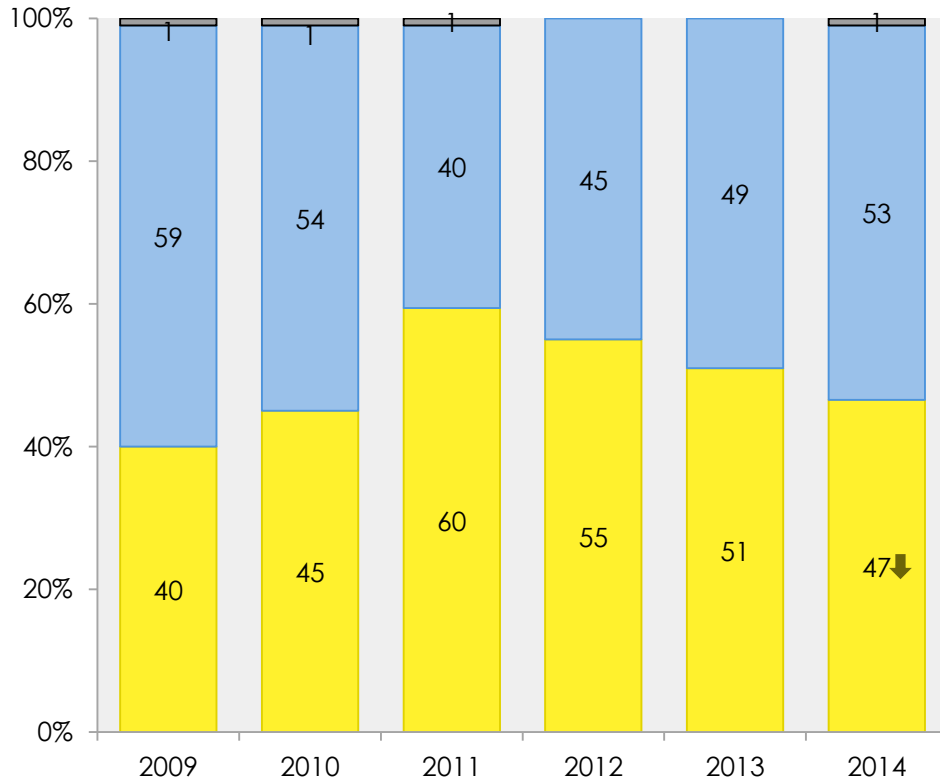
Q1 First I'd like to ask about the types of major disasters that could happen in New Zealand. What types of disasters can you think of that could happen in New Zealand in your lifetime? Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264). Note: Only the top six disasters for 2014 are shown.

↕ Significantly different from the 2013 result

There has been a gradual year on year decline since 2011 in the number of people who've taken steps to prepare for a disaster in the last 12 months.



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



Don't know
 Not taken steps to prepare in last twelve months
 Taken steps to prepare in last twelve months

Just under half (47%) 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 more likely to have taken steps to prepare for a disaster in the last 12 months are:

- Employed full time (53%)
- Personally or jointly earning more than \$60k (55% and 52% respectively)

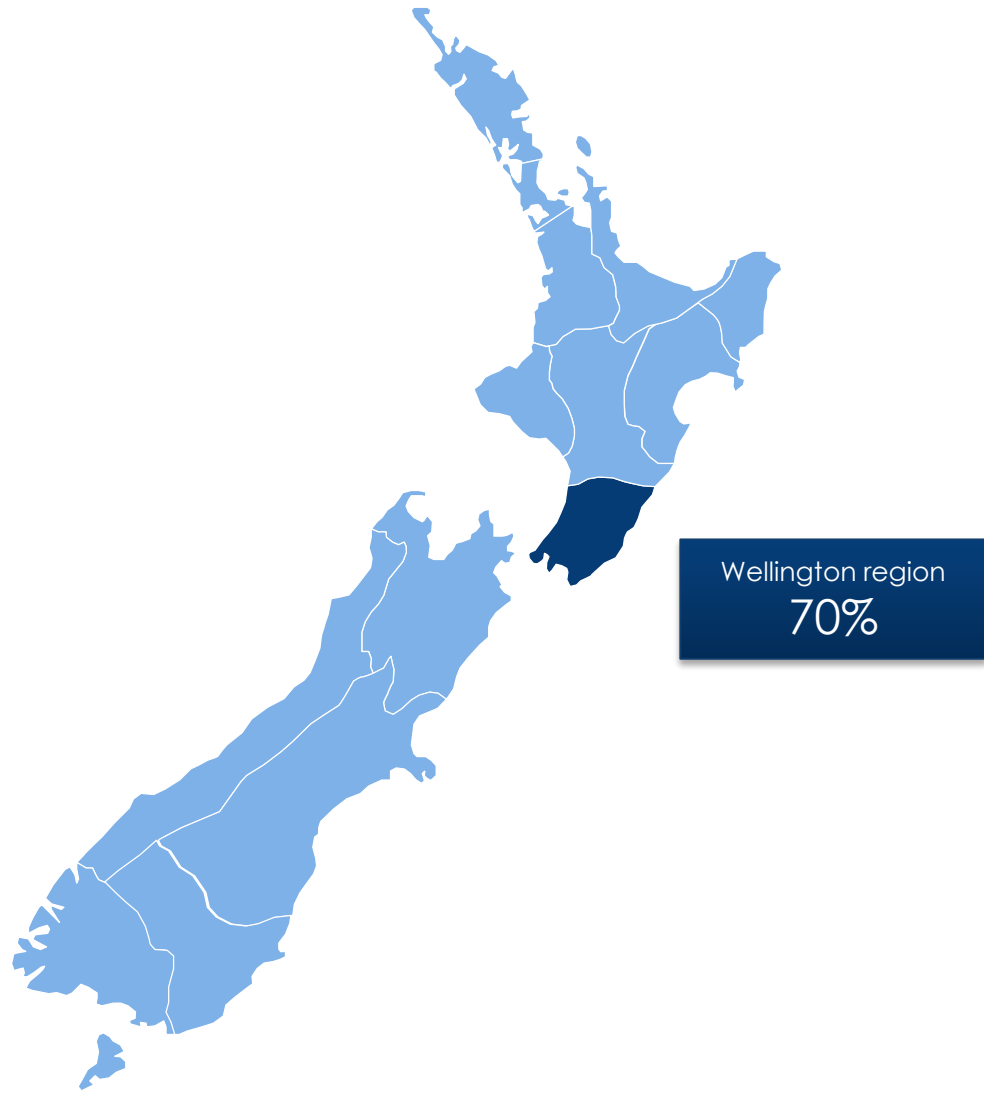
Those less likely to have taken steps to prepare for a disaster in the last 12 months are:

- Younger people aged 15 – 19 years (29%)
- Aged 70+ years and/or retired (37% and 38% respectively)

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).

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



- Higher than average
- Average
- Below Average

Average
47%

Wellington region
70%

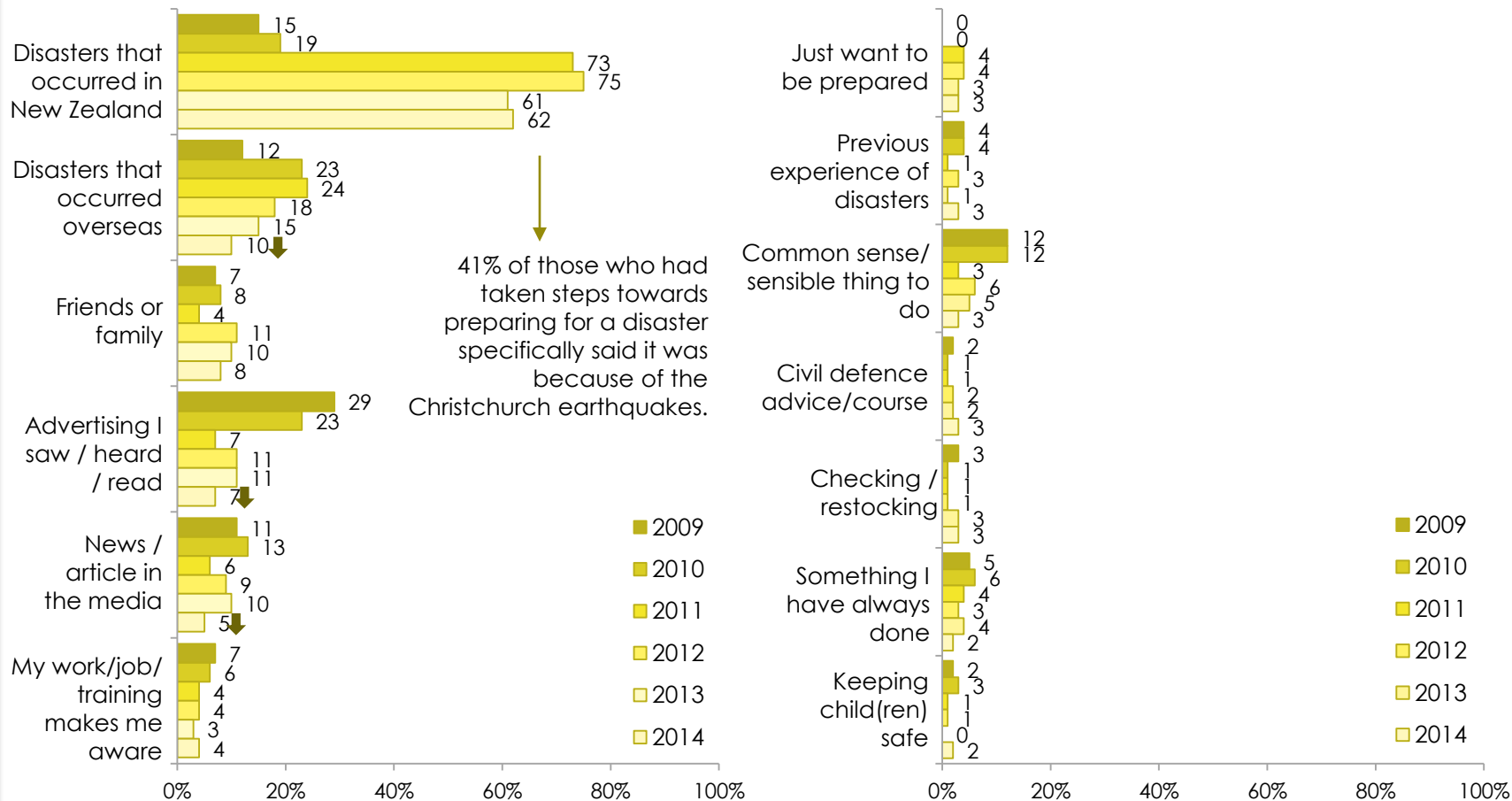
A higher than average proportion of Wellington residents have taken steps to prepare in the last 12 months.

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 are the main prompt to prepare for a disaster.



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). Note: The top thirteen responses for 2014 are shown.

↕ Significantly different from the 2013 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



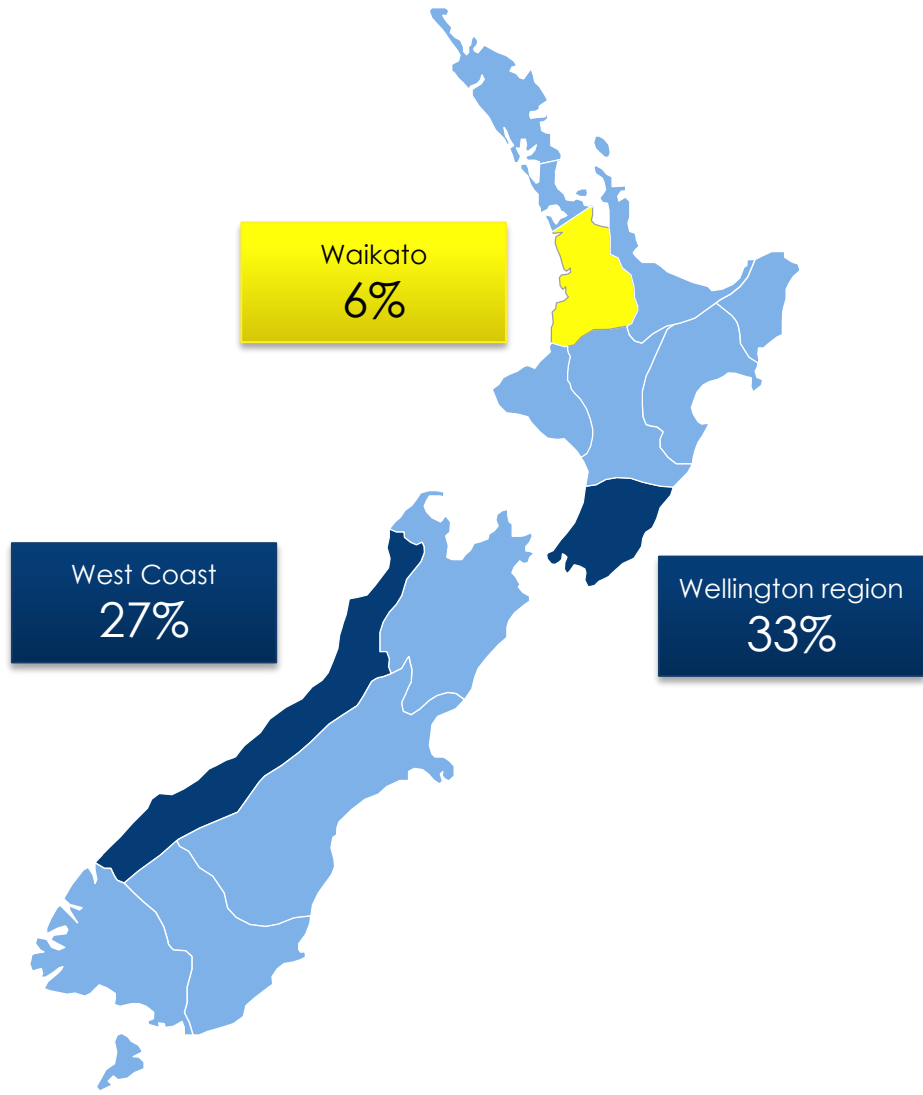
Regularly update emergency survival items




FULLY PREPARED = 15%

- 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

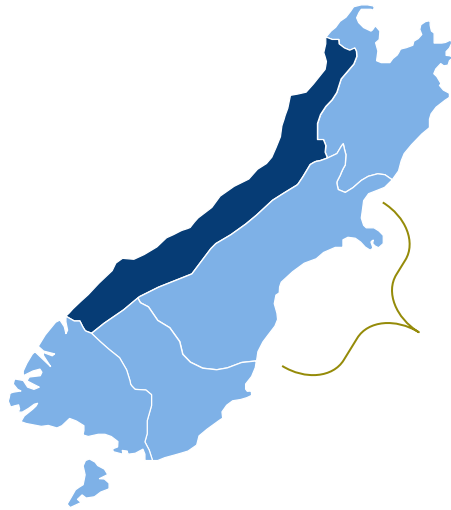
Average
15%

A higher than average proportion of Wellington and West Coast residents are fully prepared. A lower than average proportion of Waikato residents are fully prepared.



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

Fully prepared: Canterbury is less well prepared than in previous years

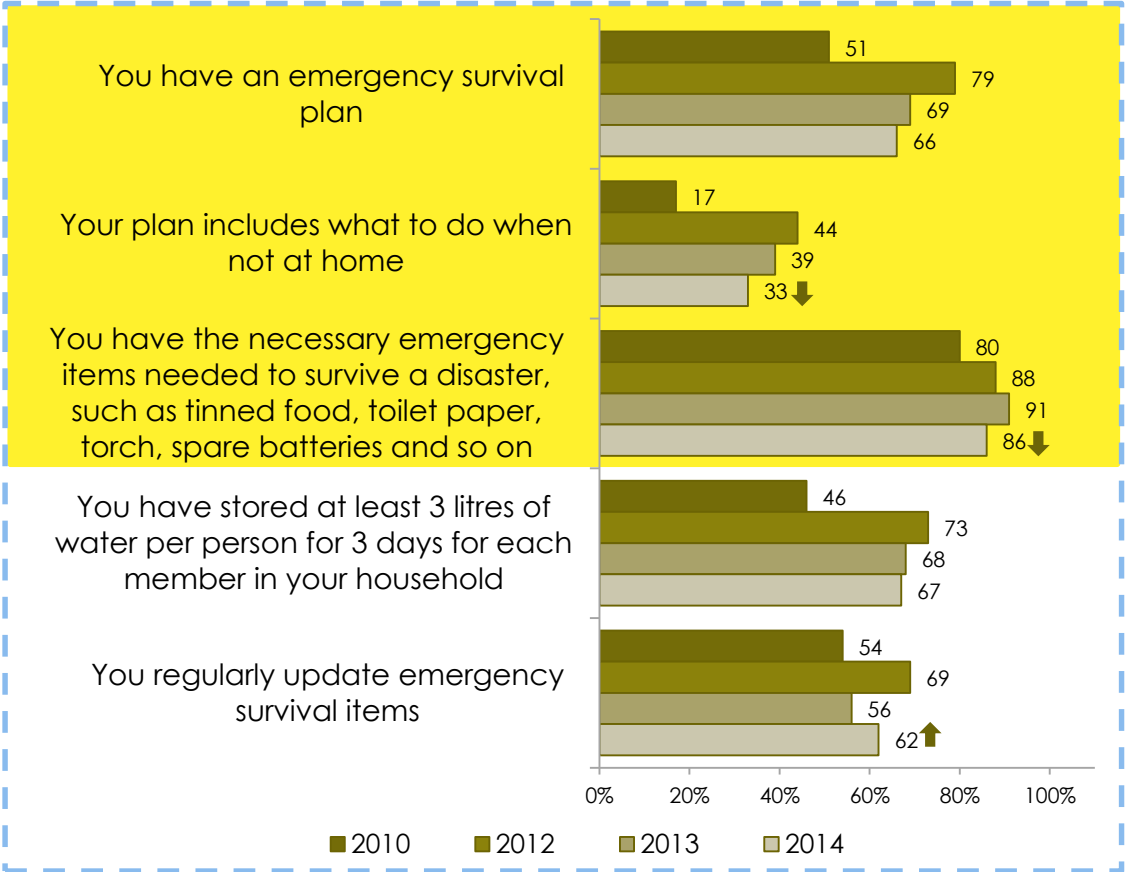


Fully prepared Average
15%

Fully prepared Canterbury
22%

This is due to decreases in the following three preparedness diagnostics:

- You have an emergency survival plan
- Your plan includes what to do when not at home
- You have the necessary emergency items to survive a disaster



Q10 and Q11: Which of the following statements apply to you? Does your survival plan include what to do when you are not at home?
Base: All Canterbury Respondents: 2010 (n=137), 2012 (n=131), 2013 (n=131), 2014 (n=127).

↕ Significantly different from the 2013 result

How prepared is New Zealand (when at home)?



One third are prepared at home.

Have an emergency survival plan



Have emergency items and water

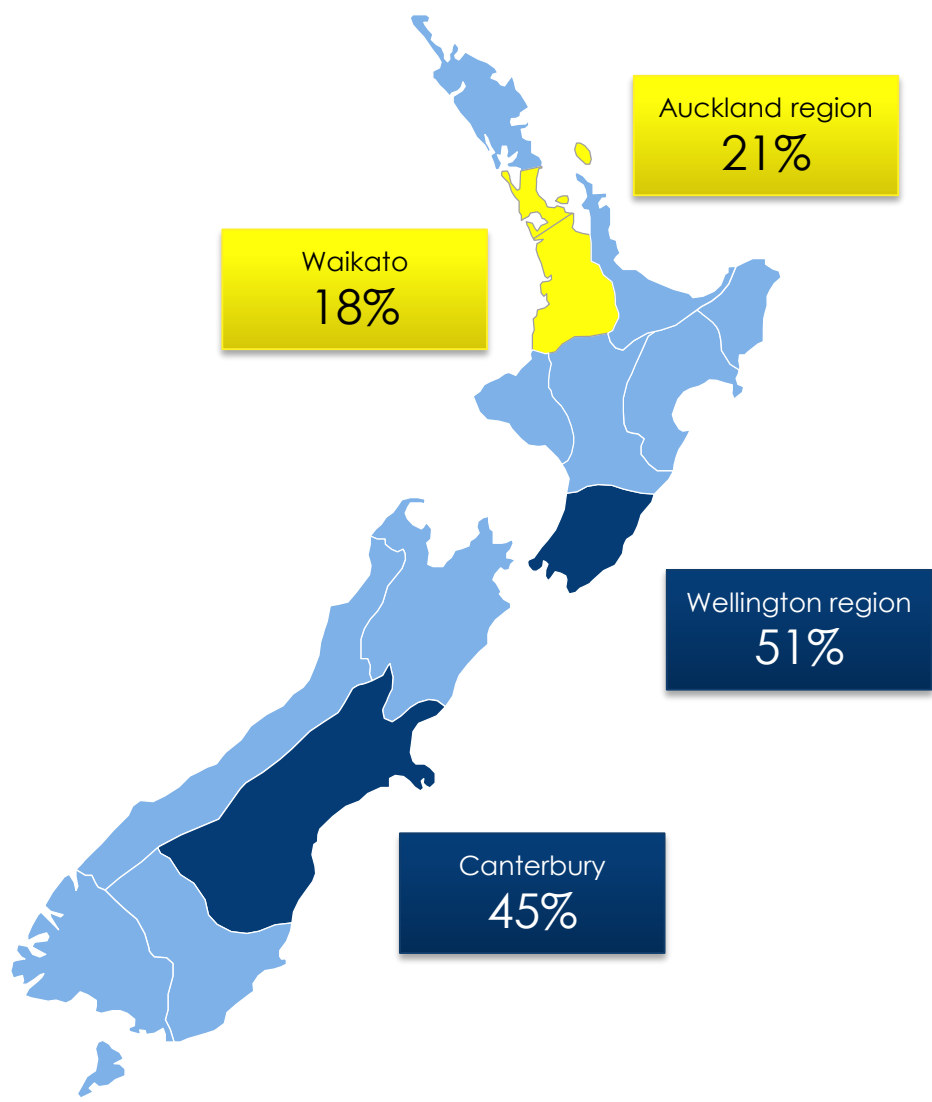





Regularly update emergency survival items

PREPARED AT HOME = 30%

- 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

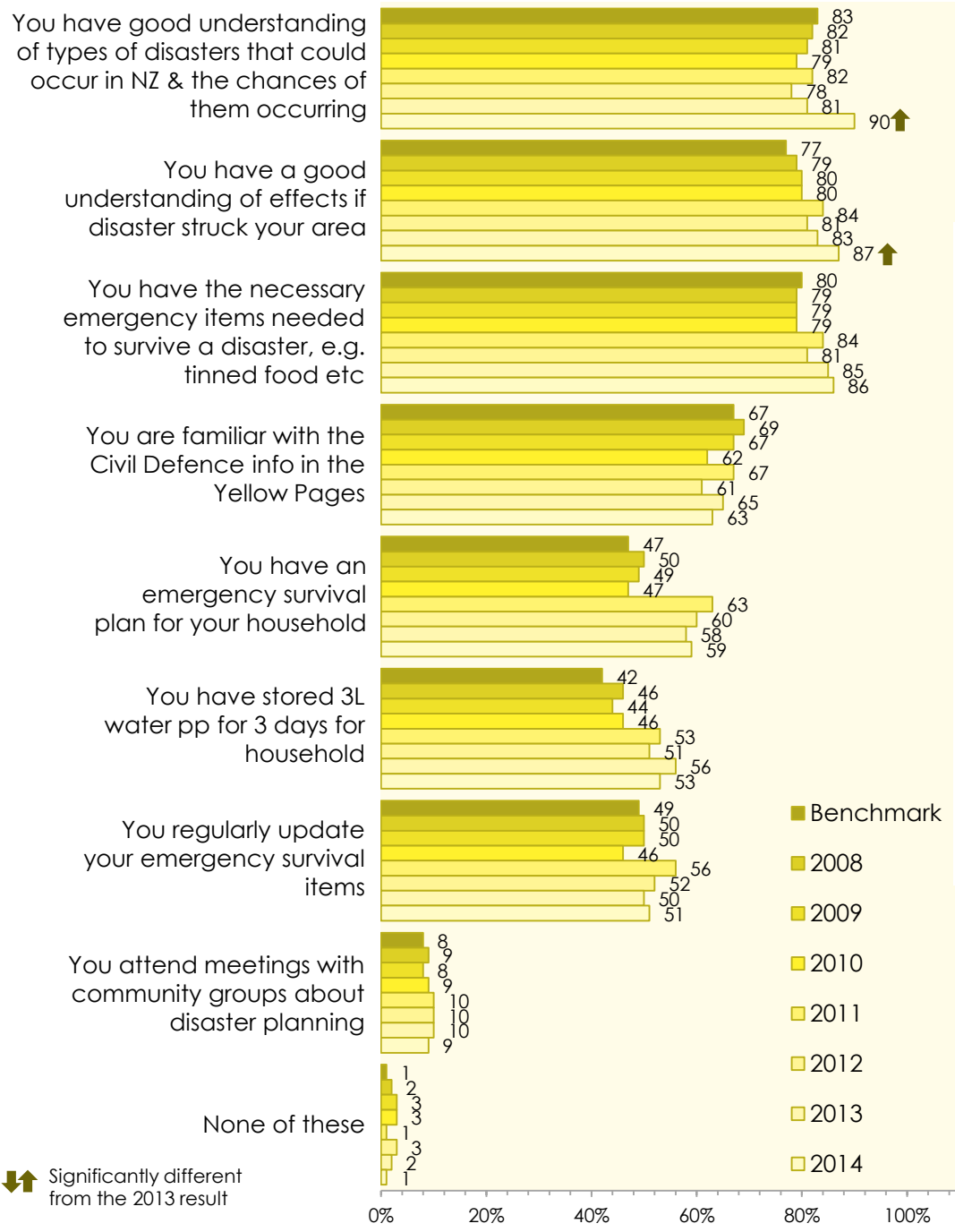
Average
30%

Wellington and Canterbury residents are more likely than average to be prepared at home. Auckland and Waikato residents are less likely than average to be prepared at home.

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



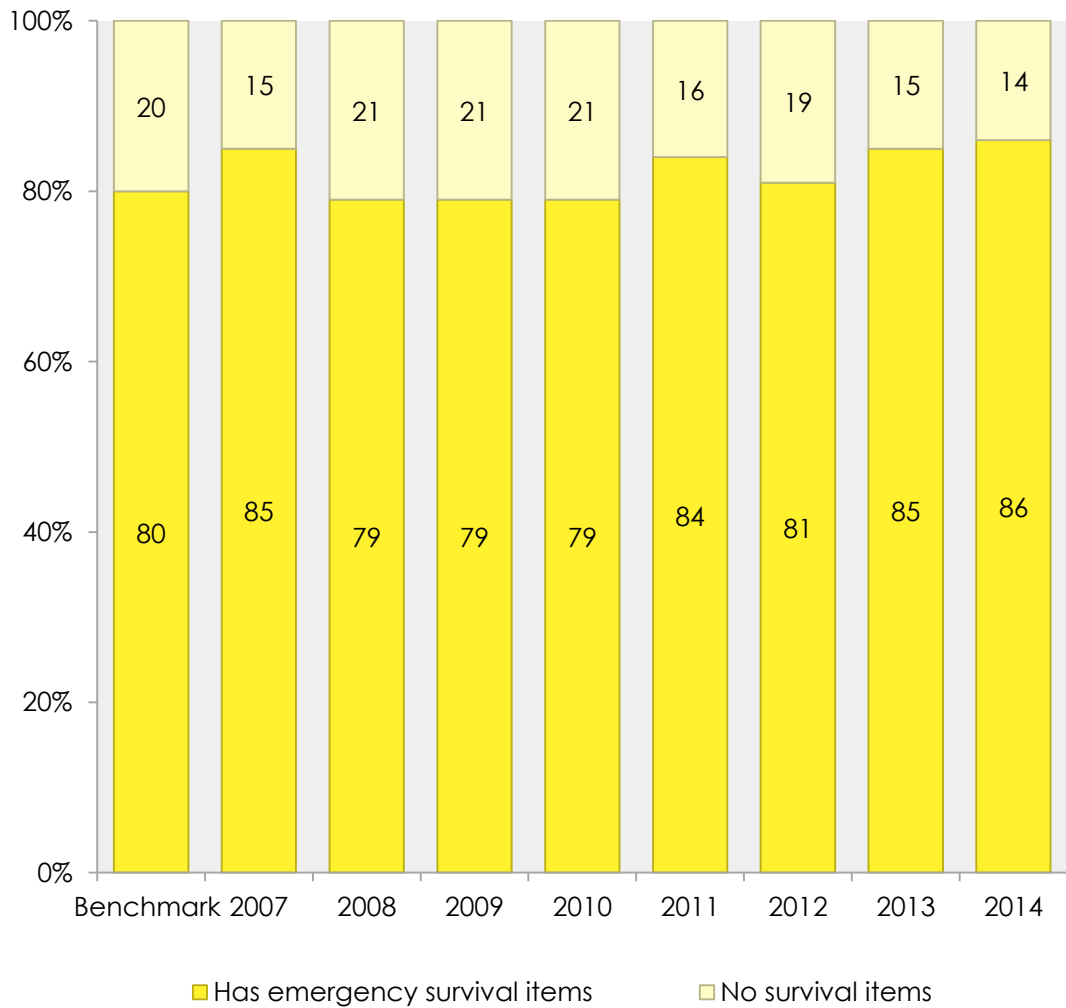
Nine in ten New Zealand residents are aware of the type and likelihood of different disasters in NZ. 87% of people agree they've got a good understanding of the effects if disaster struck locally and 86% say they have the necessary disaster supplies.



↑↓ Significantly different from the 2013 result

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).

Eighty six percent of New Zealand residents have emergency survival items



The national result (86%) has been increasing since 2012.

Those more likely to have emergency survival items are:

- Aged 50+ years old and/or retired (93%)
- Earning more than \$100k as a household (91%)

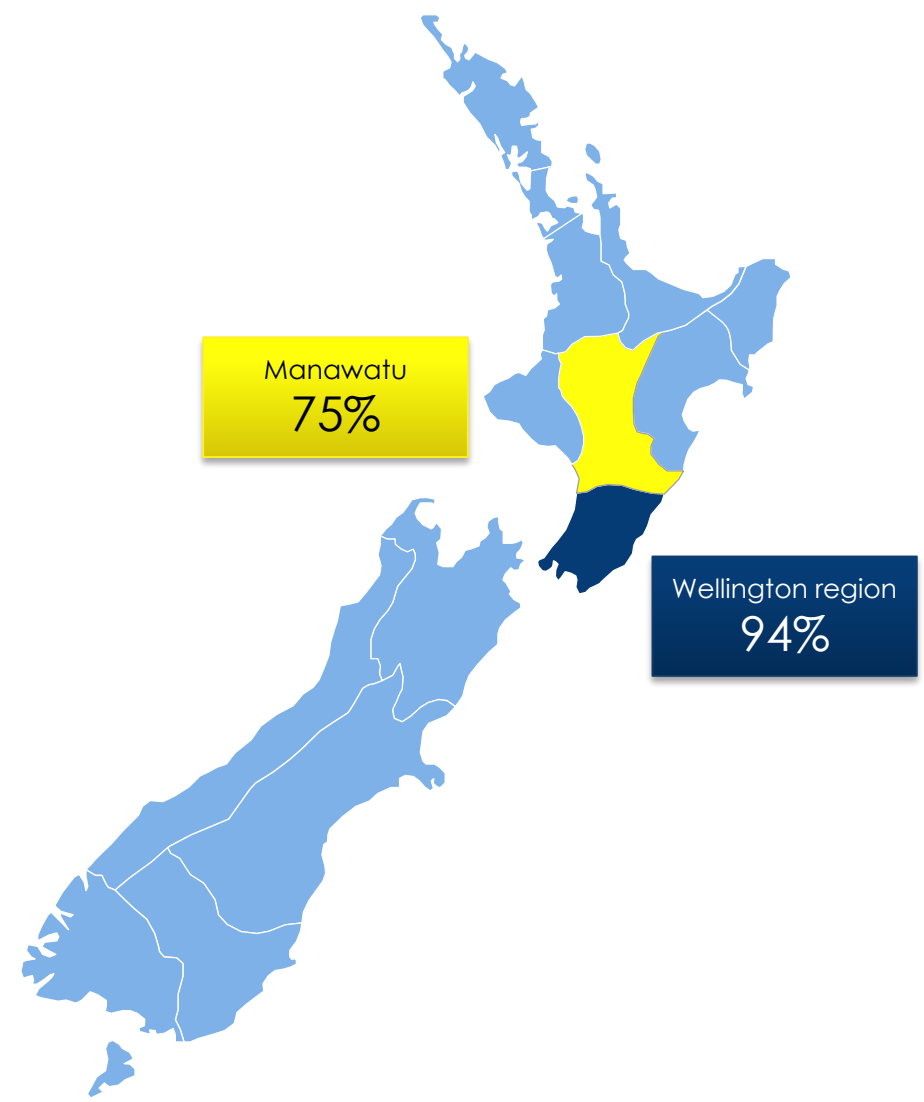
Those less likely to have emergency survival items are:




- Young people aged 15 - 29 years (75%)

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).

↕ Significantly different from the 2013 result

Emergency survival items: Regional differences



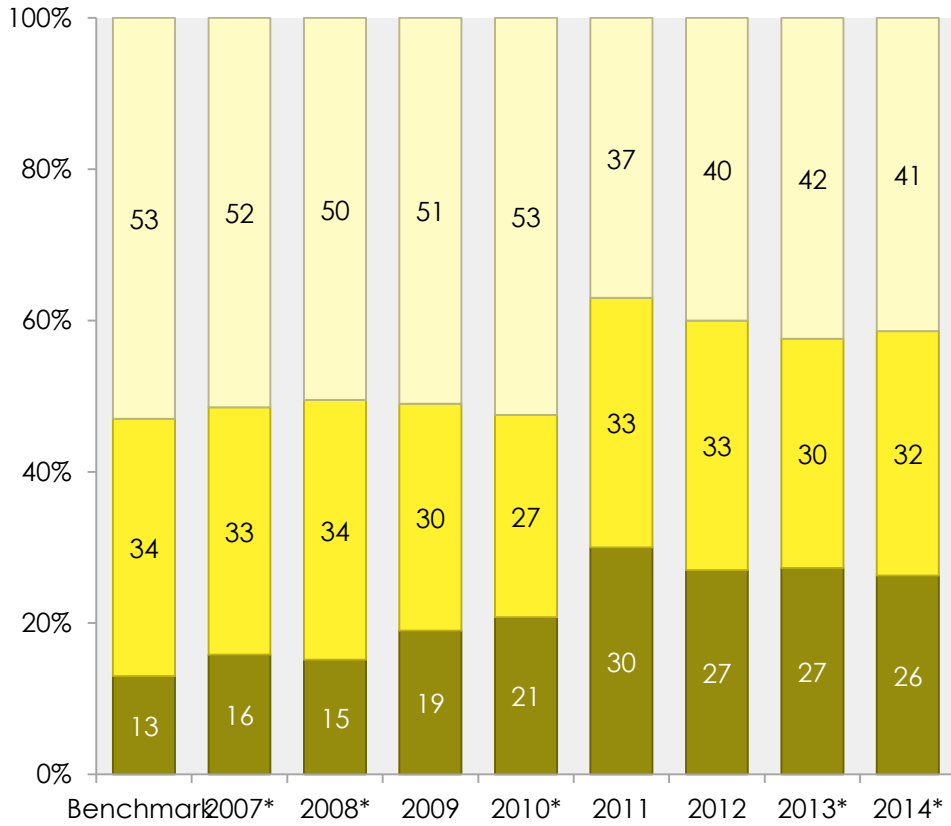
-  Higher than average
-  Average
-  Below Average

Average
86%

A higher than average proportion of Wellington residents have emergency survival items. A lower than average proportion of Manawatu residents 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



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

- Employed full time (35%)

Those less likely to have a plan that includes what to do when away from home are:

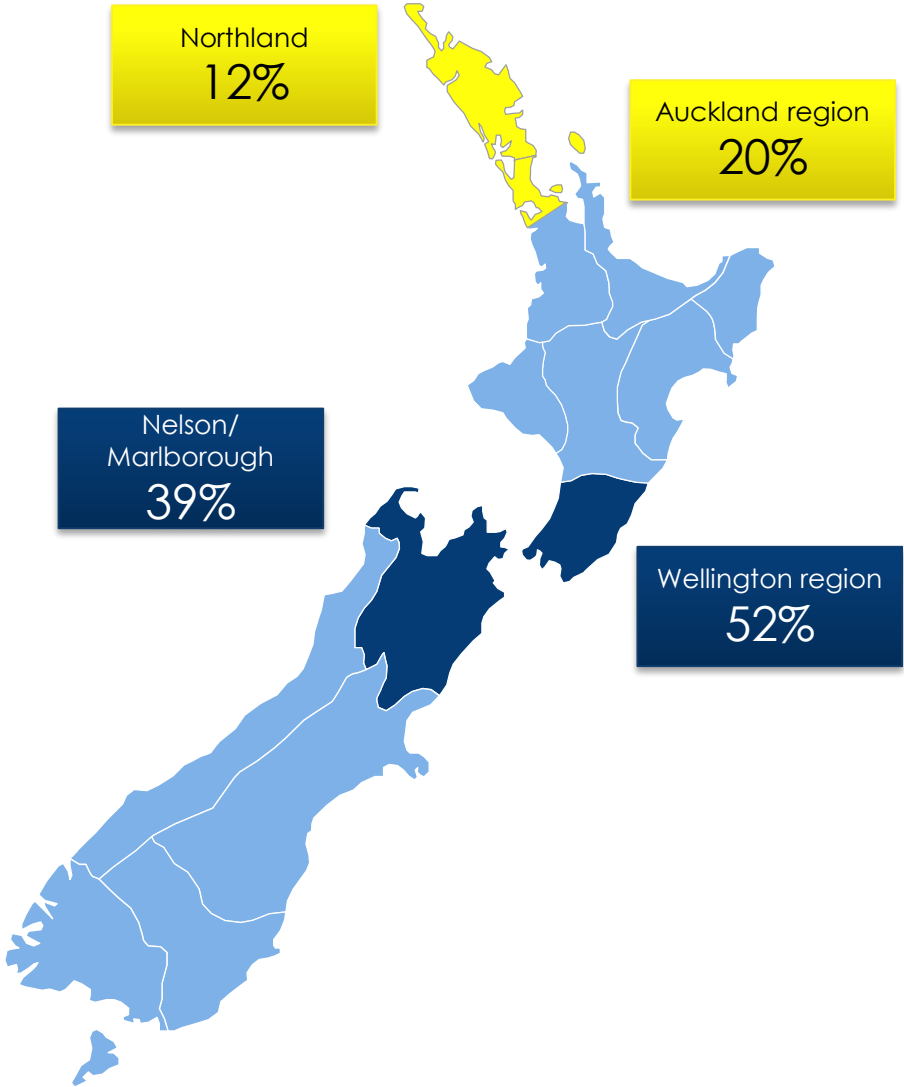
- Younger people aged between 15 and 29 years (17%)
- Older people aged 70+ and retirees (15% and 16% respectively)

- No survival plan
- Have plan (but not when away from home)
- Have a plan (includes when away)

*Percentages do not add to 100% due to rounding

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).

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



- Higher than average
- Average
- Below Average

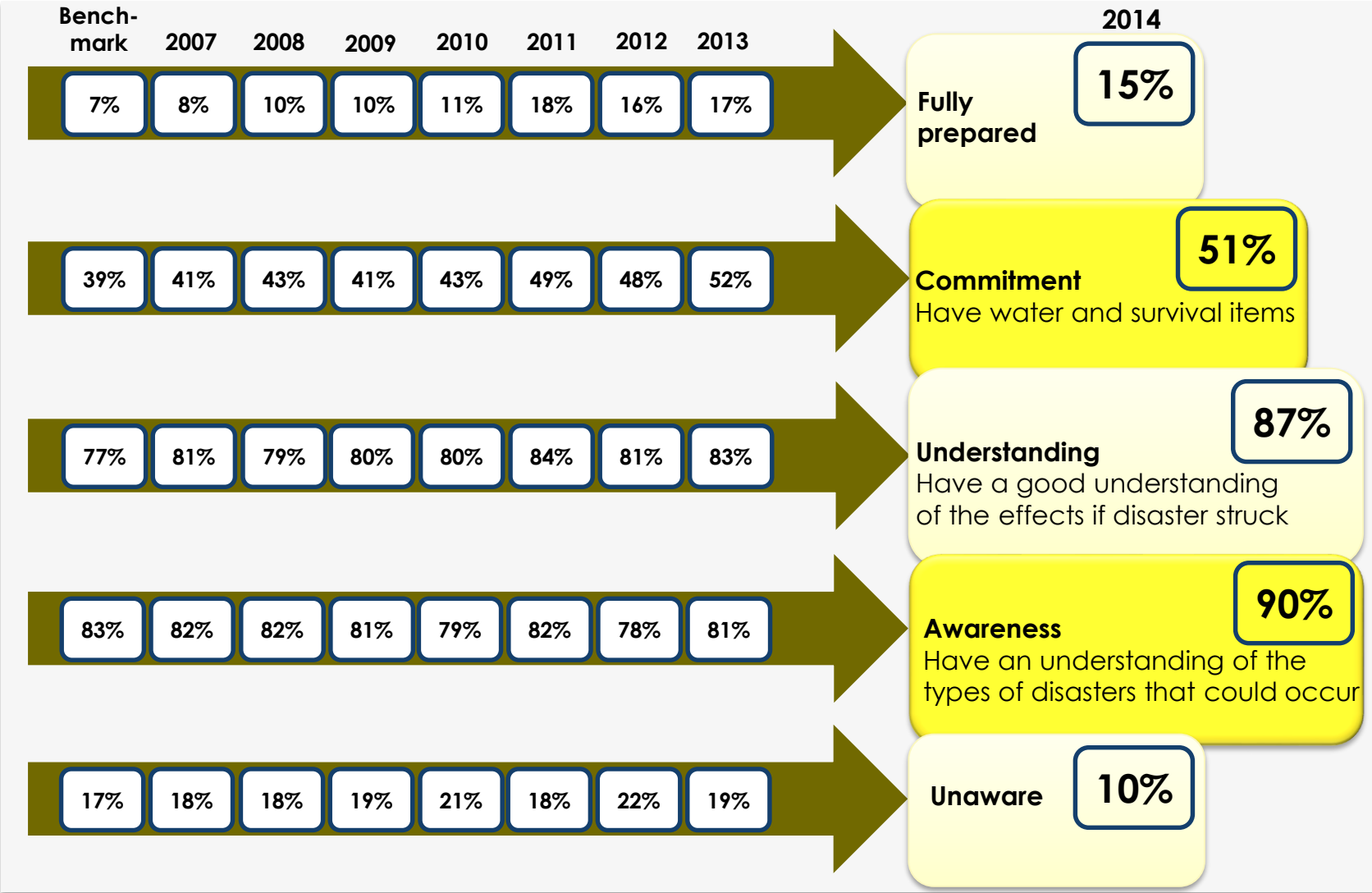
Average
26%

A higher than average proportion of Wellington and Nelson/Marlborough residents have a plan in place for when they are not at home. A lower than average proportion of Auckland and Northland residents 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



**GET READY
GET THRU** 

Why aren't
people
prepared?

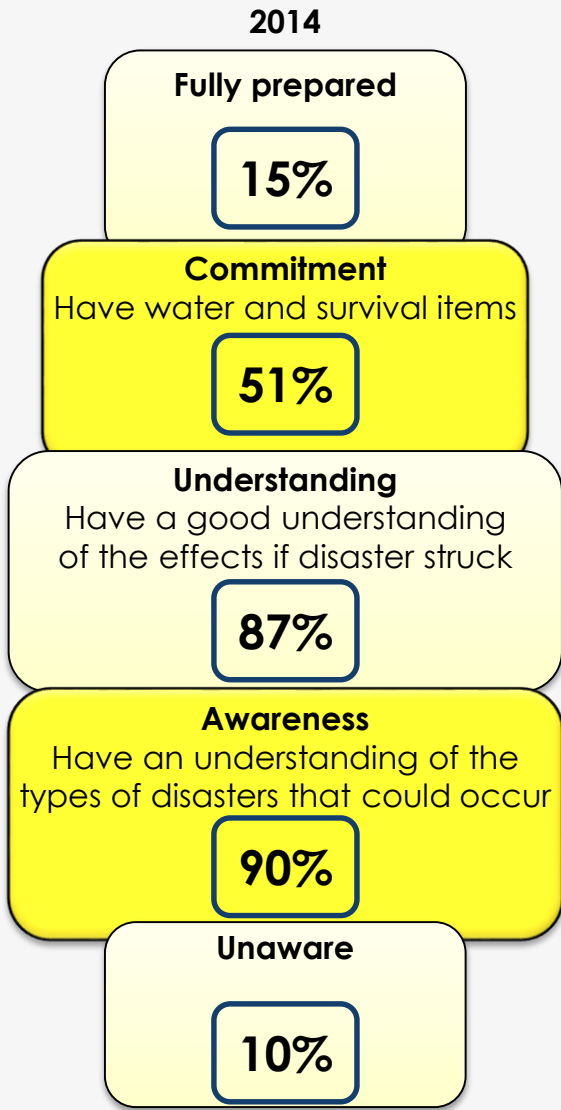


There has been a decrease in the proportion of people saying they don't expect a disaster to happen or are generally unconcerned, but overall the main reasons are in line with last year.

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

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).
 Note: The top nine reasons are shown. *Less than 0.5%

Most at risk when disaster strikes...



Non-NZ European and non-Maori:

- Less likely to be committed (42%), and to have an understanding (80%) or awareness (80%). More likely to be unaware.

Those born outside of New Zealand:

- Less likely to be aware (85%).

Young people, aged 15 to 29 years:

- Less likely to be fully prepared (6%), committed (33%), and to have an understanding (79%) or awareness (80%).

**GET READY
GET THRU** 

How effective is
the advertising?

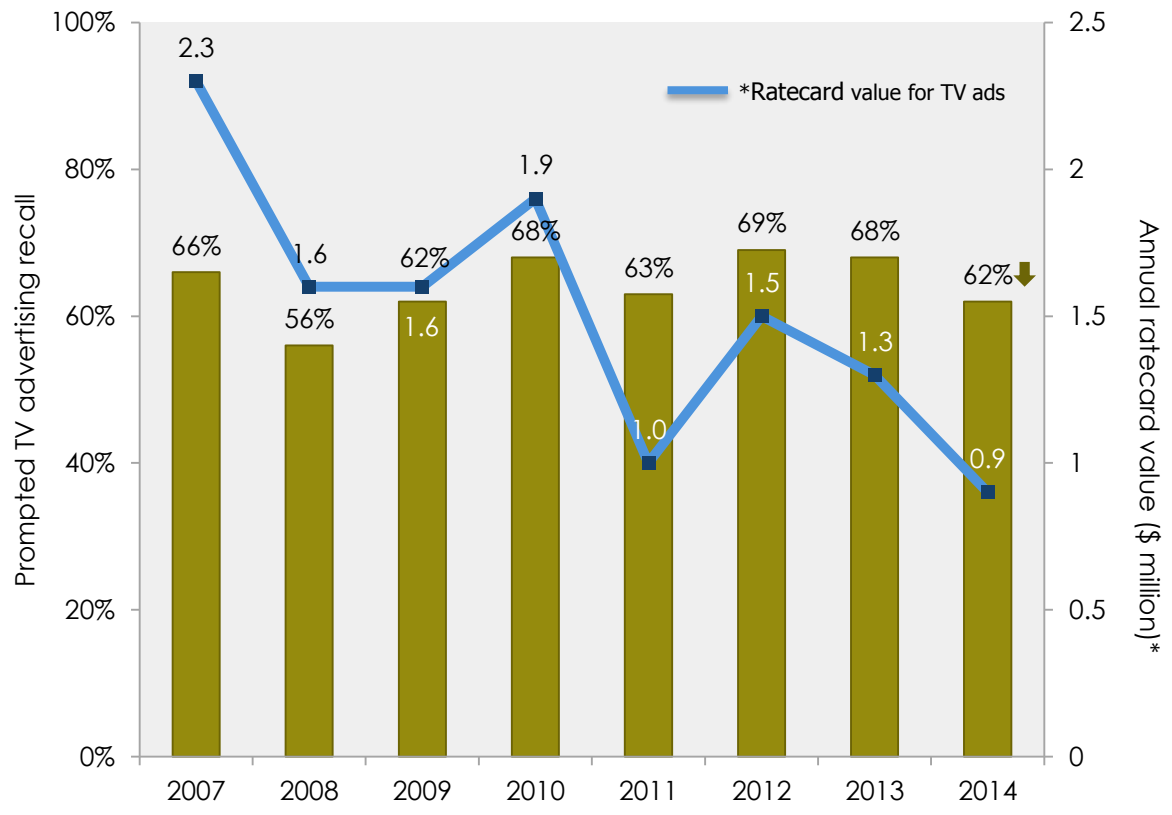


Prompted recognition: Almost two thirds of New Zealand residents specifically recall the Get Ready Get Thru television advertising.

Recall is **lower** amongst:

- Those aged 60 plus and Retirees (47% and 46% respectively)
- Those born outside of New Zealand (50%)
- Those who's first language isn't English (47%)

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



↕ Significantly different from the 2013 result

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).

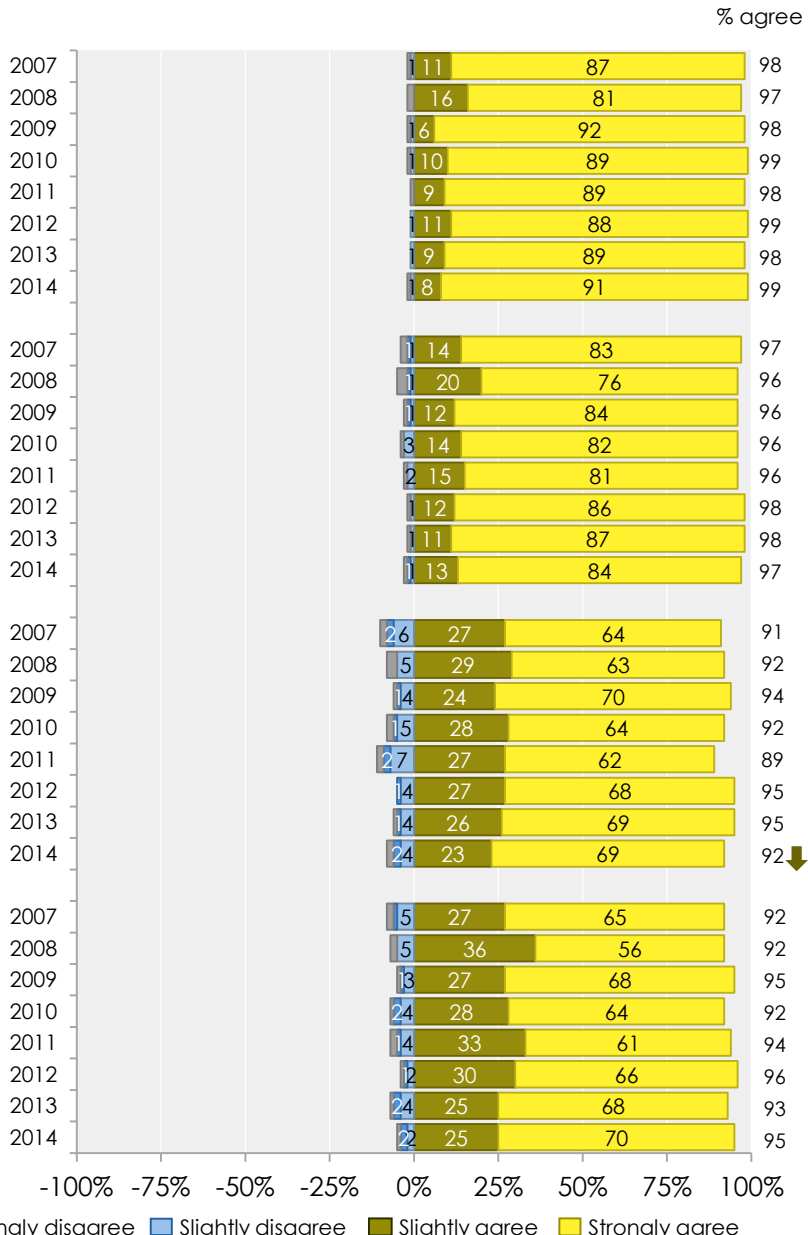


You **understood** the ad's message

The points made were **believable**

The points made were **relevant**

The information was **helpful**

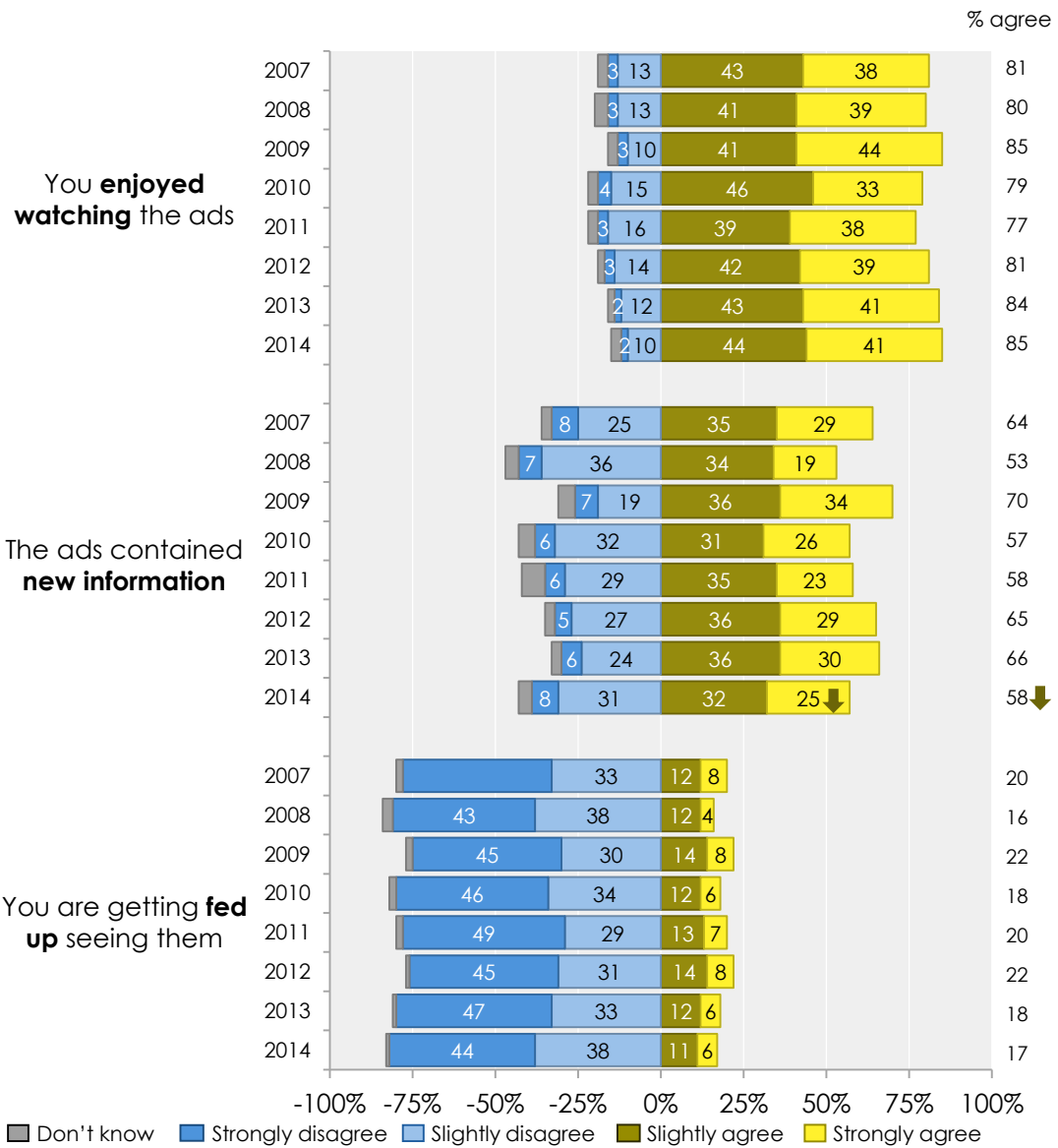


The vast majority of people understand the ads, and find them believable, relevant and helpful.

There has been a decrease in the proportion of people who thought the points made in the ads were relevant.

↕ Significantly different from the 2013 result

Q19 Thinking about these adverts for the Ministry of Civil Defence and Emergency Management, please tell me whether you strongly agree, slightly agree, slightly disagree or strongly disagree with each of these statements? Base: Those respondents who stated that they had seen the Civil Defence TV advertising, 2007 (n=631), 2008 (n=418), 2009 (n=608), 2010 (n=654), 2011 (n=710), 2012 (n=830), 2013 (n=845), 2014 (n=771).



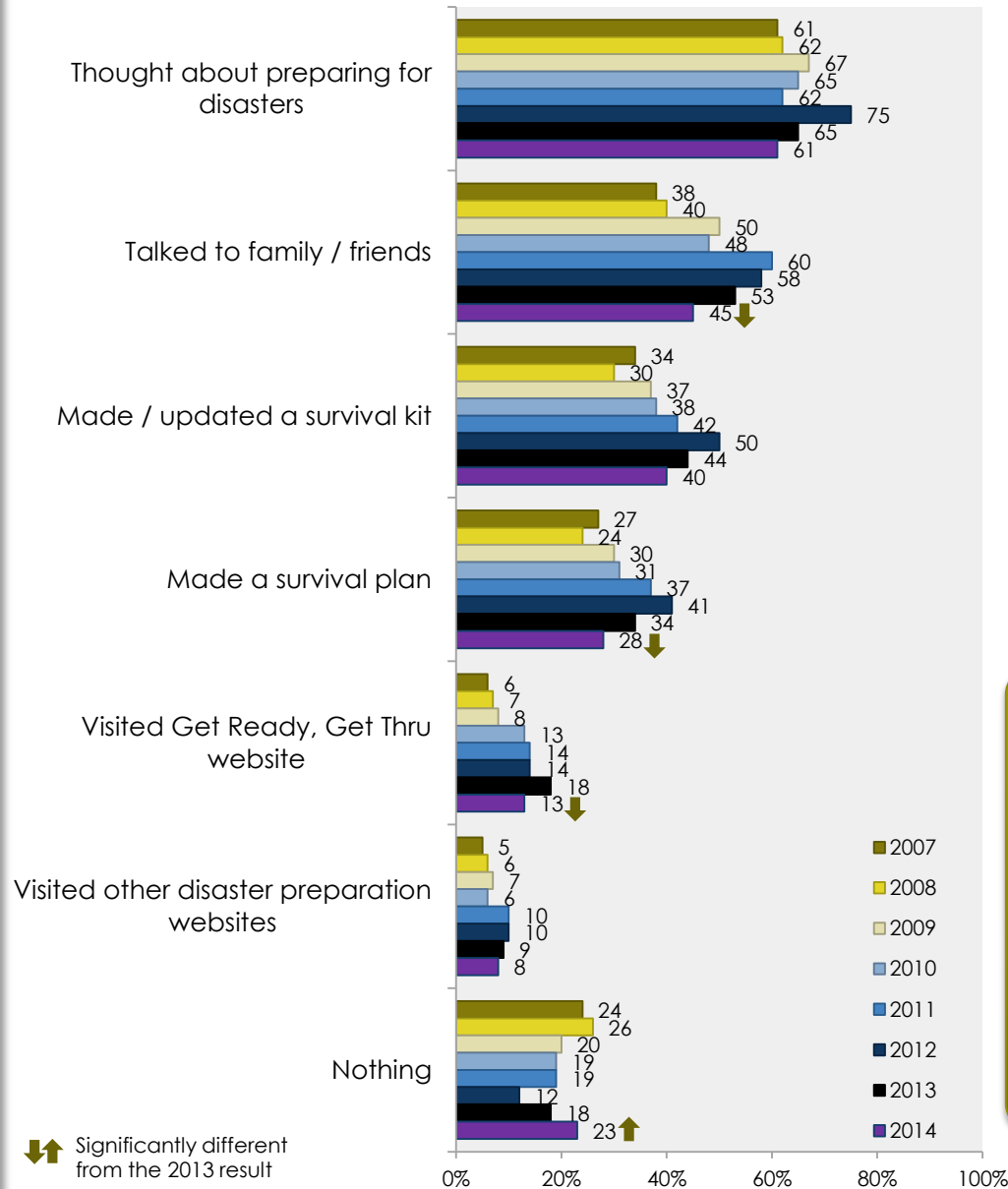
The majority of people enjoy watching the ads.

There has been a decrease in the proportion of people who thought the ads contained new information.

⬇️ Significantly different from the 2013 result

Q19 Thinking about these adverts for the Ministry of Civil Defence and Emergency Management, please tell me whether you strongly agree, slightly agree, slightly disagree or strongly disagree with each of these statements? Base: Those respondents who stated that they had seen the Civil Defence TV advertising, 2007 (n=631), 2008 (n=418), 2009 (n=608), 2010 (n=654), 2011 (n=710), 2012 (n=830), 2013 (n=845), 2014 (n=771).

Action taken as a result of seeing the ads



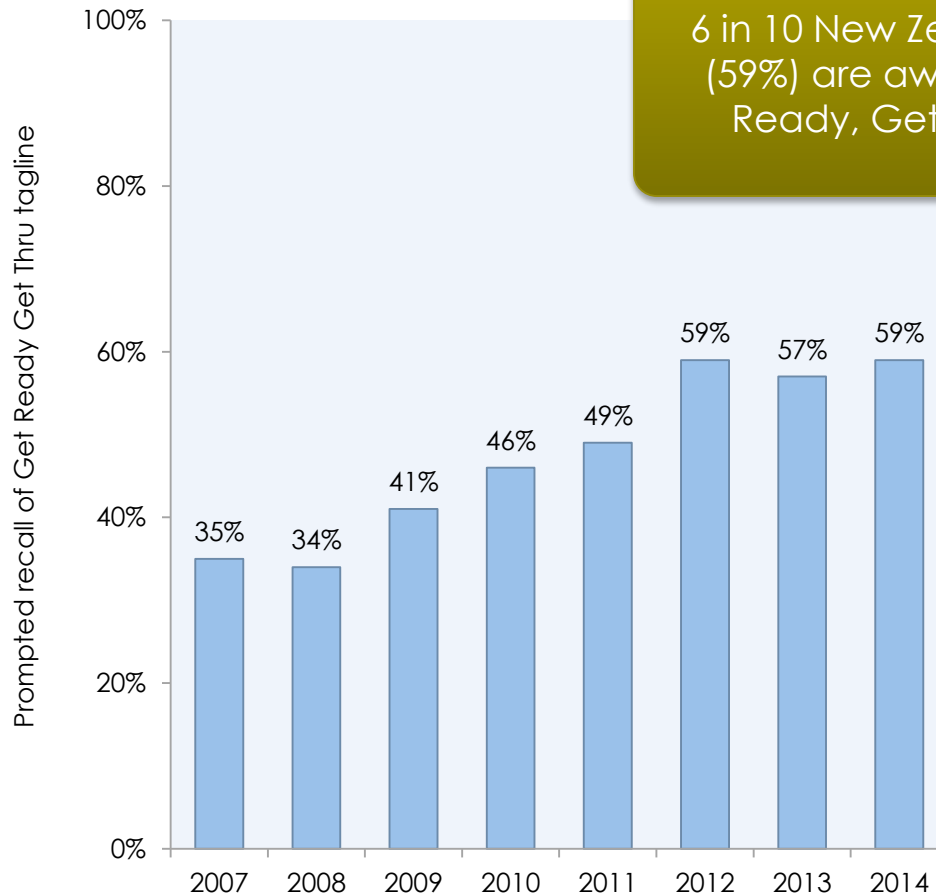
More than seven in ten people (76%) have thought about preparing or have taken action as a result of seeing the ads.

However, this is lower than last year (which was 82% in 2013).

Almost two thirds of New Zealand residents who have seen the ads (63% versus 71% last year) 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.

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).

Familiarity with the tagline continues to be high

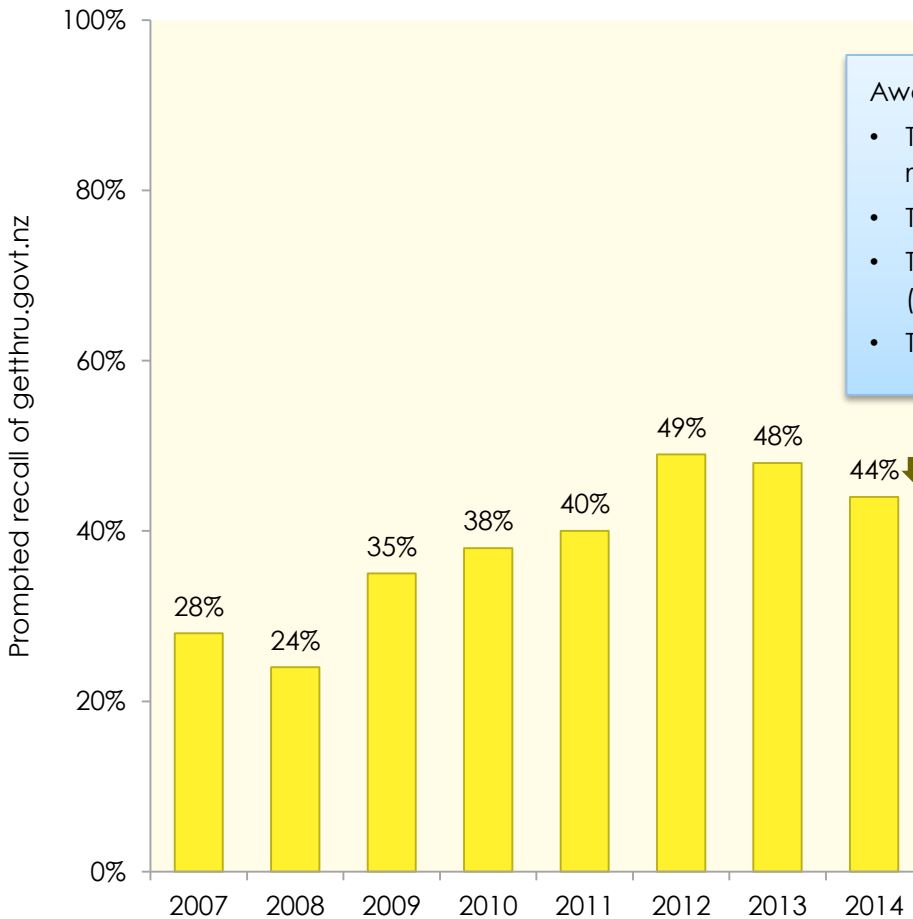


6 in 10 New Zealand residents (59%) are aware of the 'Get Ready, Get Thru' tagline.

- The tagline continues to be particularly familiar to:
- Young people aged 15 to 39 (73%).
 - Households with 5 or more people (73%).

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).

There continues to be reasonably high awareness of the getthru.govt.nz website although it has declined over the last two years



Awareness of the website is **lower** among:

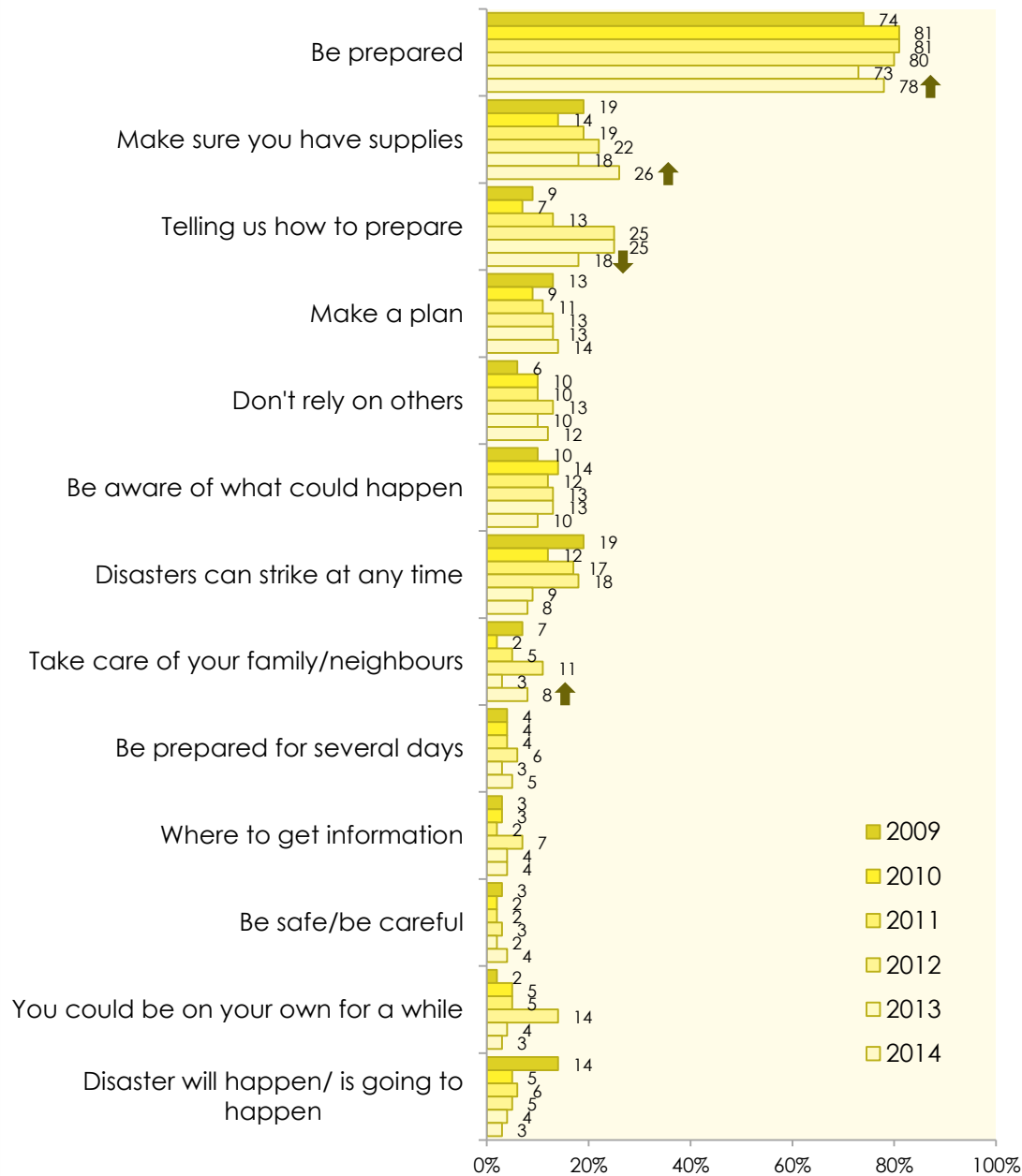
- Those aged 50 years or over and retirees (29% and 22% respectively).
- Those who live alone or with just one other person (35%).
- Those who are self employed or run their own business (33%) .
- Those with a personal income over \$100k (34%).



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).

↓↑ Significantly different from the 2013 result

Advertising message take-out



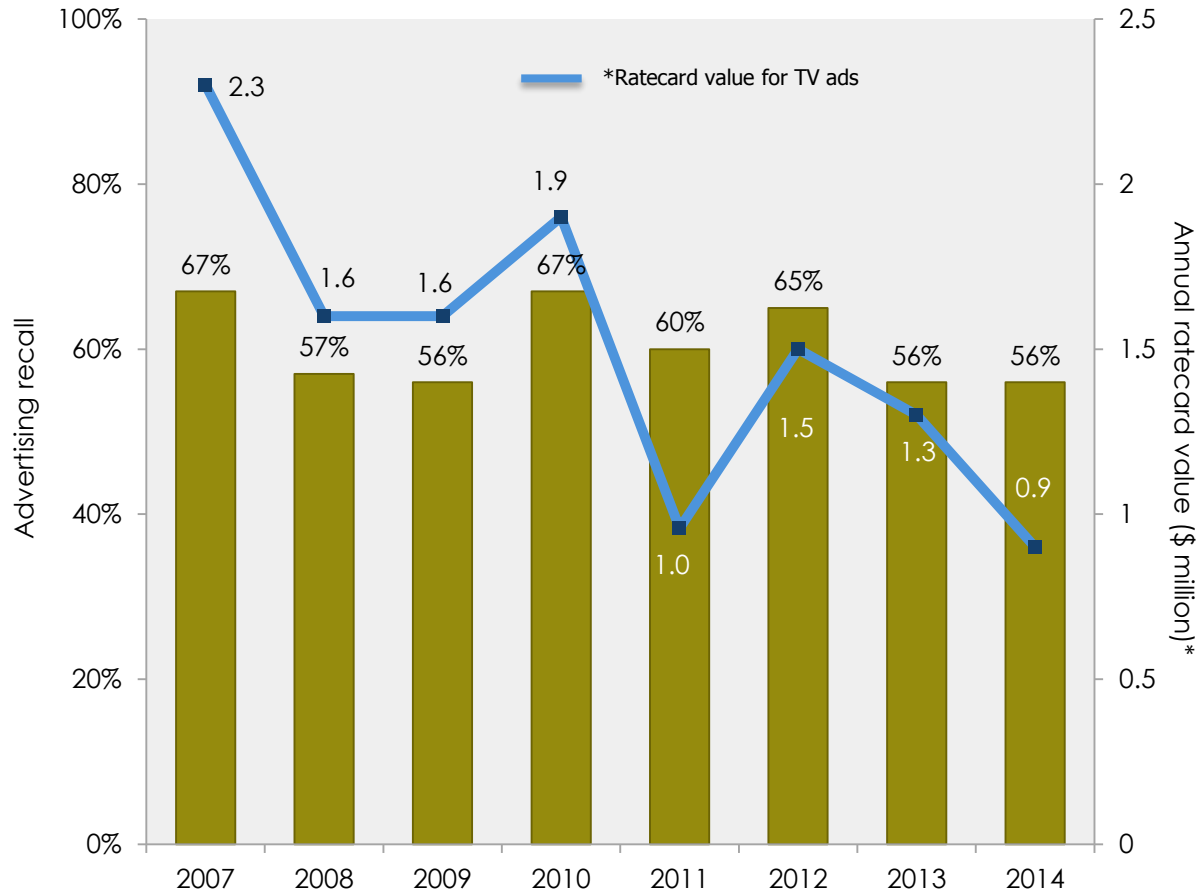
The main message take out continues to be 'be prepared', followed by 'make sure you have supplies'.

↕ Significantly different from the 2013 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). Note: The top thirteen messages are shown.

Unprompted awareness of any disaster preparedness advertising has not changed 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.

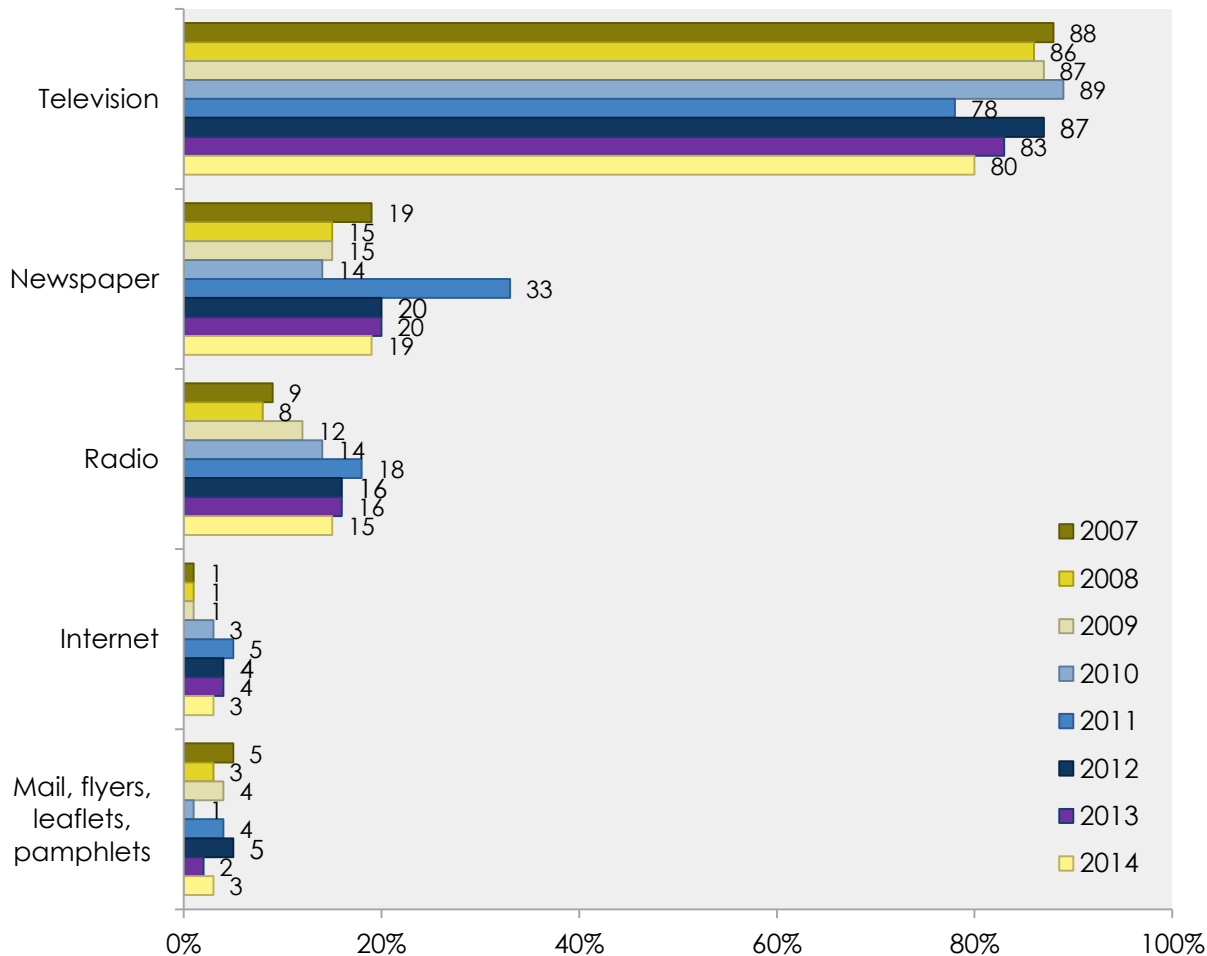
Q15 Have you seen, heard or read recently any advertising about preparing for a disaster?

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).

↕ Significantly different from the 2013 result

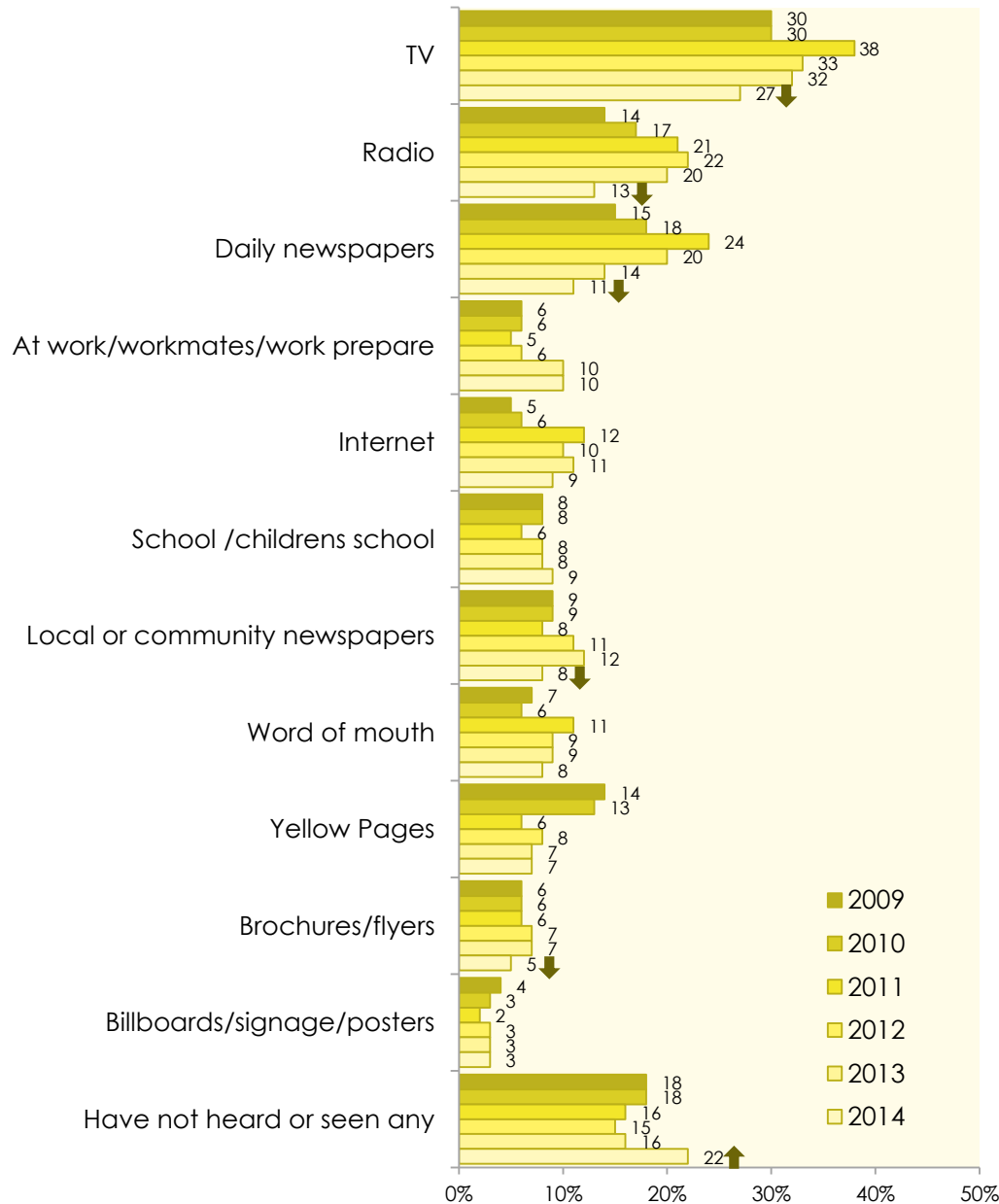
Most people recall preparedness advertising on TV, however there has been a visible decline since 2012

Sources of awareness of preparedness advertising



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). Note: Responses 2% and below not shown.

Sources of non-advertising preparedness messages

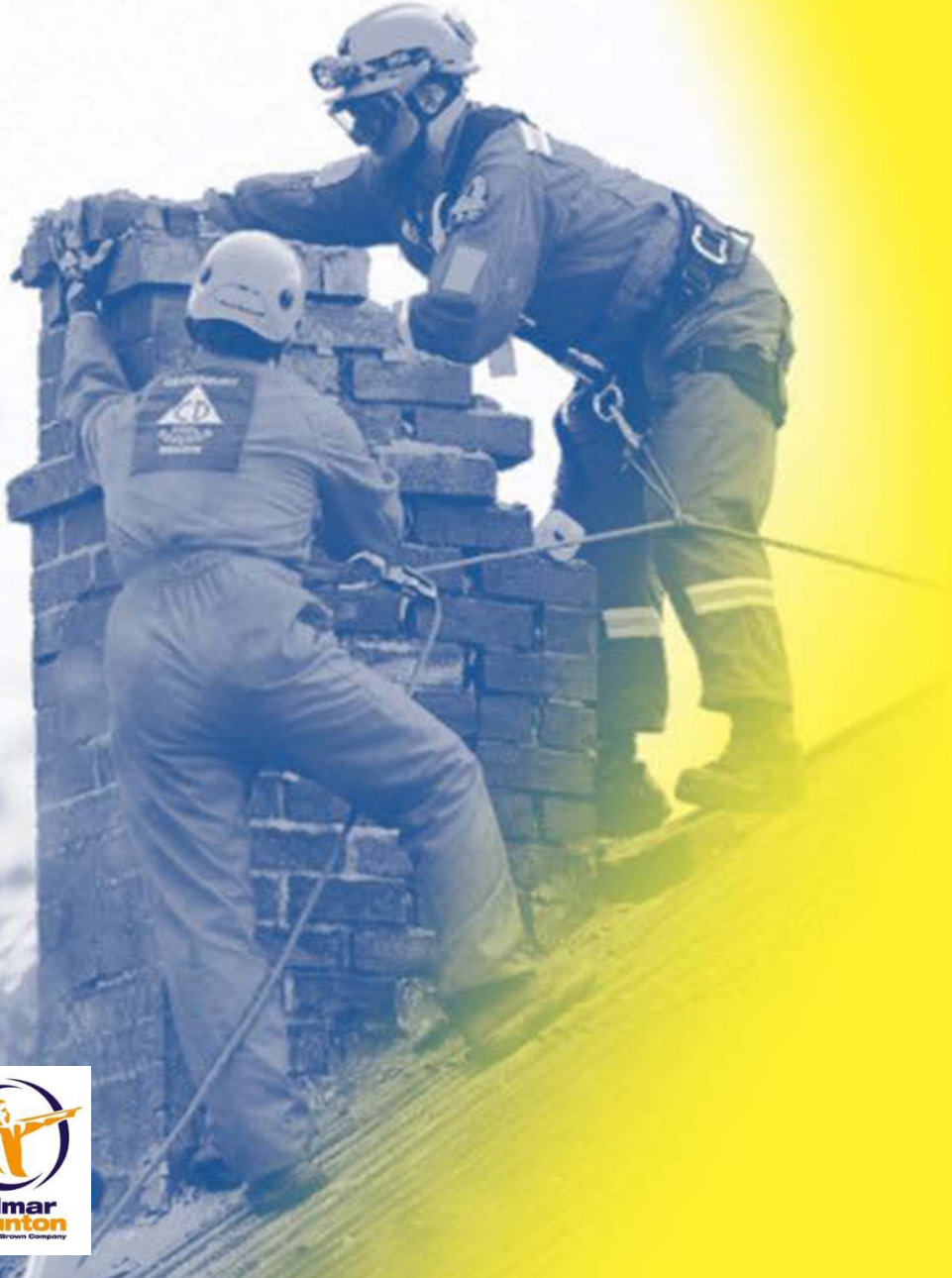


Awareness of non-advertising disaster preparedness messages is slightly lower than last year.

Q22a Other than in any advertising, where else have you seen or heard other messages or information about disasters?
 Base: All Respondents, 2009 (n = 1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264).
 Note: The top ten sources are shown.

↓↑ Significantly different from the 2013 result

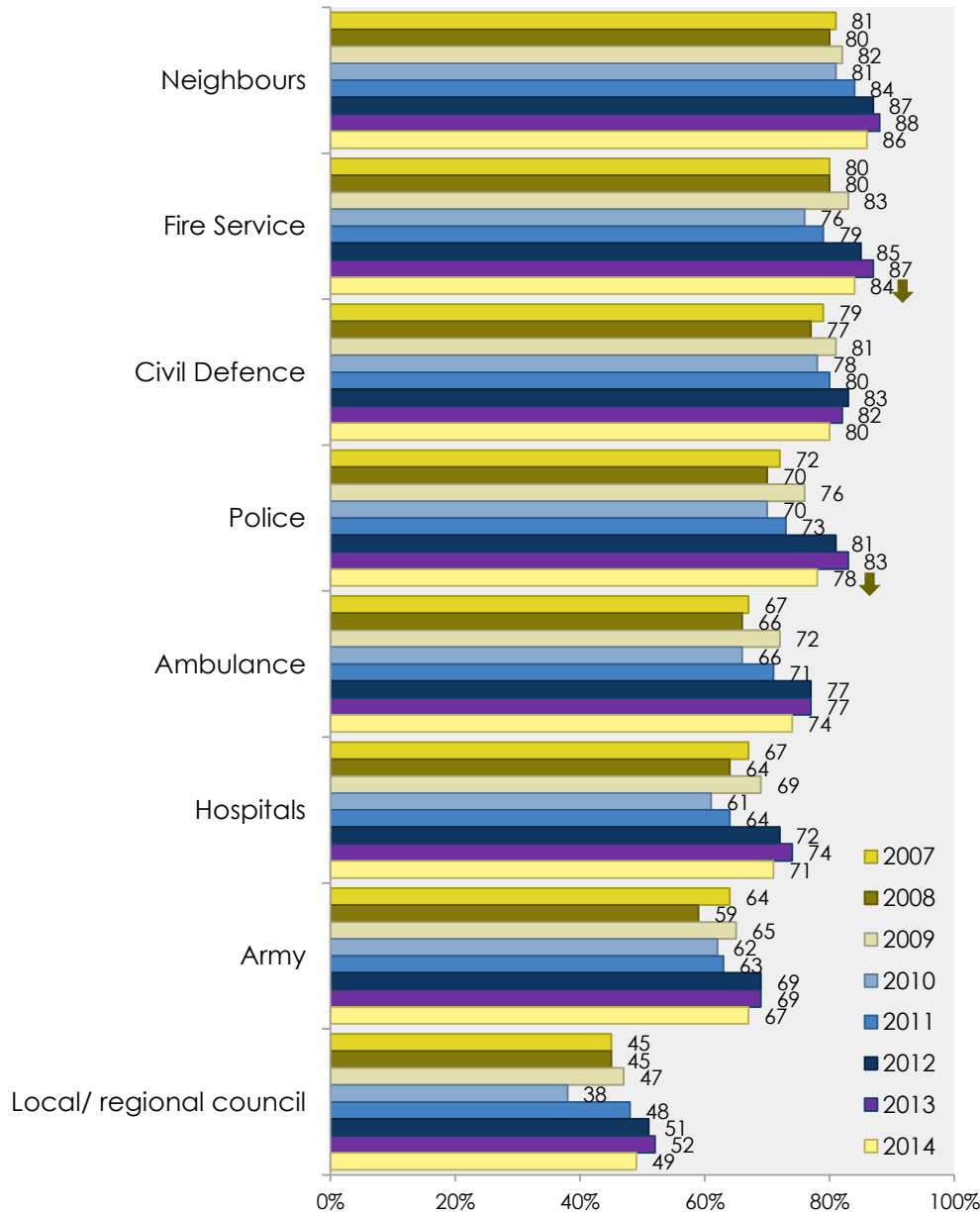
**GET READY
GET THRU** 



Awareness



Who would be able to help following a disaster?



Awareness remains high that a wide range of services can help following a disaster.

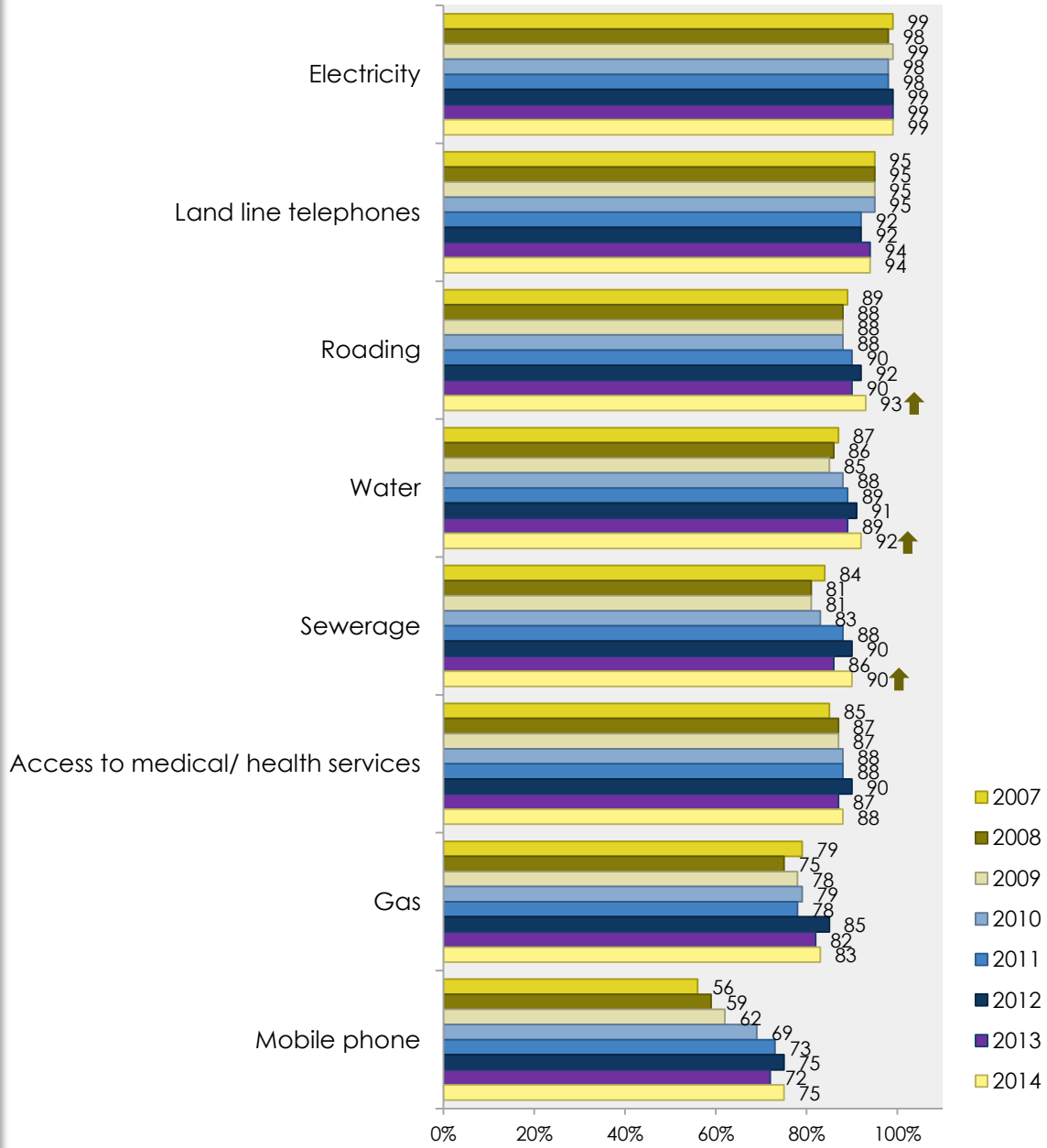
↕ Significantly different from the 2013 result

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).

Which services could be disrupted?



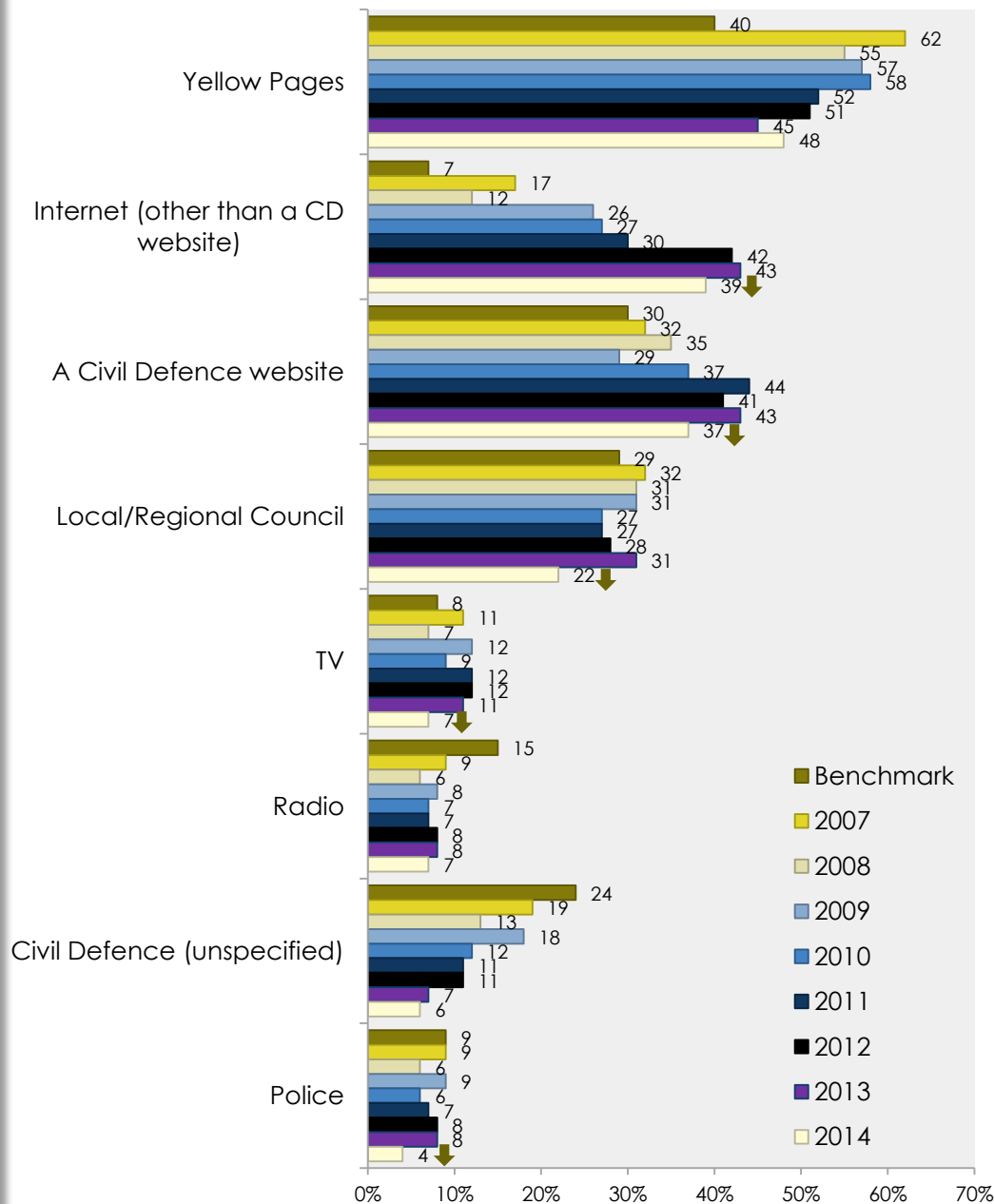
The majority of New Zealand residents are aware that a number of services may be disrupted following a disaster.



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).

↗ Significantly different from the 2013 result

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.

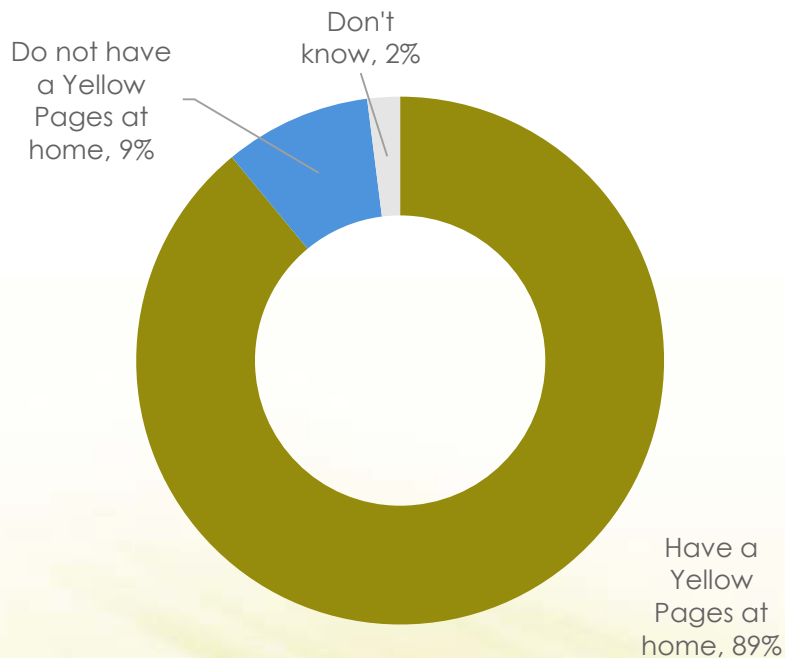
Q12 Before a disaster, where can you get information about how to prepare for a disaster?
 Base: All Respondents: Benchmark (n= 1001), 2007 (n= 1000), 2008 (n= 1016), 2009 (n=1000), 2010 (n=1000), 2011 (n=1164), 2012 (n=1255), 2013 (n=1263), 2014 (n=1264). Note: The top eight results for 2013 are shown.

↙ Significantly different from the 2013 result

Almost 9 in 10 have a Yellow Pages directory in their home.



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



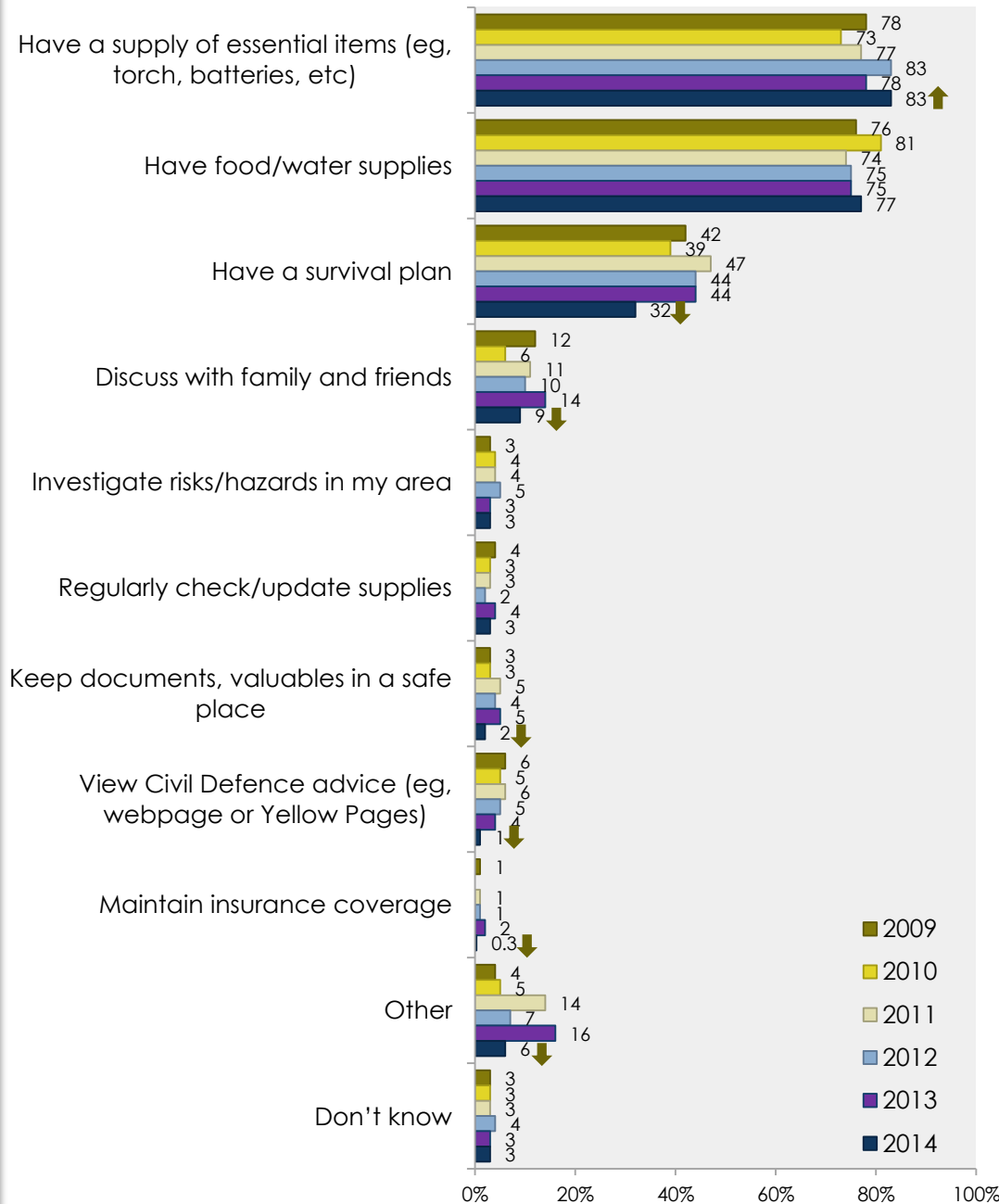
Those **more likely** to have a Yellow Pages directory in their home include:

- Those over the age of 50 years and retirees (94% and 95% respectively)
- Canterbury residents (96%)

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

- Younger people aged 15 to 39 (83%)
- Those with a personal or household income over \$100k (77% and 83% respectively)
- Auckland residents (79%)

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. Only one third mention that they need a survival plan.

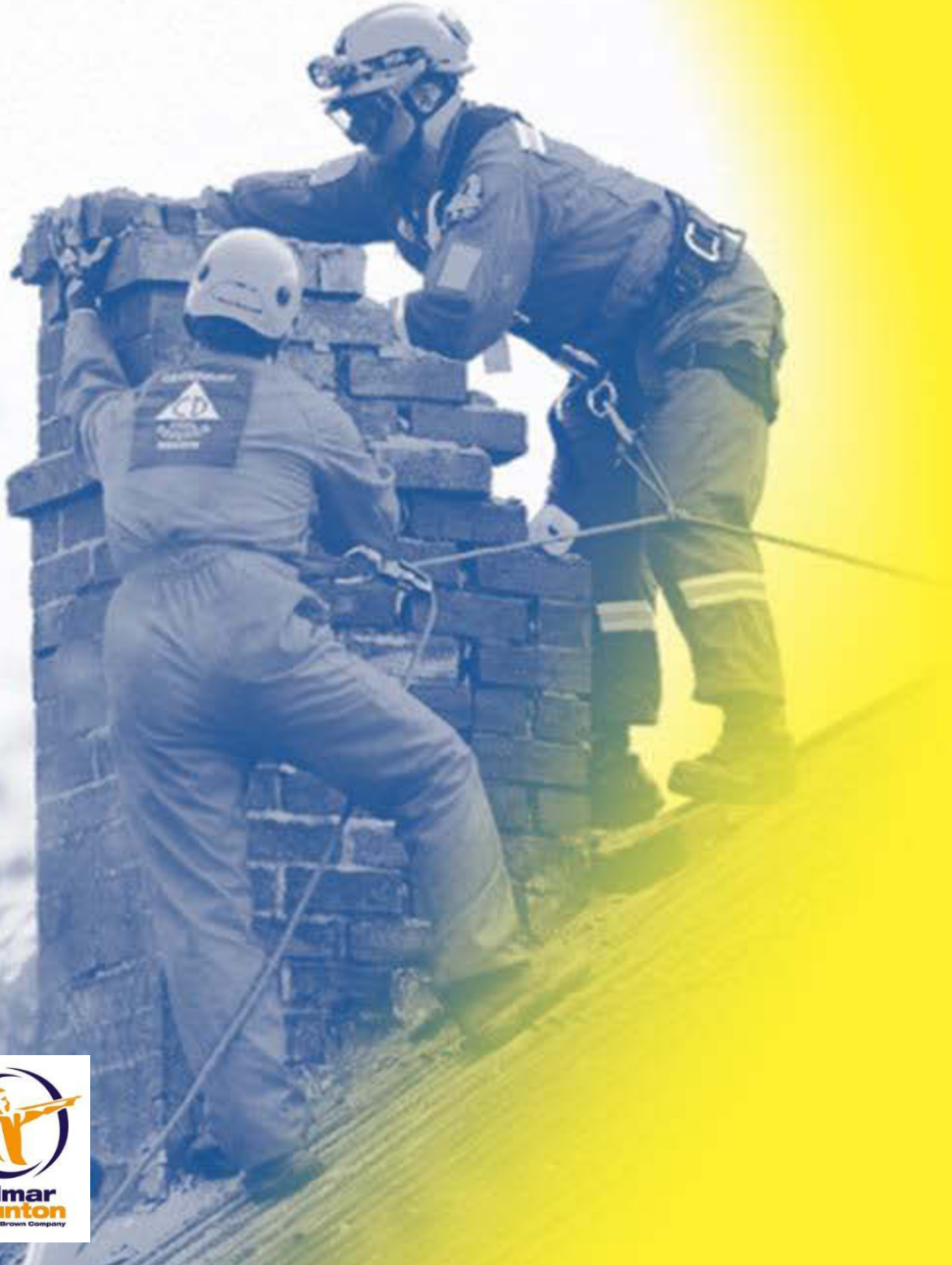
↕ Significantly different from the 2013 result

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).

**GET READY
GET THRU**



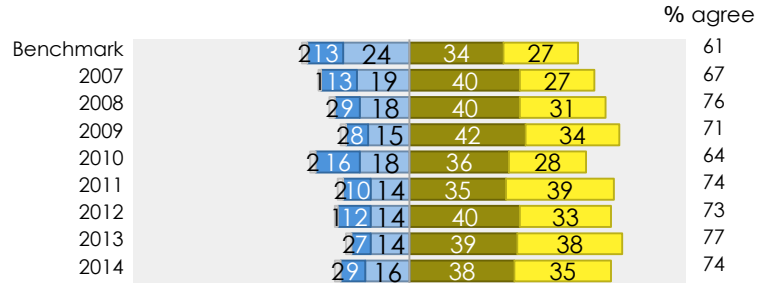
Attitudes



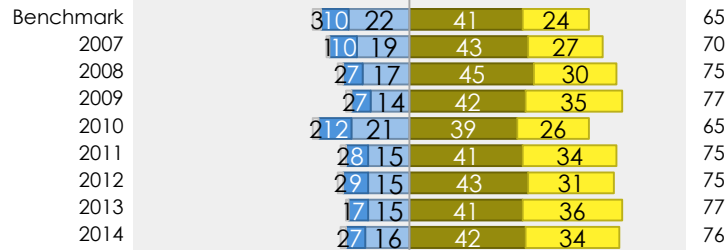
Attitudes toward disasters



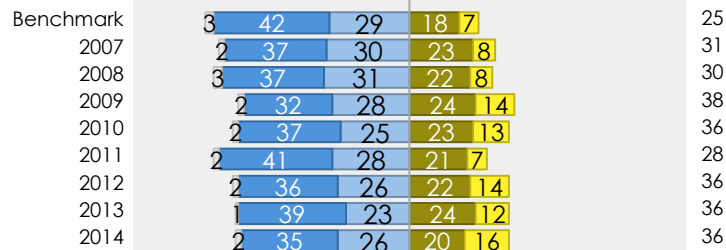
In a disaster there will be someone there to help you



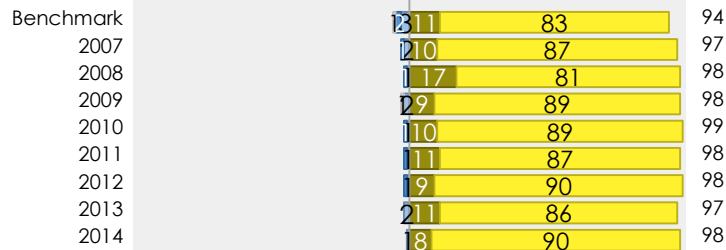
In a disaster, emergency services would be there to help you



There will always be adequate warning before disaster hits



It's my responsibility to look after myself & family in a disaster



Agreement of these statements is in line with last year.

Over a third (36%) of New Zealand residents believe there will always be adequate warning before a disaster hits.

Those more likely to agree with this statement are:

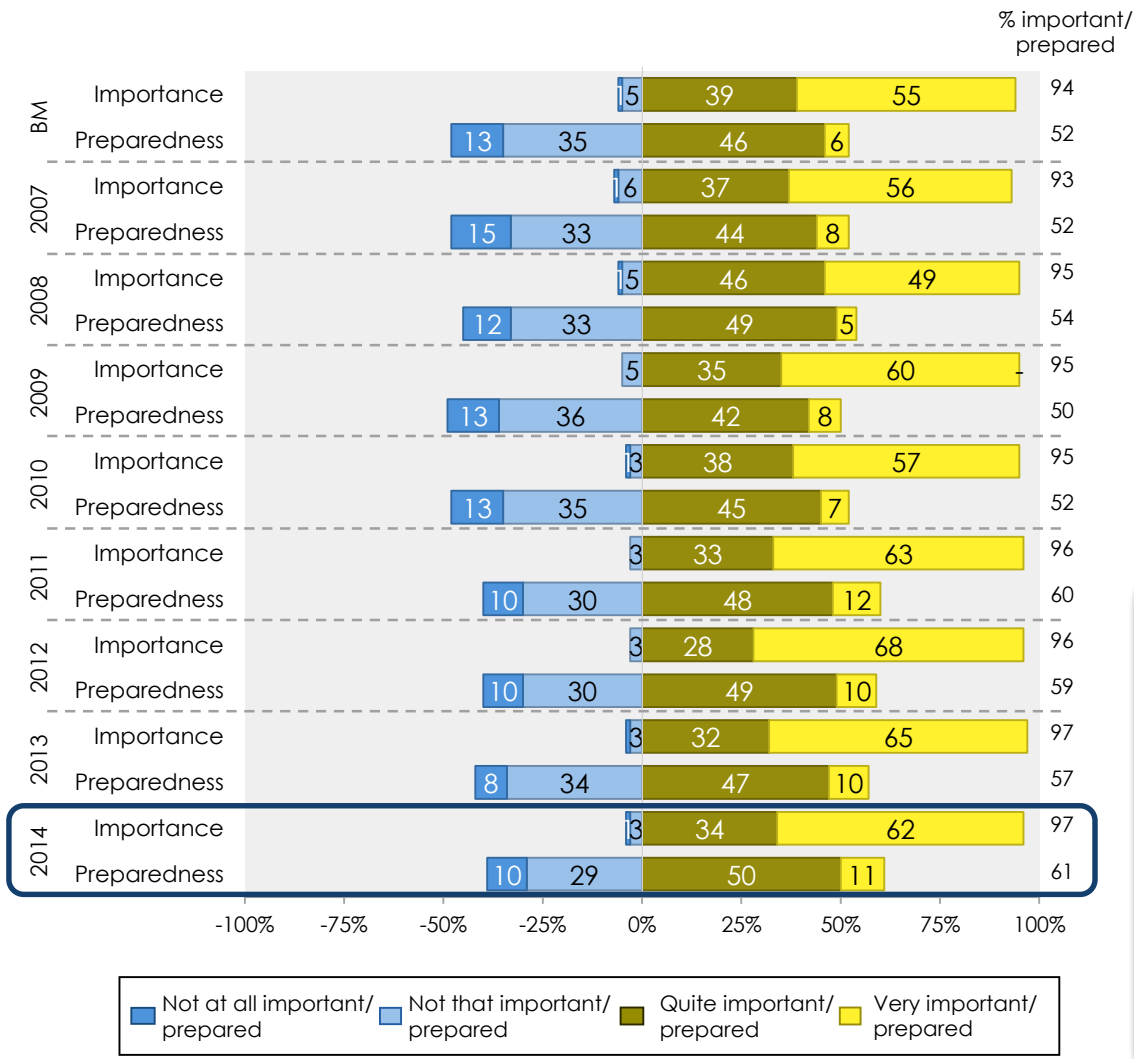
- Auckland residents (45% agree)
- Younger people aged 15 to 29 (51%)
- Maori (50%)
- Earning personally or as a household under \$60k (41% and 42% respectively)

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

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).



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%

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

- 50 years plus and/or retired (73% and 72% respectively)
- Canterbury residents (72%)
- Wellington residents (82%)

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).

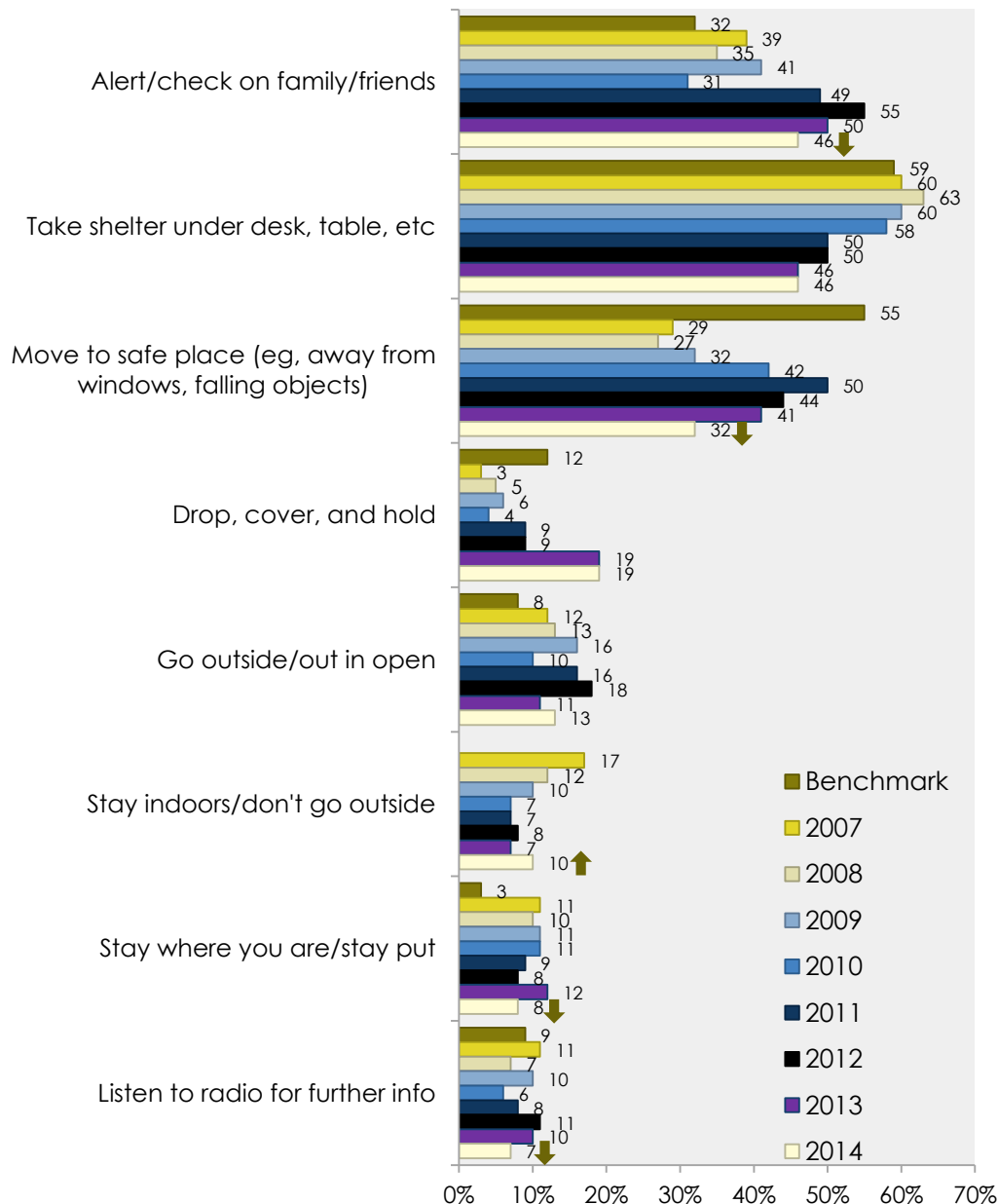
**GET READY
GET THRU**



Action



Actions to take during and after an Earthquake

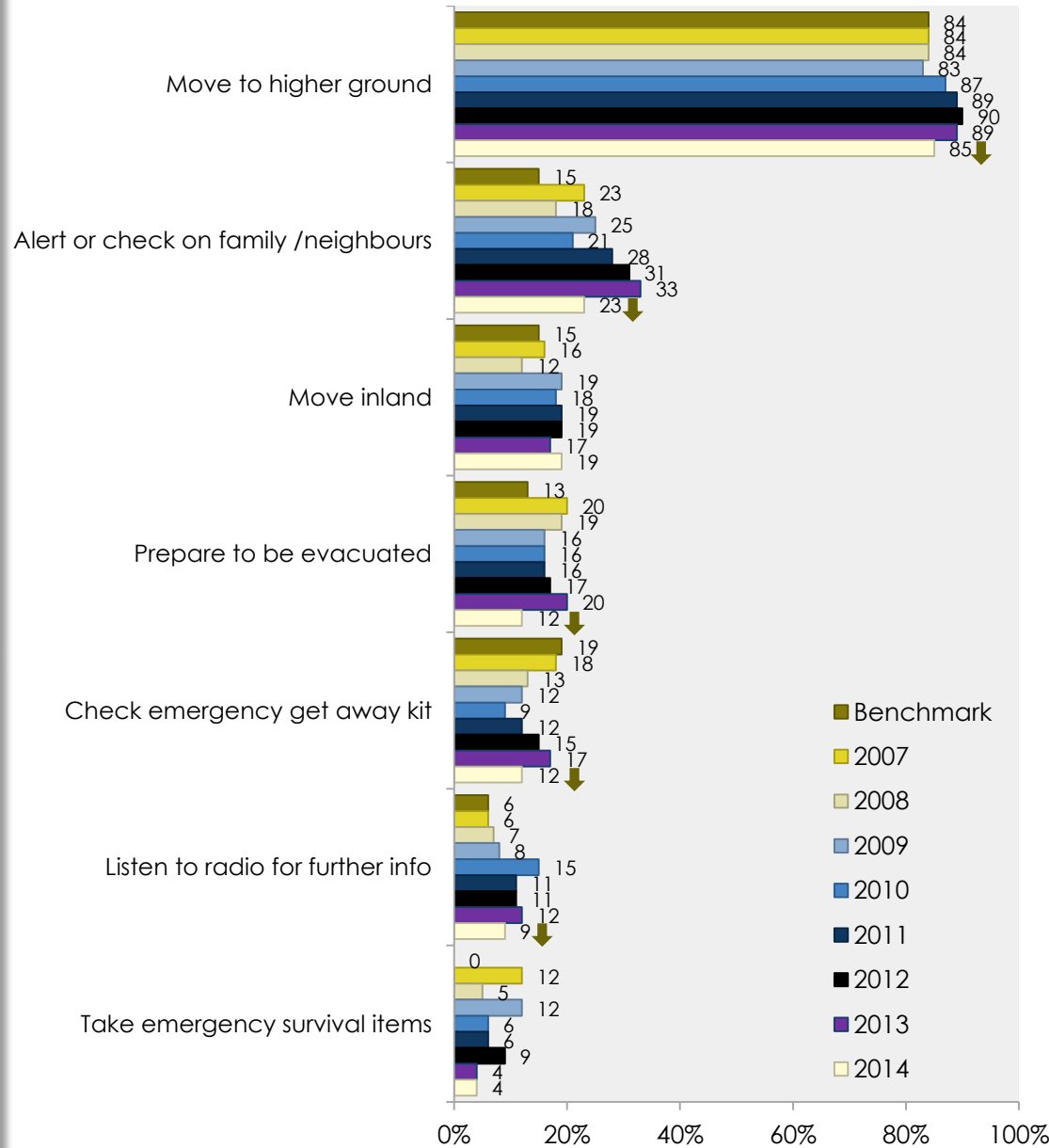


The proportion of New Zealand residents who say they would 'drop, cover, and hold' is steady since last year.

Q9b Now imagine that there is a strong earthquake in your area, what actions should people take during and immediately following a strong earthquake? 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). Note: The top eight results for 2014 shown.

⬇️⬆️ Significantly different from the 2013 result

Actions to take in the event of a Tsunami warning



85% of New Zealand residents know to move to higher ground in the event of a tsunami warning.

There is a decrease in the proportion of people who say alert or check on family/neighbours.

 Significantly different from the 2013 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). Note: The top seven results for 2013 are shown.

**GET READY
GET THRU**



Conclusions



Conclusions

- As we saw in 2012 and 2013 the Christchurch earthquakes gave New Zealand residents a sense of urgency to take action to get better prepared. It also enabled a better understanding of what can happen in an emergency. As a result, New Zealand's preparedness increased substantially in 2011.
- Whilst preparedness this year is still higher than it was pre-2011, an element of lethargy is creeping into the public's preparedness levels. Some groups continue to be less well prepared than others.
- In particular it is necessary to increase awareness, knowledge, and relevance for younger people and immigrant groups.

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

Eighty six percent have emergency survival items.

The majority are aware of the types of disasters that could occur (90%) and have an understanding of the effects if one struck (87%).

Conclusions (continued)



- Prompted awareness of the Civil Defence TV advertising has decreased.
- The ads are still effectively prompting action (although not to the same extent as the period following the Canterbury earthquakes). Most people who have seen the ads (76%) have done something or thought about doing something as a result (down from 82% last year).
- The tag line 'Get Ready, Get Thru' is still high in peoples' consciousness – nearly six in ten New Zealand residents are aware of it when prompted (59%).



Key challenges

- Although the impact of the Christchurch earthquakes on New Zealand residents may have reduced slightly since immediately post-quake in 2011, the levels of preparedness are still consistently higher than before the earthquakes. However, it's still necessary to remind and encourage people to maintain and increase their preparedness.
- ✓ The mass marketing campaign has proved effective at building and maintaining preparedness among people living in New Zealand.
- ✓ Further effective engagement with targeted communities and local organisations (e.g., schools, churches, student unions) will help to increase awareness among those groups most at risk (young people, ethnic minorities, and people new to the country).

**GET READY
GET THRU**



Regional Analysis

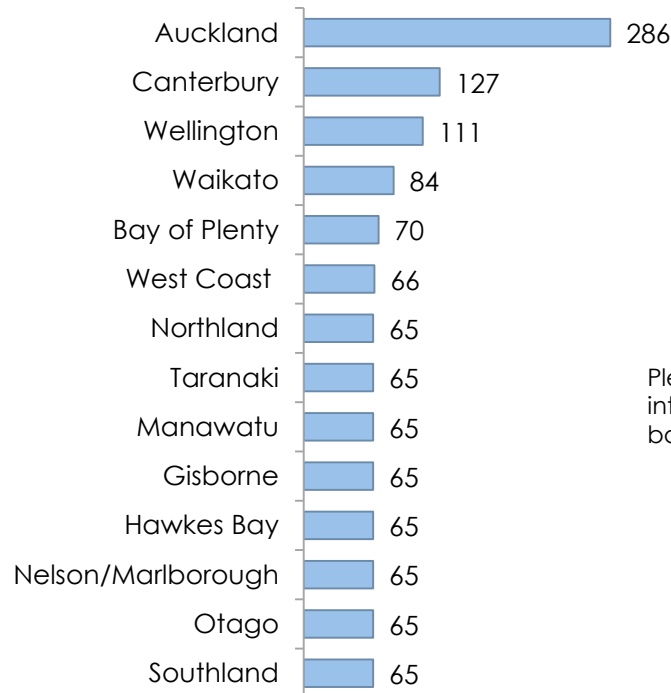


Regional Analyses

The pages that follow list the statistically significant differences between the overall (average) results for NZ and responses provided by people living in the various regions of the country.

The graph below provides the sample size for each region. The results have been weighted to 2013 Census figures to represent the proportion of New Zealand residents aged 15+ within each region.

Number of interviews carried out in each region



Please note: Caution must be used in interpreting figures prior to 2011, due to small base sizes within some regions.

Source: Survey call data (total number of interviews = 1,264)

AUCKLAND



| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 4 | 4 | 3 | 7 | 9 | 11 | 10 | 11 | 11 |
| Prepared at home | 15 | 15 | 14 | 20 | 18 | 21 | 22 | 23 | 21 |
| Has a plan | 38 | 39 | 35 | 40 | 40 | 53 | 46 | 46 | 50 |
| Has survival items | 83 | 83 | 67 | 74 | 75 | 79 | 75 | 79 | 84 |

Preparedness

- Auckland residents are less likely than average to be prepared at home (21% c.f. 30% national average) and on the Preparedness Continuum they are less likely to be 'committed' by having prepared water and survival items for a disaster (40% c.f. 51% national average).
- In Auckland, preparedness levels are significantly lower than average in four of the preparedness diagnostics, which are:
 - You are familiar with the Civil Defence information in the Yellow Pages (51% c.f. 63% national average).
 - You have an emergency survival plan for your household (50% c.f. 59% national average).
 - You have stored at least 3 litres of water per person for 3 days for each member of your household (41% c.f. 53% national average).
 - You regularly update your emergency survival items (43% c.f. 51% national average).
- Aucklanders are also less likely than average to have an emergency plan that includes what to do while they are at home and while away from home (only 20% c.f. 26% national average).

AUCKLAND (CONTINUED)



Advertising and information

- There are no significant differences between Auckland residents and the general population in terms of awareness and where they've seen advertising (56% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 60% of Auckland residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 57% have previously heard of 'Get Ready, Get Thru', and 44% have heard of getthru.govt.nz (both in line with national averages).

Disaster awareness

- Auckland residents are more likely than average to think that a volcanic eruption could happen in NZ in their lifetime (54% c.f. 40% national average), and they are less likely than average to think a flood (42% c.f. 54% national average) or fire could happen (11% c.f. 17% national average).
- Residents in the Auckland region are more likely than average to agree that there will always be adequate warning before a disaster hits (45% c.f. 36% national average).
- Auckland residents are less likely than average to:
 - Think that their neighbours will be able to help them following a disaster (80% c.f. 86% national average).
 - Think that before a disaster they can get information about how to prepare for a disaster from their local/regional council (only 15% c.f. 24% national average).
 - Have a Yellow Pages directory in their home (79% c.f. 89% national average).

AUCKLAND (CONTINUED)



Disaster awareness continued

- Residents from the Auckland region are:
 - Less likely than average to think that access to medical and health services could be disrupted following a disaster (83% c.f. 88% national average).
 - More likely than average to think that gas services will be disrupted following a disaster (91% c.f. 83% national average).
- Residents from the Auckland region are less likely than average to think that people should move to higher ground/away from the beach following a tsunami warning (79% c.f. 85% national average), and more likely than average to say they would not know what to do following a tsunami warning (5% c.f. 3% national average).

CANTERBURY



| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 5 | 10 | 8 | 11 | 13 | NA | 32 | 26 | 22 |
| Prepared at home | 19 | 24 | 40 | 25 | 27 | NA | 50 | 40 | 45 |
| Has a plan | 52 | 52 | 62 | 54 | 51 | NA | 79 | 69 | 66 |
| Has survival items | 79 | 87 | 89 | 83 | 80 | NA | 88 | 91 | 86 |

**Note: Up until 2010 the results for the Canterbury region were combined with the results for the West Coast region.*

Preparedness

- The proportion of Canterbury residents who are prepared at home is significantly higher than average (45% c.f. 30% national average).
- On the Preparedness Continuum Canterbury residents are more likely to be 'committed' - having prepared water and survival items for a disaster (64% c.f. 51% national average).
- In Canterbury, preparedness levels are significantly higher than average for the following four preparedness diagnostics:
 - You are familiar with the Civil Defence information in the Yellow Pages (72% c.f. 63% national average).
 - You have stored at least 3 litres of water per person for 3 days for each member in your household (67% c.f. 53% national average).
 - You regularly update your emergency survival items (62% c.f. 51% national average).
- Cantabrians are less likely than average to say they feel 'not that well prepared' for a disaster (19% c.f. 29% national average).
- Unsurprisingly, Canterbury residents are more likely to have been prompted to prepare for a disaster by the Christchurch earthquakes (81% c.f. 41% national average) and they are less likely to have done so because of overseas disasters (1% c.f. 10% national average).

CANTERBURY (CONTINUED)



Changes in preparedness since 2013

- Since 2013 there has been a decrease in the proportion of people who say their emergency plan includes what to do when not at home (down to 33% in 2014 from 39% in 2013).
- There has also been a decrease in the proportion of people who say they have the necessary emergency items to survive a disaster (down to 86% in 2014 from 91% in 2013).

Advertising and information

- There are no other significant differences between Canterbury residents and the general population in terms of awareness and where they've seen advertising (57% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 68% of Canterbury residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 62% have previously heard of 'Get Ready, Get Thru', and 43% have heard of getthru.govt.nz (both in line with national averages).

Disaster awareness

- Canterbury residents are less likely than average to think that a volcanic eruption (28% c.f. 40% national average) could happen in NZ in their lifetime, and they are more likely than average to think a flood (66% c.f. 54% national average) or landslide/slide could happen (8% c.f. 4% national average).
- They are also less likely than average to agree that there will always be adequate warning before a disaster hits (23% c.f. 36% national average).
- Canterbury residents are more likely to have a Yellow Pages directory in their home (96% c.f. 89% national average).
- Residents from the Canterbury region are less likely than average to think that the following household utilities or infrastructure services could be disrupted following a disaster:
 - Gas (72% c.f. 83% national average).
 - Landline telephones (85% c.f. 94% national average).
- In the event of a tsunami, a lower proportion of Canterbury residents said that people should check their emergency get-away kit (2% c.f. 12% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 18 | 16 | 24 | 14 | 18 | 33 | 25 | 32 | 33 |
| Prepared at home | 35 | 37 | 41 | 26 | 34 | 51 | 40 | 47 | 51 |
| Has a plan | 59 | 67 | 63 | 49 | 57 | 79 | 71 | 76 | 85 |
| Has survival items | 76 | 77 | 82 | 71 | 86 | 88 | 83 | 86 | 94 |

Preparedness

- On the Preparedness Continuum Wellington residents are significantly more likely than average to be:
 - Fully prepared (33% c.f. 15% national average).
 - Prepared at home (51% c.f. 30% national average).
 - Committed - having prepared water and survival items for a disaster (81% c.f. 51% national average).
- Wellington residents are more likely than average to say that they feel 'quite well prepared' for a disaster (66% c.f. 50% national average) and less likely to say they are 'not that well prepared' or 'not prepared at all' for a disaster (18% c.f. 38% national average).
- The proportion of Wellington residents who have taken steps in the past 12 months to prepare for a disaster is higher than average (70% c.f. 47% national average).
- Similarly, the proportion of Wellington residents who have a survival plan for when they are at home and away from home is significantly higher than average (52% c.f. 26% national average).

WELLINGTON (CONTINUED)



Preparedness continued

- In Wellington, preparedness levels are significantly higher than average in four of the preparedness diagnostics, including:
 - You have a good understanding of what the effects would be if a disaster struck in your area (96% c.f. 87% national average).
 - You have an emergency survival plan for your household (85% c.f. 59% national average).
 - You have stored at least 3 litres of water per person for 3 days for each member of your household (83% c.f. 53% national average).
 - You have the necessary emergency items needed to survive a disaster (94% c.f. 86% national average).

Advertising and information

- Wellington residents are less likely than average to say they have seen advertising about preparing for a disaster on the television (68% c.f. 80% national average).
- There are no other significant differences between Wellington residents and the general population in terms of awareness and where they've seen advertising (61% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 63% of Wellington residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 65% have previously heard of 'Get Ready, Get Thru', and 49% have heard of getthru.govt.nz (both in line with national averages).

WELLINGTON (CONTINUED)



Disaster awareness

- Wellington residents are more likely than average to think a fire (24% c.f. 17% national average) could happen in New Zealand in their lifetime.
- They are also more likely than average to think that before a disaster they can get information about how to prepare for a disaster from:
 - Ministry of Civil Defence website (55% c.f. 40% national average).
 - Their local/regional council (45% c.f. 24% national average).
 - Government/government departments (6% c.f. 3% national average).
- Residents from the Wellington region are more likely than average to think that the following household utilities or infrastructure services could be disrupted following a disaster:
 - Gas (92% c.f. 83% national average).
 - Water (99% c.f. 92% national average).
 - Sewerage (97% c.f. 90% national average).
- Wellington residents are more likely than average to say that in the event of a strong earthquake, people should:
 - Stay indoors (17% c.f. 10% national average).
 - Implement their survival plan (7% c.f. 2% national average).
- In the event of a tsunami, a higher proportion of Wellington residents said that people should:
 - Move to higher ground (93% c.f. 85% national average).
 - Check on family/friends/neighbors (38% c.f. 23% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 9 | 6 | 7 | 11 | 12 | 12 | 8 | 12 | 6 |
| Prepared at home | 21 | 22 | 19 | 18 | 21 | 34 | 29 | 29 | 18 |
| Has a plan | 44 | 46 | 45 | 50 | 47 | 57 | 52 | 55 | 50 |
| Has survival items | 68 | 91 | 81 | 75 | 80 | 86 | 77 | 86 | 89 |

Preparedness

- Waikato residents are statistically less likely than average to be:
 - Fully prepared (6% c.f. 15% national average).
 - Aware - have an understanding of the types of disasters that could occur (82% c.f. 90% national average).
 - Prepared at home (18% c.f. 30% national average).

- In the Waikato, preparedness levels are significantly lower than average in two of the preparedness diagnostics, which are:
 - You have a good understanding of what the effects would be if a disaster struck in your area (82% c.f. 90% national average).
 - You have stored at least 3 litres of water per person for 3 days for each member of your household (41% c.f. 53% national averages).

WAIKATO (CONTINUED)



Advertising and information

- The proportion of Waikato residents that have read advertising about preparing for a disaster in a newspaper is lower than the national average (6% c.f. 19% national average).
- There are no other significant differences between Waikato residents and the general population in terms of awareness and where they've seen advertising (54% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 59% of Waikato residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 61% have previously heard of 'Get Ready, Get Thru', and 38% have heard of getthru.govt.nz (both in line with national average).

Disaster awareness

- Waikato residents are more likely than average to think that an infrastructure failure could occur in NZ during their lifetime (7% c.f. 2% national average) and are less likely than average to think that a volcanic eruption could occur (29% c.f. 40% national average).
- Those living in the Waikato region are more likely than average to not know what to do during and immediately after an earthquake (8% c.f. 3% national average).

BAY OF PLENTY



| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 8 | 2 | 13 | 15 | 12 | 12 | 17 | 17 | 11 |
| Prepared at home | 16 | 16 | 34 | 28 | 22 | 34 | 37 | 32 | 30 |
| Has a plan | 43 | 42 | 57 | 54 | 47 | 66 | 63 | 60 | 59 |
| Has survival items | 67 | 82 | 90 | 78 | 81 | 87 | 81 | 92 | 88 |

Preparedness

- Preparedness levels in the Bay of Plenty are significantly higher than average for 'you regularly update your emergency survival items' (65% c.f. 51% national average).
- Other preparedness figures among Bay of Plenty residents are statistically similar to the national average:
 - 11% are fully prepared; 30% are prepared at home.
 - Just under two thirds (59%) have an emergency plan and 88% have survival items.

Advertising and information

- There are no significant differences between Bay of Plenty residents and the general population in terms of awareness and where they've seen advertising (63% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 56% of Bay of Plenty residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 58% have previously heard of 'Get Ready, Get Thru', and 45% have heard of getthru.govt.nz (both in line with national averages).

BAY OF PLENTY (CONTINUED)



Disaster awareness

- Bay of Plenty residents are more likely than average to think a pandemic/outbreak of disease could occur in NZ in their lifetime (10% c.f. 3% national average).
- Residents from the Bay of Plenty are less likely than average to think that gas services (73% c.f. 83% national average) could be disrupted following a disaster.

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 1 | 7 | 10 | 6 | 6 | 12 | 12 | 13 | 8 |
| Prepared at home | 13 | 33 | 24 | 25 | 34 | 25 | 37 | 29 | 31 |
| Has a plan | 37 | 51 | 42 | 56 | 55 | 45 | 62 | 57 | 46 |
| Has survival items | 87 | 91 | 93 | 80 | 74 | 84 | 79 | 94 | 85 |

Preparedness

- Preparedness levels among Northland residents are statistically similar to the national average:
 - Just under one in three Northland residents are prepared at home (31%).
 - Nearly one in ten are fully prepared (8%).
 - Just under half have an emergency plan (46%).
 - More than eight in ten have emergency survival items (85%).
- Northland residents are less likely than average to have an emergency plan that includes what to do while they are at home and while away from home (only 12% c.f. 26% national average).

Advertising and information

- There are no significant differences between Northland residents and the general population in terms of awareness and where they've seen advertising (44% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 63% of Northland residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 56% have previously heard of 'Get Ready, Get Thru', and 42% have heard of getthru.govt.nz (both in line with national averages).

NORTHLAND (CONTINUED)



Disaster awareness

- Northland residents are less likely than average to think:
 - An earthquake could happen in NZ in their lifetime (88% c.f. 96% national average).
 - Civil Defence will be able to help them following a disaster (69% c.f. 80% national average).
 - Sewerage services could be disrupted if a disaster took place (80% c.f. 90% national average).
- Northland residents are more likely than average (15% c.f. 7% national average) to think that before a disaster they can get information about how to prepare for a disaster from TV, TV advertisements and news.

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | |
|--------------------|----------------|-------------------------------|------|------|------|------|------|------|------|----|
| Fully prepared | | | | | | 14 | 11 | 14 | 7 | |
| Prepared at home | | <i>Sample sizes too small</i> | | | | | 22 | 25 | 24 | 21 |
| Has a plan | 47 | 39 | 57 | 43 | 36 | 62 | 56 | 62 | 54 | |
| Has survival items | 81 | 84 | 90 | 81 | 68 | 76 | 84 | 77 | 93 | |

Preparedness

- Preparedness levels among Taranaki residents are statistically similar to the national average:
 - Nearly one in ten are fully prepared (7%).
 - Over one fifth are prepared at home (21%).
 - Just over half have an emergency plan (54%).
 - More than nine in ten have emergency survival items (93%).

Advertising and information

- The proportion of Taranaki residents that have read/seen advertising about preparing for a disaster in a mail flyer/leaflet/pamphlet is higher than the national average (10% c.f. 3% national average).
- There are no other significant differences between Taranaki residents and the general population in terms of awareness and where they've seen advertising (58% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 64% of Taranaki residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 56% have previously heard of 'Get Ready, Get Thru', and 50% have heard of getthru.govt.nz (both in line with national averages).

TARANAKI (CONTINUED)



Disaster awareness

- Taranaki residents are more likely than average to say that a volcanic eruption could occur in NZ in their lifetime (65% c.f. 40% national average).
- They are also more likely than average to think that before a disaster they can get information about how to prepare for a disaster from their local/regional council (39% c.f. 24% national average) or the fire department/service (9% c.f. 2% national average).
- Residents from the Taranaki region are less likely than average to think that the army will be able to help them following a disaster (47% c.f. 67% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 6 | 16 | 16 | 15 | 7 | 20 | 15 | 17 | 9 |
| Prepared at home | 28 | 34 | 30 | 33 | 22 | 36 | 42 | 31 | 29 |
| Has a plan | 52 | 63 | 55 | 65 | 50 | 67 | 67 | 47 | 57 |
| Has survival items | 85 | 97 | 76 | 94 | 82 | 80 | 81 | 82 | 75 |

Preparedness

- Manawatu residents are significantly less likely than average to have the necessary emergency items needed to survive a disaster (75% c.f. 86% national average).
- Other preparedness levels among Manawatu residents are statistically similar to the national average:
 - Just under one in ten are fully prepared (9%).
 - More than half have a plan (57%).
 - Almost three in ten are prepared at home (29%).
- Manawatu residents are less likely than average to say that they feel 'quite well prepared' for a disaster (30% c.f. 50% national average) and are more likely to say they are 'not prepared at all' for a disaster (19% c.f. 10% national average).

Advertising and information

- There are no significant differences between Manawatu residents and the general population in terms of awareness and where they've seen advertising (46% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).

MANAWATU (CONTINUED)



Advertising and information continued

- Similar to the national average, 64% of Manawatu residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 67% have previously heard of 'Get Ready, Get Thru', and 43% have heard of getthru.govt.nz (both in line with national averages).

Disaster awareness

- Manawatu residents are more likely than average to think that before a disaster they can get information about how to prepare for a disaster from the Yellow Pages (66% c.f. 47% national average) or by phoning Civil Defense (8% c.f. 3% national average).
- They are also more likely to have a Yellow Pages directory in their home (98% c.f. 89% national average).
- Residents from the Manawatu region are less likely than average to think that the police will be able to help them following a disaster (65% c.f. 78% national average).
- Manawatu residents are more likely than average to think that gas services (97% c.f. 83% national average) could be disrupted if a disaster took place and less likely to think that sewerage could be disrupted (80% c.f. 90% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|-------------------------------|------|------|------|------|------|------|------|
| Fully prepared | | | | | | 16 | 25 | 11 | 11 |
| Prepared at home | | <i>Sample sizes too small</i> | | | | 35 | 38 | 27 | 24 |
| Has a plan | 62 | 42 | 68 | 40 | 72 | 59 | 64 | 56 | 64 |
| Has survival items | 100 | 87 | 87 | 92 | 80 | 82 | 83 | 90 | 79 |

Preparedness

- Preparedness levels among Gisborne residents are statistically similar to the national average:
 - Just over one in ten are fully prepared (11%).
 - Nearly two thirds have a plan (64%).
 - Almost one quarter are prepared at home (24%).
 - Just shy of eight in ten residents have survival items (79%).

Advertising and information

- There are no significant differences between Gisborne residents and the general population in terms of awareness and where they've seen advertising (61% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 72% of Gisborne residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 55% have previously heard of 'Get Ready, Get Thru', and 41% have heard of getthru.govt.nz (both in line with national averages).

GISBORNE (CONTINUED)



Disaster awareness

- Gisborne residents are more likely than average to:
 - Think that a tsunami (81% c.f. 69% national average) or road accident (8% c.f. 2% national average) could occur in NZ in their lifetime.
 - Have a Yellow Pages directory in their home (98% c.f. 89% national average).
 - Think that hospitals (88% c.f. 71% national average), local/regional council (68% c.f. 49% national average) or Civil Defence (95% c.f. 80% national average) will be able to help them following a disaster.
 - Say that information about how to prepare for a disaster can be obtained from their local/regional council (36% c.f. 24% national average).
- They are also more likely than average to think that people should take the following actions in the event of an earthquake:
 - Turn off electricity, power and gas (12% c.f. 5% national average).
 - Keep away from power lines/electrical wires (8% c.f. 2% national average).
- Residents of Gisborne are less likely than average to think that the water system could be disrupted if a disaster took place (81% c.f. 92% national average).

HAWKES BAY



| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 13 | 7 | 16 | 12 | 7 | 16 | 21 | 17 | 11 |
| Prepared at home | 26 | 26 | 29 | 29 | 20 | 28 | 43 | 36 | 30 |
| Has a plan | 59 | 54 | 64 | 59 | 63 | 71 | 73 | 69 | 52 |
| Has survival items | 88 | 80 | 73 | 87 | 79 | 84 | 87 | 82 | 89 |

Preparedness

- Hawkes Bay residents are more likely than average to say they are familiar with the Civil Defence information in the Yellow Pages (75% c.f. 63% national average).
- Other preparedness levels among Hawkes Bay residents are statistically similar to the national average:
 - More than one in ten residents are fully prepared (11%).
 - Just under one third are prepared at home (30%).
 - More than half have a plan (52%).
 - Almost nine in ten have emergency survival items (89%).

Advertising and information

- There are no significant differences between Hawkes Bay residents and the general population in terms of awareness and where they've seen advertising (56% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 63% of Hawkes Bay residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 54% have previously heard of 'Get Ready, Get Thru', and 52% have heard of getthru.govt.nz (both in line with national averages).

HAWKES BAY (CONTINUED)



Disaster awareness

- Hawkes Bay residents are less likely than average to:
 - Think that a volcanic eruption could occur in NZ in their lifetime (24% c.f. 40% national average).
 - Think that an ambulance will be able to help them following a disaster (62% c.f. 74% national average).
- They are also less likely than average to think the following household utilities or infrastructure services could be disrupted if a disaster took place:
 - Landline telephones (84% c.f. 94% national average).
 - Roothing (82% c.f. 93% national average).
- Hawkes Bay residents are more likely than average to:
 - Say that they can get information about how to prepare for a disaster from the radio (16% c.f. 7% national average).
 - Think that people should check damage/everything is stabilised/safe/secure in the event of an earthquake (13% c.f. 6% national average).
 - Agree that there will always be adequate warning before a disaster hits (50% c.f. 36% national average).
- In the event of a tsunami, a higher proportion of Hawkes Bay residents said that people should check pets/animals/live stock (8% c.f. 2% national average).

NELSON/MARLBOROUGH



| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|-------------------------------|------|------|------|------|------|------|------|
| Fully prepared | | | | | | 37 | 17 | 19 | 23 |
| Prepared at home | | <i>Sample sizes too small</i> | | | | 51 | 36 | 36 | 38 |
| Has a plan | 66 | 48 | 71 | 53 | 43 | 80 | 66 | 63 | 77 |
| Has survival items | 88 | 91 | 87 | 91 | 85 | 91 | 94 | 88 | 81 |

Preparedness

- Preparedness figures among Nelson/Marlborough residents are statistically similar to the national average:
 - 23% are fully prepared.
 - 38% are prepared at home.
 - 81% have survival items.
- Nelson/Marlborough residents have significantly higher than average figures for the following preparedness diagnostics:
 - You are familiar with the Civil Defence information in the Yellow Pages (77% cf. 63% national average).
 - You have an emergency survival plan for your household (77% cf. 59% national average).
- They are also more likely than average to have an emergency plan that includes what to do while they are away from home (39% c.f. 26% national average).
- Nelson/Marlborough residents are more likely than average to say that they feel 'very well prepared' for a disaster (23% c.f. 11% national average).

NELSON/MARLBOROUGH (CONTINUED)



Advertising and information

- Those living in the Nelson/Marlborough region are more likely (15% c.f. 3% national average) to have read/seen advertising about preparing for a disaster on the internet.
- There are no other significant differences between Nelson/Marlborough residents and the general population in terms of awareness and where they've seen advertising (54% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 57% of Nelson/Marlborough residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 59% have previously heard of 'Get Ready, Get Thru', and 45% have heard of getthru.govt.nz (both in line with national average).

Disaster awareness

- Residents from Nelson/Marlborough are more likely than average to
 - Say that a fire could occur in NZ in their lifetime (35% cf. 17% national average).
 - Agree that 'neighbours will be there to help you in a disaster' (96% cf. 86% national average).
- People from Nelson/Marlborough are less likely to think that gas services could be disrupted in the event of a disaster (62% cf. 83% national average).
- In the event of a tsunami, a higher proportion of Northland residents said that people should move to higher ground (98% c.f. 85% national averages).

WEST COAST



| | 2011 | 2012 | 2013 | 2014 |
|--------------------|------|------|------|------|
| Fully prepared | 24 | 19 | 23 | 27 |
| Prepared at home | 53 | 45 | 42 | 41 |
| Has a plan | 79 | 67 | 64 | 63 |
| Has survival items | 93 | 93 | 96 | 88 |

**Note: Up until 2011 the West Coast was analysed together with Canterbury.*

Preparedness

- Residents from the West Coast are more likely than the average to:
 - Be fully prepared (27% c.f. 15% national average).
 - Have a good understanding of what the effects would be if a disaster struck (96% c.f. 87% national average).
 - Say that they feel 'not that well prepared' for a disaster (16% c.f. 29% national average).

Advertising and information

- There are no significant differences between West Coast residents and the general population in terms of awareness and where they've seen advertising (53% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 72% of West Coast residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 70% have previously heard of 'Get Ready, Get Thru', and 54% have heard of getthru.govt.nz (both in line with national averages).

WEST COAST (CONTINUED)



Disaster Awareness

- Residents from the West Coast are less likely than average to say that a volcanic eruption could occur in NZ in their lifetime (19% c.f. 40% national average), and more likely than average to say that a hurricane, cyclone or storm could occur (77% c.f. 43% national average).
- West Coast residents are less likely than average to:
 - Agree with the statement 'in a disaster, there will be someone to help you' (61% c.f. 74% national average).
 - Think that the following groups or individuals will be able to help them in the event of a disaster:
 - Army (45% c.f. 67% national average).
 - Hospitals (55% c.f. 71% national average).
 - Civil Defence (69% c.f. 76% national average).
- They are also less likely to think the following household utilities or infrastructure services could be disrupted if a disaster took place:
 - Gas (66% c.f. 83% national average).
 - Water (73% c.f. 92% national average).
 - Sewerage (71% c.f. 90% national average).
- West Coast residents are significantly more likely than average to say that in the event of a strong earthquake people should stay put/stay where they are (22% c.f. 8% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|------|------|------|------|------|------|------|------|
| Fully prepared | 5 | 17 | 4 | 3 | 8 | 23 | 8 | 17 | 14 |
| Prepared at home | 15 | 32 | 18 | 14 | 29 | 37 | 17 | 35 | 26 |
| Has a plan | 53 | 44 | 43 | 60 | 59 | 71 | 64 | 56 | 61 |
| Has survival items | 94 | 86 | 82 | 89 | 88 | 85 | 84 | 80 | 89 |

Preparedness

- Preparedness figures among Otago residents are similar to the national averages:
 - 14% are fully prepared.
 - 26% are prepared at home.
 - Just under two thirds (61%) have an emergency plan.
 - 89% have survival items.
- Those who live in Otago are more likely to be familiar with the Civil Defence information in the Yellow Pages (77% c.f. 63% national average).

Advertising and information

- There are no significant differences between Otago residents and the general population in terms of awareness and where they've seen advertising (60% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 61% of Otago residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 54% have previously heard of 'Get Ready, Get Thru', and 36% have heard of getthru.govt.nz (both in line with national averages).

OTAGO (CONTINUED)

Disaster awareness

- Otago residents are more likely than average to say that a fire could occur in NZ in their lifetime (29% c.f. 17% national average), but less likely than average to say that a volcanic eruption could occur (26% c.f. 40% national average).
- They are also significantly more likely to:
 - Have a Yellow Pages directory in their home (98% c.f. 89% national average).
 - Think that before a disaster they can get information on how to prepared for a disaster from information centres (7% c.f. 1% national average).
- Otago residents are less likely than average to say that gas services could be disrupted (72% c.f. 83% national average).
- During an earthquake or immediately after those living in the Otago region are less likely than average to think that people should take shelter under a desk or other solid structure (33% c.f. 46% national average) and are more likely to think that people should listen to the radio for further information (15% c.f. 7% national average).

| | Bench- mark | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------------|----------------|-------------------------------|------|------|------|------|------|------|------|
| Fully prepared | | | | | | 20 | 9 | 9 | 13 |
| Prepared at home | | <i>Sample sizes too small</i> | | | | 38 | 25 | 29 | 32 |
| Has a plan | 55 | 52 | 72 | 50 | 62 | 71 | 46 | 63 | 61 |
| Has survival items | 77 | 87 | 86 | 90 | 77 | 91 | 87 | 93 | 90 |

Preparedness

- Preparedness figures among Southland residents are statistically similar to the national average for:
 - Being fully prepared (13%), being prepared at home (32%).
 - Having an emergency plan (61%) and survival items (90%).
- Southland residents are more likely than average to say they are familiar with the Civil Defence information in the Yellow Pages (77% c.f. 63% national average).

Advertising and information

- There are no significant differences between Southland residents and the general population in terms of awareness and where they've seen advertising (48% recall seeing, hearing, or reading any advertising about preparing for a disaster c.f. 56% national average).
- Similar to the national average, 64% of Southland residents recall having seen a Civil Defence TV advertisement (compared with 62% national average). 48% have previously heard of 'Get Ready, Get Thru', and 33% have heard of getthru.govt.nz (both in line with national averages).

SOUTHLAND (CONTINUED)



Disaster awareness

- Southland residents are more likely than average to think that a flood could occur in NZ in their lifetime (69% c.f. 54% national average) and less likely to think a tsunami (47% c.f. 69% national average) or volcanic eruption could occur (19% c.f. 40% national average).
- They are more likely than average (61% c.f. 47% national average) to think that before a disaster they can get information about how to prepare for a disaster from the Yellow Pages and they are more likely to have a Yellow Pages directory in their home (100% c.f. 89% national average).
- Southland residents are less likely than average to:
 - Agree that 'the army will be there to help you in a disaster' (52% c.f. 67% national average).
 - Think the following household utilities or infrastructure services could be disrupted if a disaster took place:
 - Gas (57% c.f. 83% national average).
 - Water (77% c.f. 92% national average).
 - Sewerage (80% c.f. 90% national average).