



DISASTER PREPAREDNESS SURVEY 2019



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INTRODUCTION, OBJECTIVES AND METHODOLOGY



Introduction & Objectives

The Ministry of Civil Defence and Emergency Management commissioned this research to understand the state of preparedness for a disaster amongst individuals and households in New Zealand.

The specific objectives of the research were to:

- Identify the **level of preparedness** amongst New Zealanders and their households. In particular if they've taken any steps to prepare or plan for emergencies in the last 12 months.
- Determine if New Zealanders know what **actions to take** during or following an earthquake or other disaster, particularly if they are near the coast.
- Find out the **awareness and participation in ShakeOut** and the **TsunamiWalkOut**.

Methodology



In total, 1,031 telephone interviews were carried out, with New Zealanders aged 15 and over, from 14 May to 23 June, 2019.

This year half of the interviews were conducted by calling landline telephones (531 interviews) and half were conducted by calling mobile telephones (500 interviews). Prior to 2019 all interviews were conducted by calling landlines. The impact of this change is described on the following page.

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.

Notes for reading the report: Throughout the report the term 'New Zealanders' is used to refer to those 15 and over who currently live in New Zealand.

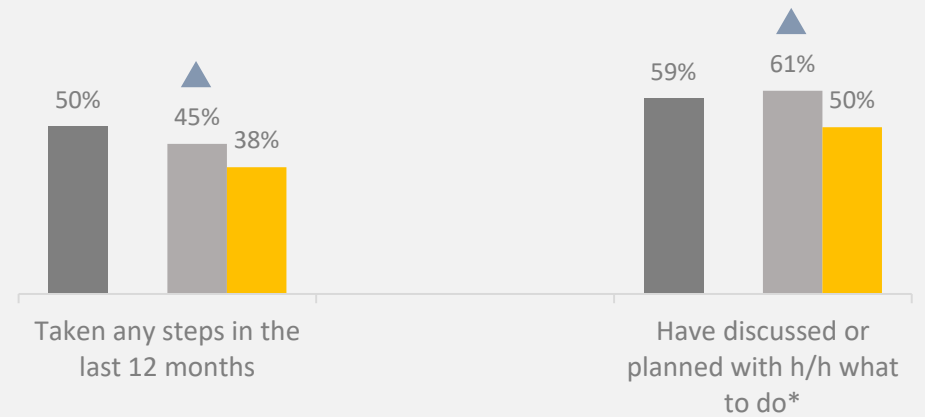
Impact of methodology change

As noted on the previous slide, the interviewing approach and sample frame changed this year to include mobile numbers. This change was made in recognition of the declining incidence of landline telephones (particularly amongst younger New Zealanders) and the need to make sure the sample is representative of all New Zealanders aged 15+.

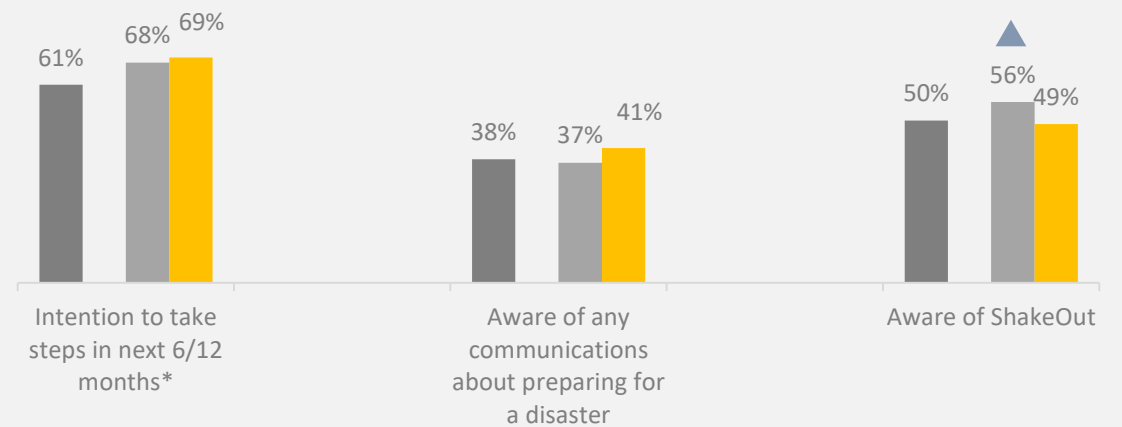
Changing the sample frame means caution needs to be taken when comparing the 2019 results to previous years. This is particularly the case with behaviours – as the mobile sample is less likely to have engaged in preparedness behaviours than the landline sample (see chart on top right). This means that the combined landline and mobile sample will show a decline in overall behaviour compared to last year simply because of the change in method.

The impact of the method change on attitudinal and awareness measures is less clear. As the chart to the bottom right shows in some cases the mobile sample are stronger attitudinally and more aware, and in some cases they aren't.

Behaviour



Attitudes and awareness



Landline 2018 Landline 2019 Mobile 2019

*Caution: substantial changes have been made to these questions/statements in 2019 so results versus 2018 are indicative only.
Base: All respondents (2018 n=1,000; 2019 calling landline n=531, calling mobile phone n=500)

▲ 2019 landline phones significantly higher/lower than 2019 mobile phones

SUMMARY OF KEY FINDINGS



Level of preparedness

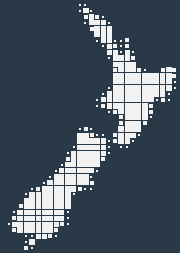
Nearly nine in ten New Zealanders have taken at least one action to be prepared for an emergency – they’re most likely to have emergency supplies available, such as spare food, toilet paper, torch, spare batteries, etc. Furthermore, a quarter are fully prepared at home.



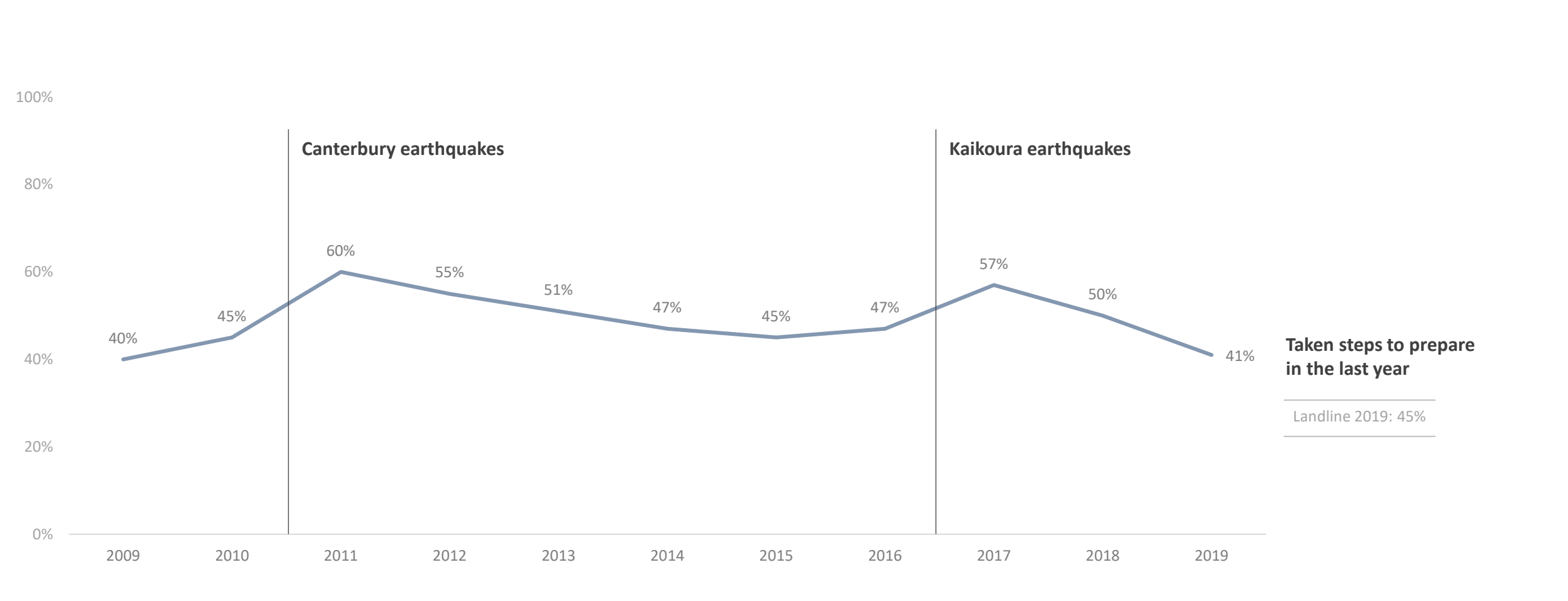


*Caution: changes have been made to these questions/statements in 2019 so results have not been compared to 2018.
Source: Q2e Which of the following statements apply to you? | Q2f Does your household emergency plan or discussion include what to do when you are not at home?
Base: All respondents (2019 n=1,031)

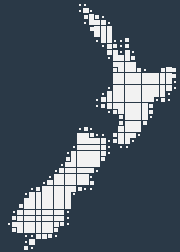
Actions taken to prepare in the last year



The number of New Zealanders who've taken steps, or further steps, to prepare themselves or their household for a disaster in the last year has declined. As shown in the chart below, a major event provides a strong catalyst to take additional steps and as the time increases since an event, the number of people taking action declines.

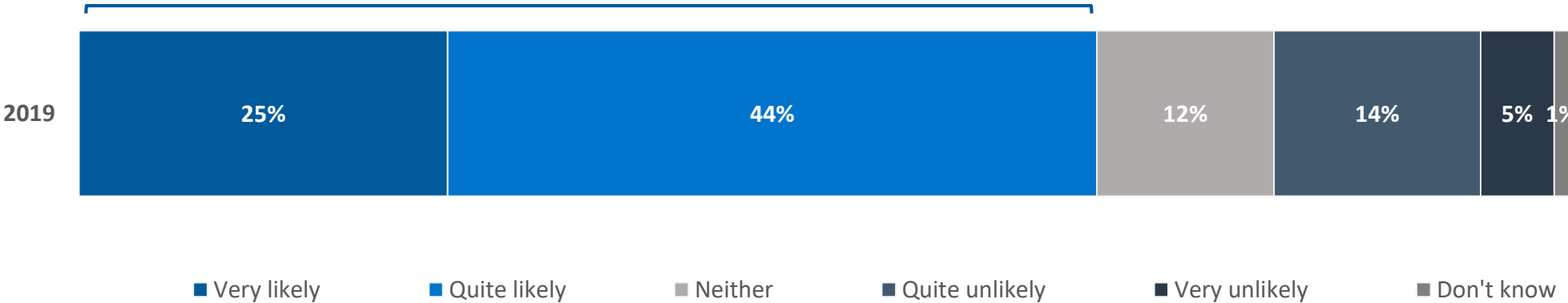


Likelihood to Prepare



New Zealanders do though have strong intentions to do something to prepare in the next year. Two thirds say they are likely to take some action over the course of the next year

68% of New Zealanders say they are likely to take steps to prepare for a disaster in the next year



Barriers and triggers to preparing

The research explored the incidence and impact of eight barriers to preparedness. When we assessed the incidence of each barrier (% of who have the barrier) by its impact (strength of its effect) two barriers were determined to be high priorities to address and a further two barriers were determined to be secondary priorities. We also explored the incidence and impact of three triggers. Two were determined to be effective motivators to get people to act.

Priority barriers



Lack of knowledge (affects 29%, high impact)

- Lack of knowledge of how to prepare is a significant barrier for many New Zealanders



Optimism (affects 23%, high impact)

- Believing it's unlikely they will ever be involved in a disaster prevents many New Zealanders from being prepared

Secondary barriers



Likelihood of event (affects 45%, medium impact)

- New Zealanders who do not think about what disasters could occur in their area are much less likely to prepare



Effort (affects 29%, medium impact)

- The perceived effort of preparing is enough of a barrier to deter many New Zealanders from taking action

Effective triggers to encourage preparation



Social norm – what friends and family think (impacts 67%, high effect)

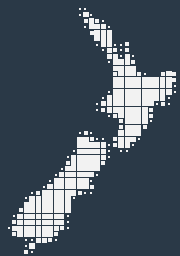
- New Zealanders are more likely to take action to get prepared themselves if they perceive that their friends and family think it's important to be prepared



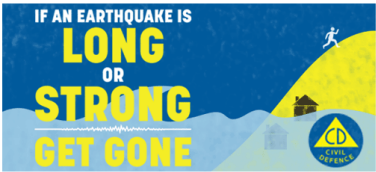
Family concern (impacts 52%, medium effect)

- Thinking about what will happen to their family in a disaster is a relatively powerful trigger for motivating New Zealanders to prepare for a disaster

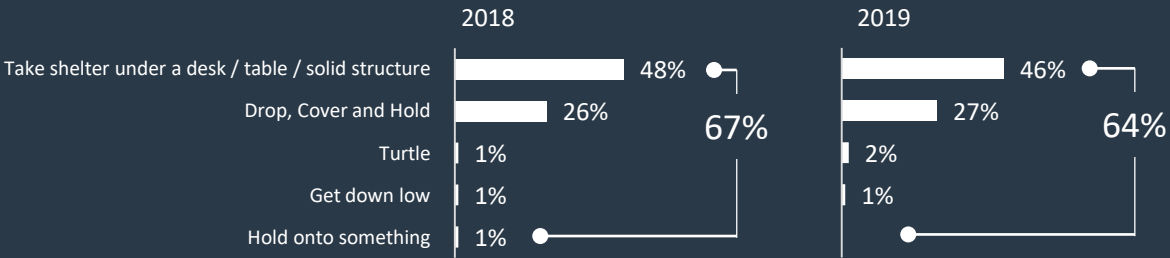
Knowledge



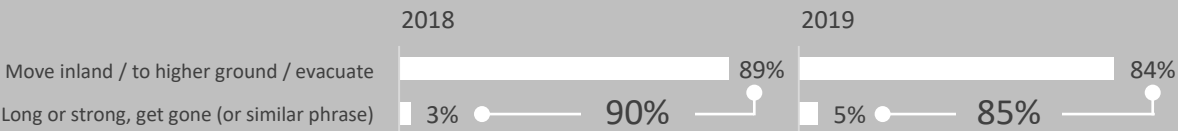
Most New Zealanders know what actions they should take in an earthquake or tsunami. Slight declines are visible from 2018 but the majority would know what to do to keep themselves safe



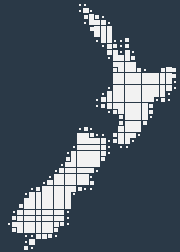
Two thirds (64%) of New Zealanders know at least one correct action to take during a earthquake



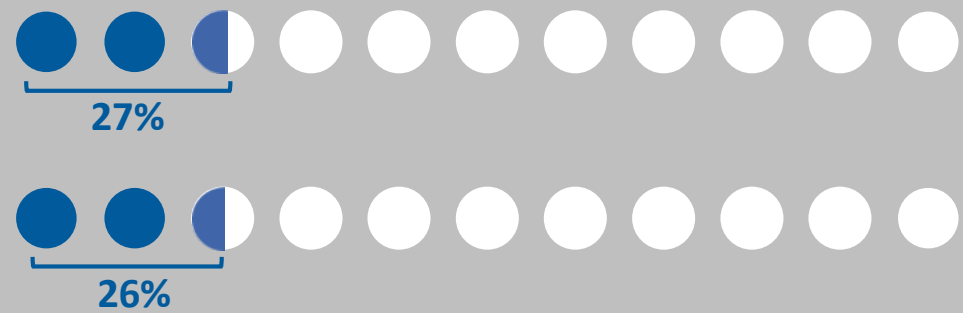
Almost all (85%) New Zealanders know to evacuate if they are near the coast and a long or strong earthquake happens



Participation in ShakeOut and Tsunami Hīkoi

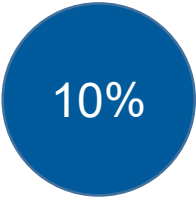


Around a quarter of households took part in last year's ShakeOut.



of New Zealanders have ever participated in

of New Zealanders either took part themselves, or someone else in their household did, in last year's



of those aware of ShakeOut and who live or work in a Tsunami Evacuation Zone took part in Tsunami Hīkoi

Preparedness

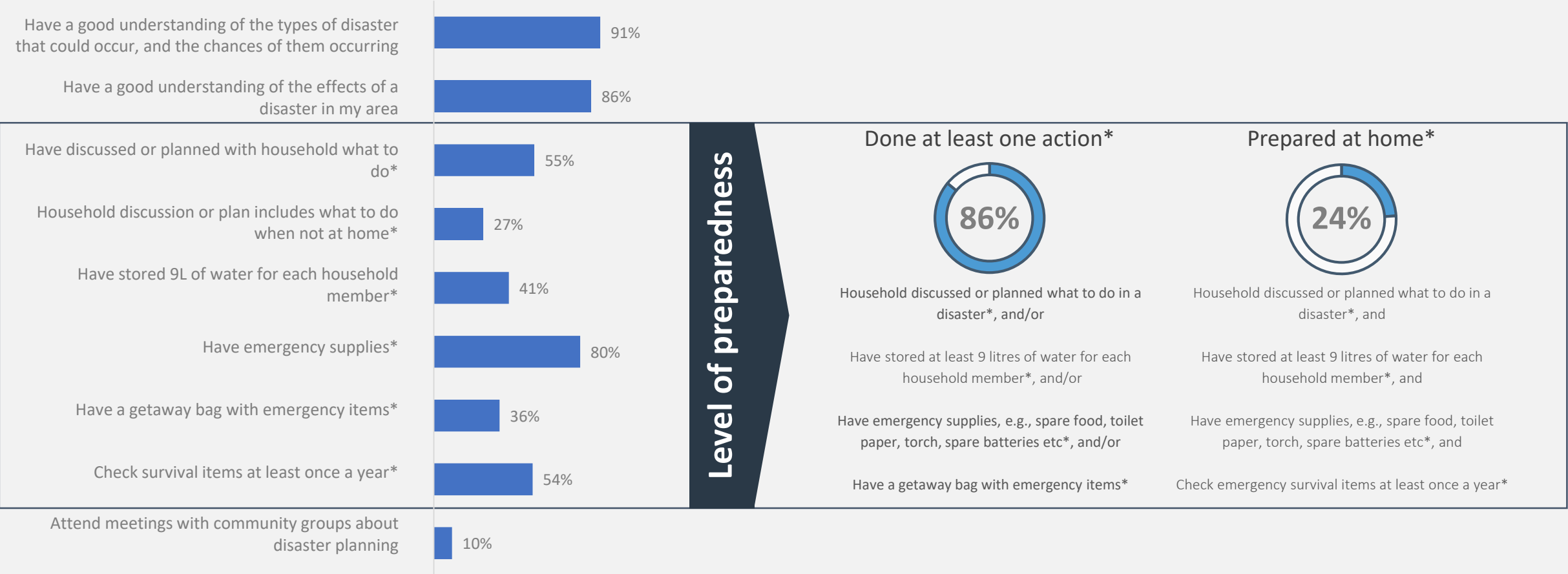
How prepared are New Zealanders?



Total level of preparedness

Eighty-six percent of New Zealanders have taken at least one action to be prepared for an emergency. They're most likely to have emergency supplies such as spare food, toilet paper, torch, spare batteries and so on.

Actions taken:



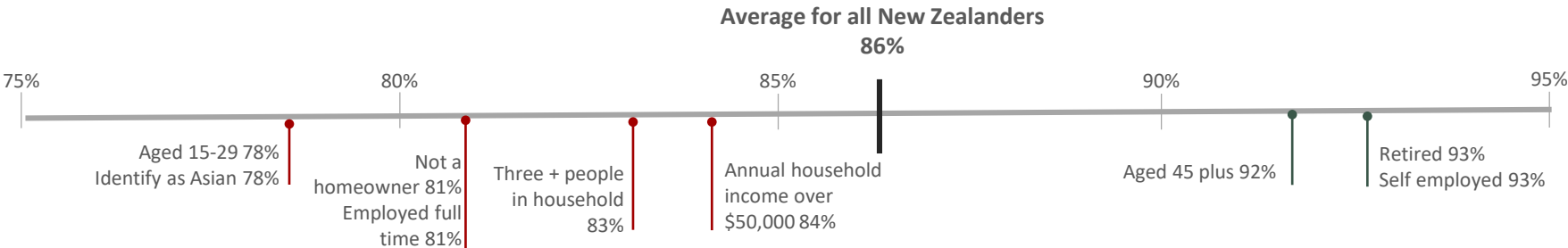
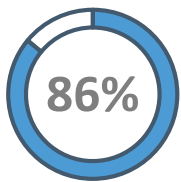
 *Caution: changes have been made to these questions/statements in 2019 so results have not been compared to 2018.
Source: Q2e Which of the following statements apply to you? | Q2f Does your household emergency plan or discussion include what to do when you are not at home?
Base: All respondents (2019 n=1,031)

Who is least likely to be prepared?

In general younger New Zealanders, and/or those who identify as Asian are less likely to be prepared.

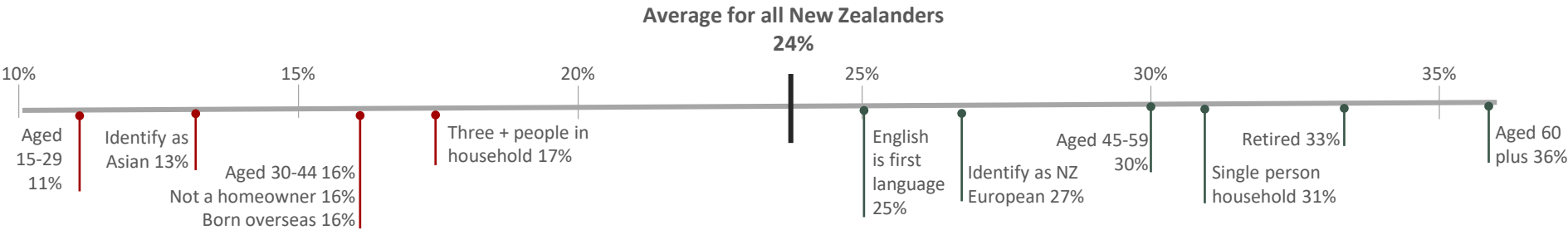
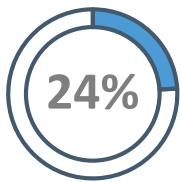
The following groups are less likely than average to have done at least one action for preparedness: younger New Zealanders, those who identify as Asian, employed full time, not a homeowner, or live in a larger household.

Done at least one action*



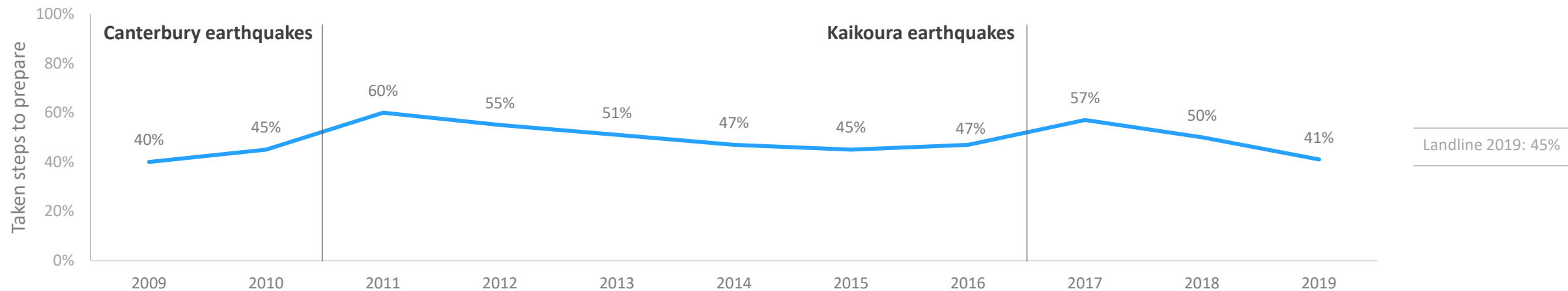
The following groups are less likely than average to have done at least one action for preparedness: younger New Zealanders, those who identify as Asian, employed full time, not a homeowner, or live in a larger household.

Prepared at home*

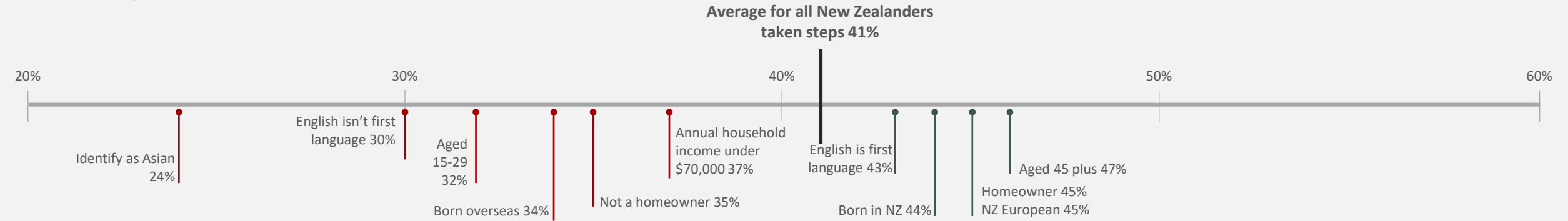


Taken steps to prepare in the last year

Six in ten New Zealanders haven't taken any steps, or additional steps, to prepare for a disaster over the last year. This decline in new actions following a peak after a major event is a typical pattern.

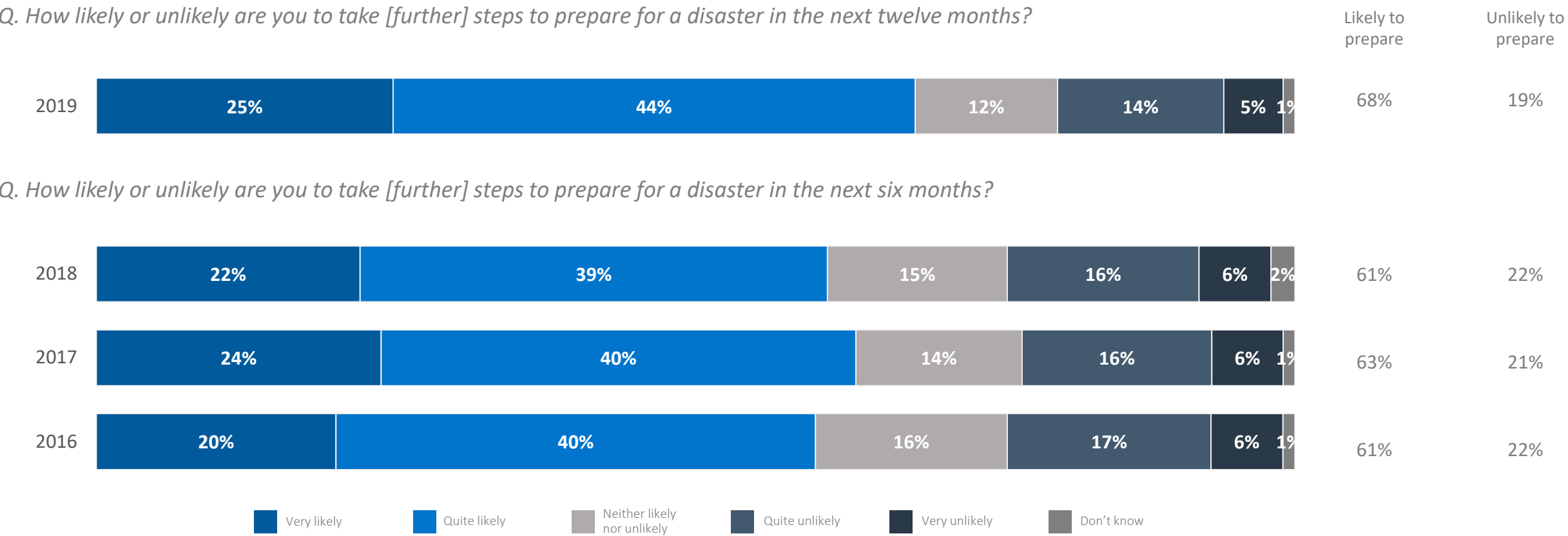


The following groups are less likely than average to have taken steps to prepare for a disaster in the past six months: those who identify as Asian, English isn't their first language, younger New Zealanders, or those born overseas.



Likelihood of preparing

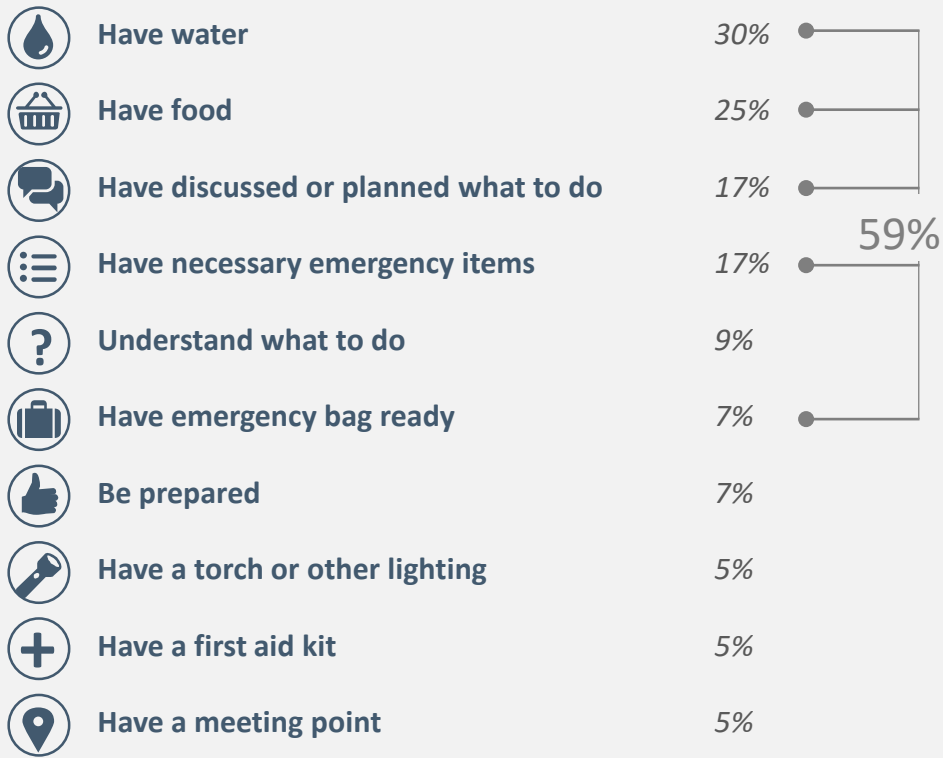
However, New Zealanders have good intentions. Just 1 in 5 say they aren't likely to take steps to prepare for a disaster in the next year



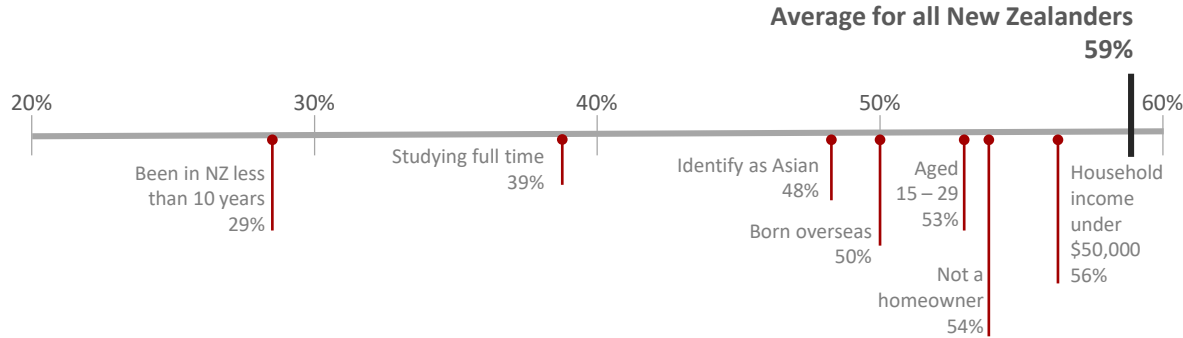
Top 10 things to do to be prepared

New Zealanders believe the most important things they can do to prepare for a disaster is to have food and water

Top ten perceived actions to be prepared:



Groups less likely than average to mention at least one of: water, food, emergency plan, emergency items or a getaway bag:



New question in 2019

Source: Q2di What do you think is the single most important thing you could do, in order to be prepared for a disaster?
Base: All respondents (2019 n=1,031)

Knowledge

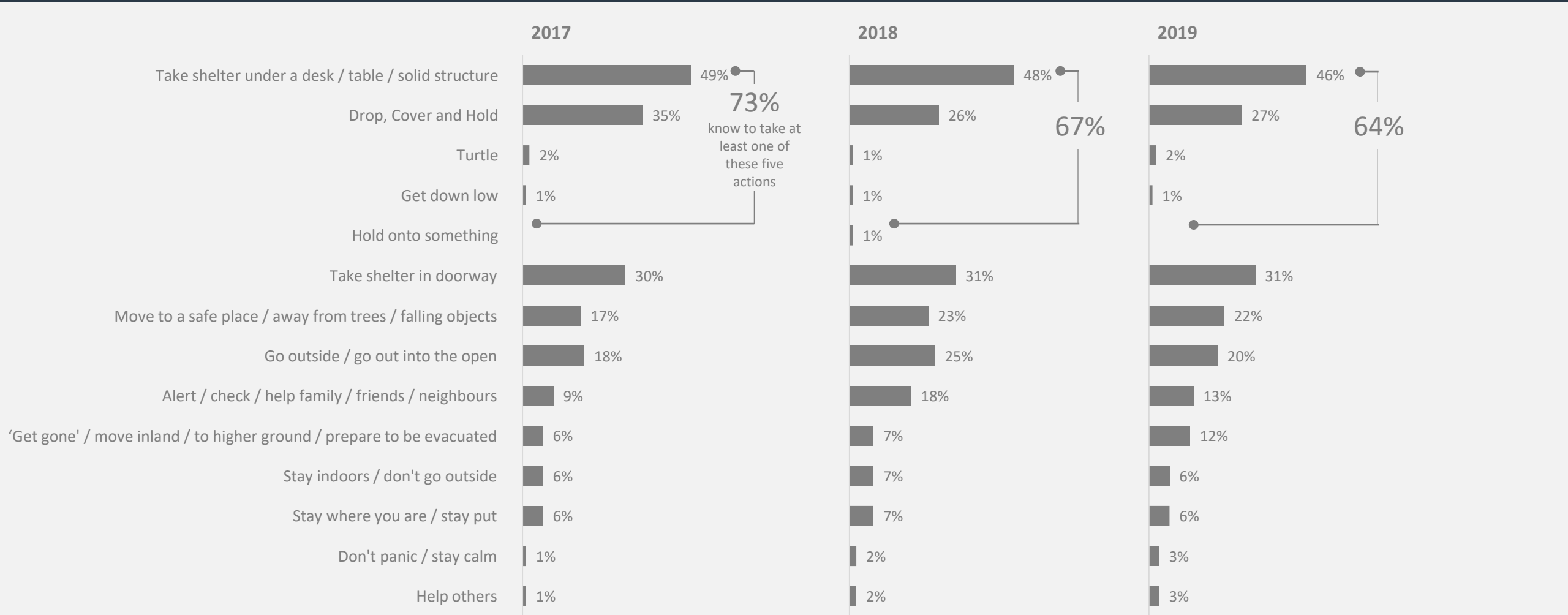
Do New Zealanders know what to do
in an emergency?



Actions to take during a strong earthquake



Sixty-four percent of New Zealanders know what to do during a strong earthquake. This level of knowledge has been declining since it peaked after the Kaikoura earthquakes.

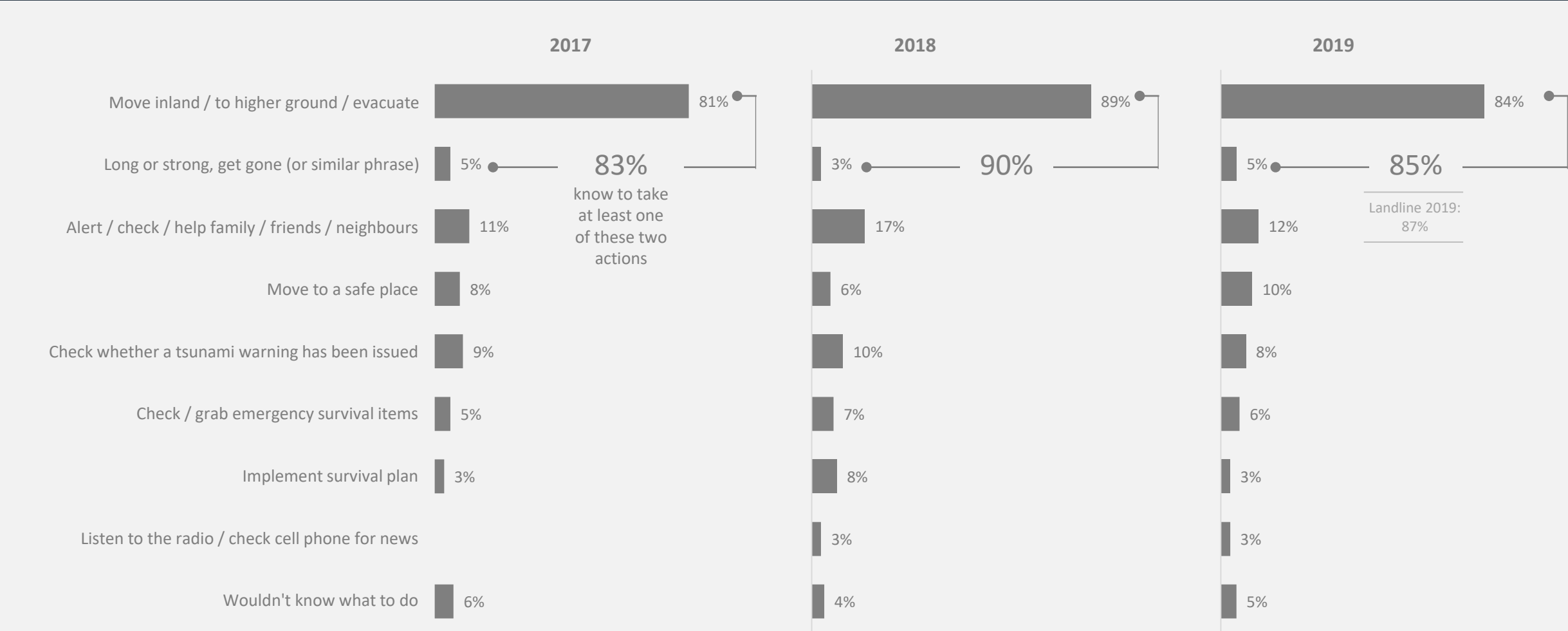


Source: Q4d What actions should people take during a strong earthquake?
Base: All respondents (2017, 2018 n=1,000; 2019 n=1,031)
Results 2% and under in 2019 are not shown

Actions to take when near the coast and a long or strong earthquake happens



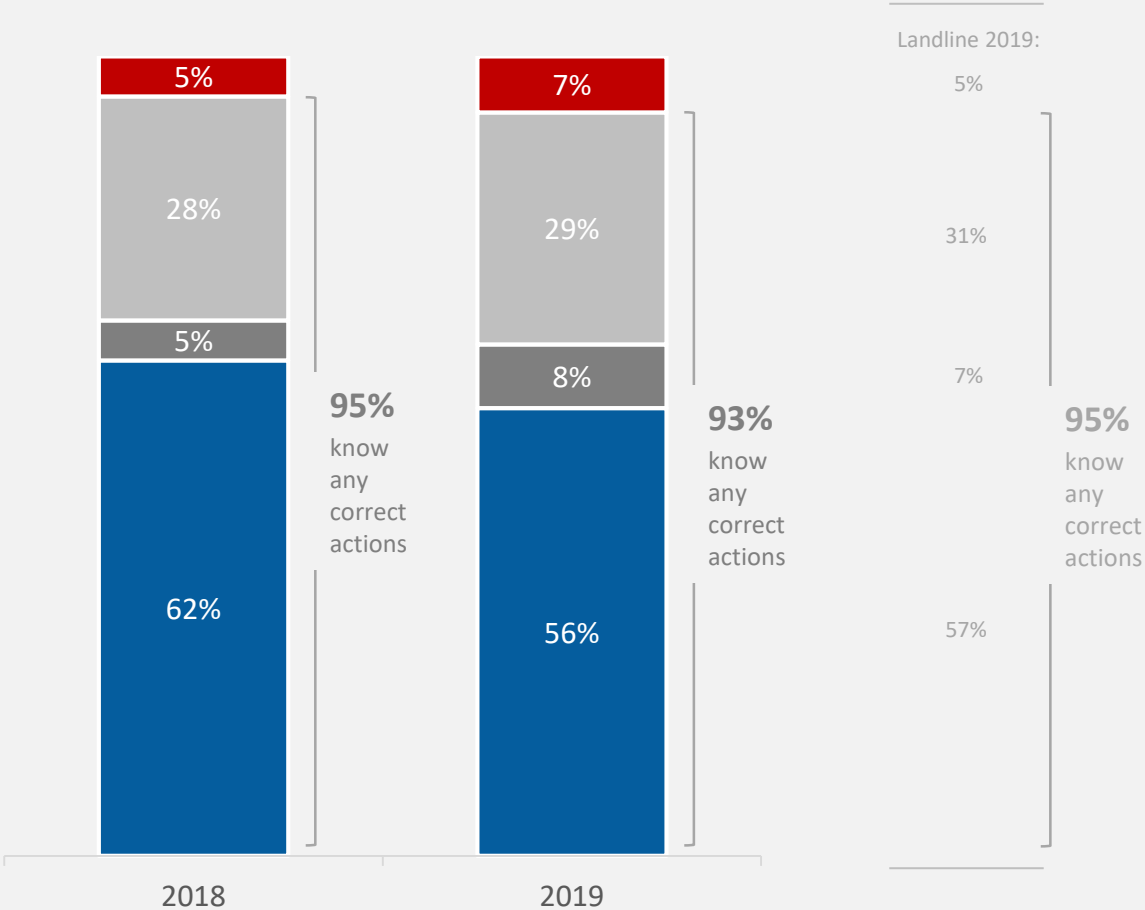
Most New Zealanders know they need to ‘Get Gone’ if they are near the coast and a long or strong earthquake happen



Knowledge that will keep New Zealanders safe during and following a strong earthquake

Just over half of New Zealanders know what to do during an earthquake and know what to do following a long or strong earthquake

- Don't know what actions to take in either event
- Know at least one correct action to take during a tsunami threat but don't know a correct action to take during an earthquake
- Know at least one correct action to take during an earthquake but don't know a correct action to take during a tsunami threat
- Know at least one correct action to take during an earthquake and at least one correct action to take during a tsunami threat

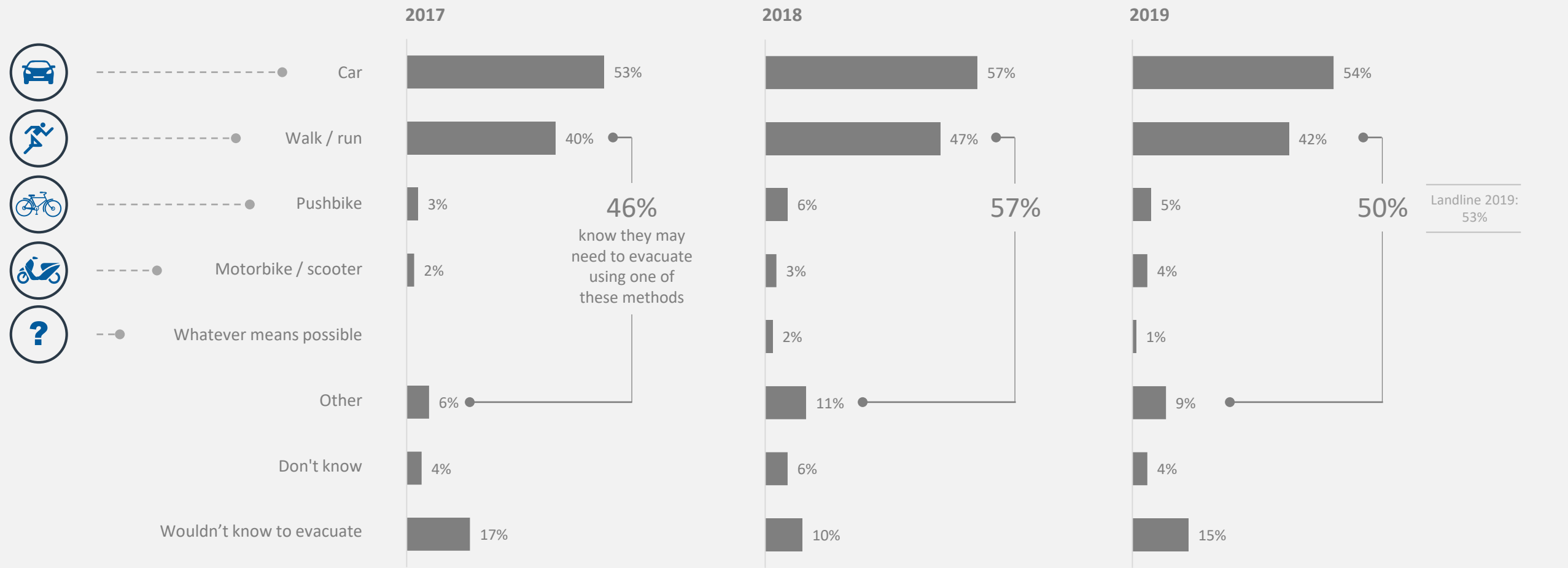


Source: Q4d What actions should people take during a strong earthquake? Q4ei Imagine that you are near the coast and a long or strong earthquake happened. what action should you take?
Base: All respondents (2018 n=1,000; 2019 n=1,031)

Planned evacuation methods



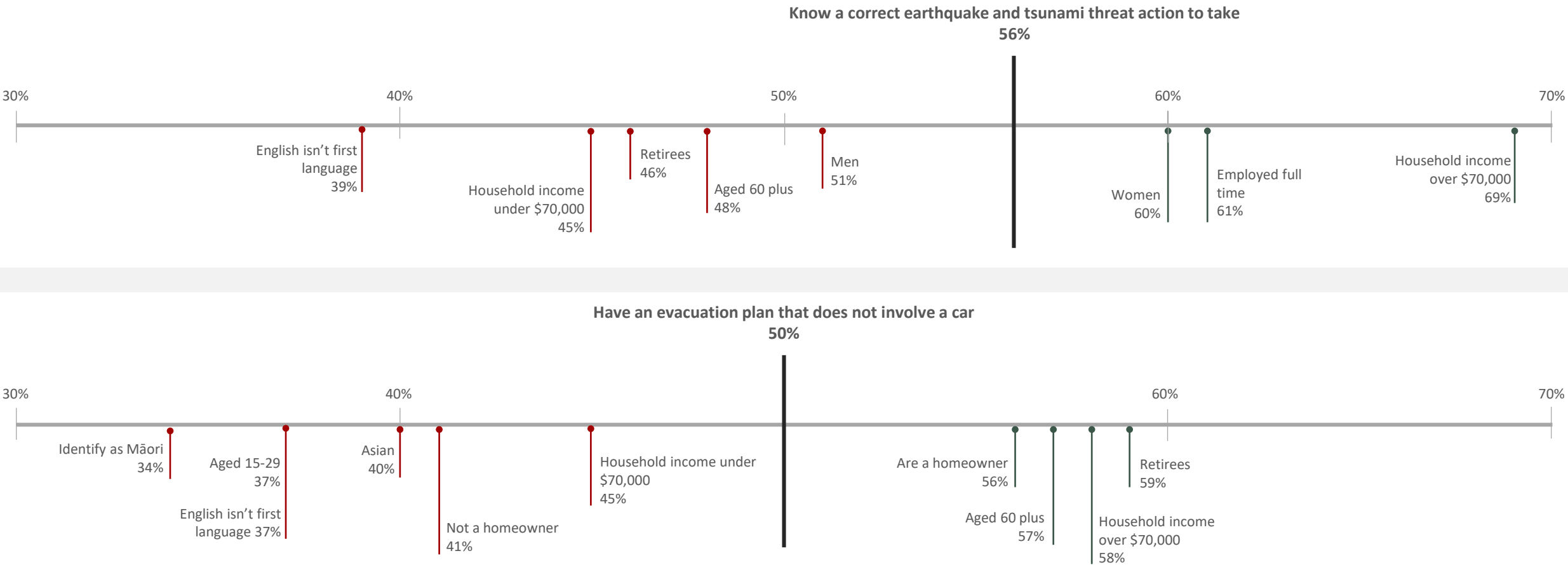
Half of New Zealanders still plan to evacuate by car. However the other half are aware they may need to use alternative methods



Source: Q4eii How would you evacuate?
Base: All respondents (2017, 2018 n=1,000; 2019 n=1,031)

Who is least likely to know what to do?

Those in lower income households and those who do not speak English as their first language are least likely to know what to do during an earthquake and/or tsunami threat. They are also less likely than average to know they may need an alternative evacuation method to a car



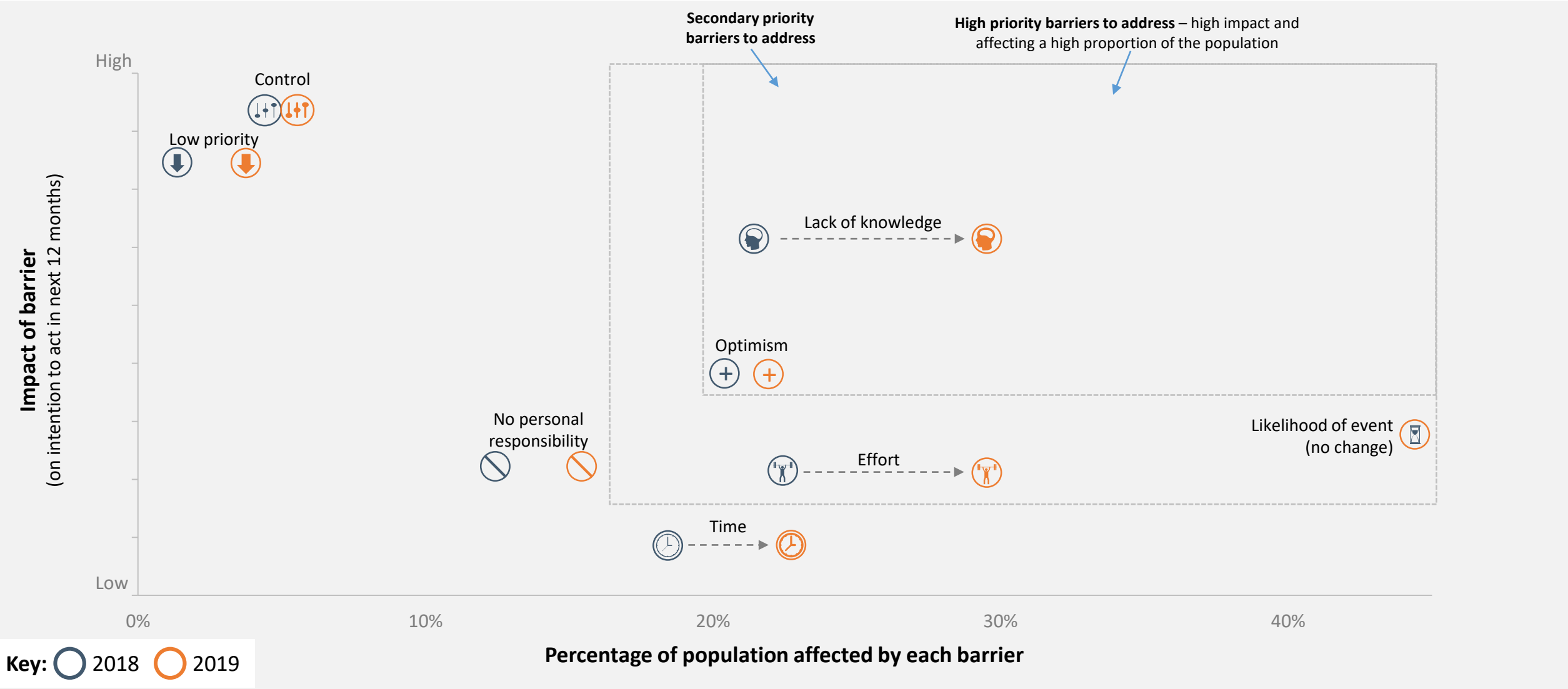
BARRIERS



The research specifically explored the incidence and impact of eight barriers to preparedness

Barriers	 Lack of knowledge	<i>How much, if anything do you know about preparing for a disaster? (Q2a)</i>
	 Likelihood of event	<i>I don't often think about what disasters could happen in my area (Q6a_2)</i>
	 Optimism	<i>It's unlikely I'll ever be in a disaster... (Q6a_9)</i>
	 Effort	<i>How easy or difficult do you think it is to prepare for a disaster? (Q2c)</i>
	 Low priority	<i>How important is it that New Zealanders' prepare for a disaster? (Q1a)</i>
	 Control	<i>What I do now will help to keep me and my household safe during a disaster (Q6a_7)</i>
	 No personal responsibility	<i>People will be there to help following a disaster, so I don't really need to prepare in advance (Q6a_1)</i>
	 Time	<i>There will always be adequate warning before a disaster strikes (Q6a_3)</i>

When we assessed the incidence of barriers (% of population who have a barrier) by their impact (strength of its effect on likelihood to prepare) two barriers stood out as priorities to address: lack of knowledge about what to do to prepare, and the belief that they will probably never experience a disaster first hand



PRIMARY AND SECONDARY BARRIERS TO ADDRESS

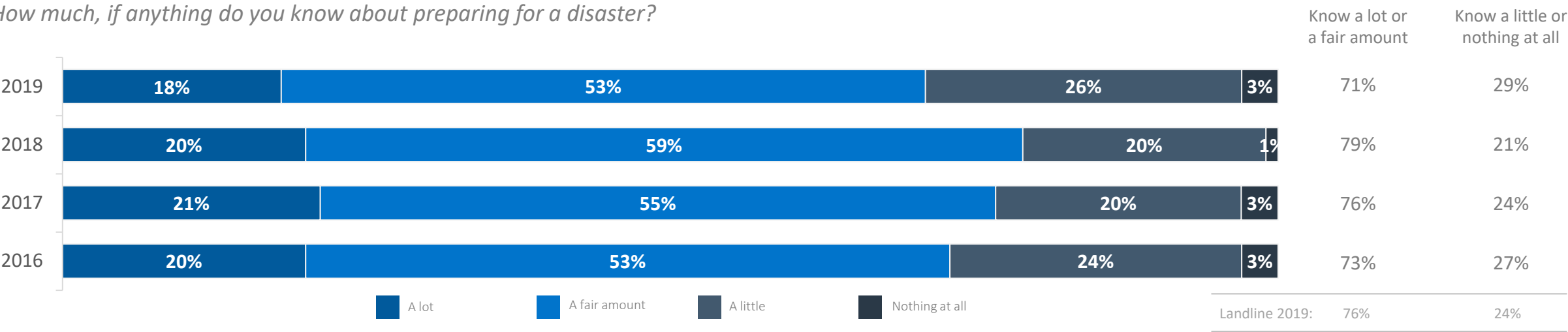




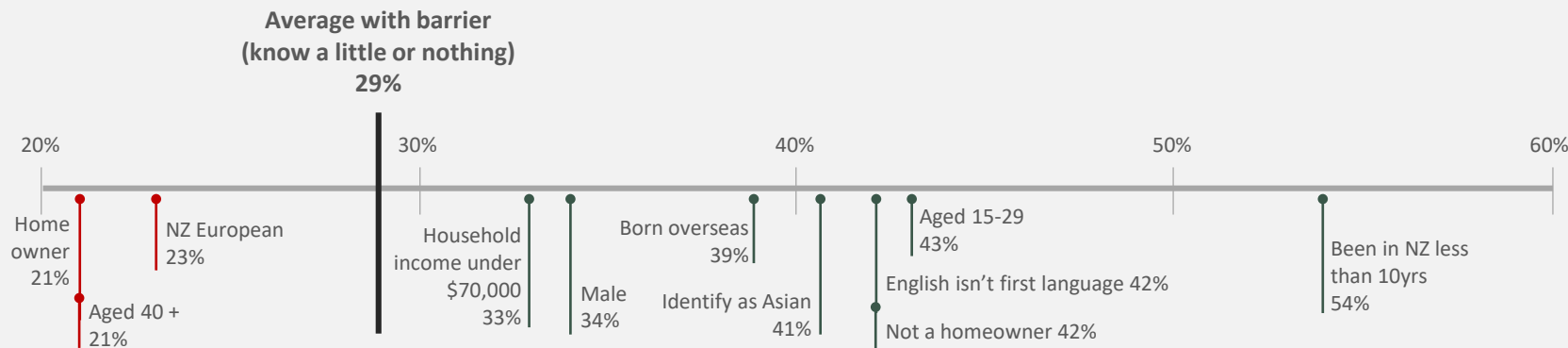
Lack of knowledge – primary barrier

Nearly a third of all New Zealanders know little or nothing about preparing for a disaster, for these people this is a huge barrier to getting prepared

Q. How much, if anything do you know about preparing for a disaster?



The following groups are significantly less likely or significantly more likely than average to have this barrier:



Those who know little or nothing about preparing for a disaster are less likely to have:

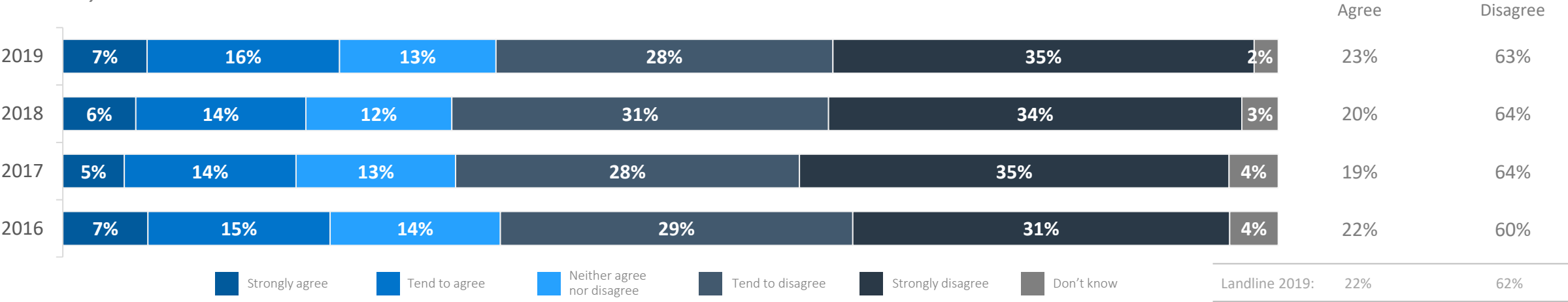
- A getaway bag
- Stored sufficient water
- The necessary emergency supplies
- Discussed or planned with household what to do in a disaster



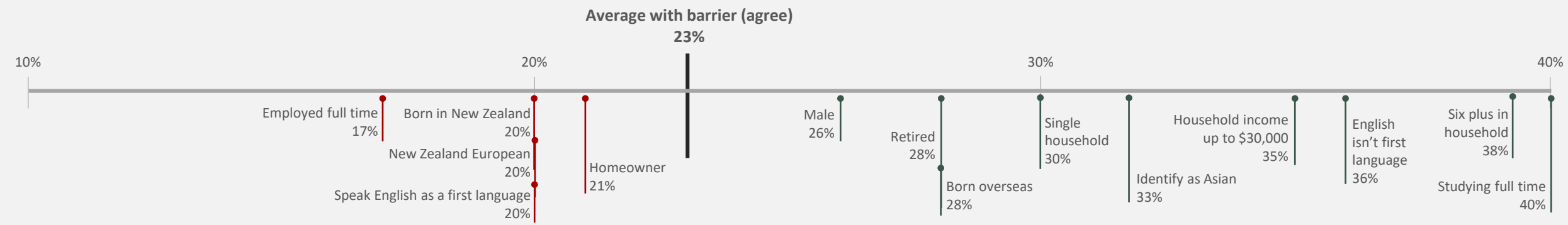
Optimism – primary barrier

Over one in five New Zealanders think it's unlikely they will ever be in a disaster and this false sense of security is preventing them from becoming prepared

Q. It's unlikely I'll ever be in a disaster



The following groups are significantly less likely or significantly more likely than average to have this barrier:



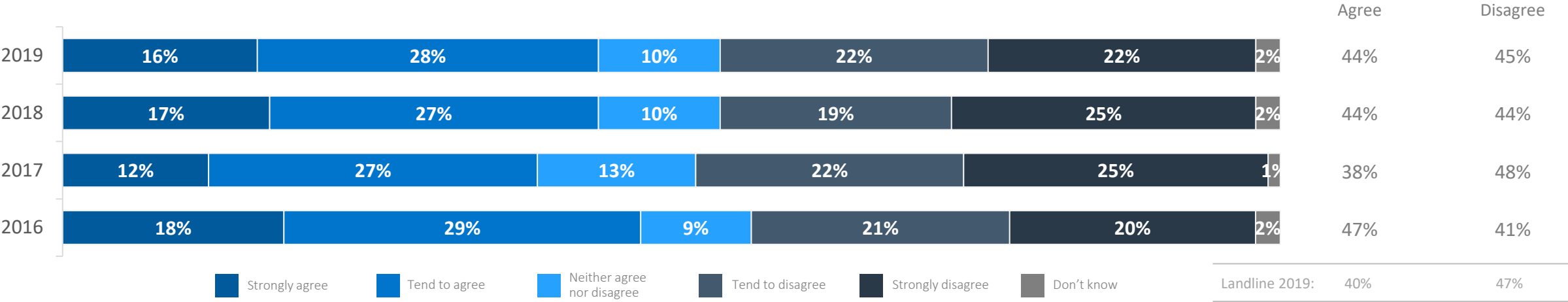
Source: Q6a_9 How much do you agree or disagree with each of the following statements... it's unlikely I'll ever be in a disaster
Base: All respondents (2016, 2017, 2018 n=1,000; 2019 n=1,031)



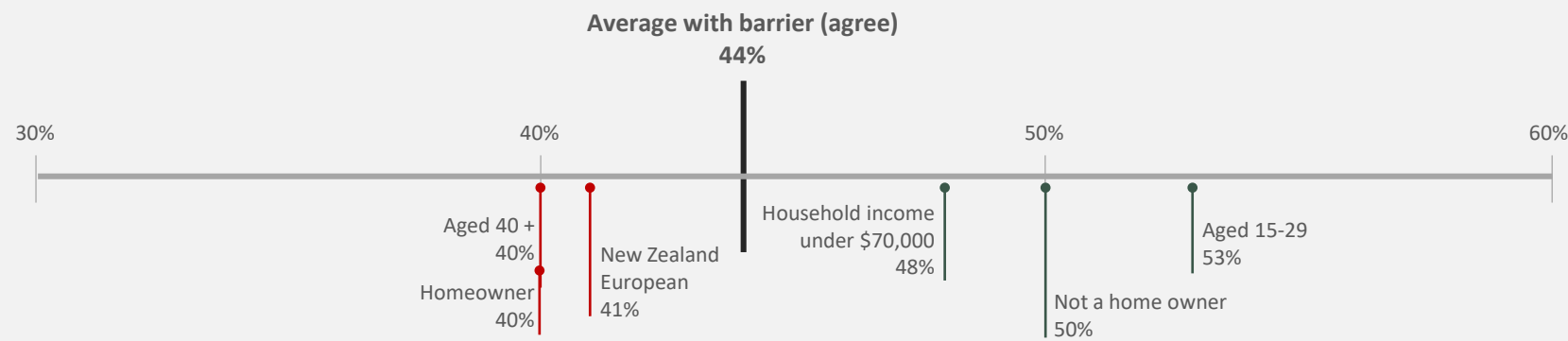
Likelihood of event – secondary barrier

The prevalence of this barrier is high – over four in ten New Zealanders don't often think about what disasters could happen in their area

Q. I don't often think about what disasters could happen in my area



The following groups are significantly less likely or significantly more likely than average to have this barrier:



Those who don't often think about what disasters could happen in their area are less likely to have:

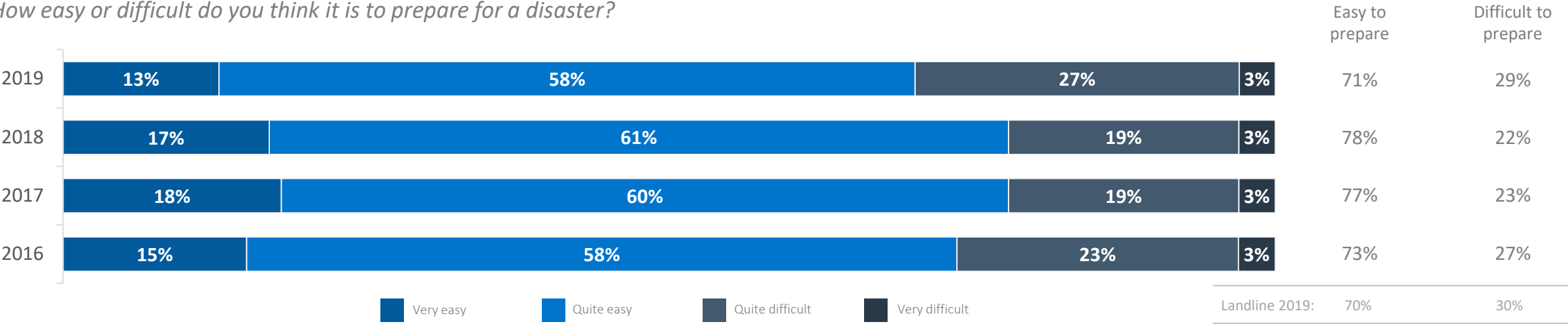
-  A getaway bag
-  Stored sufficient water
-  The necessary emergency supplies
-  Discussed or planned with household what to do in a disaster



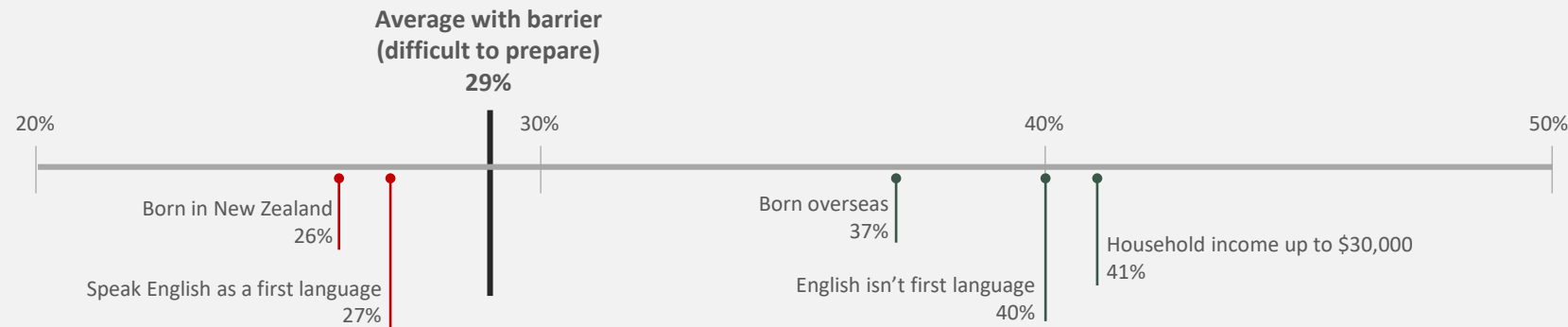
Effort – secondary barrier

This barrier is a hindrance to three in ten New Zealanders

Q. How easy or difficult do you think it is to prepare for a disaster?



The following groups are significantly less likely or significantly more likely than average to have this barrier:



Those who think it is difficult to prepare for a disaster are less likely to have:

- A getaway bag
- Stored sufficient water
- The necessary emergency supplies
- Discussed or planned with household what to do in a disaster

LOWER PRIORITY BARRIERS

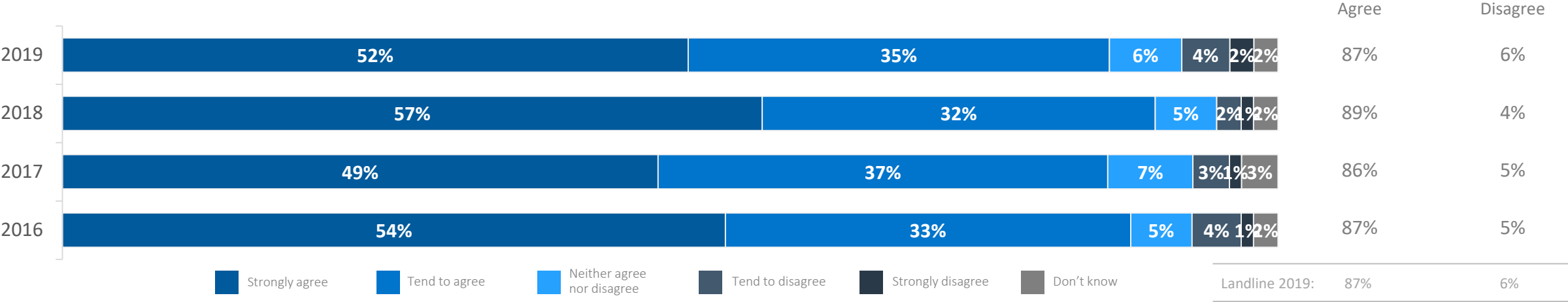




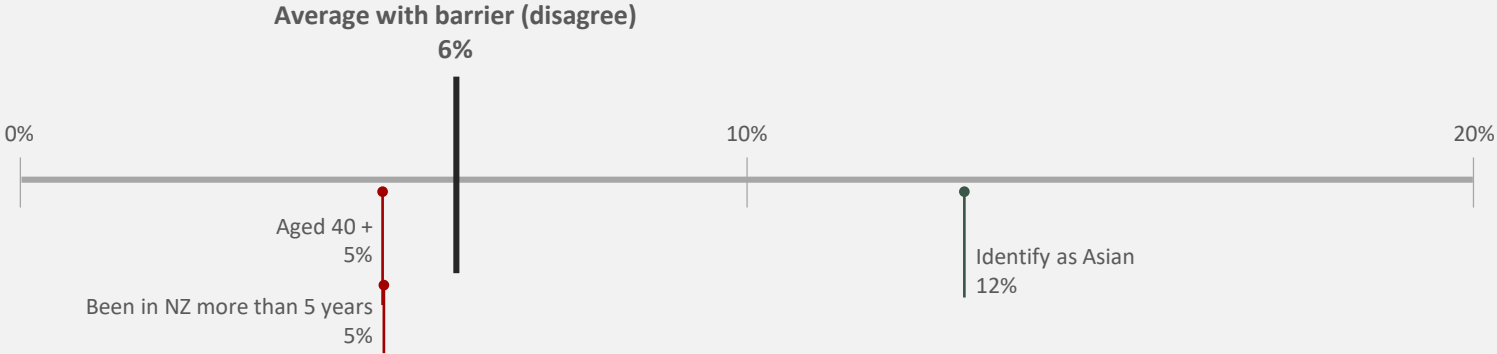
Control

This barrier is a large impediment to the six percent of New Zealanders who believe preparation will not keep themselves and their household safe during a disaster

Q. What I do now will help to keep me and my household safe during a disaster



The following groups are significantly less likely or significantly more likely than average to have this barrier:

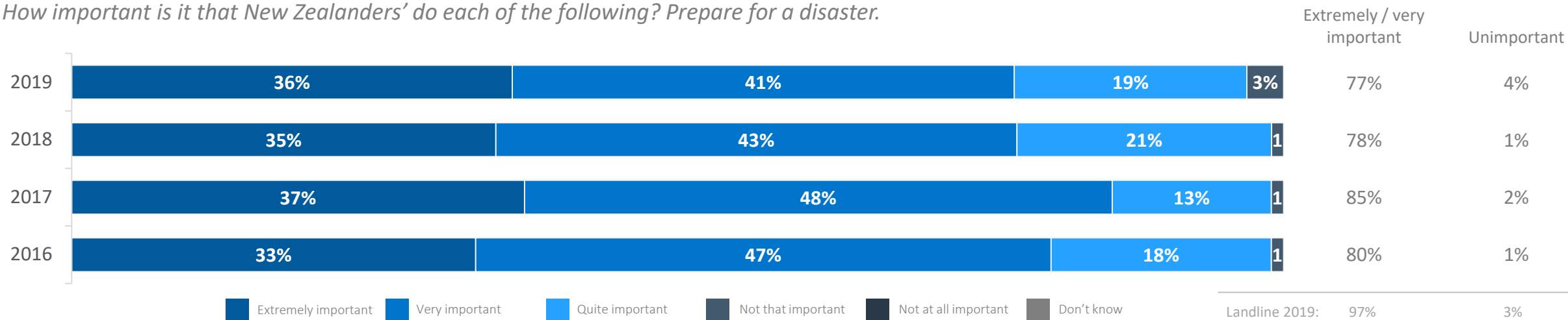




Low priority

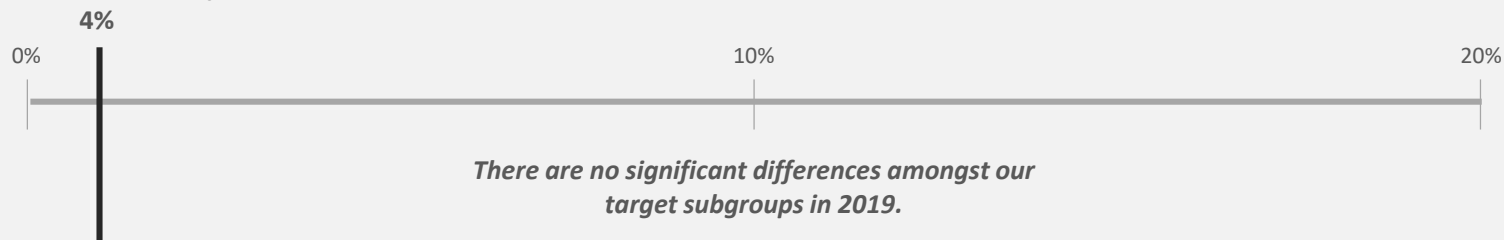
Although this barrier only affects a small minority of New Zealanders (4%), it has a large impact on this group's intention to prepare for a disaster

Q. How important is it that New Zealanders' do each of the following? Prepare for a disaster.



The following groups are significantly less likely or significantly more likely than average to have this barrier:

Average with barrier (unimportant)

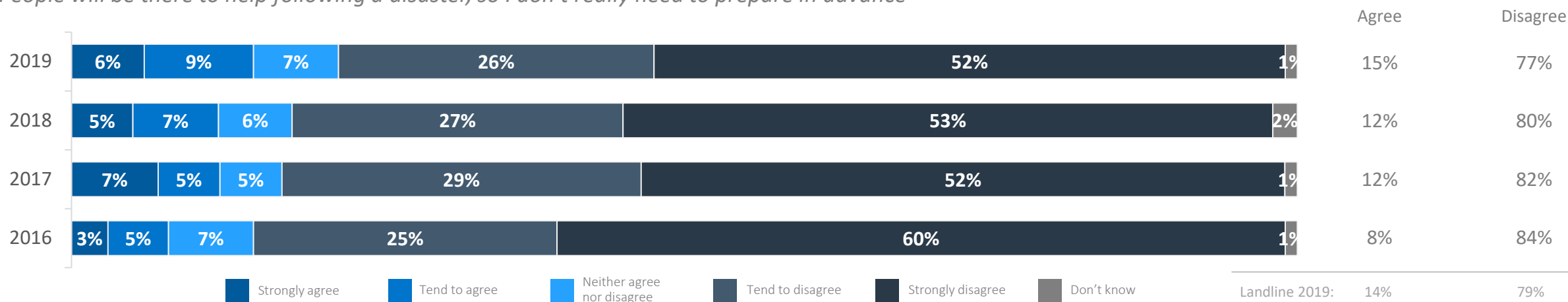




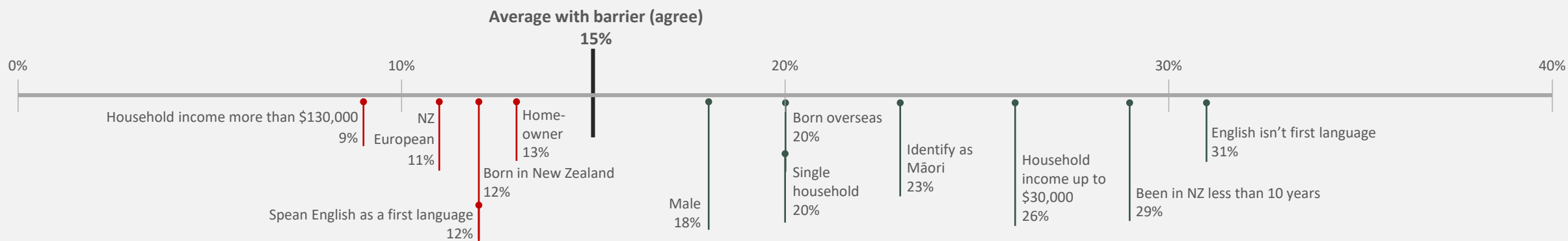
No personal responsibility

This barrier impacts fifteen percent of New Zealanders and is not a particularly strong impediment to preparation

Q. People will be there to help following a disaster, so I don't really need to prepare in advance

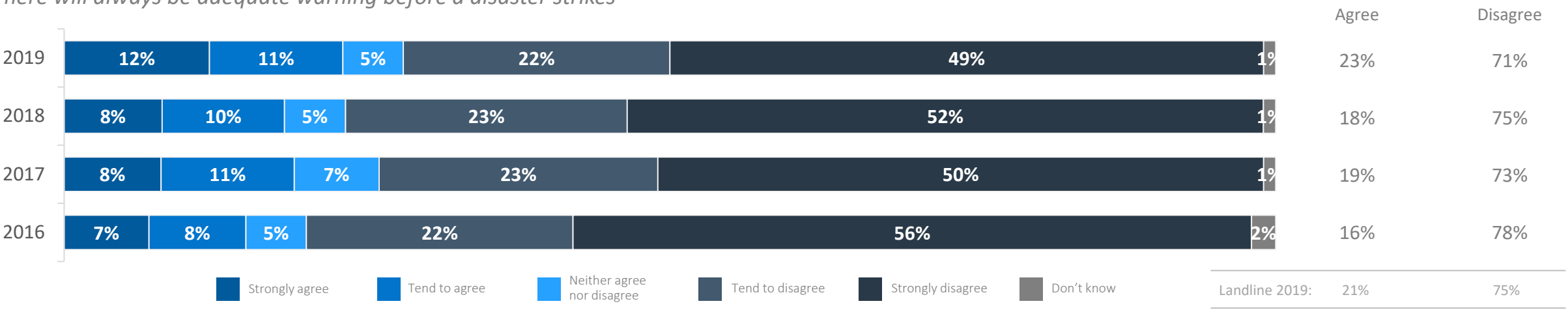


The following groups are significantly less likely or significantly more likely than average to have this barrier:

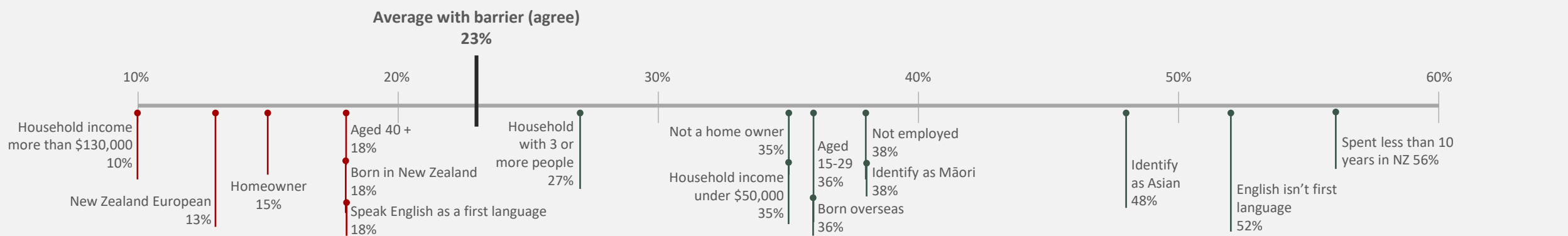


While this is a barrier for nearly one quarter of New Zealanders, it has relatively little impact on preparedness

Q. There will always be adequate warning before a disaster strikes



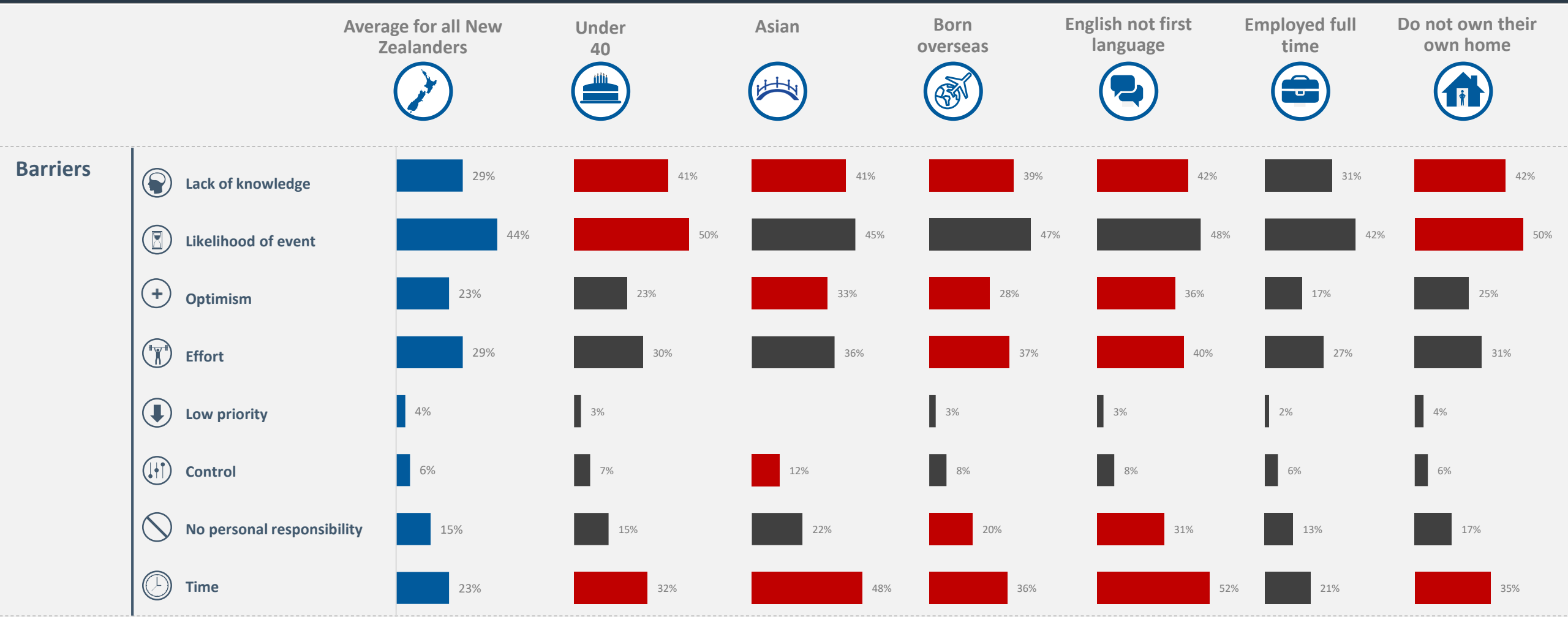
The following groups are significantly less likely or significantly more likely than average to have this barrier:



GREATEST BARRIERS FOR THOSE MOST AT RISK



The most at risk groups (i.e. the most under-prepared groups) have similar barriers to the overall population. However, lack of knowledge, optimism and time are significantly larger barriers for these groups. Those who identify as Asian are more likely to disagree that what they do now will help keep them and their household safe – this ‘control’ barrier has a very large impact on intention to prepare for a disaster.



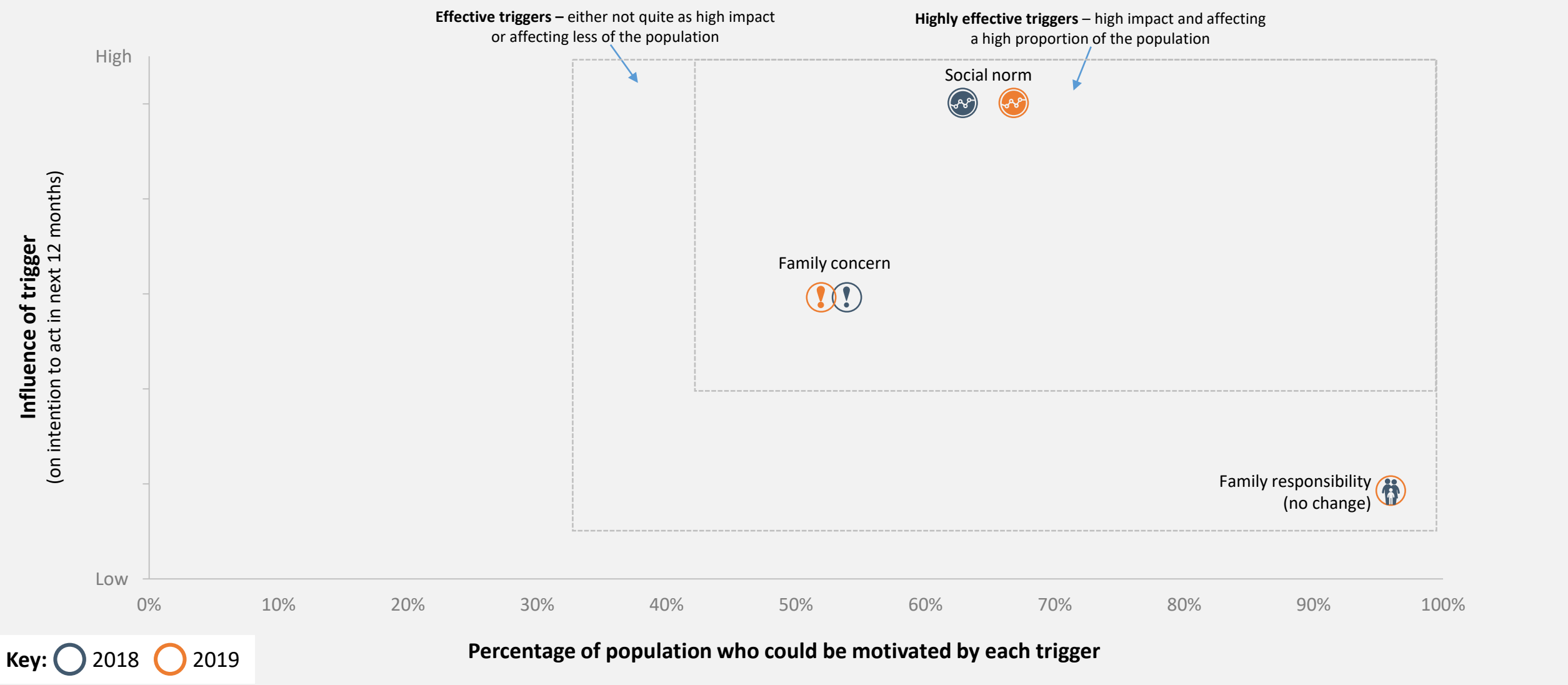
TRIGGERS



The research also explored the incidence and impact of three triggers to get people to act

Triggers	 Social norm	<i>My friends and family think it's very important to be prepared for a disaster (Q6a_6)</i>
	 Family concern	<i>I often worry about what might happen to me or my family if there's a disaster (Q6a_8)</i>
	 Family responsibility	<i>It is my responsibility to look after myself and my family in a disaster (Q6a_4)</i>

Of the three triggers, two stand out as being particularly effective: 1) friends and family thinking its important to be prepared and, 2) concern about what will happen to them and their family in a disaster

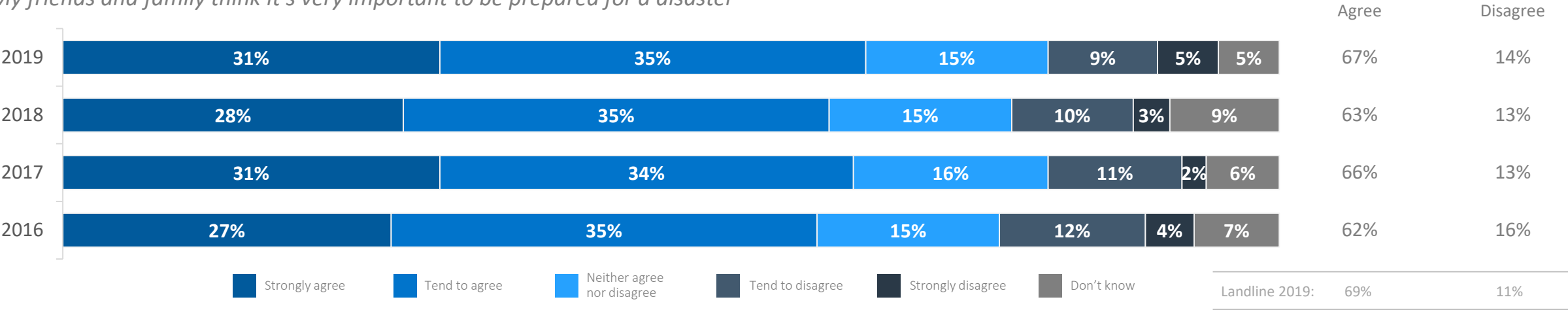




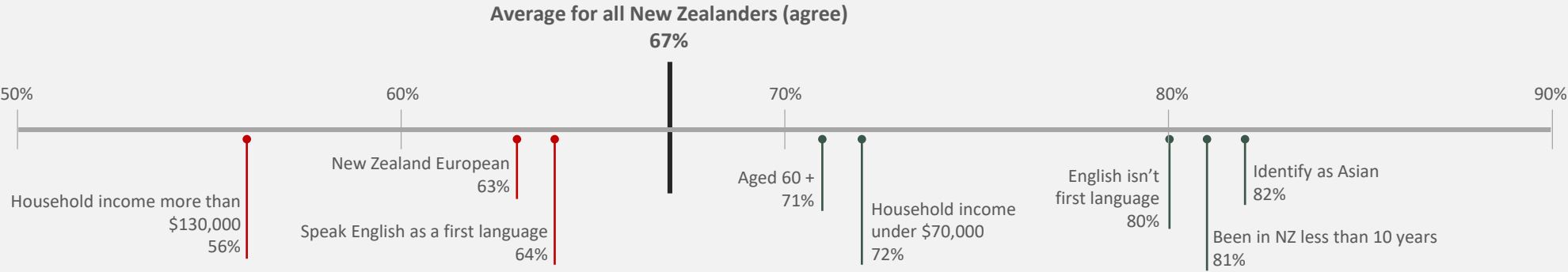
Social norm

What friends and family think has a big impact on how likely New Zealanders are likely to prepare for a disaster. Those who identify as Asian are particularly likely to say their friends and family think it’s important, which may be effective mechanism to use to overcome the ‘control’ barrier.

Q. My friends and family think it's very important to be prepared for a disaster



The following groups are significantly less likely or significantly more likely than average to be triggered by this social norm:

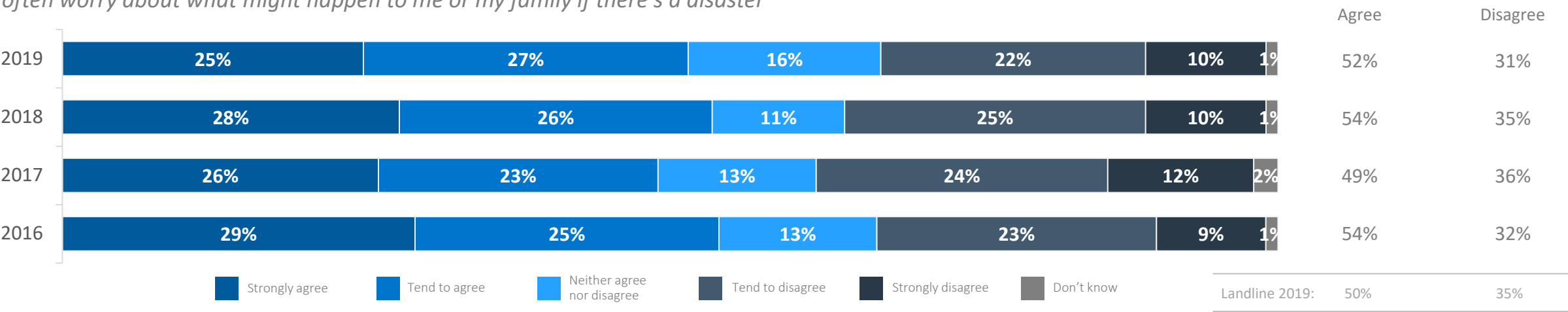




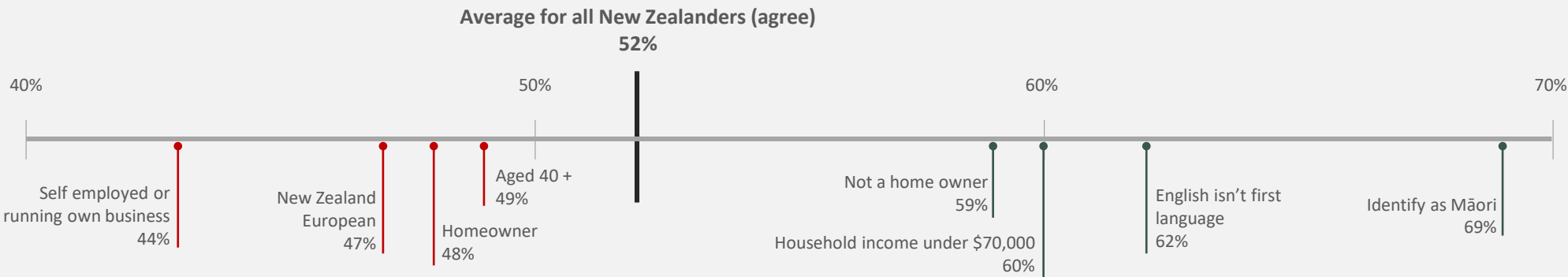
Family concern

Another strong trigger for getting New Zealanders to prepare is family concern

Q. I often worry about what might happen to me or my family if there's a disaster



The following groups are significantly less likely or significantly more likely than average to be triggered by family concern:

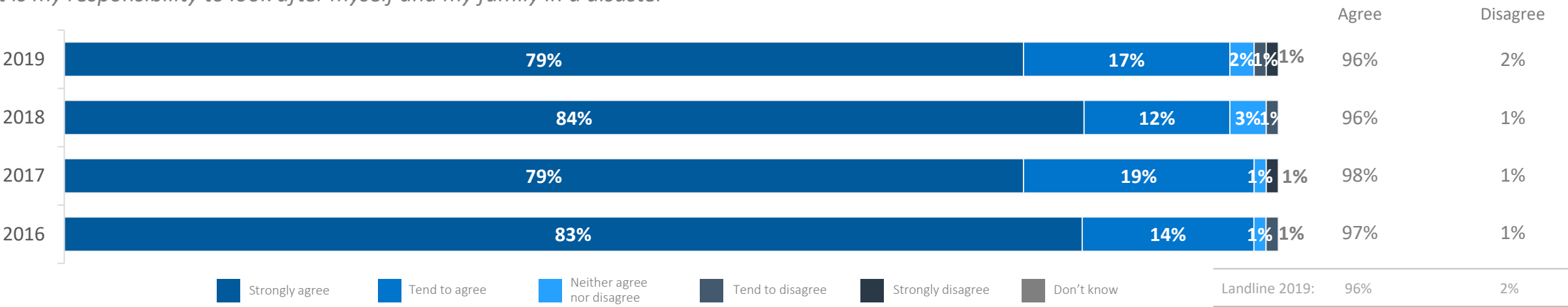




Family responsibility

New Zealanders have a strong belief that it is their responsibility to look after their family in a disaster, making it a relatively effective trigger

Q. It is my responsibility to look after myself and my family in a disaster



The following groups are significantly less likely or significantly more likely than average to be impacted by family responsibility:

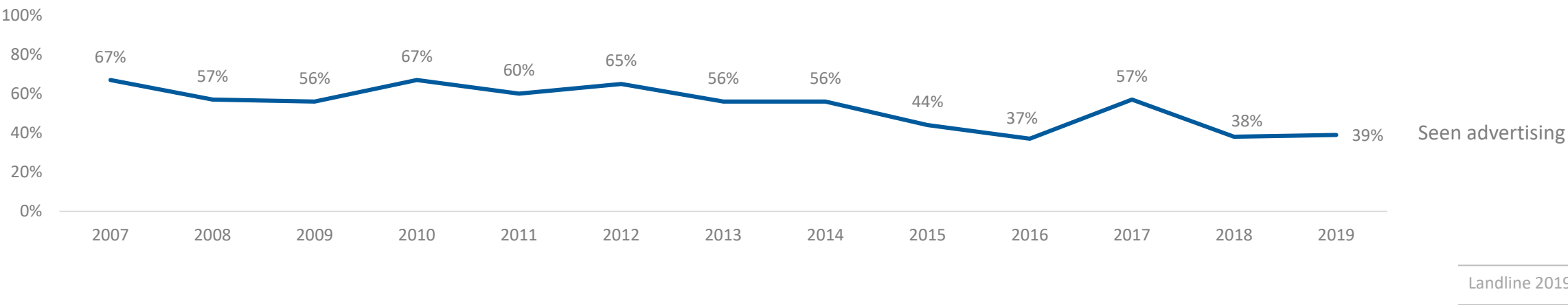


COMMUNICATIONS

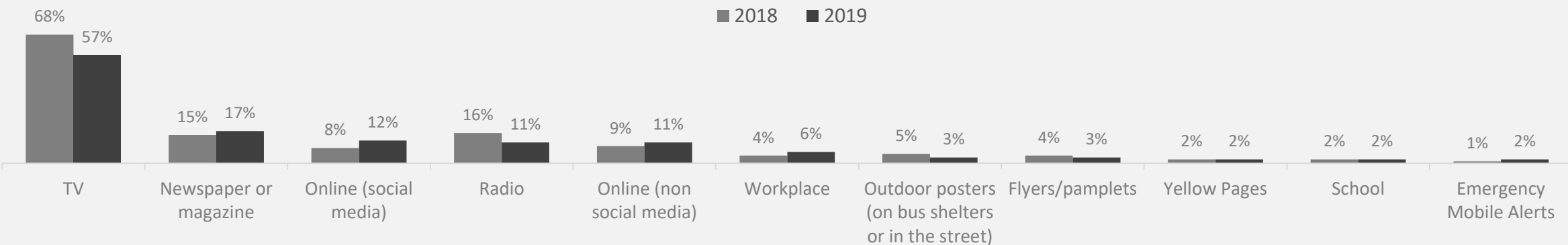


Advertising

Advertising awareness is in line with 2018. Around 4 in 10 New Zealanders have recently seen disaster preparedness advertising or information



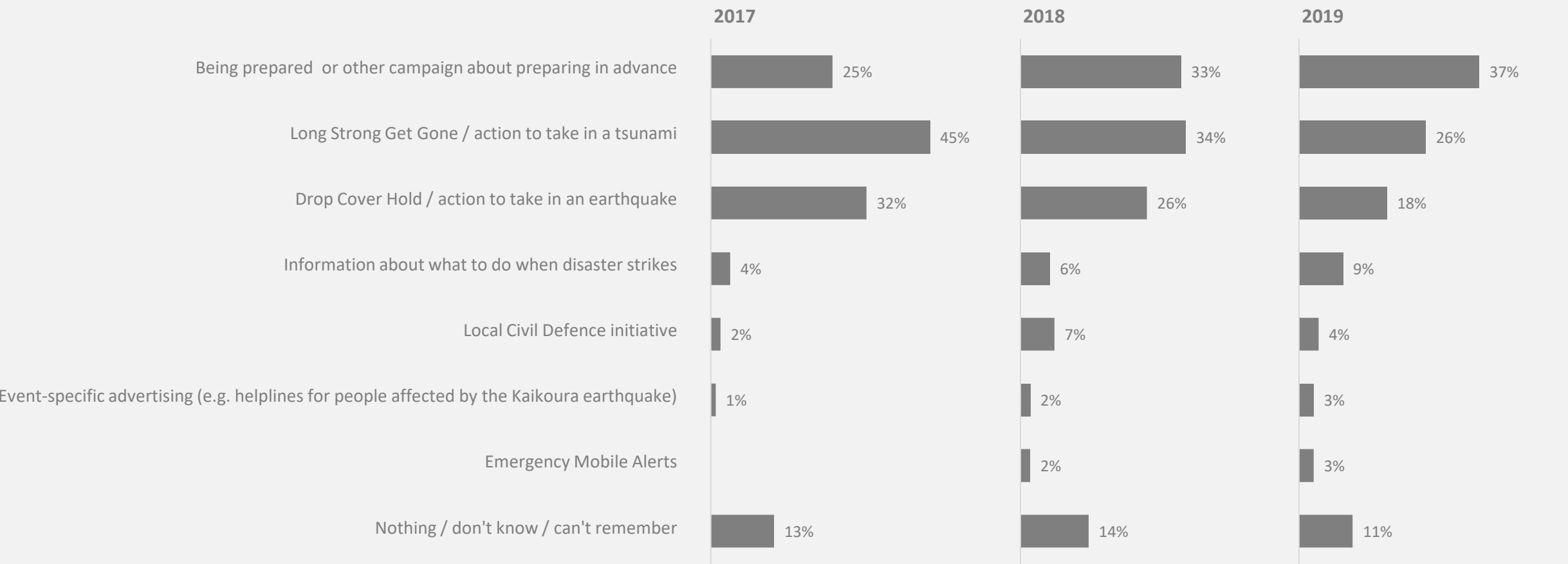
Those who recall advertising mostly say they saw it on TV. There is an increase in online awareness this year.



Note: Results 1% and under in 2019 are not shown. *Question wording changed in 2019 to refer to 'information or ads' (previously 'ads' only).
Source: Q5a Have you recently seen, heard or read any information or advertising about preparing for a disaster? Q5b Where did you see, hear or read the information or ads?
Base: All respondents (2018 n=1,000; 2019 n=1,031), those seen, heard of read ads (2018 n=385, 2019)

Advertising

The key take out from the advertising is preparedness. This is followed by actions to take in a tsunami or an earthquake.



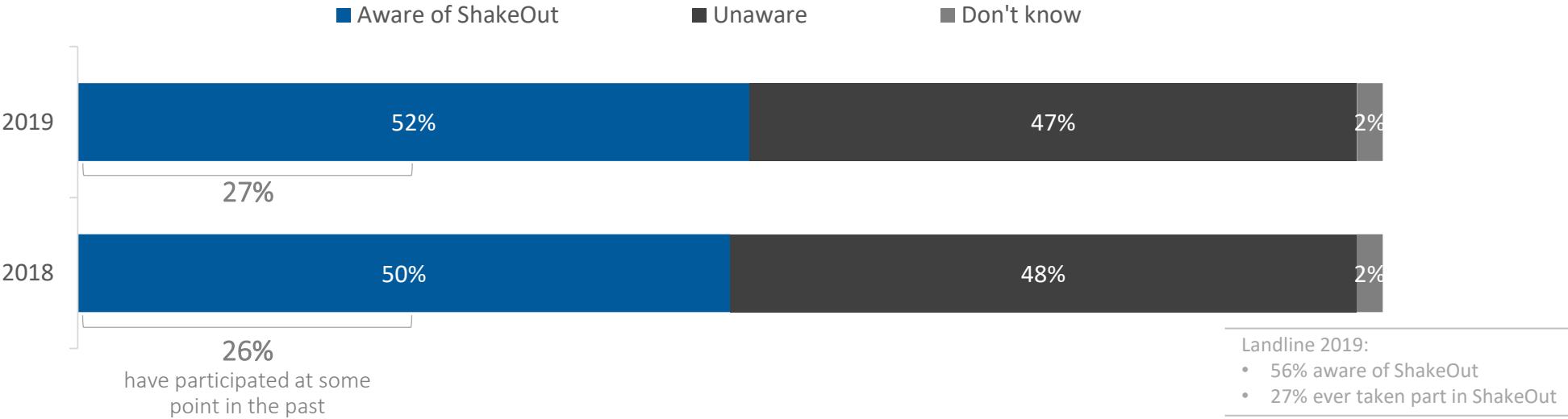
Note: Results 2% and under in 2019 are not shown
Source: Q5ai What do you remember about the ads?
Base: Those seen, heard of read ads (2017 n=616' 2018 n=385; 2019 n=421)

Shake Out and Tsunami Hīkoi

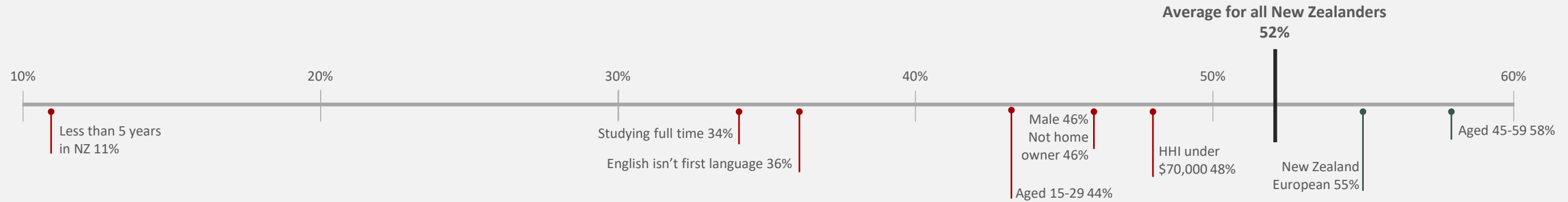


ShakeOut

More than a quarter of all New Zealanders have participated in ShakeOut at some point in the past

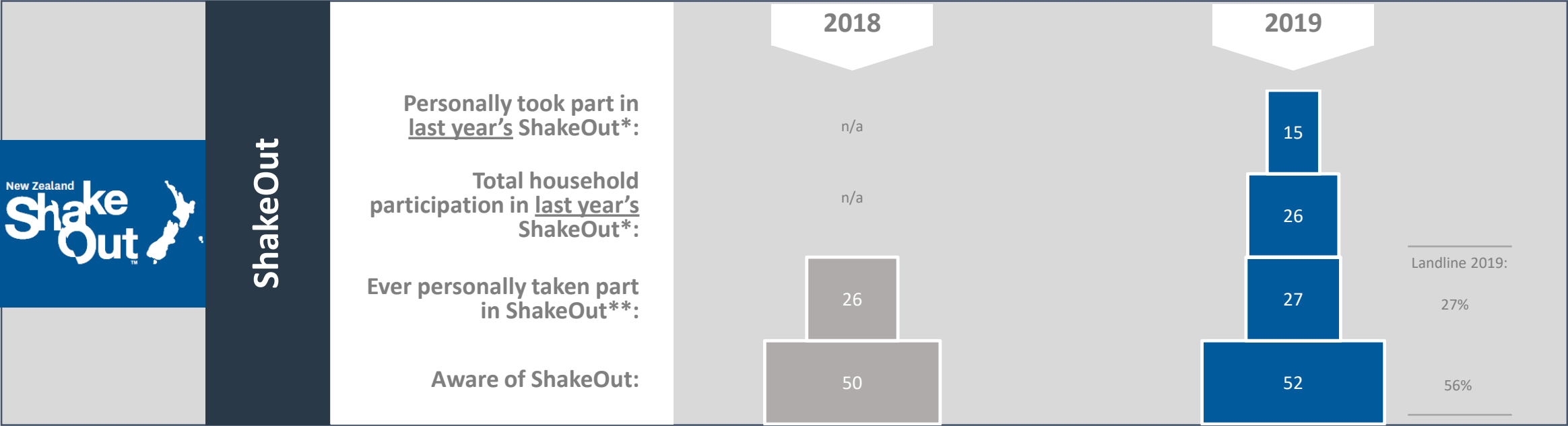


The following groups are less likely than average to have heard of ShakeOut: those who are newer to New Zealand, those studying full time, those whose first language isn't English.



Source: Q5h Before today have you heard of a national earthquake drill called ShakeOut? During the drill New Zealanders are asked to Drop, Cover, and Hold at a specific time on a specific day. Q5i Have you personally taken part in a ShakeOut drill by doing the Drop, Cover and Hold action at any time in the past?
Base: All respondents (2018 n=1,000; 2019 n=1,031)

A quarter of New Zealanders have ever taken part in ShakeOut, while 15% personally took part in last year's drill.



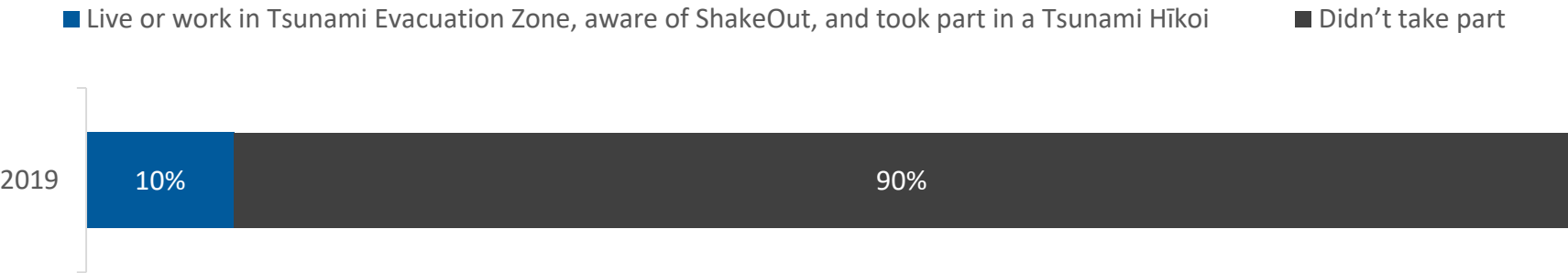
**Q5i – new question wording in 2019; *Q5j & Q5k new questions in 2019.

Source: Q5h Before today have you heard of a national earthquake drill called ShakeOut? Q5i Have you ever taken part in a ShakeOut drill by doing the Drop, Cover and Hold action? Q5j Did you take part in last year's ShakeOut drill? Q5k Aside from you, did anyone else in your household take part in last year's ShakeOut drill?

Base: All respondents (2019 n=1,031)

Tsunami Hīkoi

1 in 10 people who live or work in a tsunami zone took part in last years Tsunami Hīkoi

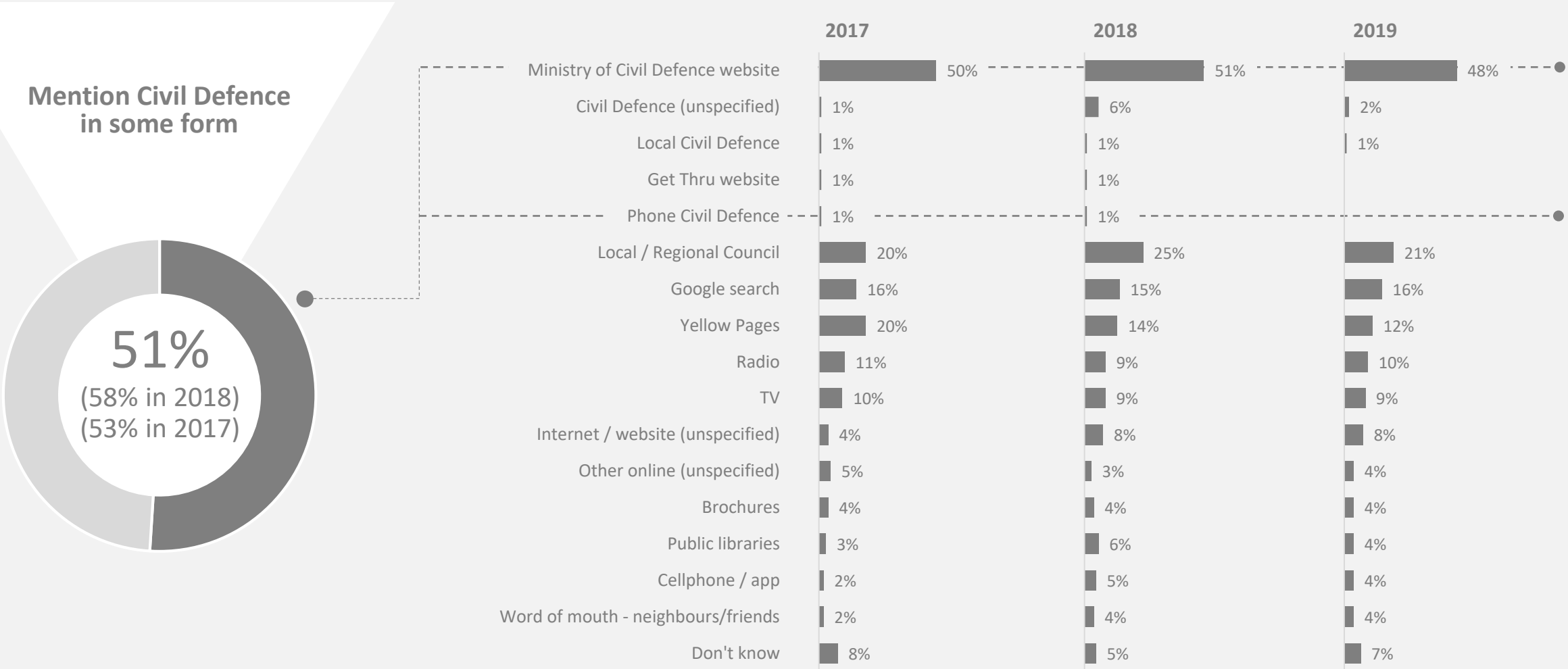


INFORMATION SOURCES



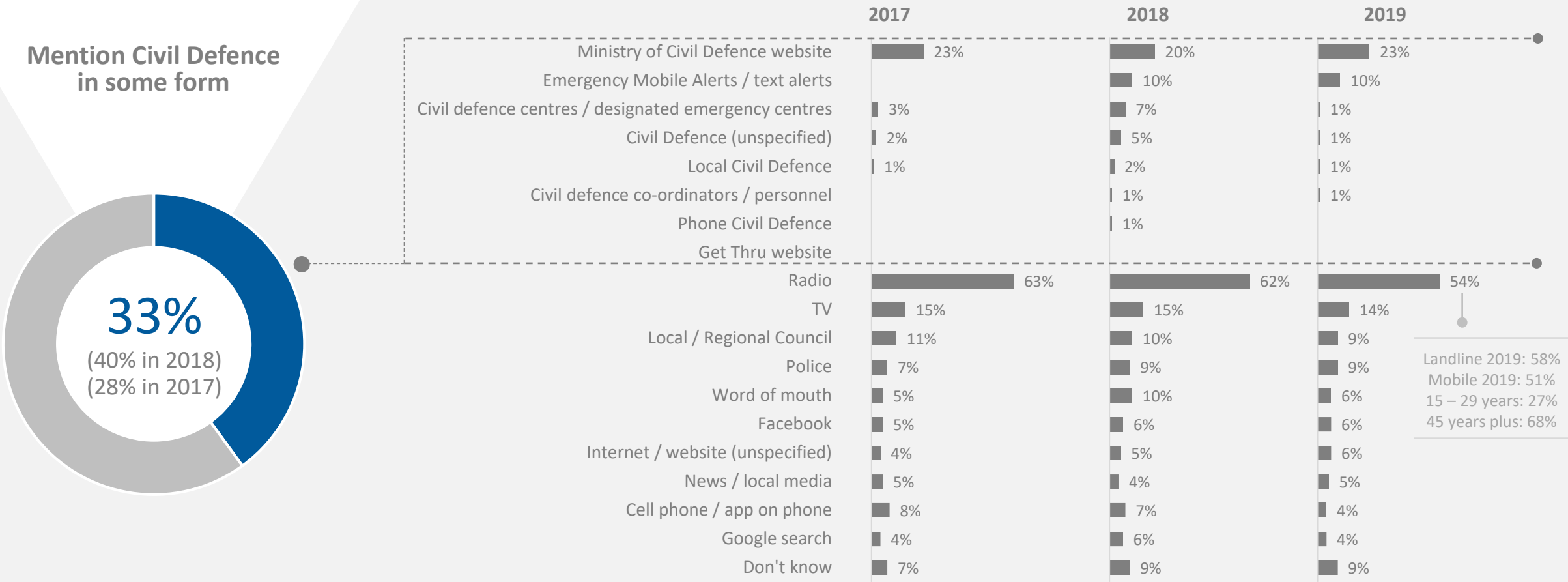
Sources of information before a disaster

Civil Defence channels continue to be the go-to sources for information about disasters before they occur



Sources of information during or immediately after a disaster

However, fewer New Zealanders say they would utilise Civil Defence during or immediately after a disaster. Instead, their main source of information is the radio.

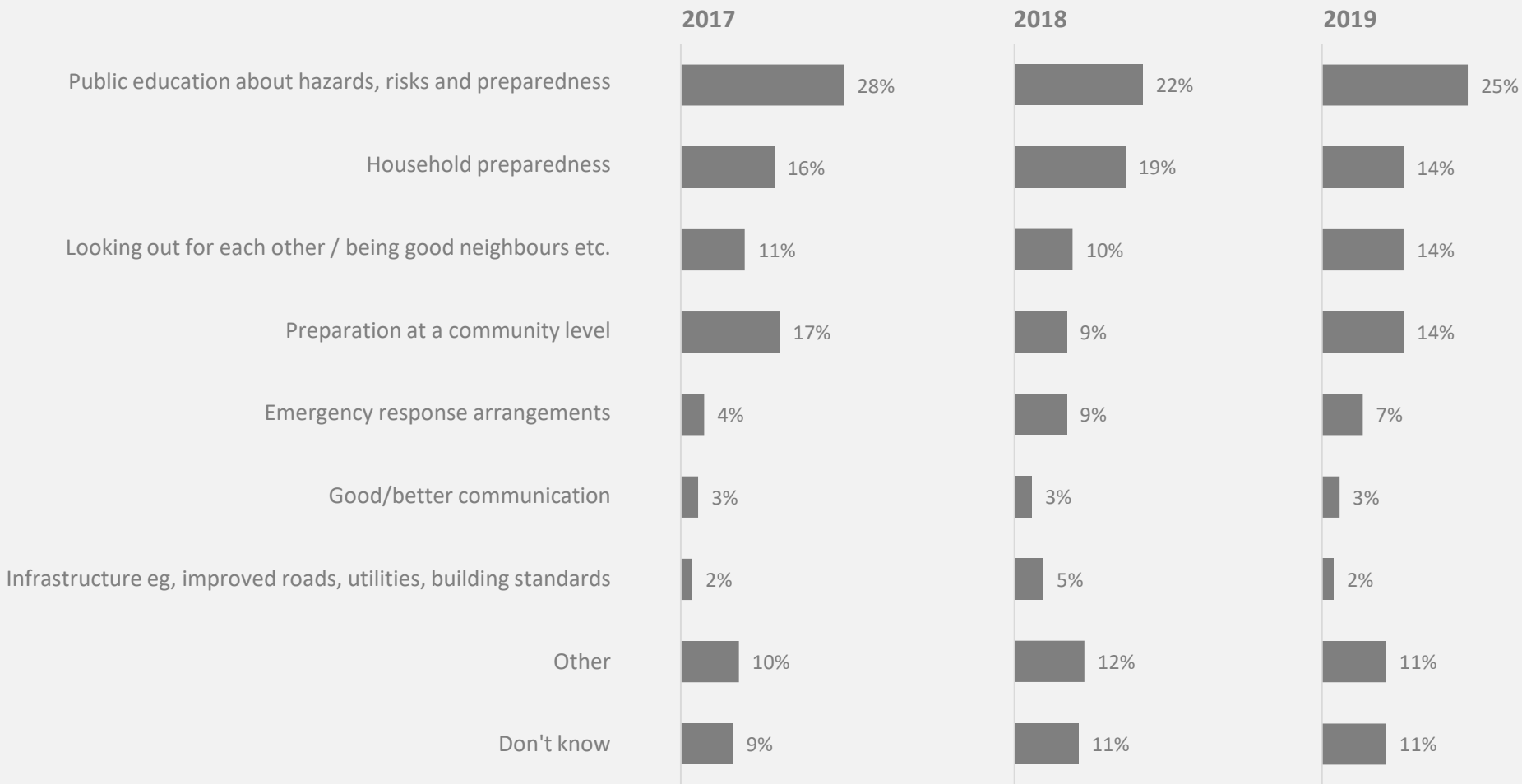


ENSURING RESILIENT COMMUNITIES



Ensuring resilient communities

A quarter of New Zealanders believe public education is the key to ensuring we have resilient communities that can withstand and recover from disasters

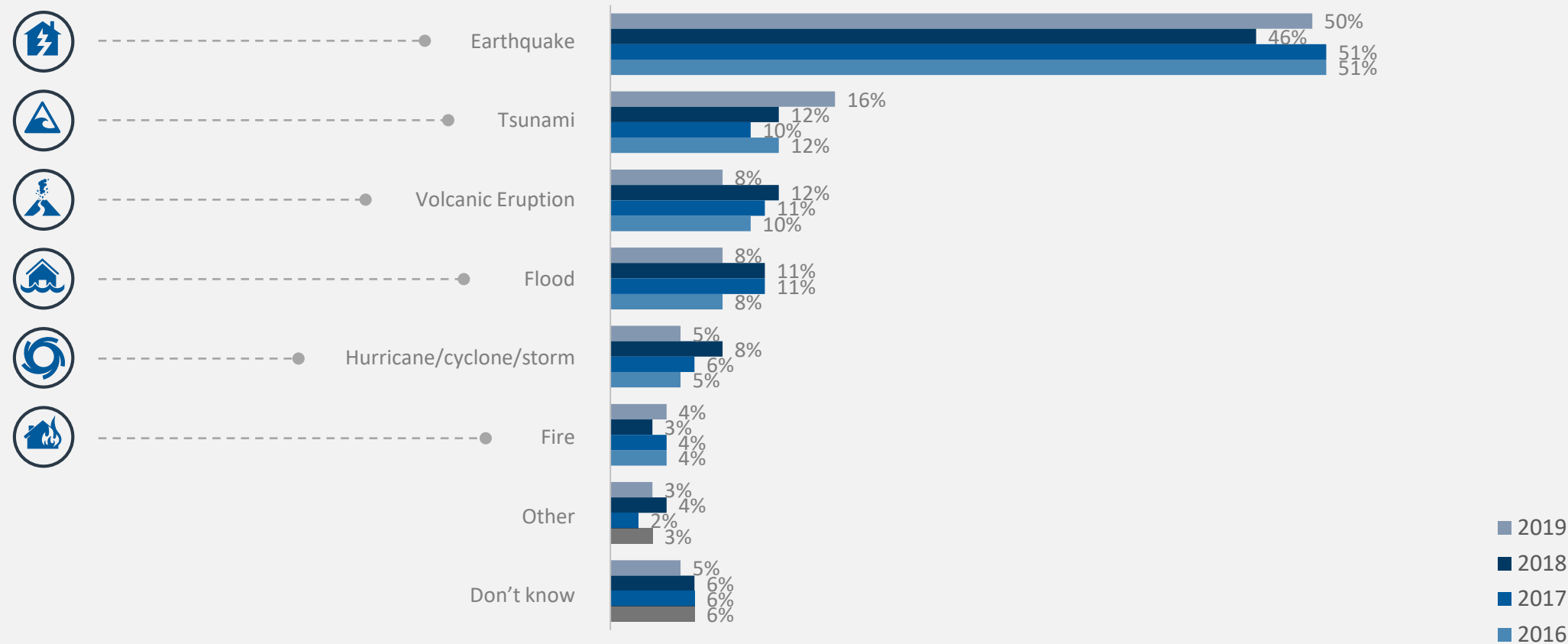


Source: Q7a What do you think is the single most important thing that we, as a nation, need to do to ensure our communities can withstand and recover from a disaster?
Base: All respondents (2017, 2018 n=1,000; 2019 n=1,031)

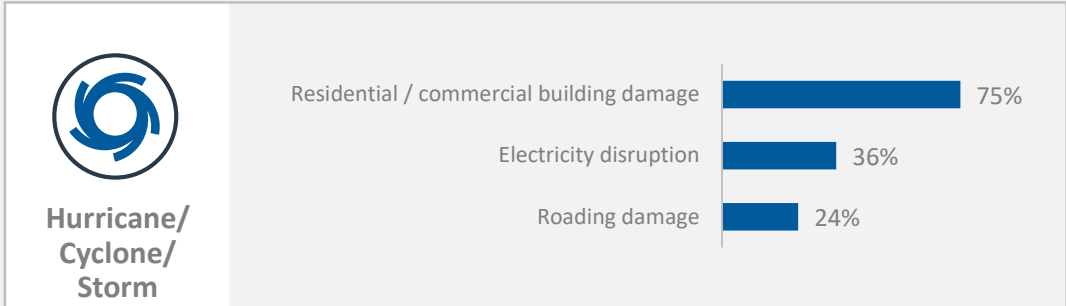
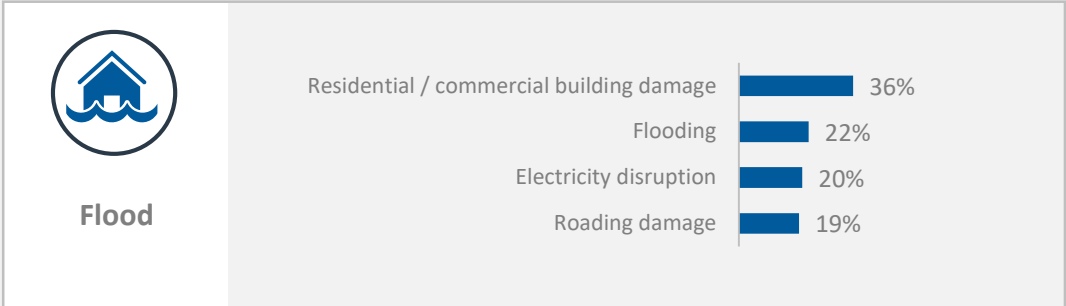
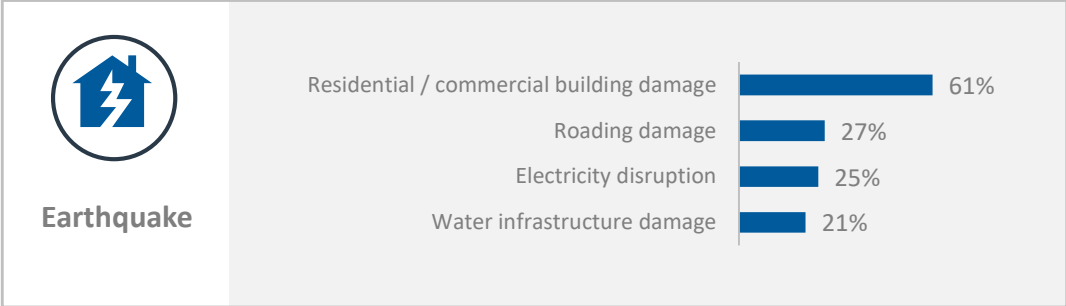
WHAT DO PEOPLE THINK WHEN THEY THINK 'DISASTER'?



To New Zealanders 'disaster' means earthquake



Awareness of consequences



APPENDIX

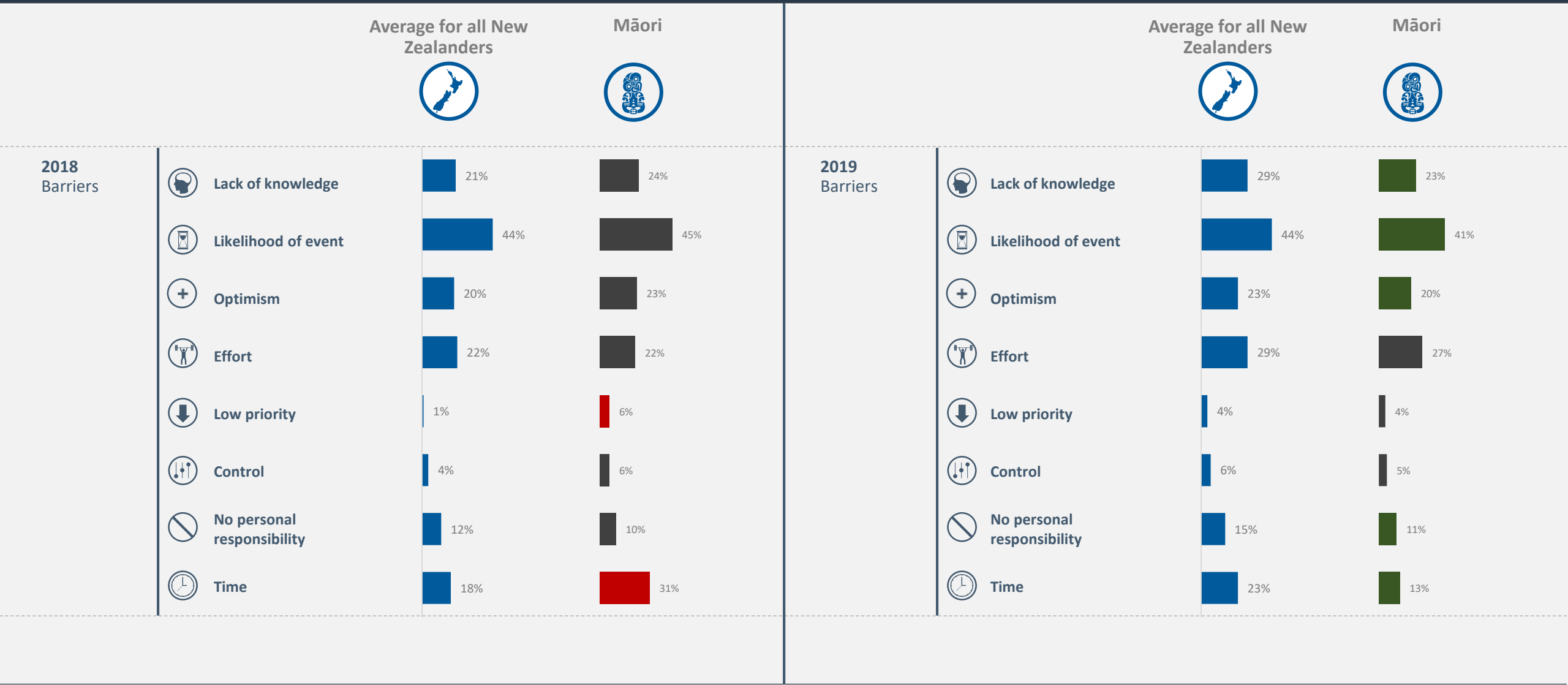
Māori analysis



Māori have very similar levels of preparedness and knowledge to all New Zealanders. However they are more likely than average to have participated in ShakeOut



This year Māori are significantly less affected by most barriers than all New Zealanders. This is an improvement from 2018 findings



APPENDIX

Preparedness continuum



Preparedness continuum

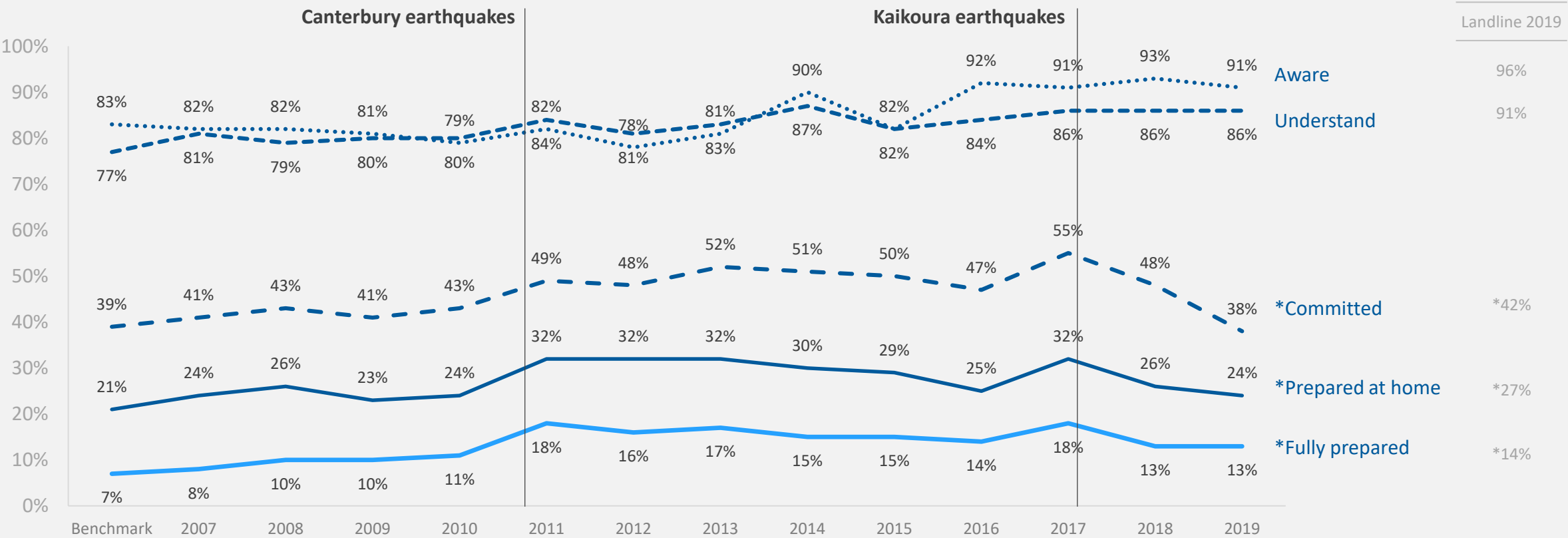




*Caution: changes have been made to these questions/statements in 2019 so results have not been compared to 2018.
Source: Q2e Which of the following statements apply to you? Q2f Does your survival plan include what to do when you are not at home?
Base: All respondents (2018 n=1,000; 2019 n=1,031)

Preparedness continuum

Preparedness levels have begun to drop away again following the peak levels seen post the Kaikoura earthquakes



*Caution: changes have been made to these questions/statements in 2019 so results are indicative versus previous years only.
Source: Q2e Which of the following statements apply to you? Q2f Does your survival plan include what to do when you are not at home?
Base: All respondents (2019 n=1,031)

FOR FURTHER INFORMATION PLEASE CONTACT:

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