



DISASTER PREPAREDNESS SURVEY 2018



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INTRODUCTION, OBJECTIVES AND METHODOLOGY



Introduction & Objectives

In 2016 the Ministry of Civil Defence and Emergency Management (MCDEM) reviewed and updated their disaster preparedness campaign. As part of the redesign the annual campaign monitor and disaster preparedness tracking research was also updated in order to benchmark levels of preparedness among New Zealanders before the redeveloped public education campaign was launched. In 2017 and 2018 the research was rerun with the aim of tracking the successes of the revised campaign over time.

The specific objectives of this research are:

- measure levels of preparedness among New Zealanders,
- identify barriers and triggers to preparedness,
- report on MCDEM's KPIs, as required for the annual report, and
- segment results to enable analysis of demographics in relation to preparedness.



Methodology

Random telephone interviewing of New Zealand residents aged 15 years and over. In total 1,000 interviews were carried out from 9 May to 7 June 2017.

The methodology for all annual measures has been very similar to that used in the benchmark, the exception being additional interviews were carried out from 2011 to 2014 to allow more robust regional analyses. These additional interviews were not carried out between 2015 and 2018.

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.

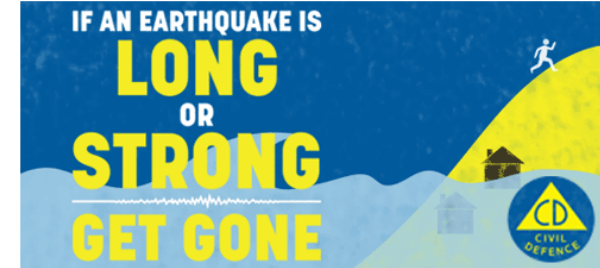
Throughout the report significance testing was carried out at the 95% level (and at the 90% level where denoted by an asterisk).

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.

SUMMARY OF KEY FINDINGS



Do New Zealanders know what to do in an emergency?



Two thirds (67%) of New Zealanders know at least one correct action to take during a earthquake

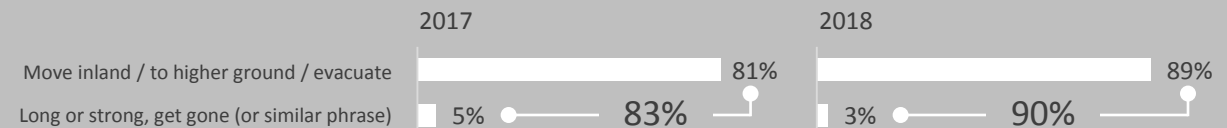
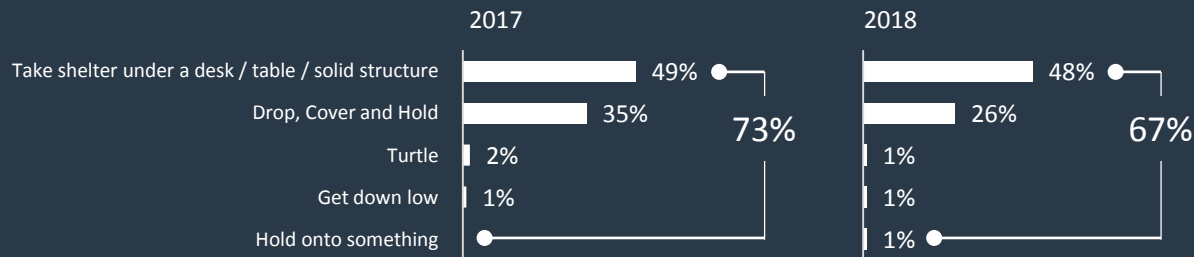


This is a notable decline from the 73% who knew what to do in 2017

Almost all (90%) New Zealanders know to evacuate if they are near the coast and a long or strong earthquake happens

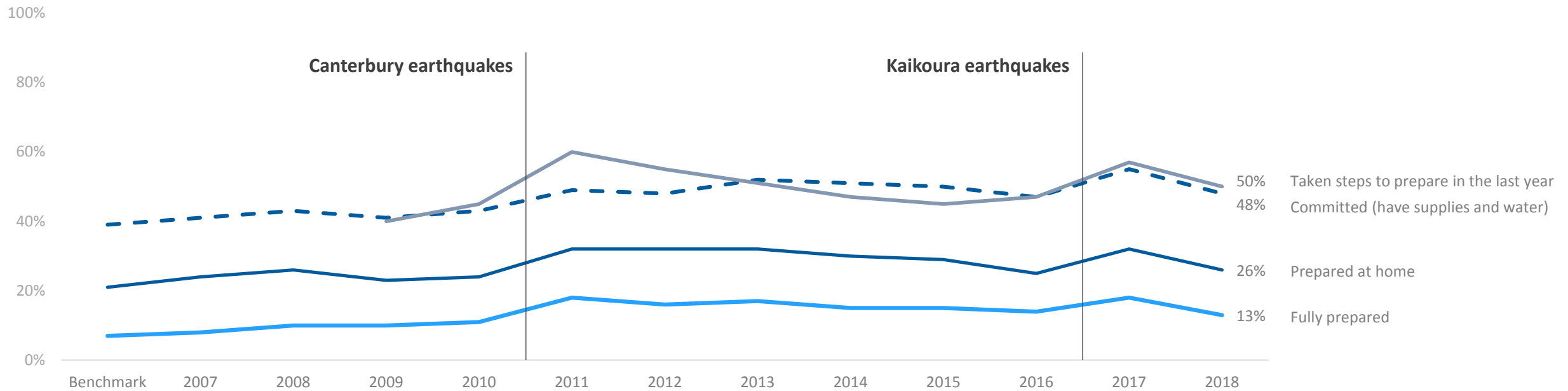
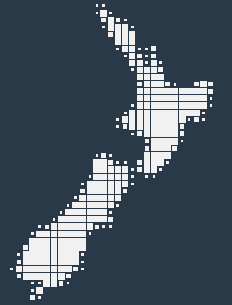


A significant improvement from the 83% who knew what to do in 2017



Are New Zealanders prepared for an emergency?

New Zealanders' sense of urgency to prepare for a disaster has dropped following the heightened preparedness levels seen after the Kaikoura earthquakes – this is a similar pattern to that recorded following the Canterbury earthquakes



What are New Zealanders' greatest barriers when it comes to being prepared?

The research specifically explored the incidence and impact of eight barriers to preparedness. When we assessed the incidence of each barrier (% of population 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.

Priority barriers



Lack of knowledge (affects 21%, high impact)

- Lack of knowledge of how to prepare is a significant barrier for many New Zealanders
- Around a quarter of New Zealanders lack knowledge about water storage and the need to have a getaway bag, while around a third don't know that their survival plan should include what to do when away from home



Optimism (affects 20%, 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 44%, medium impact)

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



Effort (affects 22%, medium impact)

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

What are good triggers for getting New Zealanders to prepare?

The research also explored the incidence and impact of three triggers to preparedness. Two stood out as being the most likely to lead to action: a social norm (what friends and family think) and family concern.

Effective triggers



Social norm – what friends and family think (impacts 63%, 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 54%, medium effect)

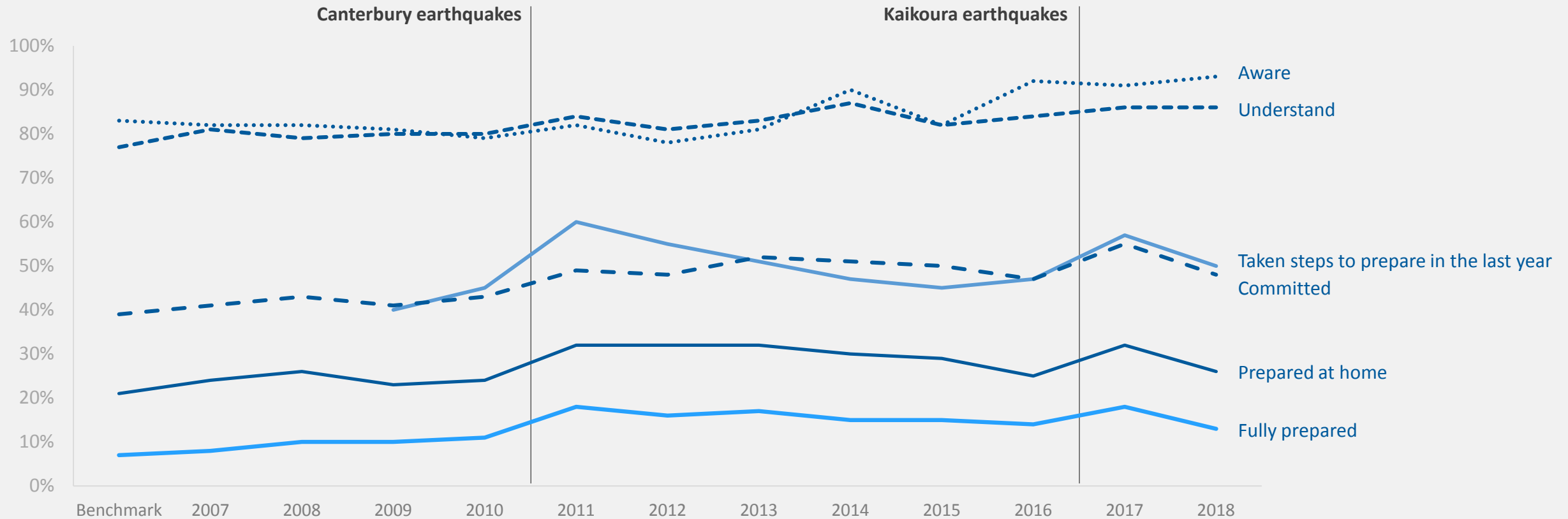
- Thinking about what will happen to their family in a disaster is a relatively powerful trigger for motivating New Zealanders to prepare for a disaster

RECENT EMERGENCIES AND THEIR IMPACT ON PREPAREDNESS



Recent emergencies

In recent years we have seen preparedness peak following the Canterbury and Kaikoura earthquakes. Following these peaks, preparedness levels slowly erode as time passes



Prompts for taking action to prepare

Far fewer New Zealanders now say they were prompted by the Canterbury and/or Kaikoura earthquakes. More New Zealanders now say they were prompted into action by their local council or Civil Defence, recent cyclones and weather events, and power outages



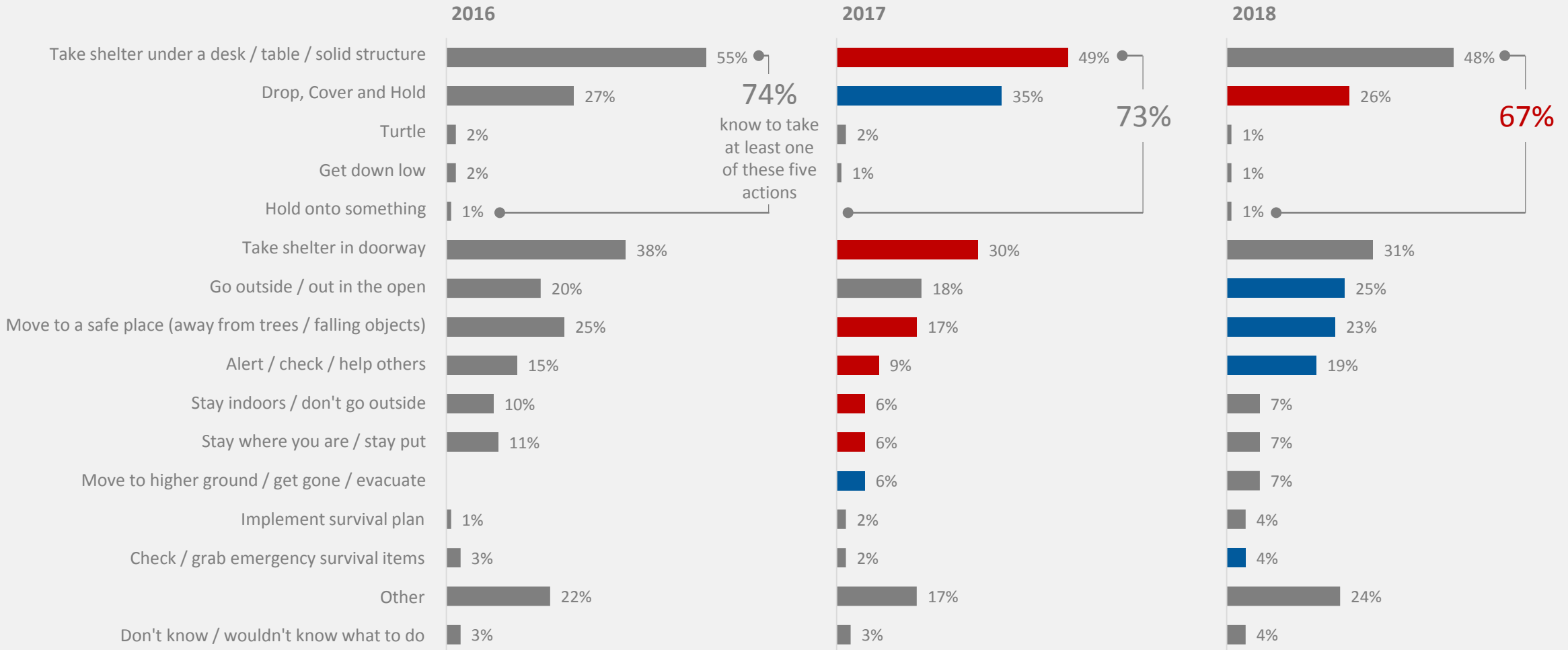
DO NEW ZEALANDERS KNOW WHAT TO DO IN AN EMERGENCY?



Actions to take during a strong earthquake



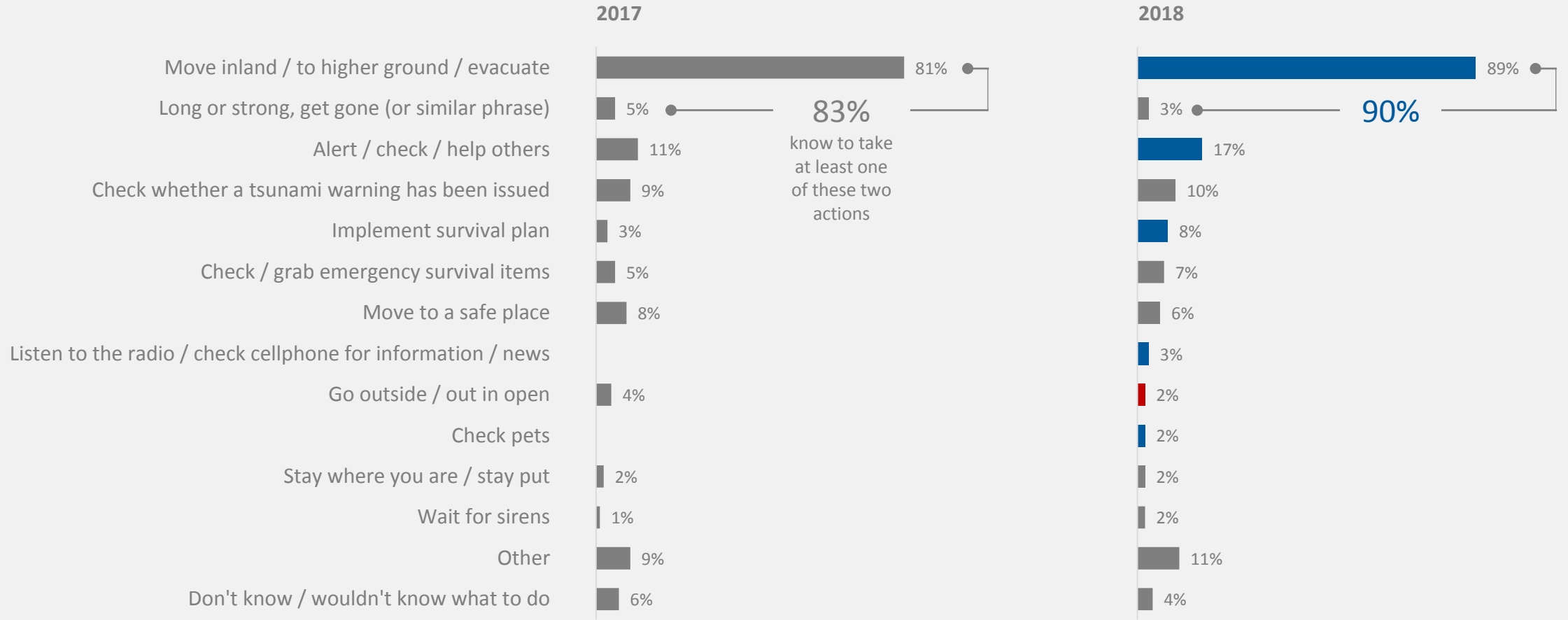
Two in three New Zealanders know at least one correct action to take during a strong earthquake. This is a significant decline from levels seen in both 2016 and 2017



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



Nearly all New Zealanders know to evacuate if they are near the coast and a long or strong earthquake occurs. There has been a significant improvement in knowledge in this area in the past 12 months

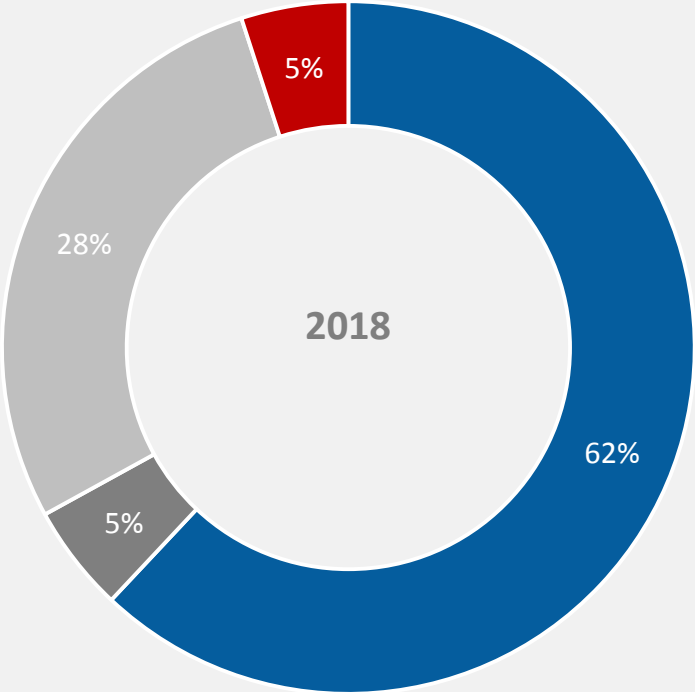


Source: Q4ei Imagine that you are near the coast and a long or strong earthquake happened. What action should you take?
Base: All respondents (n=1,000)

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

Just under two in three New Zealanders know what to do during an earthquake and know what to do following a long or strong earthquake

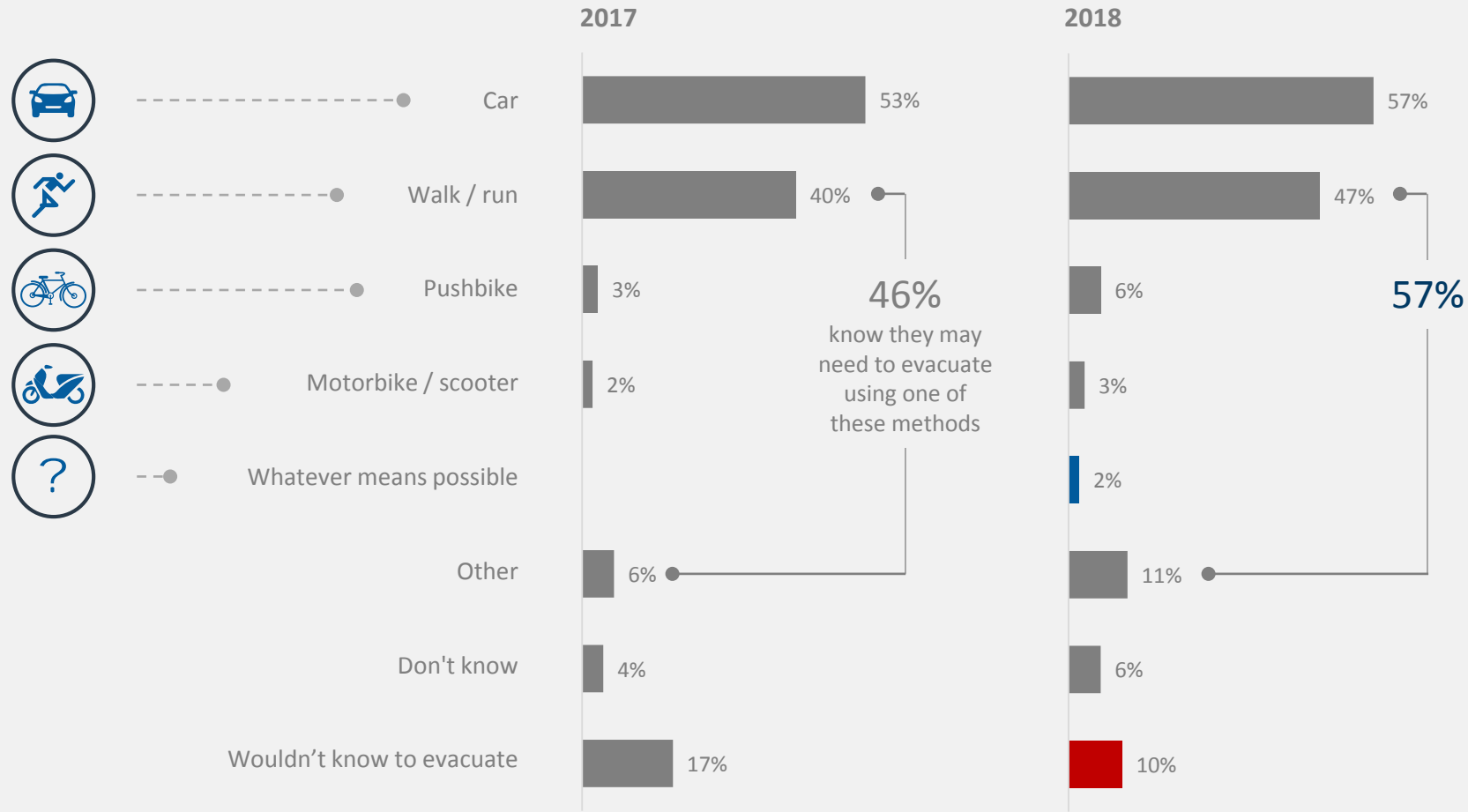
- Know at least one correct action to take during an earthquake and at least one correct action to take during a tsunami threat
- Know at least one correct action to take during an earthquake but don't know a correct action to take during a tsunami threat
- Know at least one correct action to take during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



Planned evacuation methods



New Zealanders are becoming increasingly aware that they may need to use evacuation methods that do not involve a car

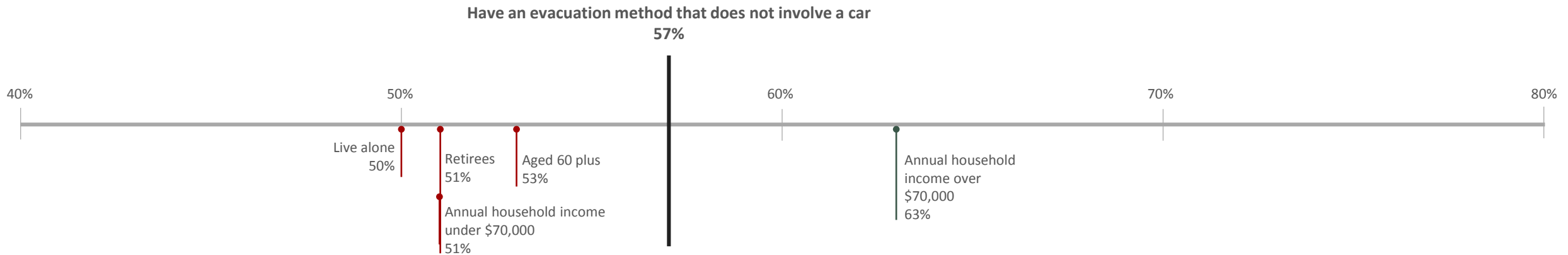
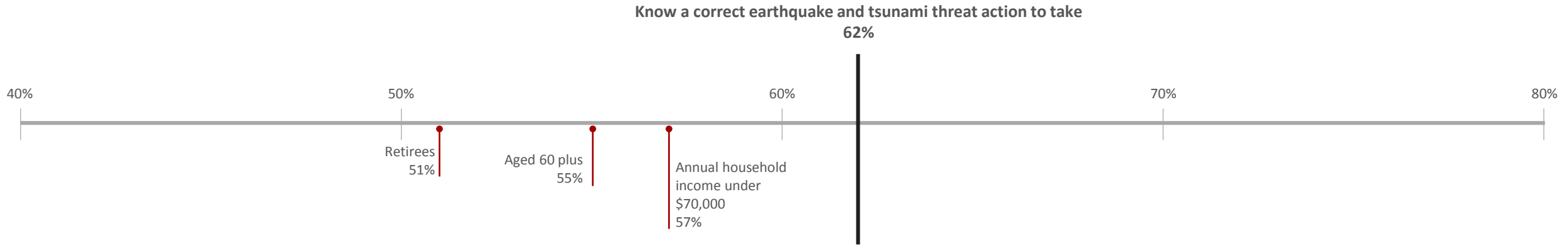


Source: Q4eii How would you evacuate?
Base: All respondents (n=1,000)

■ | Significantly higher/lower than previous year

Who is least likely to know what to do?

Those aged 60 and over, retirees and those with a household income under \$70,000 are least likely to know what to do during an earthquake and during a tsunami threat. They are also least likely to know they may need an alternative evacuation method to a car



HOW PREPARED ARE NEW ZEALANDERS?



Preparedness continuum

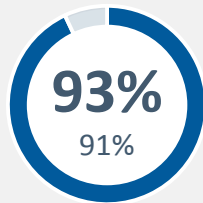
Understand the risk

Have taken action to prepare

2018

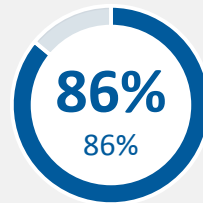
2017

Aware



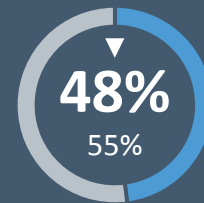
Have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring

Understand



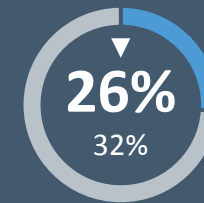
Have a good understanding of what the effects would be if a disaster struck in their area

Committed



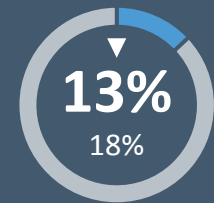
Have stored at least 3 litres of water per person for 3 days
Have the necessary emergency items needed to survive a disaster

Prepared at home



Make emergency survival plans
Have stored at least 3 litres of water per person for 3 days
Have the necessary emergency items needed to survive a disaster
Regularly update emergency survival items

Fully prepared

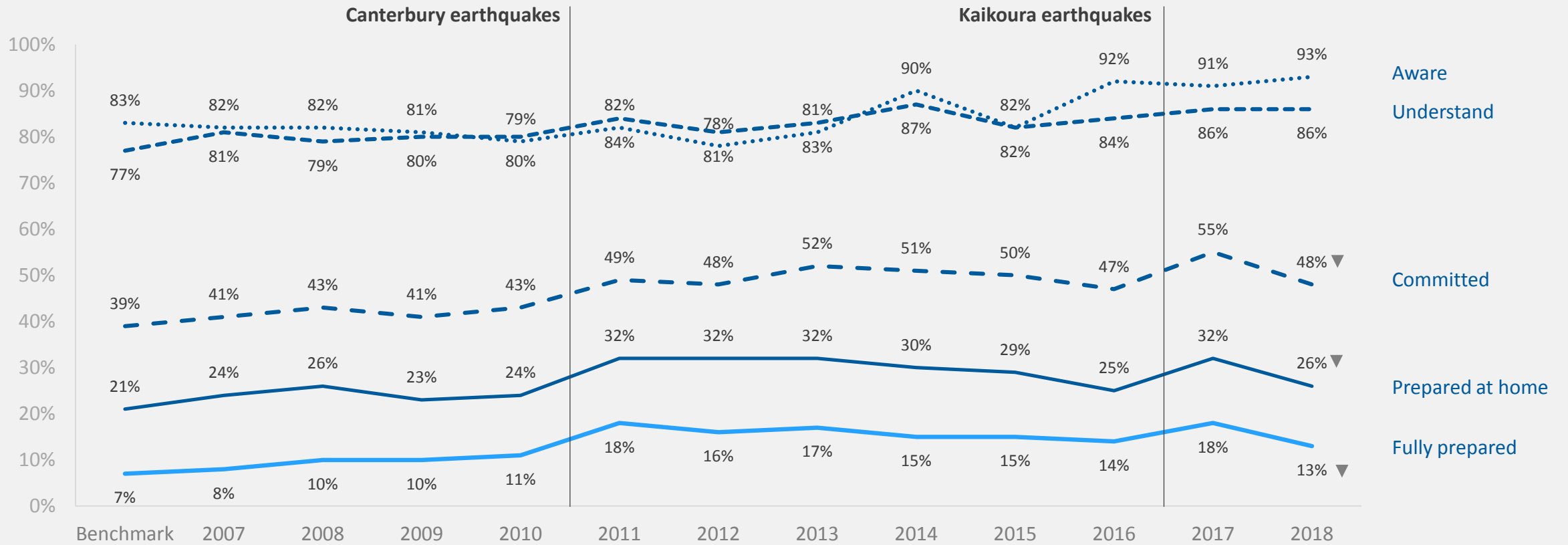


Make emergency survival plans which include what to do when not at home
Have stored at least 3 litres of water per person for 3 days
Have the necessary emergency items needed to survive a disaster
Regularly update emergency survival items

▼ | Significantly lower than 2017

Preparedness continuum

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

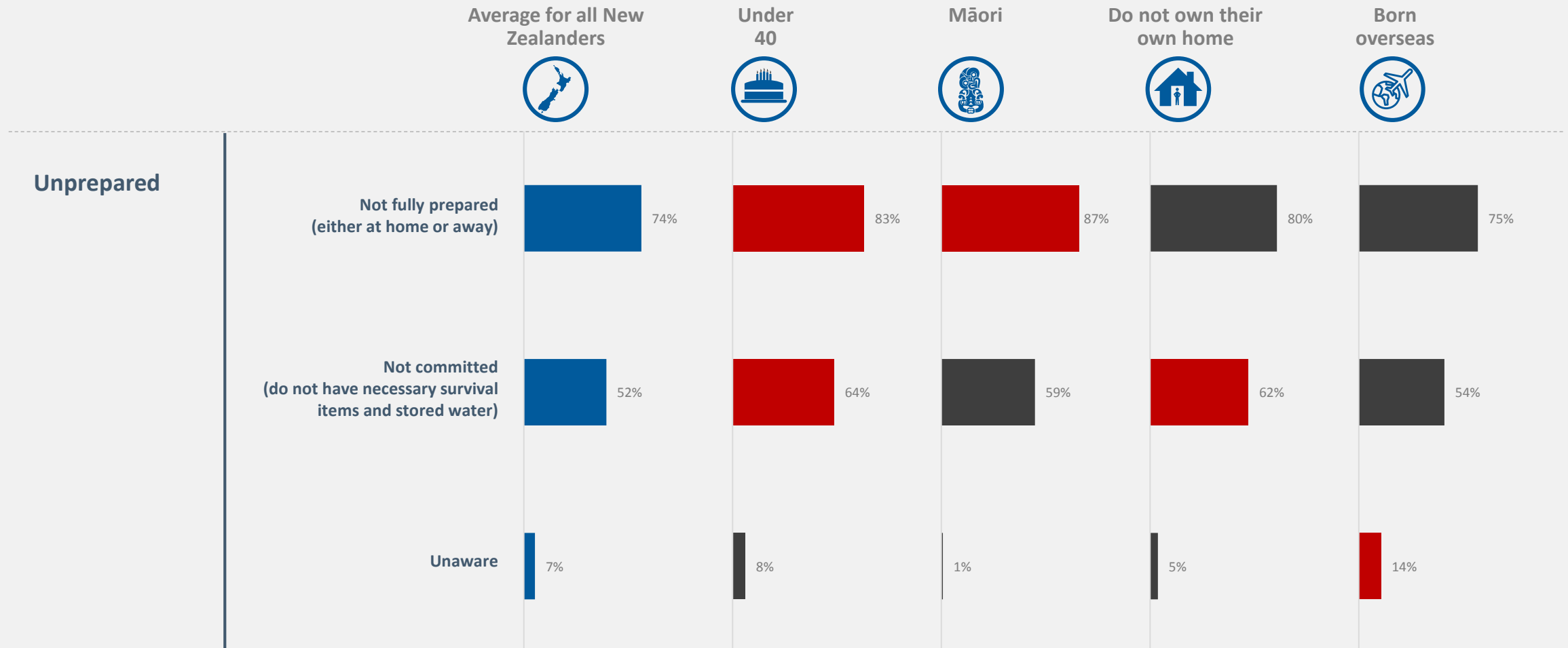


▼ | Significantly lower than 2017



Who would be most at risk following a disaster?

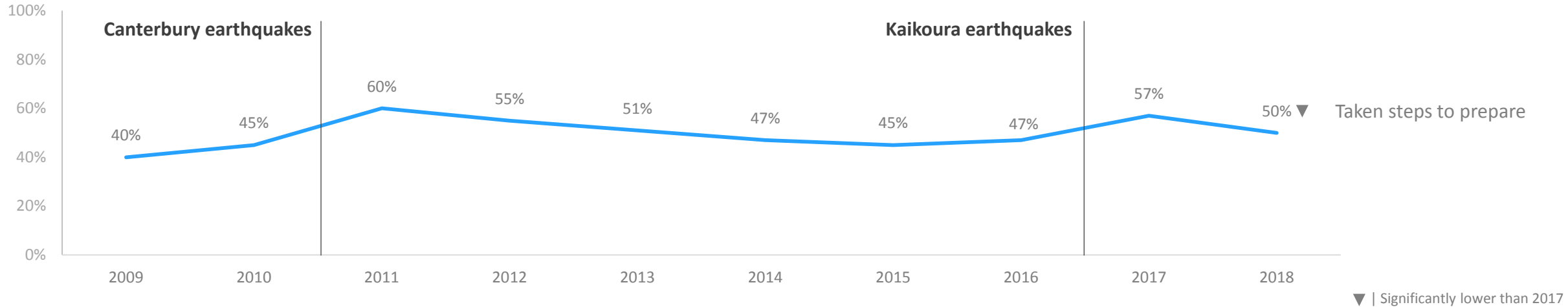
Younger New Zealanders (under 40), those who identify as Māori, renters, and those born overseas are most likely to be unprepared for a disaster



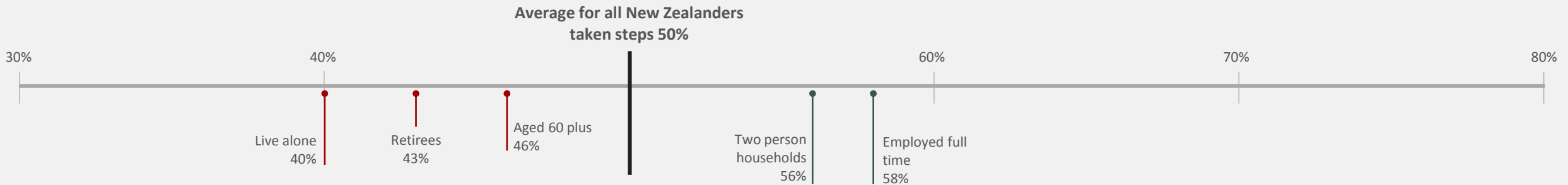
■ | Significantly higher than average levels of unpreparedness

Taken steps to prepare in the last year

Fewer New Zealanders took steps to prepare themselves (or their household) for a disaster in the last 12 months than had done so this time last year

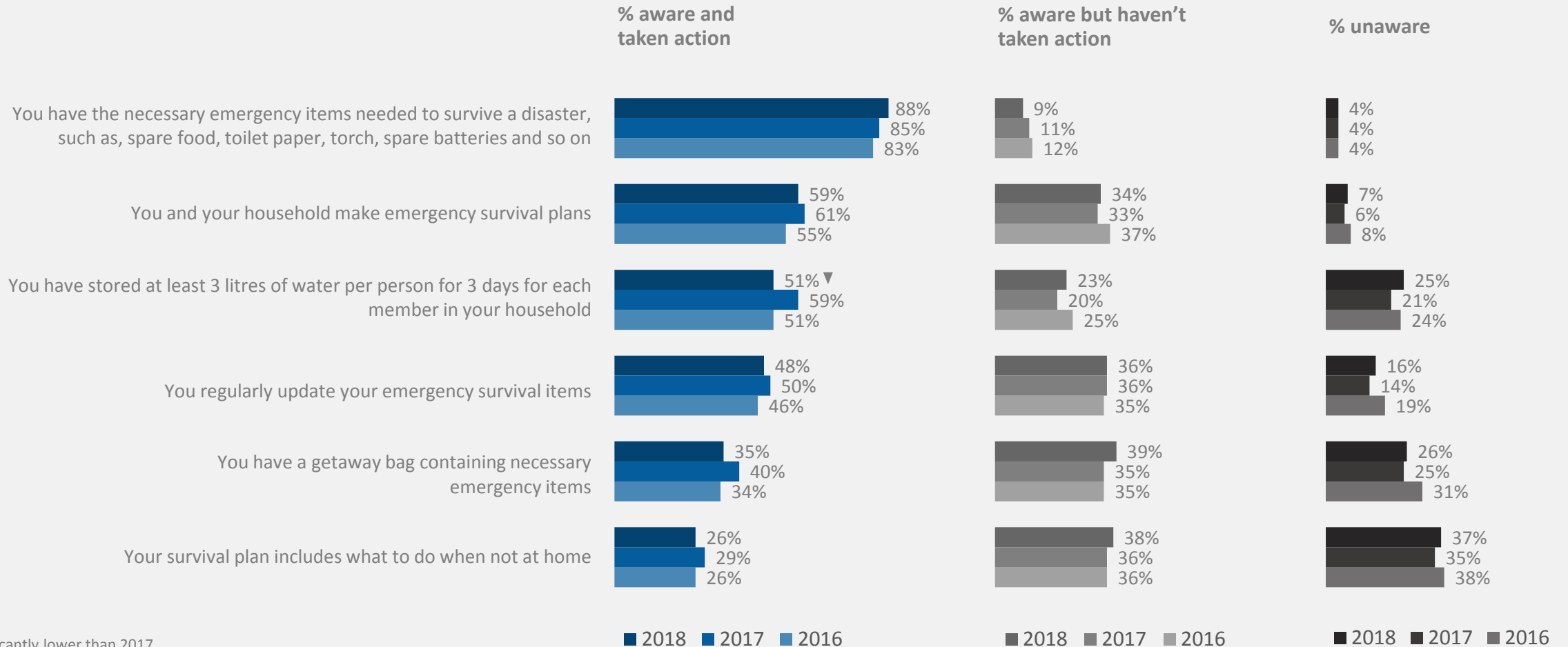


The following groups are less likely than average to have taken steps to prepare for a disaster in the past six months: those who live alone, those aged 60 and over and retirees.



Actions taken to prepare

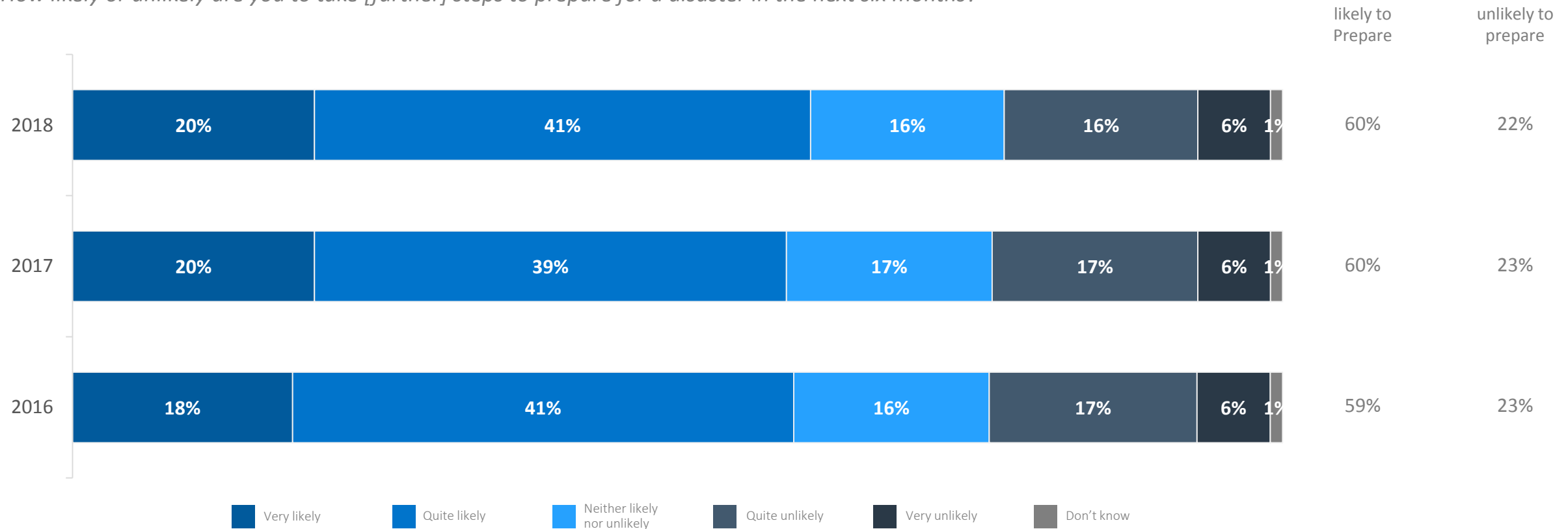
Since this time last year there has been a notable decline in the proportion of New Zealanders who have stored sufficient water for a disaster



Likelihood of preparing

Among New Zealanders who are not already fully prepared, the majority say they are likely to take (further) action to prepare in the next six months

Q. How likely or unlikely are you to take [further] steps to prepare for a disaster in the next six months?











BARRIERS

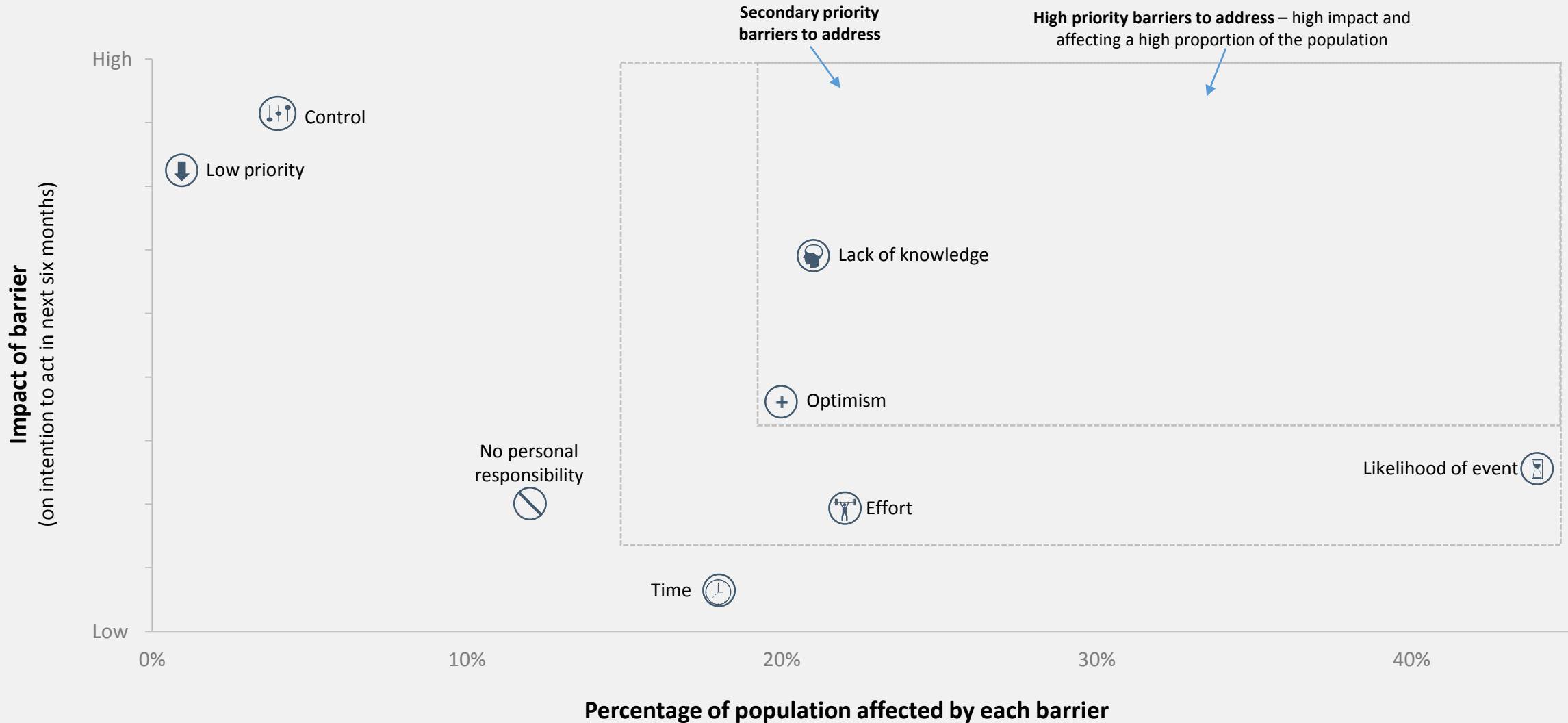


The research specifically explored the incidence and impact of eight barriers to preparedness

Barriers

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

When we assessed the incidence of barriers (% of population who have a barrier) by their impact (strength of its effect) 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

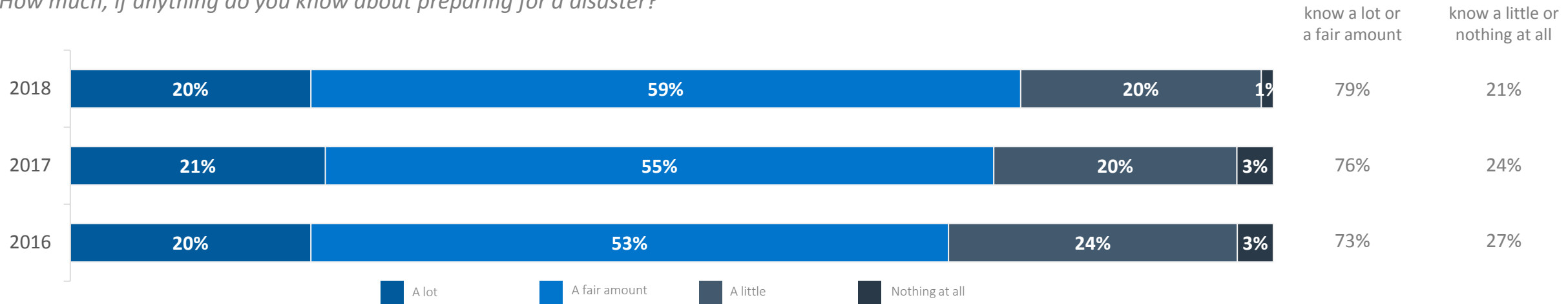




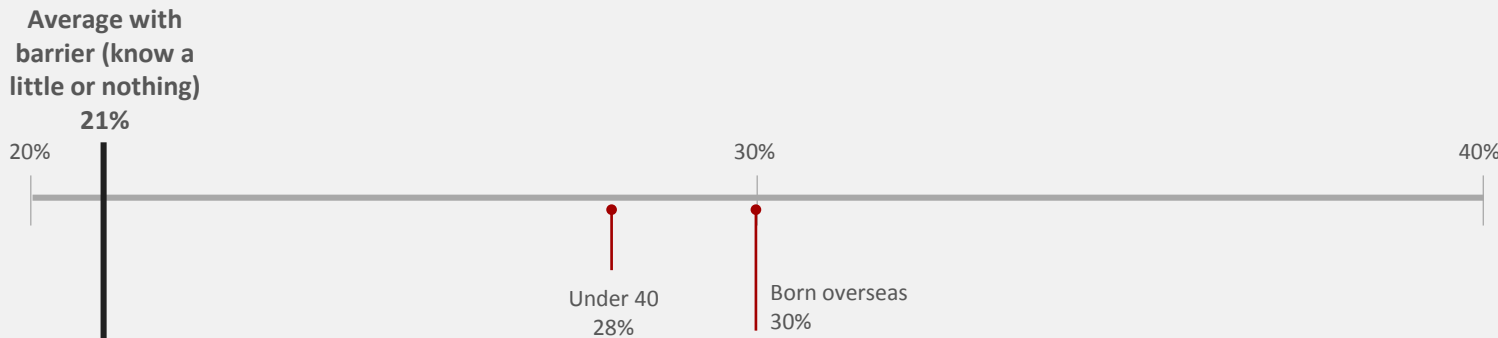
Lack of knowledge – primary barrier

New Zealanders are becoming increasingly knowledgeable about preparing for a disaster. However, one in five still lack knowledge in this area which is a strong impediment to their likelihood to prepare

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



Those under 40 and those born overseas are most likely to know little or nothing about preparing for a disaster.



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 items



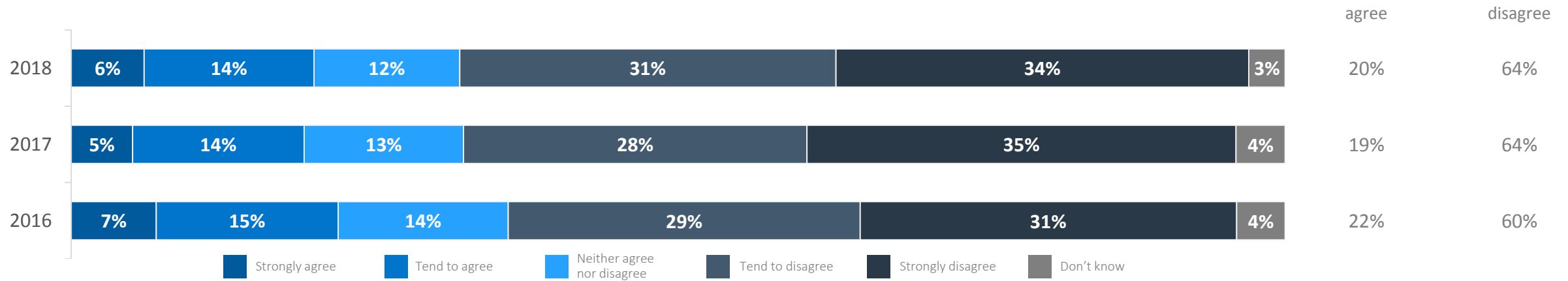
A survival plan (for at home or while away from home)



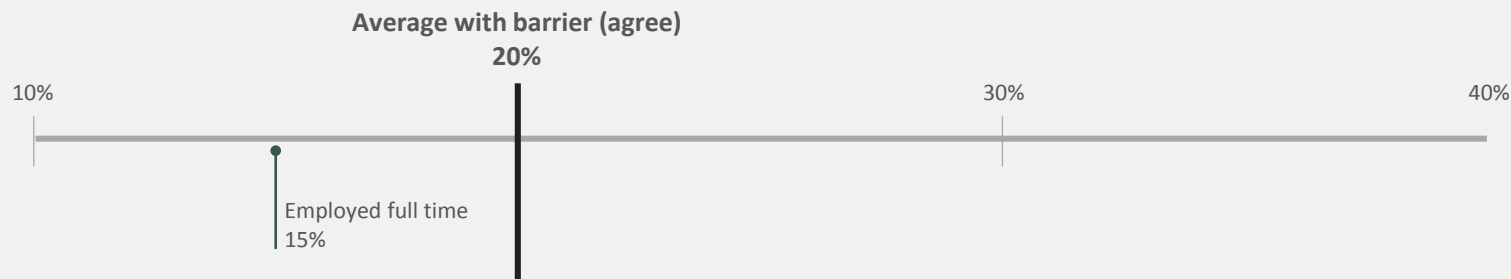
Optimism – primary barrier

Around one in five New Zealanders think it's unlikely they will ever be in a disaster and this belief is a strong barrier to them taking steps to prepare

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



No groups are more likely than average to say it's unlikely they will ever be in a disaster.

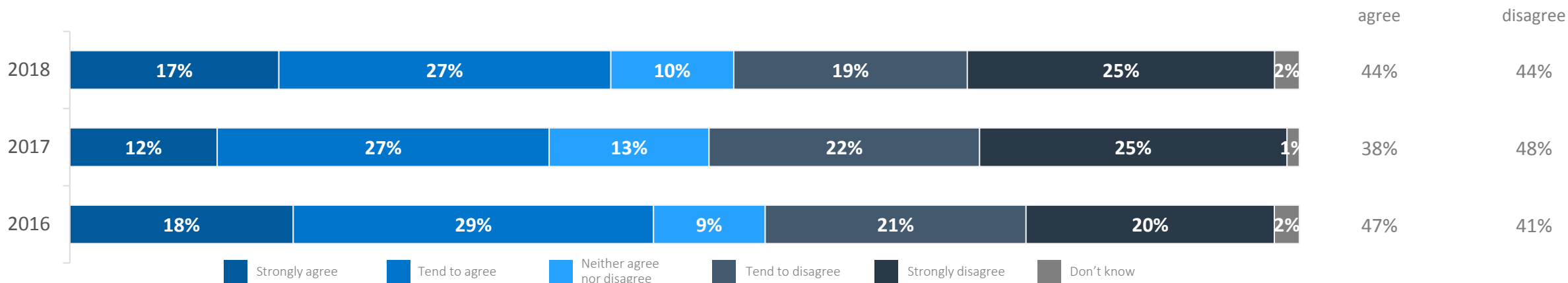




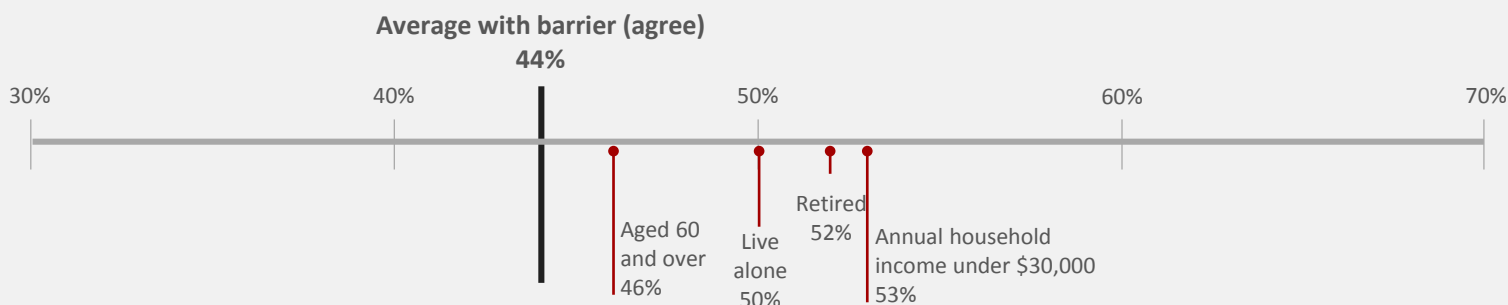
Likelihood of event – secondary barrier

This barrier is extremely common – 44% of New Zealanders say they 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 groups most likely not often think about what disasters could happen in their area are: aged 60 and over, live alone, retired, or have a household income under \$30,000.



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



Stored sufficient water



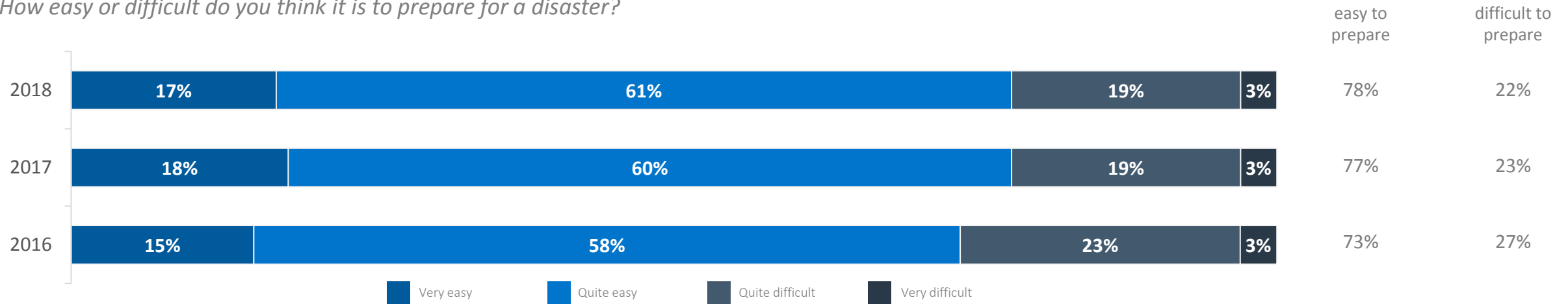
A survival plan (for at home or while away from home)



Effort – secondary barrier

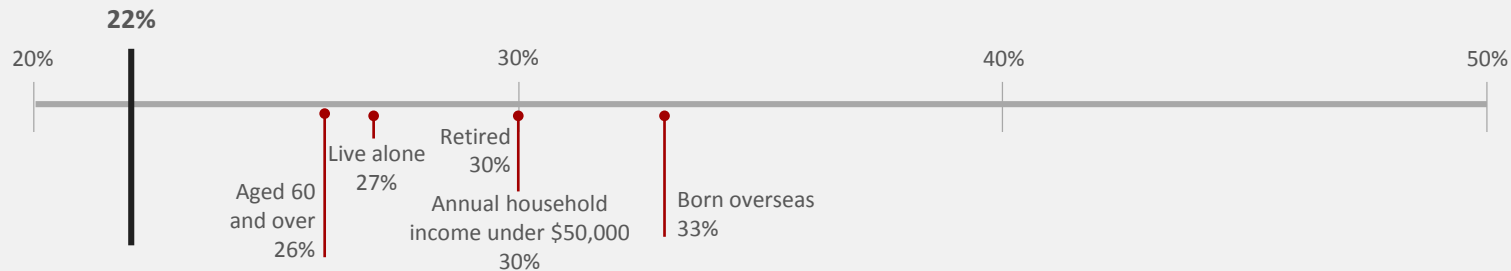
Perceived effort is not as strong a barrier to preparing as the three barriers we have just explored - it does however affect one in five New Zealanders

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



The following groups are most likely to think it is difficult to prepare for a disaster: those aged 60 and over, live alone, retired, have a household income under \$50,000, or were born overseas.

Average with barrier (difficult to prepare)



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



A getaway bag



The necessary emergency items

LOWER PRIORITY BARRIERS

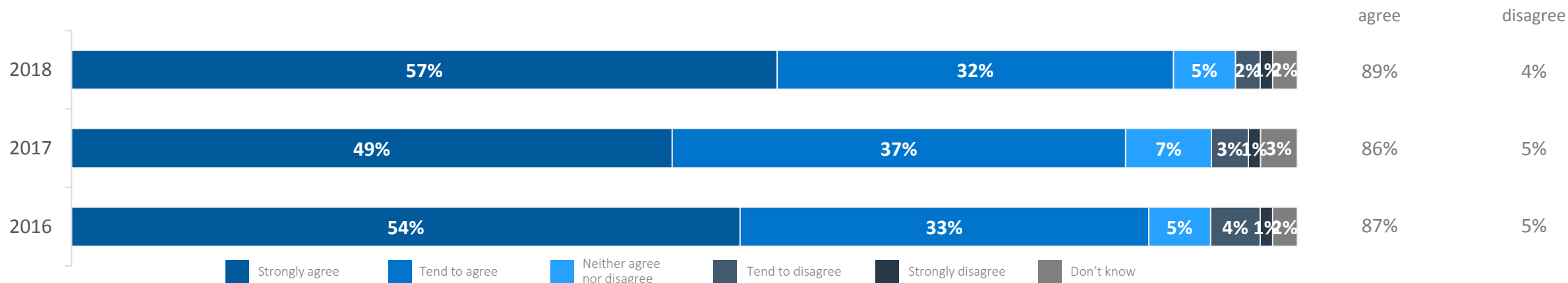




Control

This barrier affects very few New Zealanders, just 4% do not think preparation will keep themselves and their household safe during a disaster. This sense of a lack of control is, however, a particularly large impediment to preparation

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



Those aged 60 and over are most likely to think it is difficult to prepare for a disaster.

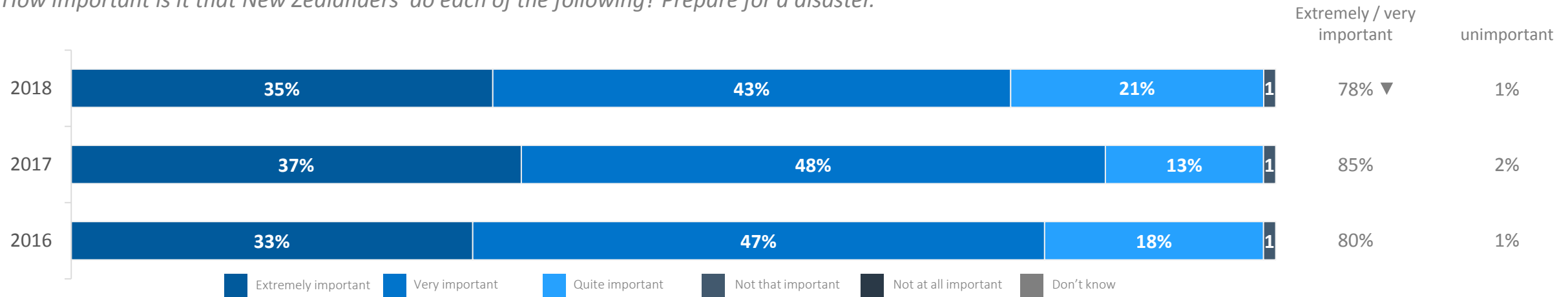




Low priority

Priority is a barrier for just one percent of New Zealanders but it has a reasonably 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.



▼ | Significantly lower than 2017

The following groups are most likely to think it is unimportant to prepare for a disaster: those aged 60 and over, retirees, and those who live alone.

Average with barrier (unimportant)

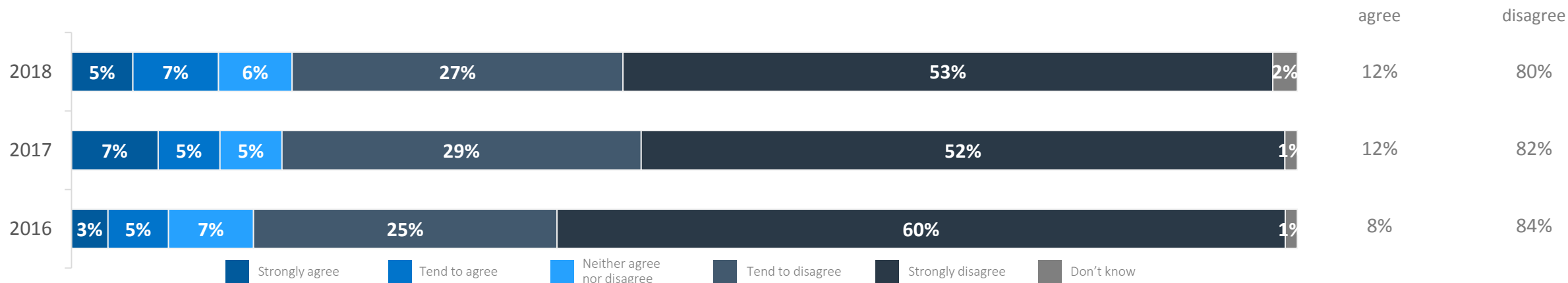




No personal responsibility

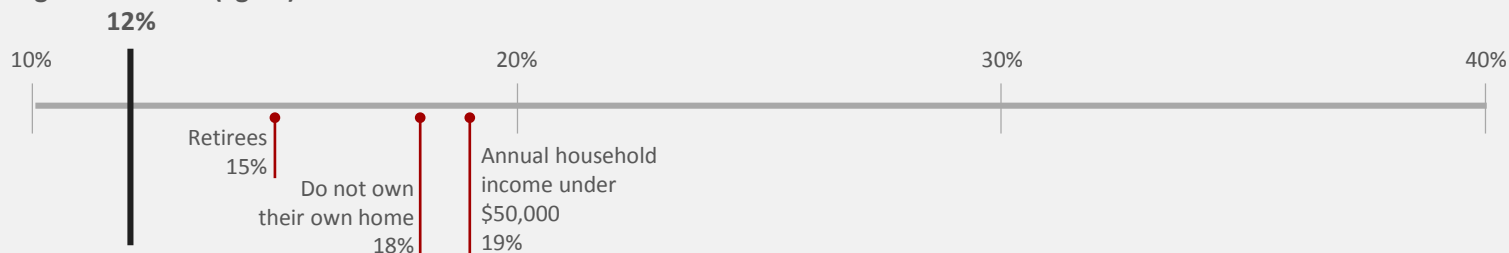
This barrier impacts one in ten New Zealanders but is not a strong impediment to preparation

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



The following groups are most likely to agree people will be there to help following a disaster, so they don't really need to prepare: low income households, those who do not own their own home and retirees.

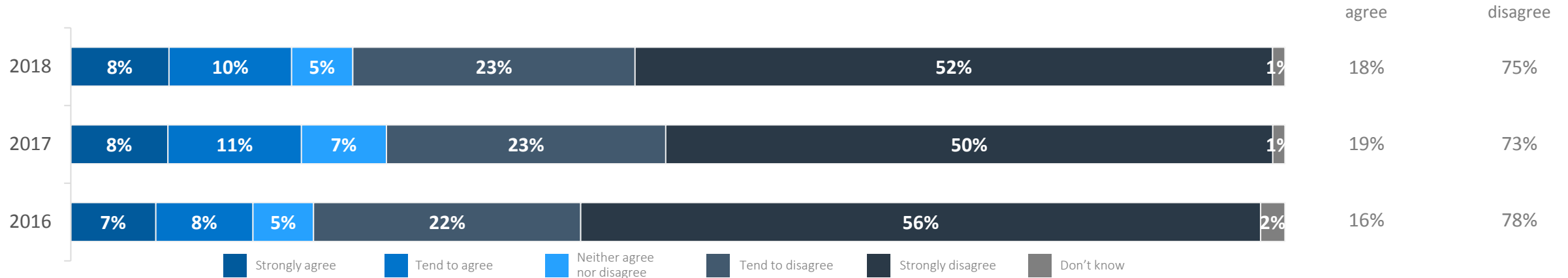
Average with barrier (agree)



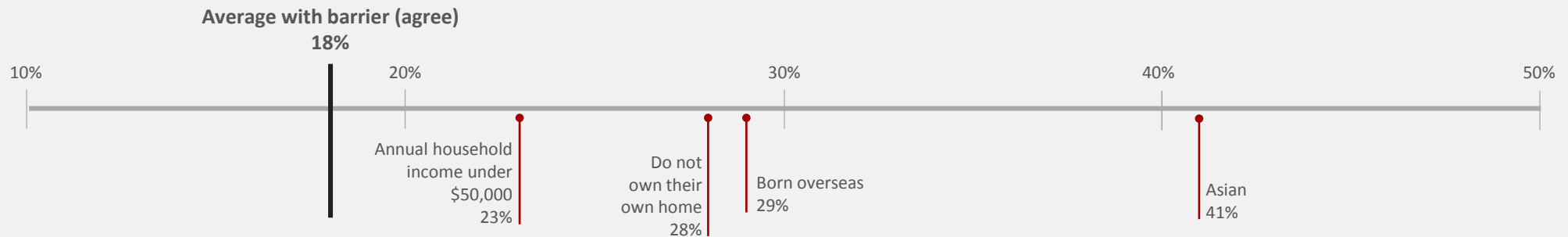


While this is a barrier for nearly one in five New Zealanders, it has relatively little impact on preparedness

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



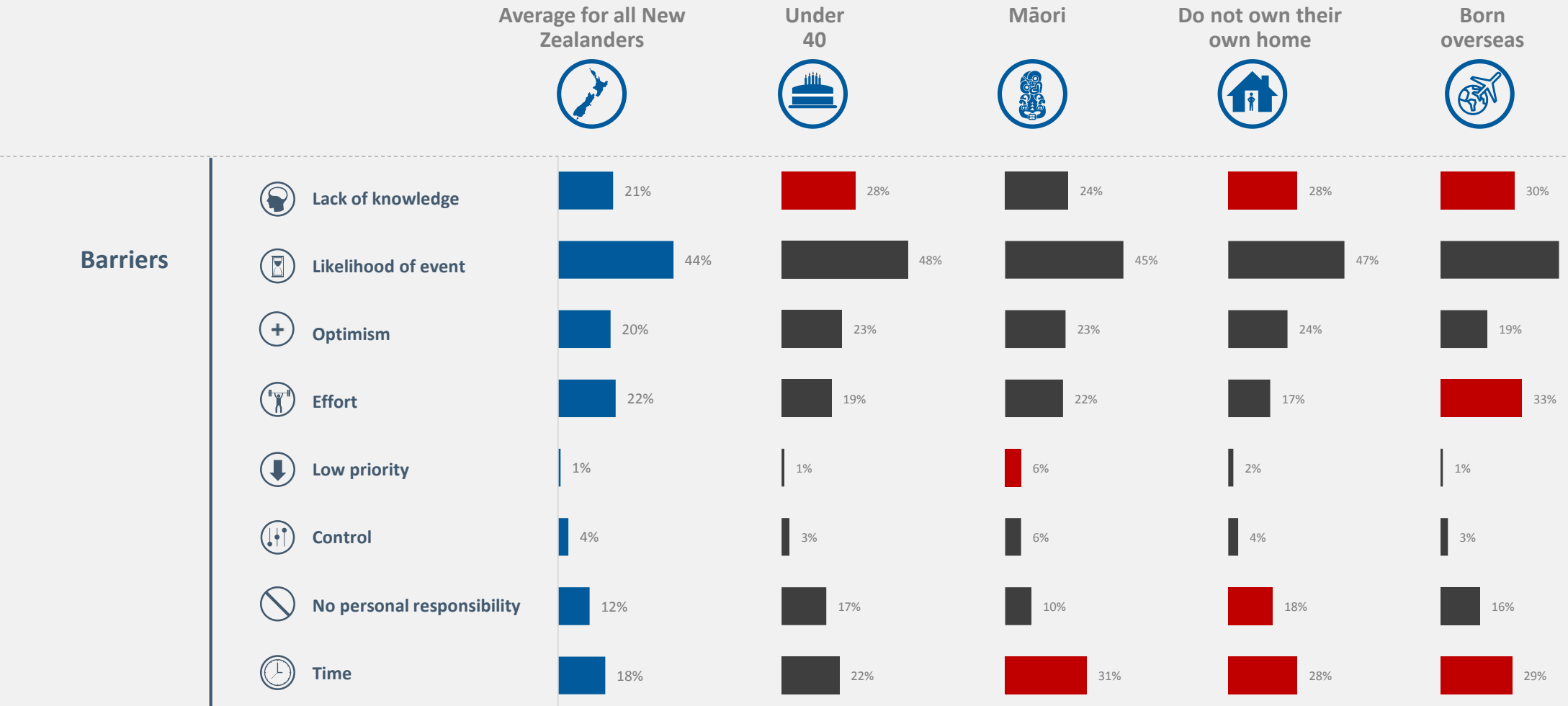
The groups most likely to agree there will always be adequate warning before a disaster strikes are: identify as Asian, do not own their own home, and low income households.



GREATEST BARRIERS FOR THOSE MOST AT RISK






The four most at risk groups (i.e. the most under-prepared groups) have similar barriers to the overall population. However, lack of knowledge and time are significantly bigger barriers for these groups



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</i>
		Family concern	<i>I often worry about what might happen to me or my family if there's a disaster</i>
		Family responsibility	<i>It is my responsibility to look after myself and my family in a disaster</i>

Of the three triggers explored this year, two stand out as being the most effective – friends and family thinking its important to be prepared and concern about what will happen to them and their family in a disaster

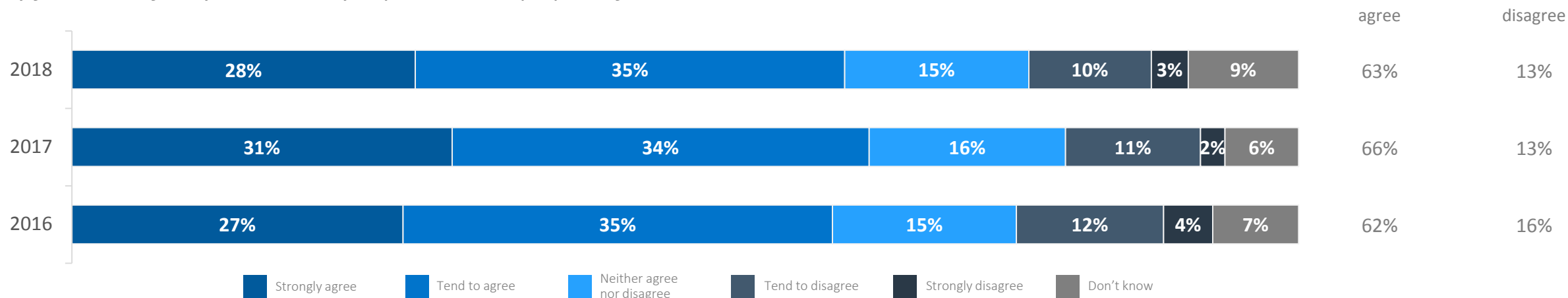




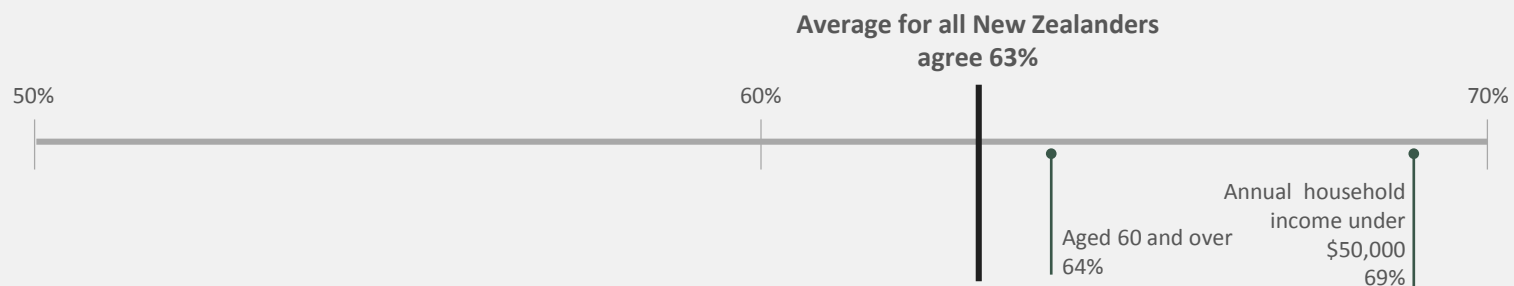
Social norm

What friends and family think has a large impact on whether or not New Zealanders are likely to prepare for a disaster

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



Those aged 60 and over and those who live in a household with an income under \$50,000 are most likely to say their friends and family think it's important to be prepared.

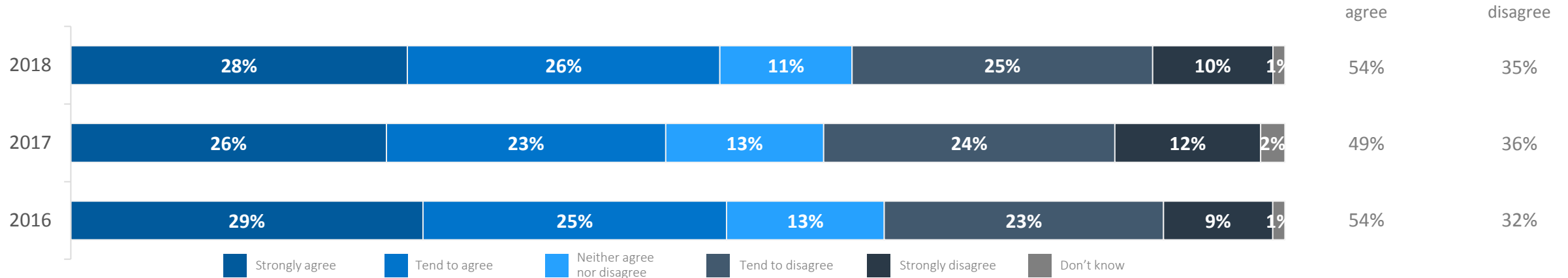




Family concern

Family concern is also a powerful trigger for motivating people to prepare for a disaster

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



Those who have an annual household income of less than \$50,000 are more likely than average to worry about themselves and their family in a disaster.

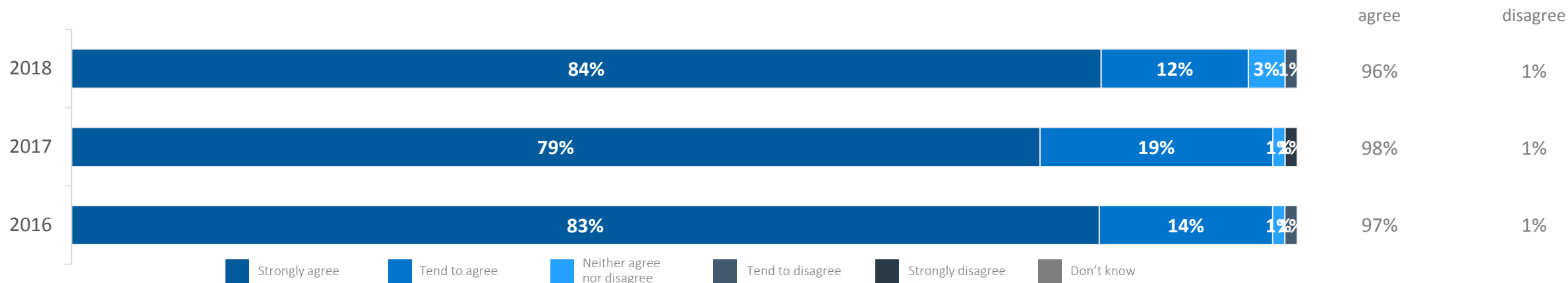




Family responsibility

Almost all New Zealanders believe it is their responsibility to look after their family in a disaster, making it a relatively effective trigger

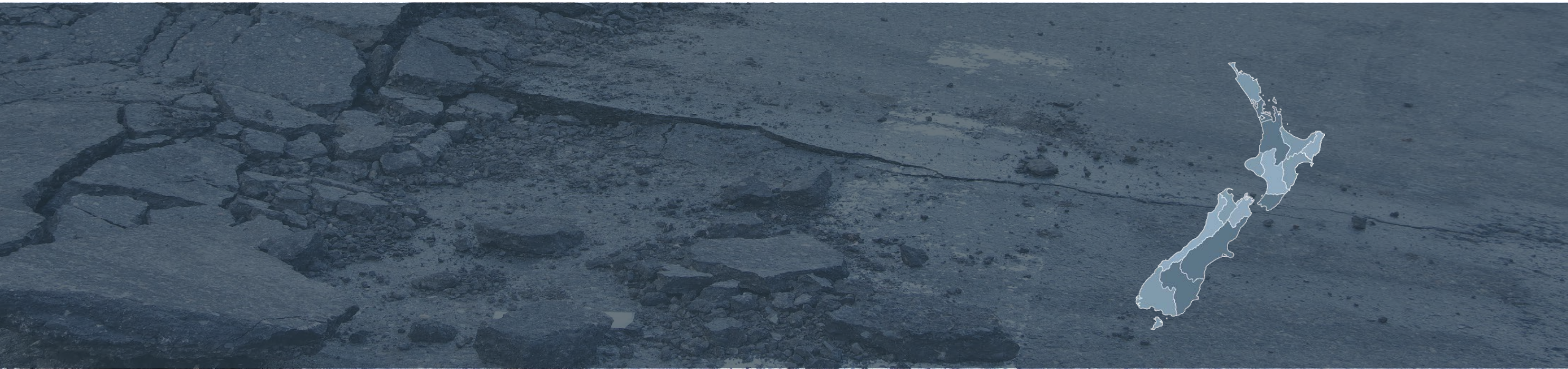
Q. It is my responsibility to look after myself and my family in a disaster



Those aged over 60 and those who have an annual household income of less than \$50,000 are most likely to agree it is their responsibility to look after themselves and their family in a disaster.

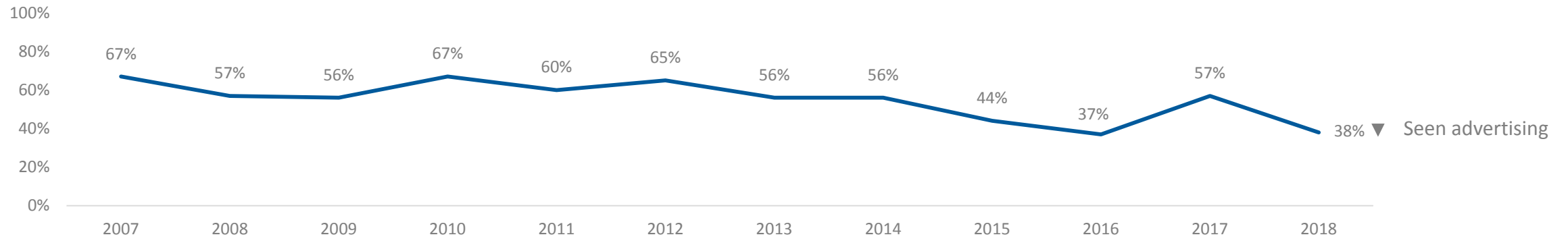


COMMUNICATIONS



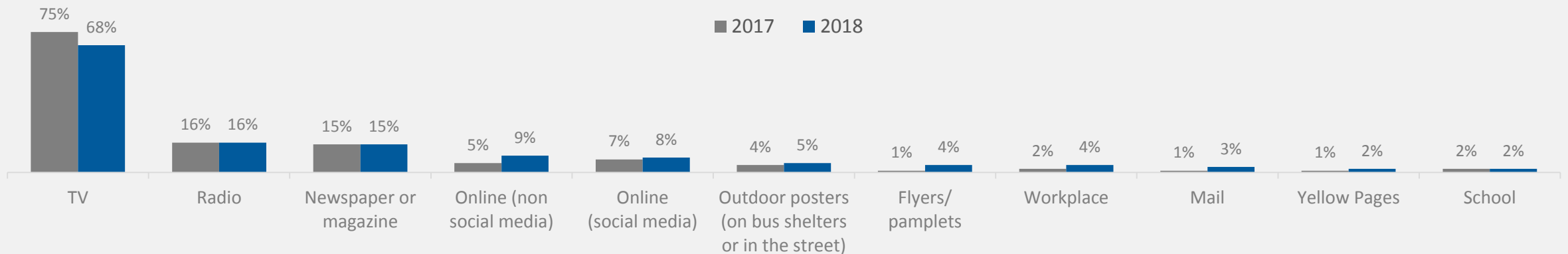
Advertising

In 2017 advertising awareness spiked to 57%. In 2018 recall fell back to levels seen in 2016 - one third of New Zealanders recall seeing advertising about preparing for a disaster



▼ | Significantly lower than 2017

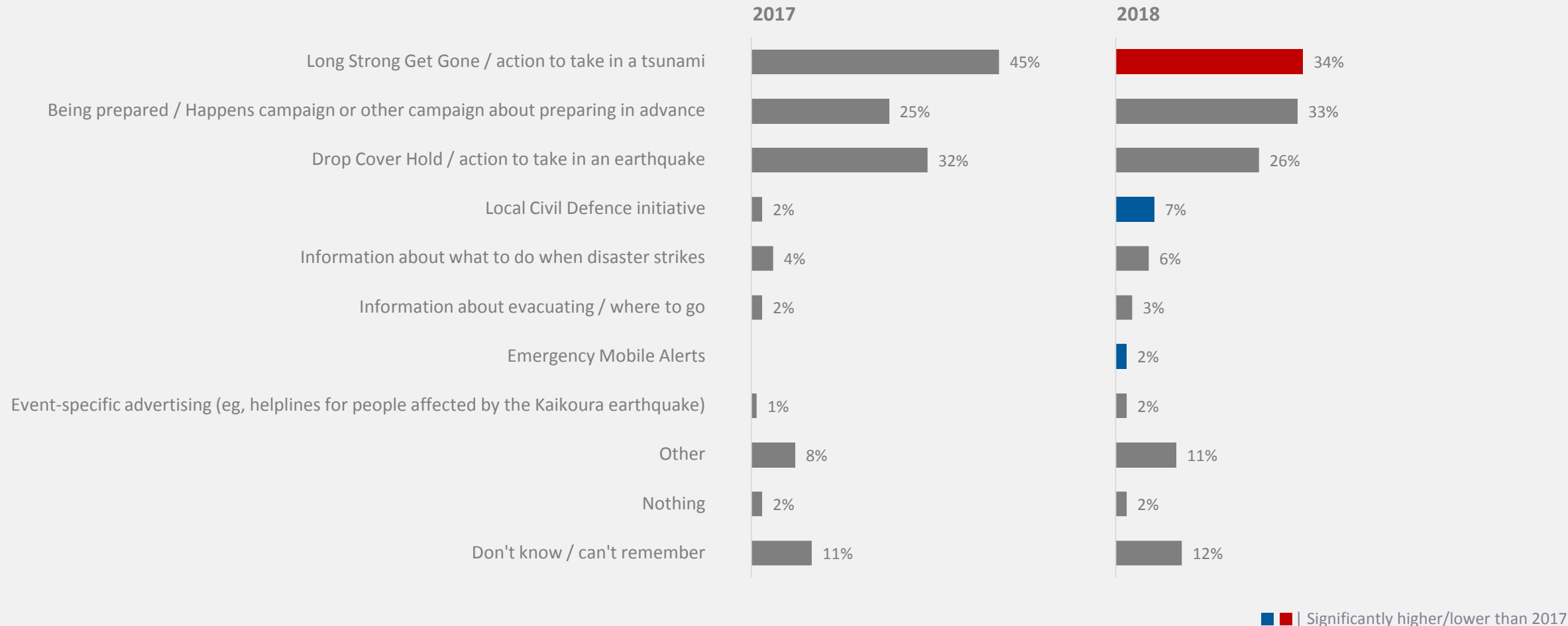
Those who recall advertising mostly say they saw it on TV



Note: Results 1% and under in 2018 are not shown
 Source: Q5a Have you recently seen, heard or read any advertising about preparing for a disaster? Q5b Where did you see, hear or read the ads?
 Base: All respondents (n=1,000), those seen, heard of read ads (2018 n=385, 2017 n=616)

Advertising

'Long Strong Get Gone' and 'Happens' remain the most widely recalled takeout messages. However, recall of 'Long Strong Get Gone' advertising has declined since this time last year

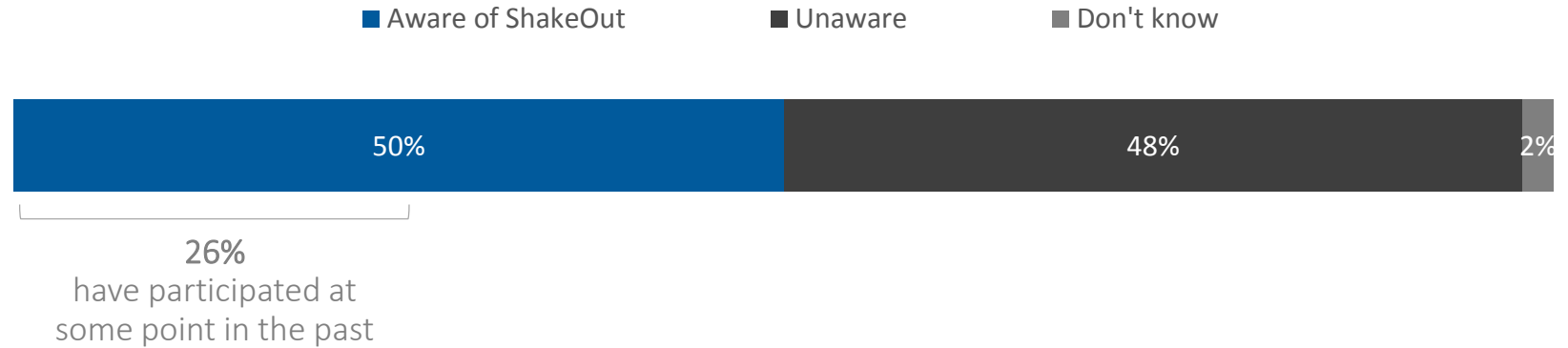


SHAKE OUT



ShakeOut

Even with the amount of time since the last ShakeOut, it remains well known. Half of New Zealanders say they have heard of it and around one in five have taken part at some stage in the past



The following groups are less likely than average to have heard of ShakeOut: retirees, those born overseas, those aged 60 and over, those with a household income of under \$50,000, and those who live alone.



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 (n=1,000)

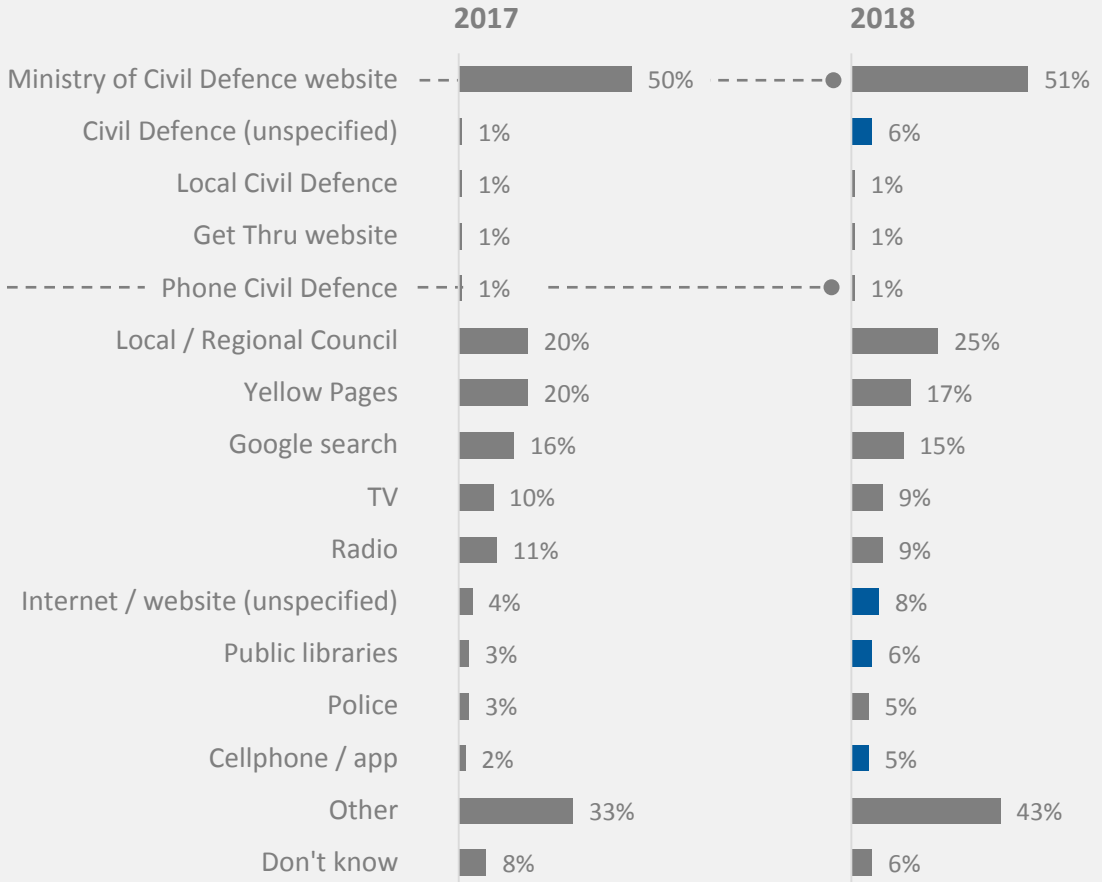
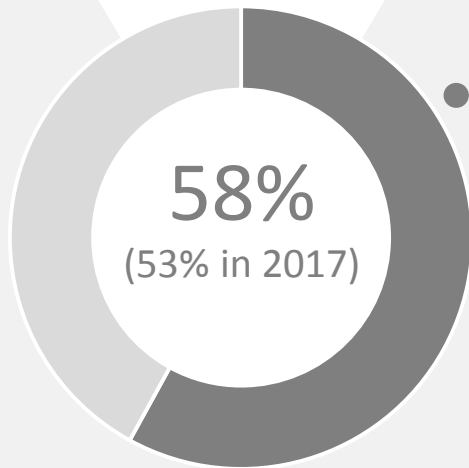
INFORMATION SOURCES



Sources of information before a disaster

One than half of all New Zealanders mention Civil Defence as a source of information before a disaster

Mention Civil Defence
in some form



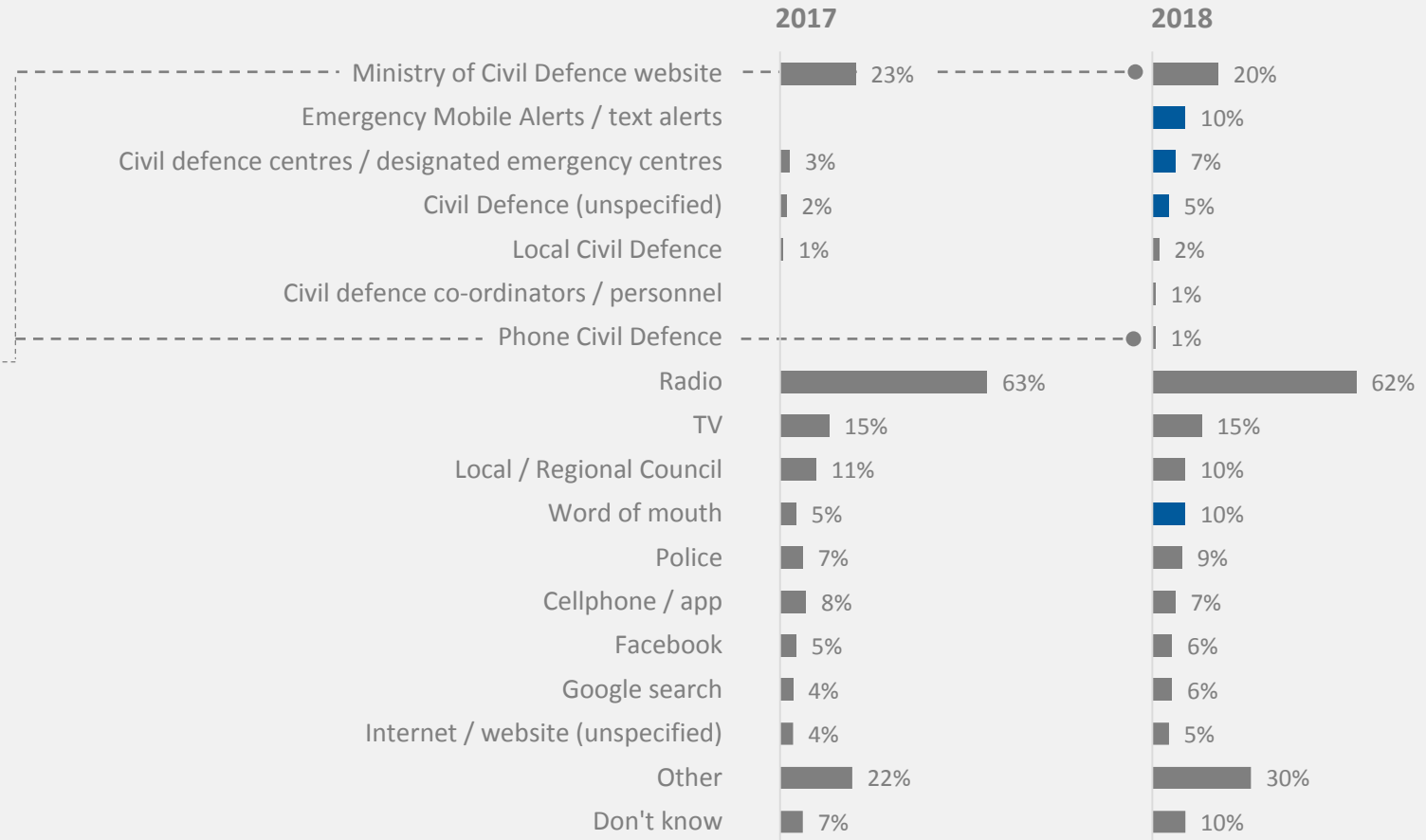
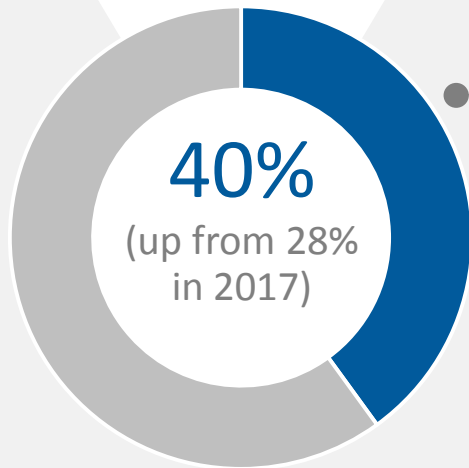
■ | Significantly higher than 2017



Sources of information during or immediately after a disaster

Not quite half of New Zealanders mention Civil Defence as a source of information during or immediately after a disaster. This is a marked improvement from 2017 (up to 40% in 2018 from 28% in 2017) likely brought about, at least in part, by the launch of the Emergency Mobile Alert system

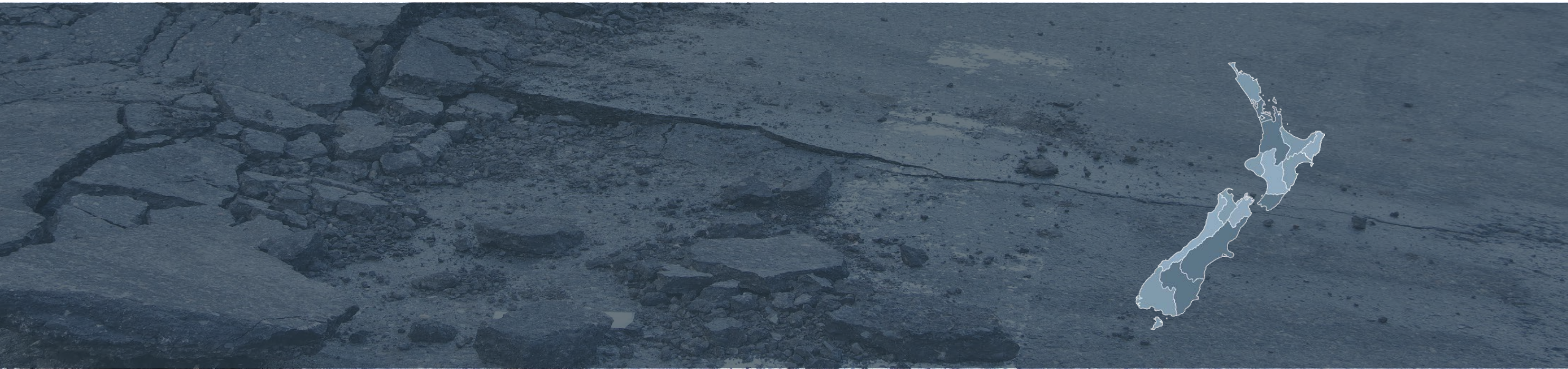
Mention Civil Defence in some form



■ | Significantly higher than 2017

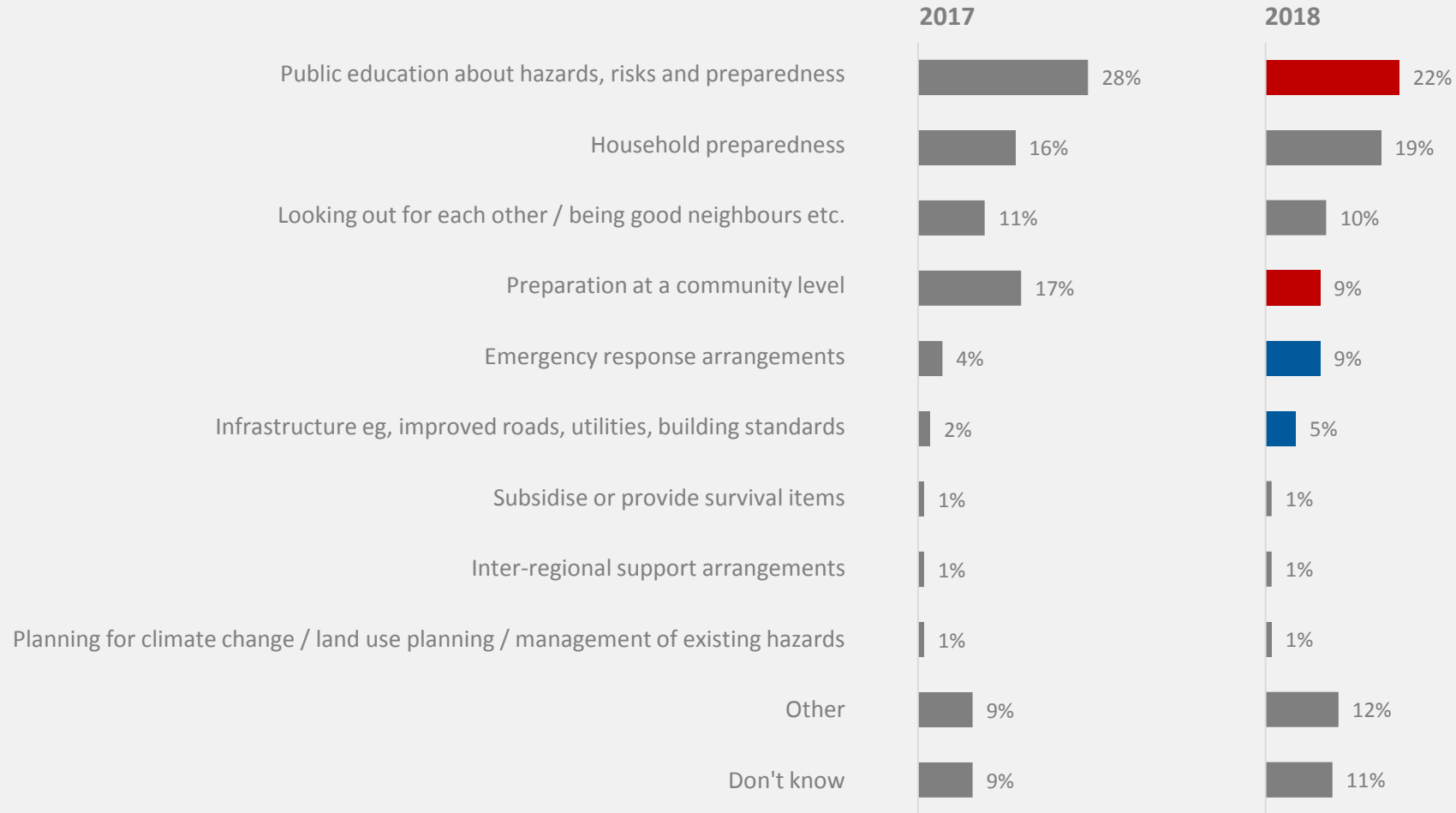


ENSURING RESILIENT COMMUNITIES



Ensuring resilient communities

This year more New Zealanders think, to ensure resilient communities, we need emergency response arrangements and suitable infrastructure



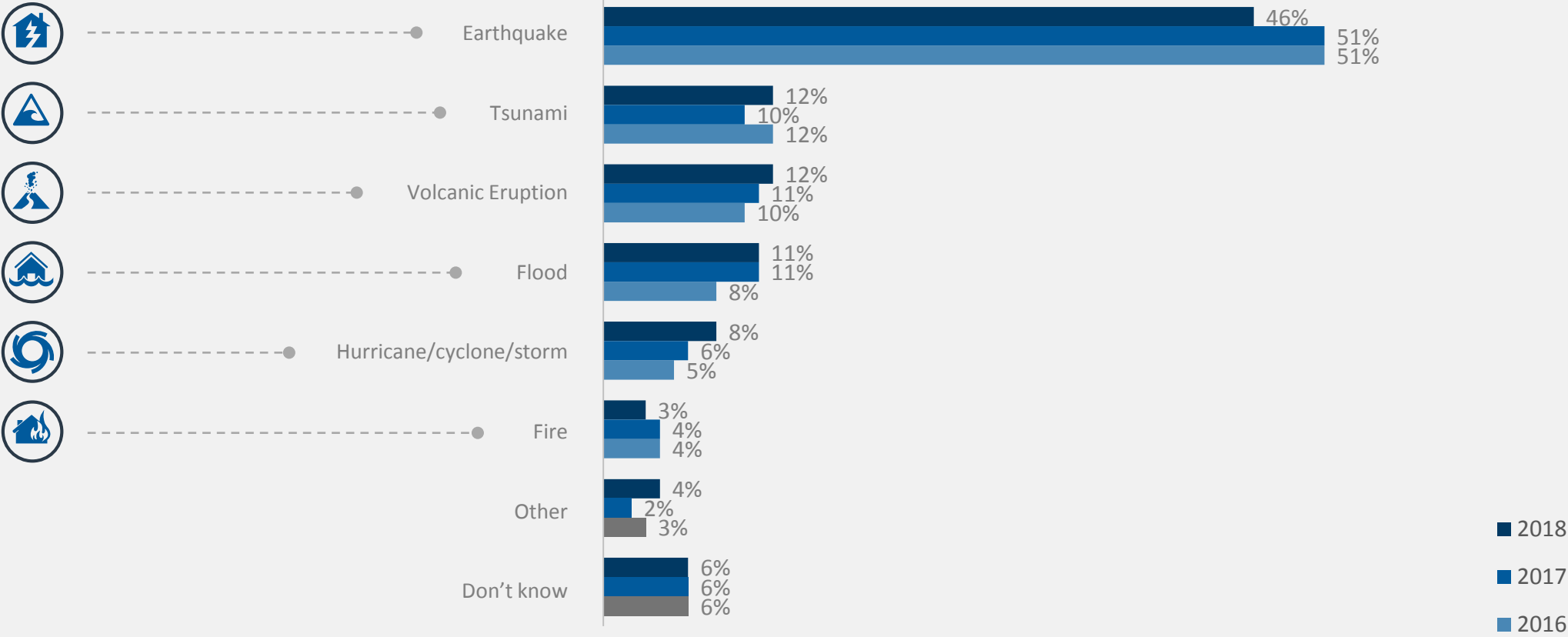
■ | Significantly higher/lower than 2017



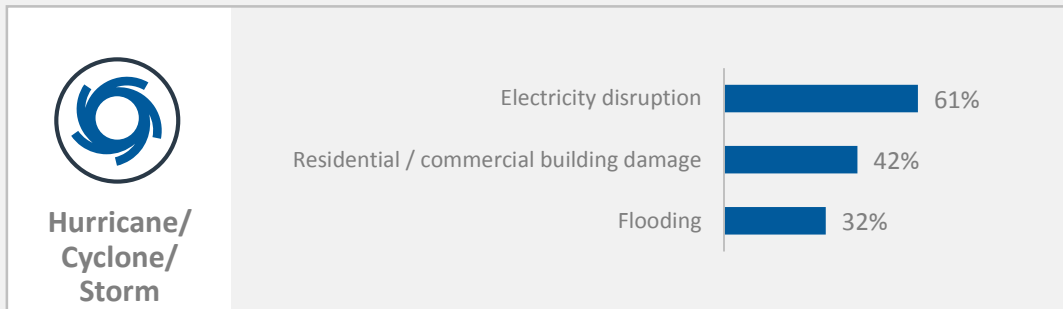
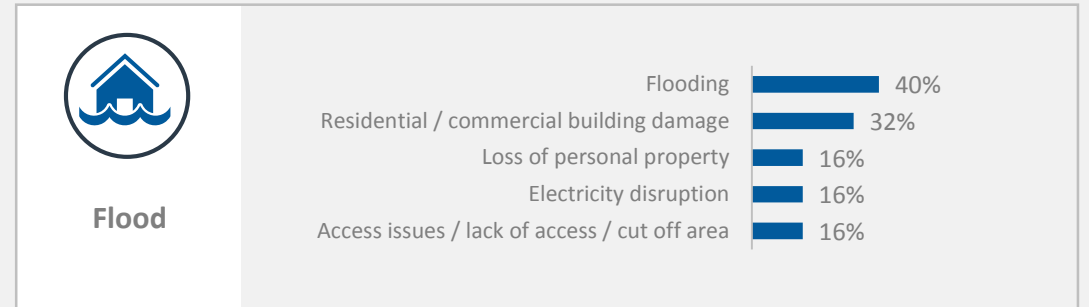
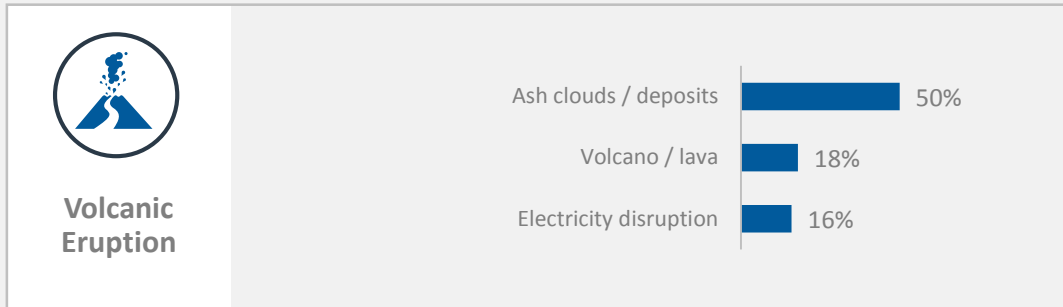
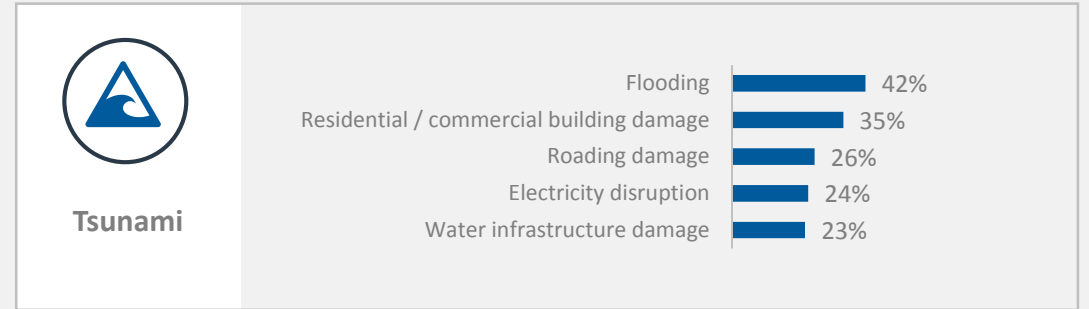
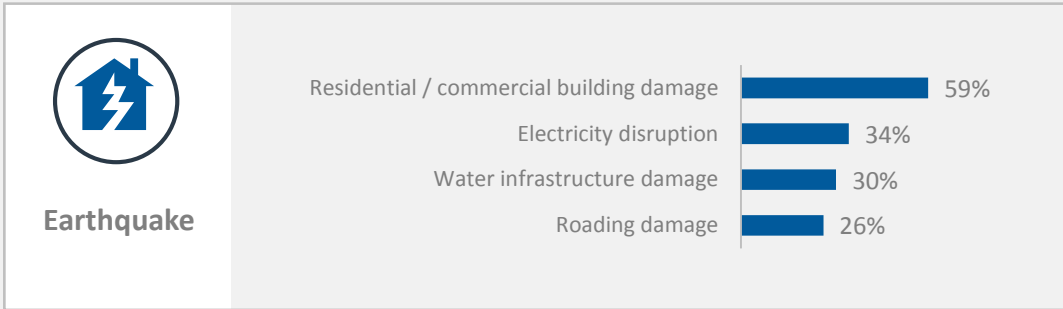
WHAT DO PEOPLE THINK WHEN THEY THINK 'DISASTER'?



To New Zealanders 'Disaster' continues to mean earthquake



Awareness of consequences



FOR FURTHER INFORMATION PLEASE CONTACT:

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