

DISASTER PREPAREDNESS SURVEY 2016





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INTRODUCTION, OBJECTIVES AND METHODOLOGY





Introduction & Objectives

Introduction

The Ministry of Civil Defence and Emergency Management (MCDEM) is currently reviewing and updating the Get Ready Get Thru disaster preparedness campaign, which has run in New Zealand since 2006. As part of this redesign, there is a significant opportunity to refresh the annual campaign monitor and disaster preparedness tracking research to:

- help inform the development of the new campaign,
- align the research with current behaviour change theory, and
- set benchmark measures for tracking the successes of the revised campaign over time.

Although the monitor was redesigned this year, some key questions are retained in order to reliably track changes in disaster preparedness and update KPIs since the previous 2015 monitor.

Research Objectives

The specific objectives of this research are:

- benchmark levels of preparedness among New Zealanders before the redeveloped public education campaign is launched,
- identify barriers and triggers to preparedness, to help inform the development of the campaign,
- 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 2 to 29 May 2016. The methodology for all annual measures has been very similar to that used in the benchmark, exceptions being:

Additional interviews were carried out from 2011 to 2014 to allow more robust regional analyses. These additional interviews were not carried out in 2015 or 2016.

The maximum margin of error is +/- 3.1 percentage points at the 95% confidence level (for a simple random sample).

The overall results have been weighted to 2013 Census figures to align the data with Census counts for age and gender.

All differences cited in this report are statistically significant at the 95% confidence level.

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 18 and over who currently live in New Zealand. The term 'students' is used for full time students only.



SUMMARY OF KEY FINDINGS



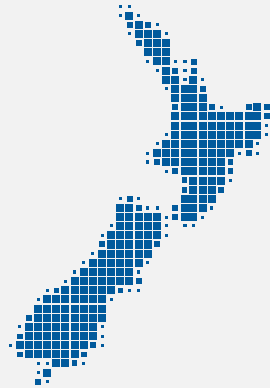
How Prepared are New Zealanders?



Almost all New Zealanders understand the types of disasters that could occur

Nine in ten (92%) New Zealanders believe they have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring

Eight in ten (84%) have a good understanding of what the effects would be if a disaster struck in their area



Most New Zealanders have at least some emergency survival items

More than eight in ten (83%) New Zealand residents have emergency items needed to survive a disaster

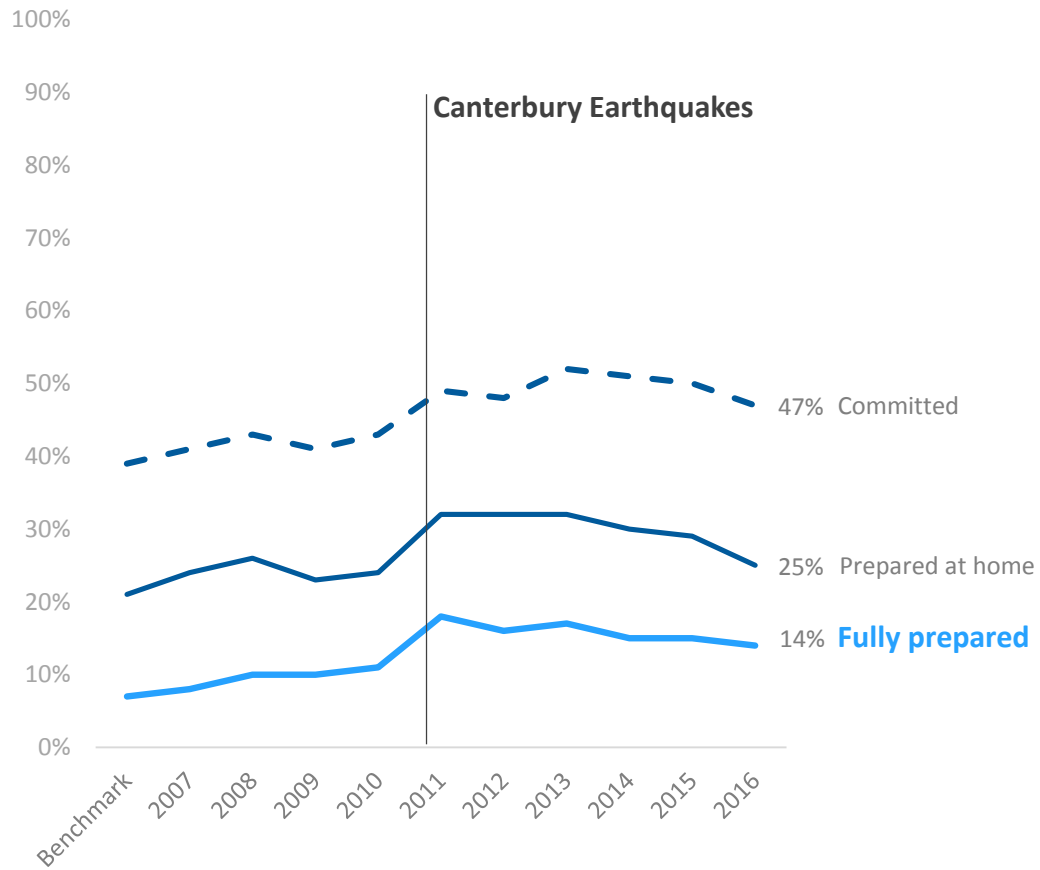
One quarter are prepared at home

Twenty five percent of people have emergency supplies which they regularly update, have stored sufficient water, and make plans for what to do in an emergency

Fourteen percent are fully prepared

Which means they make survival plans that include what to do when not at home, have necessary emergency items they regularly update, and have stored sufficient water

How has preparedness changed over time?



The sense of urgency brought about by the Canterbury earthquakes, which propelled people into preparing, has worn off and as time passes New Zealanders are becoming more **complacent**



What are the main barriers to being prepared?

The research specifically explored the incidence and impact of nine 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 27%, high impact)

- Lack of knowledge of how to prepare is a significant barrier for many New Zealanders, especially those most at risk i.e. those born overseas (36%) and Asian residents (42%).



Likelihood of event (affects 47%, high impact)

- New Zealanders who do not think about what disasters could occur in their area are much less likely to prepare (52% say they will prepare in the next six months cf. 71% of those who do think about disasters that could occur in their area).
- This barrier has a strong impact across a broad range of New Zealanders although is particularly prevalent among those born overseas (54%).

Secondary barriers



Optimism (affects 22%, medium impact)

- Believing it's unlikely they will ever be involved in a disaster prevents many New Zealanders from being prepared.
- While its impact is not as strong as the barriers above, optimism is still a reasonable impediment and affects one in five people.



Effort (affects 27%, medium impact)

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

Who is most at risk and what are their greatest barriers?



At risk groups



Those born overseas



Asian residents



Full time students

Barriers

Lack knowledge about what disasters could occur and what their effects would be

Don't often think about what disasters could occur

Don't think they will ever be in a disaster

Think it's difficult to prepare

Think there will always be adequate warning before a disaster strikes

Lack knowledge about what disasters could occur and what their effects would be

Think there will always be adequate warning before a disaster strikes

Think there will always be adequate warning before a disaster strikes

PREPARED

What is the best trigger for preparing?



Family concern



Concern about what will happen to themselves and their family in the event of a disaster is a powerful trigger for preparing. While other triggers can also be useful at getting New Zealanders to act, none have as strong an emotional pull as family concern.

Other organisations engaged in social marketing also seem to have identified family concern as a powerful trigger, because it has appeared in at least two recent campaigns.

How are current communications performing? And what type of natural disaster is the best example to use?



- ➔ Seven in ten people had heard of the 2015 ShakeOut, this is an improvement on the 2012 ShakeOut where 65% of New Zealanders were aware
 - ✓ Awareness was highest among those aged between 30 and 60
- ➔ Nearly half of those who had heard of ShakeOut took part



- ➔ Half of New Zealanders have heard of getthru.govt.nz
 - ✓ Younger people, under 50 have the highest awareness
- ➔ This is the highest level of awareness recorded since the research began



- ➔ There is a high level of association between disasters and earthquakes. The positive outcome of this is that earthquakes make a great prototypical disaster when communicating information to the public. The downside is it can inhibit people's preparedness if they live in an area where they think an earthquake is unlikely



HOW PREPARED ARE NEW ZEALANDERS?





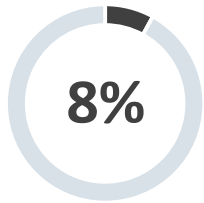
Preparedness continuum

Unaware

Understand the risk

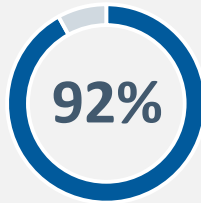
Have taken action to prepare

Unaware



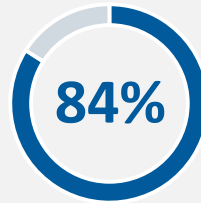
Do **not** have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring

Aware



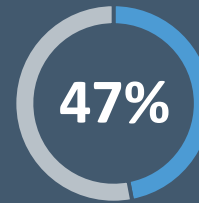
Have a good understanding of the types of disasters that could occur in New Zealand, and the chances of them occurring

Understand



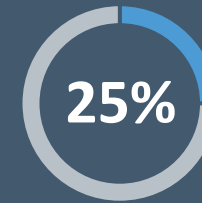
Have a good understanding of what the effects would be if a disaster struck in their area

Committed



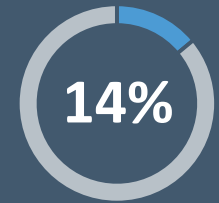
Have stored at least 3 litres of water per person for 3 days
Have the necessary emergency items needed to survive a disaster

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

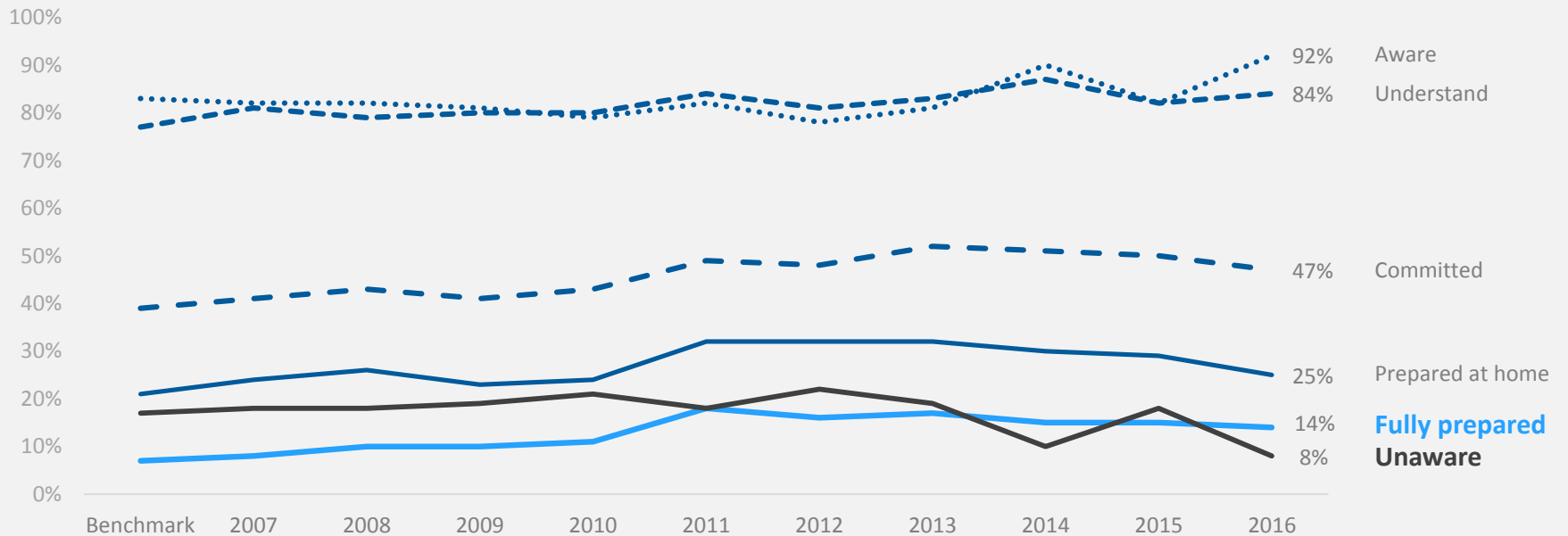


Make emergency survival plans which include what to do when not at home
Have stored at least 3 litres of water per person for 3 days
Have the necessary emergency items needed to survive a disaster
Regularly update emergency survival items

Preparedness continuum

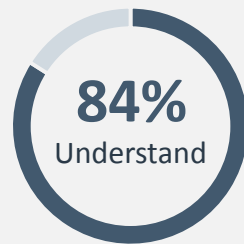
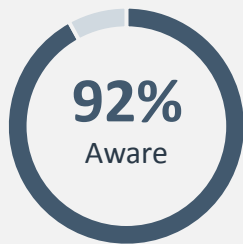
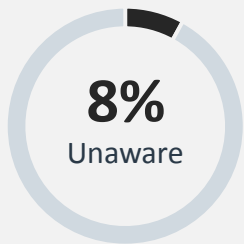


New Zealanders level of preparedness has gradually been declining since its peak after the Canterbury earthquakes



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 (n=1,000)

There are three groups of New Zealanders who are most at risk. These are those born overseas, Asian residents, and full time students



10%† of New Zealanders are stagnant here

42%† are stagnant here

23%† are stagnant here

11%† are stagnant here

Those more likely than average to stagnate at these points are:

These New Zealanders are the most unlikely to have taken steps to prepare



Born overseas (14%)



Students (56%)



Asian* (17%)



Males (27%)



Live alone (27%)



Over 50 (17%)



Low income, Under \$50k (18%)



Retired (20%)

† Note: the preparedness categories are not continuous and therefore not mutually exclusive



BARRIERS



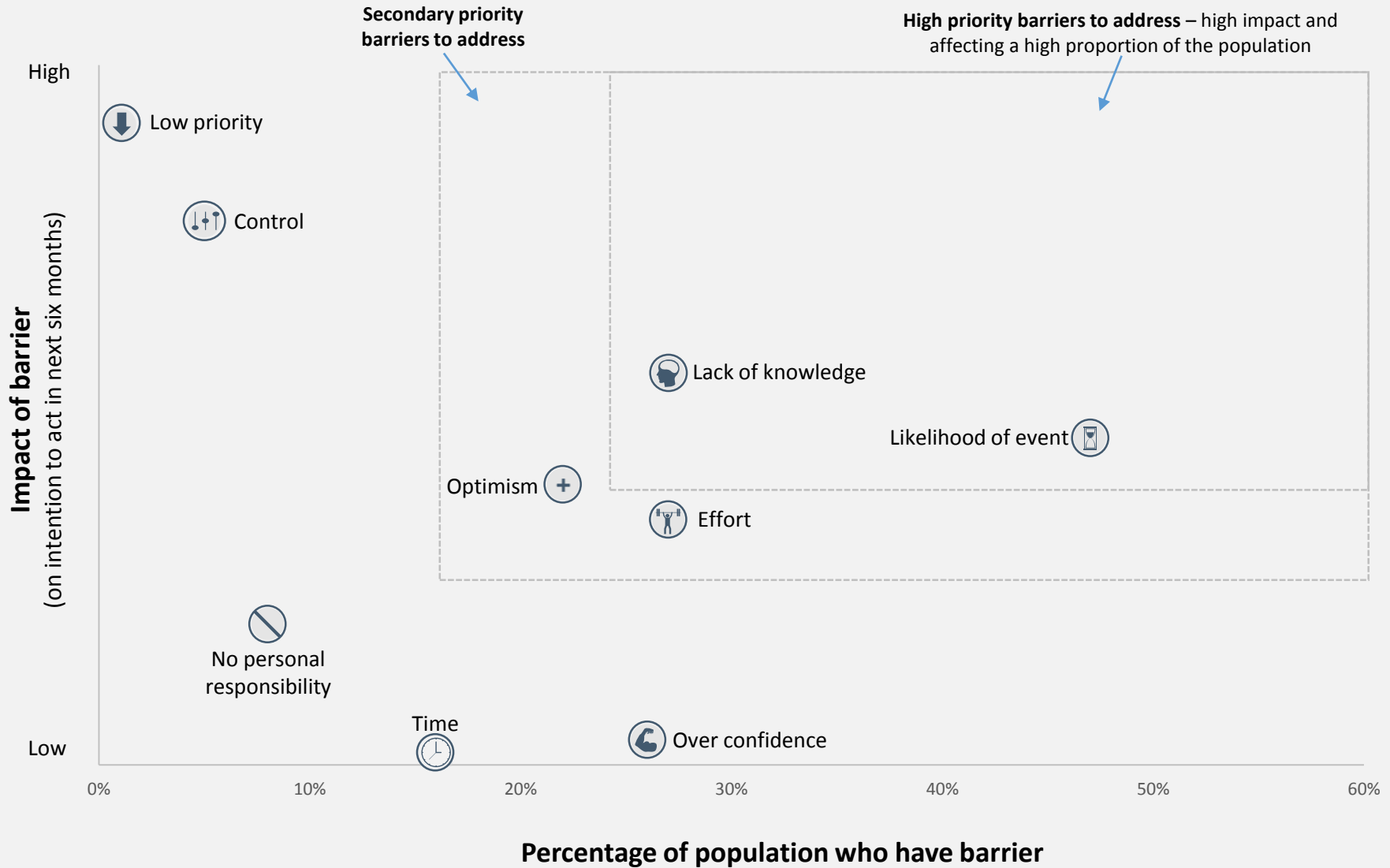
The research specifically explored the incidence and impact of nine barriers to preparedness



Barriers

A circular icon showing a head profile with a brain inside, representing knowledge.	Lack of knowledge	<i>How much, if anything do you know about preparing for a disaster?</i>
A circular icon showing an hourglass, representing time or likelihood.	Likelihood of event	<i>I don't often think about what disasters could happen in my area</i>
A circular icon showing a plus sign, representing optimism.	Optimism	<i>It's unlikely I'll ever be in a disaster...</i>
A circular icon showing a person lifting weights, representing effort.	Effort	<i>How easy or difficult do you think it is to prepare for a disaster?</i>
A circular icon showing a downward-pointing arrow, representing low priority.	Low priority	<i>How important is it that New Zealanders' prepare for a disaster?</i>
A circular icon showing a control panel with buttons and a dial, representing control.	Control	<i>What I do now will help to keep me and my household safe during a disaster</i>
A circular icon showing a person with a diagonal line through it, representing no personal responsibility.	No personal responsibility	<i>People will be there to help following a disaster, so I don't really need to prepare in advance</i>
A circular icon showing a clock face, representing time.	Time	<i>There will always be adequate warning before a disaster strikes</i>
A circular icon showing a bicep, representing over-confidence.	Over-confidence	<i>Think they are more prepared than they really are</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. 1. People's perceptions of the likelihood of an event, and 2. Lack of knowledge about what to do to prepare





BARRIERS

Primary barriers to address



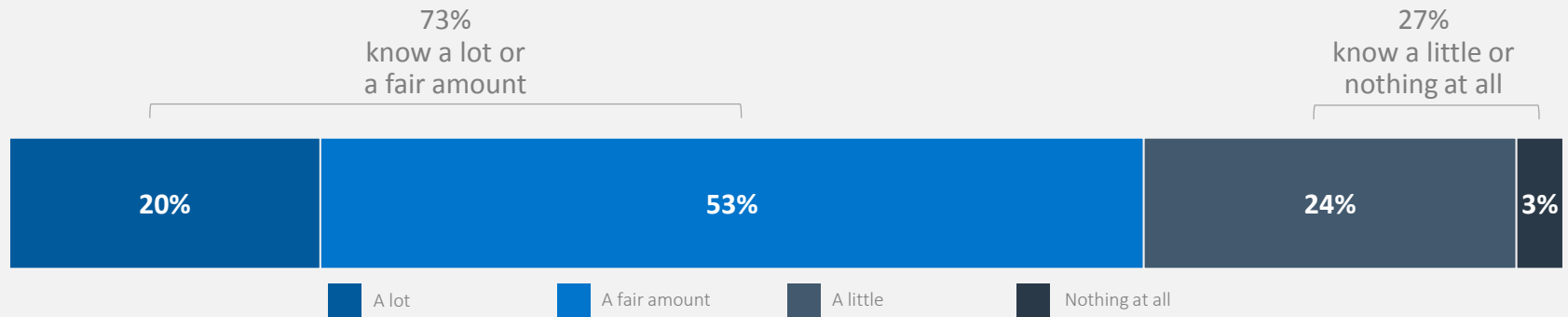


Lack of knowledge



One of the primary barriers to address is a lack of knowledge about how to prepare. This is a big barrier for the three at risk groups identified earlier: those born overseas, Asian residents, and students

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



Quote: “There are so many disasters... They’re unexpected, I’ve been involved and I know a little [about preparing]”

Those most likely to lack knowledge (know a little or nothing) are...

more likely to be:



Younger, under 30

37%



Born overseas

36%



Asian

42%



Not have a getaway bag

32%



Not have stored sufficient water

36%



Not have necessary emergency items

43%



Not have a good understanding (of the effects if a disaster struck)

58%



Not have a survival plan (for at home or while away from home)

43% and 32% respectively

Source: Q2a How much, if anything do you know about preparing for a disaster?
Base: All respondents (n=1,000)

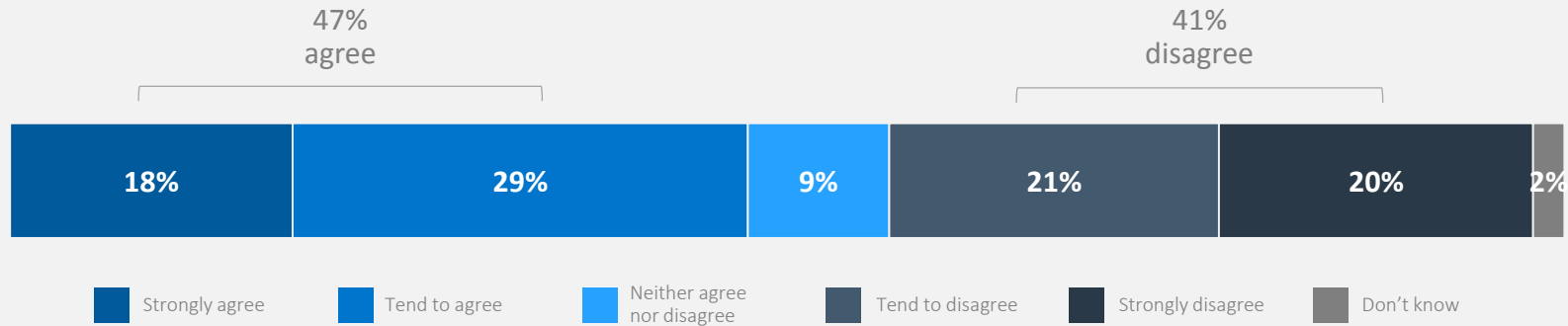


Likelihood of event



The other priority barrier to address (high incidence and impact) is the perceived likelihood of an event happening in their area. Of all the barriers this is the most prevalent

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



Those more likely than average to not think about what disasters could happen in their area are...

more likely to be:



In low income households, under \$50k

55%



Older, over 60

51%



Born overseas

54%



Not have a getaway bag

54%



Not have stored sufficient water

56%



Not have necessary emergency items

63%



Not have a good understanding (of the effects if a disaster struck

59%



Not have a survival plan (for at home or while away from home)

62% and 55% respectively

Source: Q6a_2 How much do you agree or disagree with each of the following statements... I don't often think about what disasters could happen in my area
Base: All respondents (n=1,000)

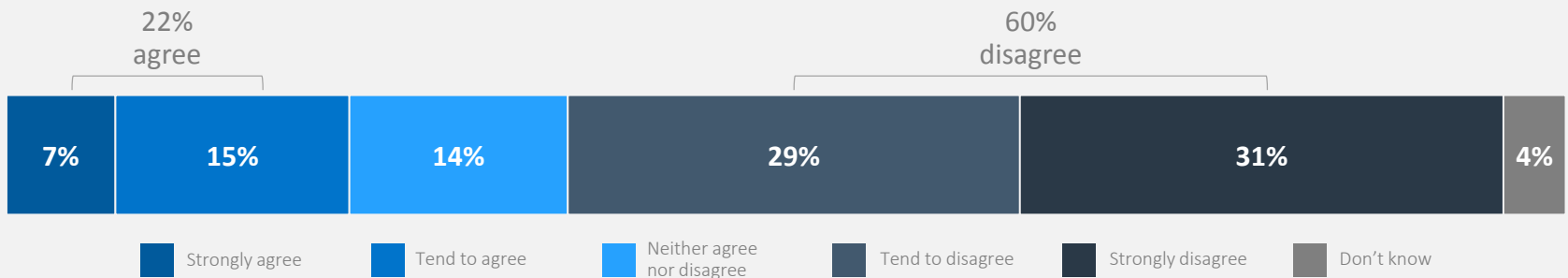


Optimism



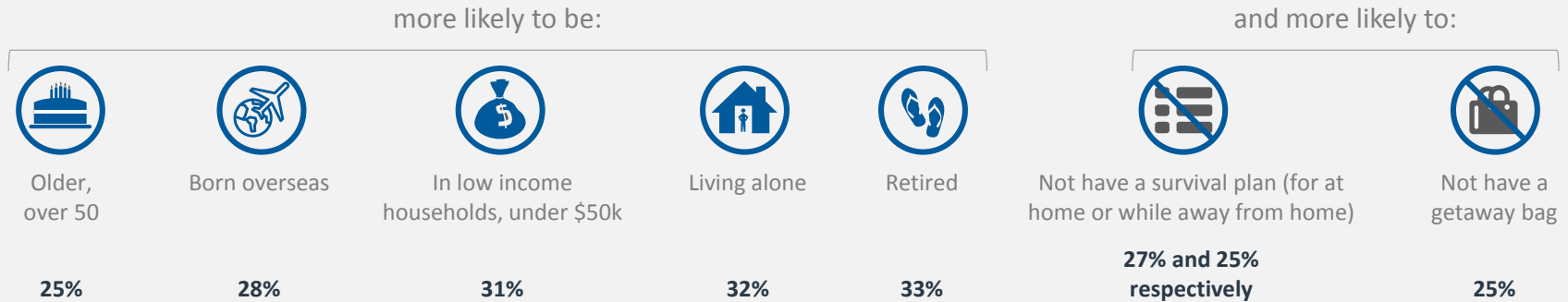
Optimism was one of two secondary priorities to address. Just over one in five have optimism as a barrier and it is a reasonably strong impediment to their behaviour

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



Quote: "When you have lived in the same house for 50 years and nothing has happened then you become quite complacent"

Those who are most optimistic (likely to agree) are...

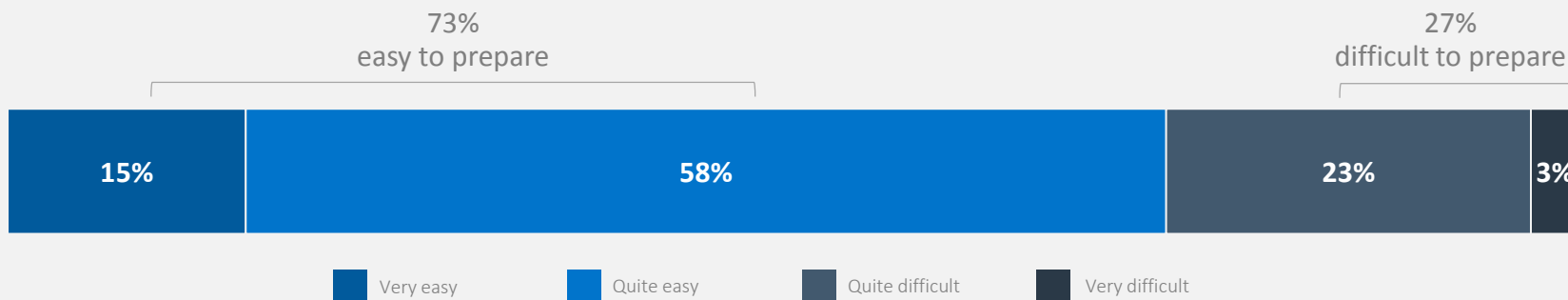


Source: Q6a_9 How much do you agree or disagree with each of the following statements... it's unlikely I'll ever be in a disaster
Base: All respondents (n=1,000)



The perceived effort it takes to prepare for a disaster is the other secondary priority barrier

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



Quote: "Getting all the resources for your emergency kit and convincing everybody in the family that it is important"

Those most likely to believe preparing involves a high level of effort are...

more likely to be:



Older, over 60

30%



Living alone

34%



Born overseas

37%



Retired

34%

and more likely to:



Not have a good understanding (of the effects if a disaster struck)

45%



Not have necessary emergency items

40%



Not have a survival plan while away from home

29%

Source: Q2c How easy or difficult do you think it is to prepare for a disaster?
Base: All respondents (n=1,000)



BARRIERS

Lower priority barriers

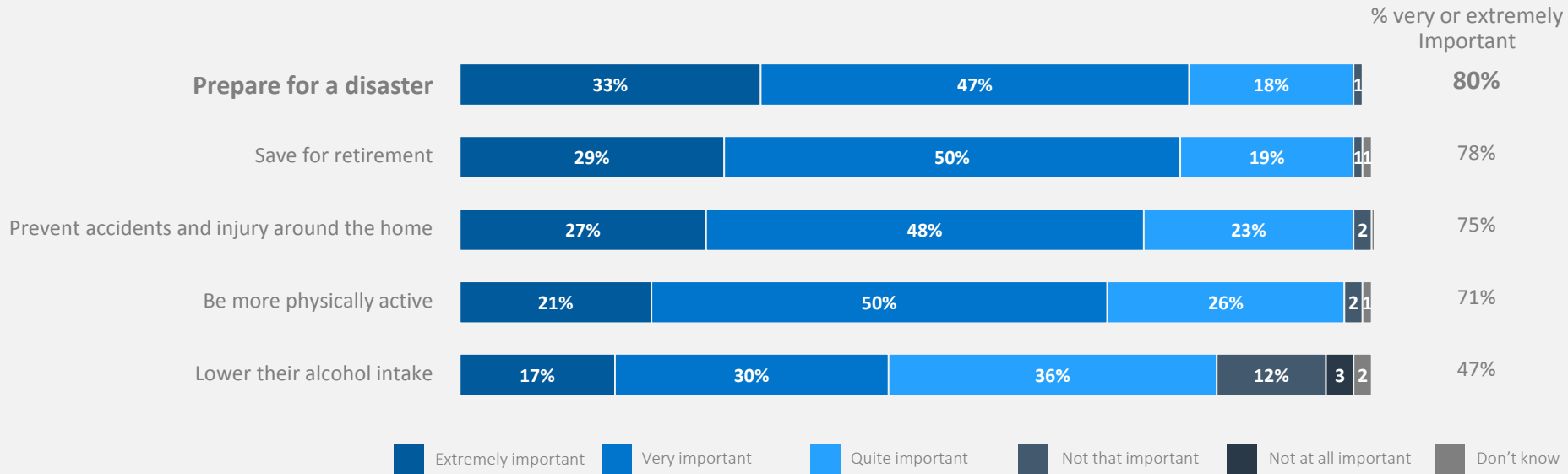




Low priority



While priority is a barrier for very few people it does have a big impact on the intentions of that group to prepare



The groups most likely to deprioritise preparing are...

more likely to be:



Living alone

74%



Retired

74%



Males

73%



Older, over 50

77%



Not have a good understanding (of the effects if a disaster struck

69%



Not have a survival plan (for at home or while away from home)

75% and 78% respectively



Not have a getaway bag

77%



Not have stored sufficient water

74%



Not have necessary emergency items

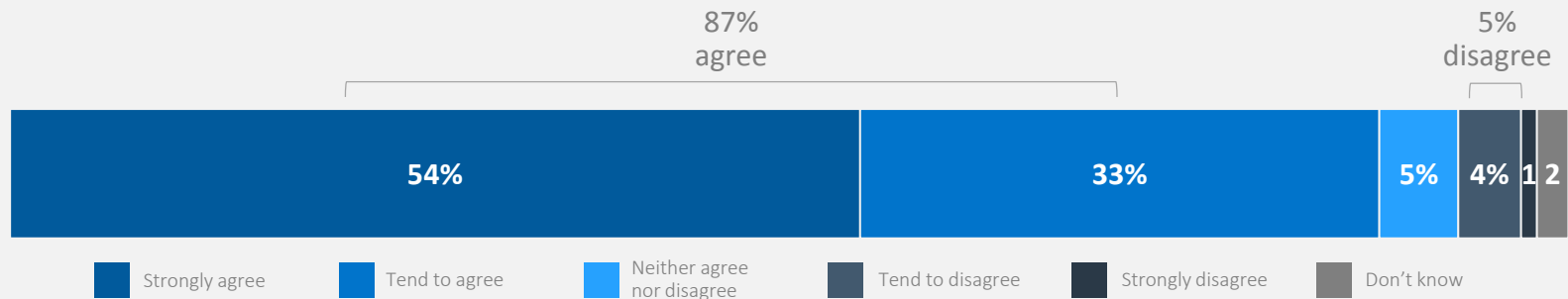
78%

and more likely to:

Source: Q1a How important is it that New Zealanders' do each of the following?
Base: All respondents (n=1,000)

Most New Zealanders had a sense of control – that what they do now would keep them safe during a disaster. The only group significantly less likely than the population to lack this sense of control is people who identify as Asian

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



Quote “You can prepare as much as you want, but you might still lose it in an earthquake”

Who is most likely to lack a personal sense of control?

more likely to be:



Asian

75%

and more likely to:



Not have a getaway bag

84%



Not have stored sufficient water

81%



Not have necessary emergency items

77%



Not have a survival plan (for at home or while away from home)

79% and 84% respectively

Source: Q6a_7 How much do you agree or disagree with each of the following statements... what I do now will help to keep me and my household safe during a disaster
Base: All respondents (n=1,000)

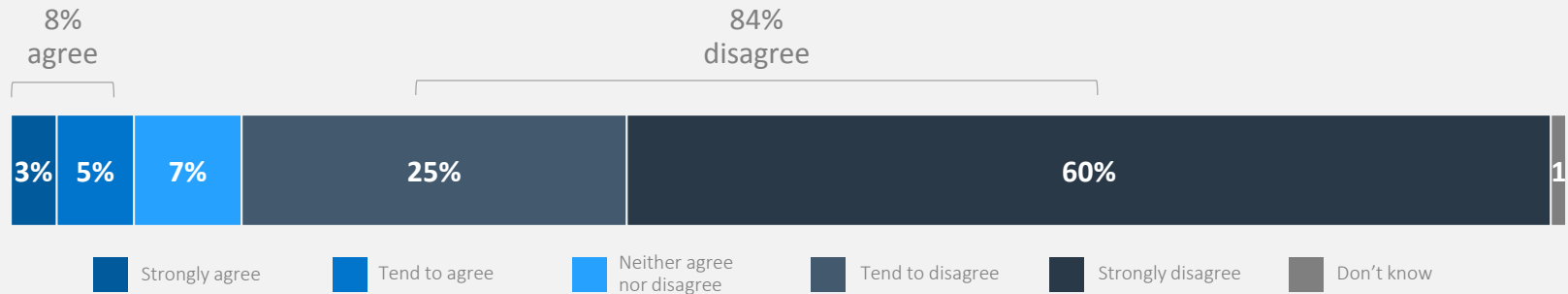


No personal responsibility



Most people acknowledge that they may be on their own after a disaster, so the 'no personal responsibility' barrier affects relatively few people

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



Those most likely to believe others will be there to help following a disaster are more likely to be...



In low income households, under \$50k

14%



Living alone

14%



Older, over 50

10%



Retired

13%



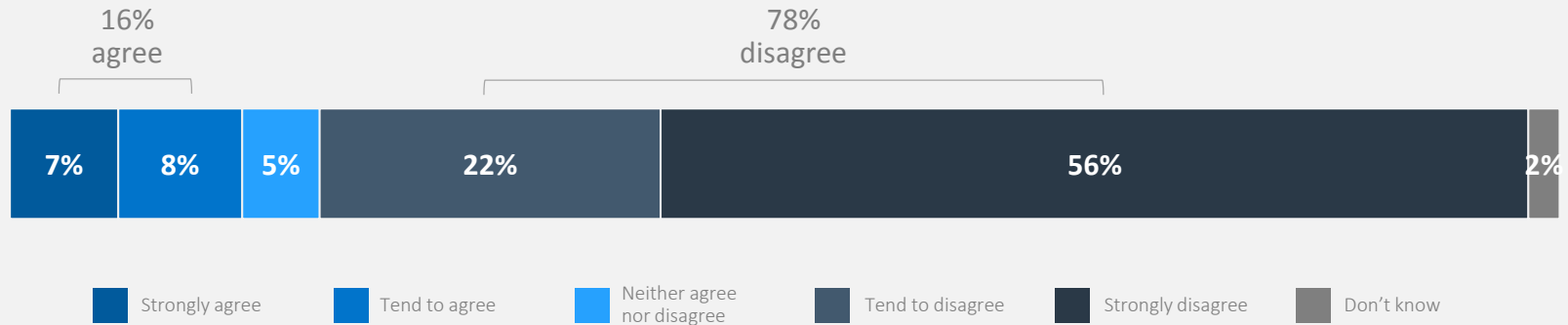
Māori*

17%

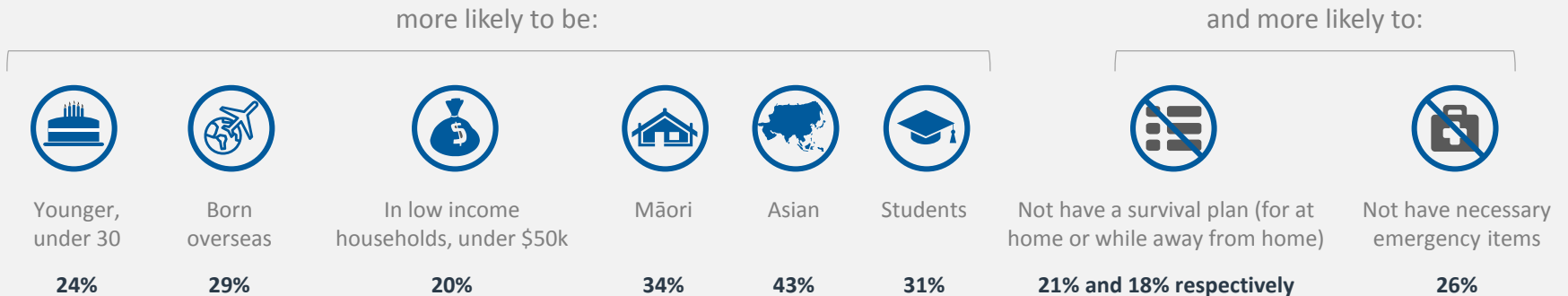
Source: Q6a_1 How much do you agree or disagree with each of the following statements... people will be there to help following a disaster, so I don't really need to prepare in advance
Base: All respondents (n=1,000)

Sixteen percent of New Zealanders think there will be time to prepare for a disaster, however as this barrier has relatively little impact on preparedness it is not a priority to address

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



Those most likely to believe there will always be adequate warning are...



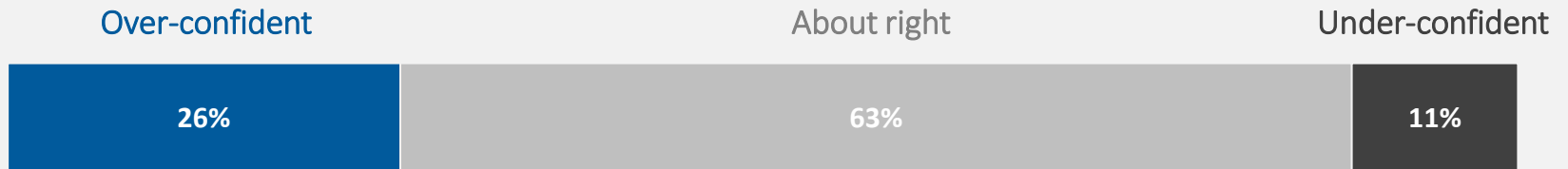
Source: Q6a_3 How much do you agree or disagree with each of the following statements... there will always be adequate warning before a disaster strikes
Base: All respondents (n=1,000)



Over-confidence



Similarly, over-confidence (the belief that they are more prepared than they actually are) affects a high proportion of New Zealanders, but has less impact than other barriers on intention to prepare



Those most likely to be over confident have...



Not have stored sufficient water

41%

Source: Q3a How likely or unlikely are you to take [further] steps to prepare for a disaster in the next six months?
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 excluding those who said don't know (n=994)



TRIGGERS



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



Family concern

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



Social norms

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

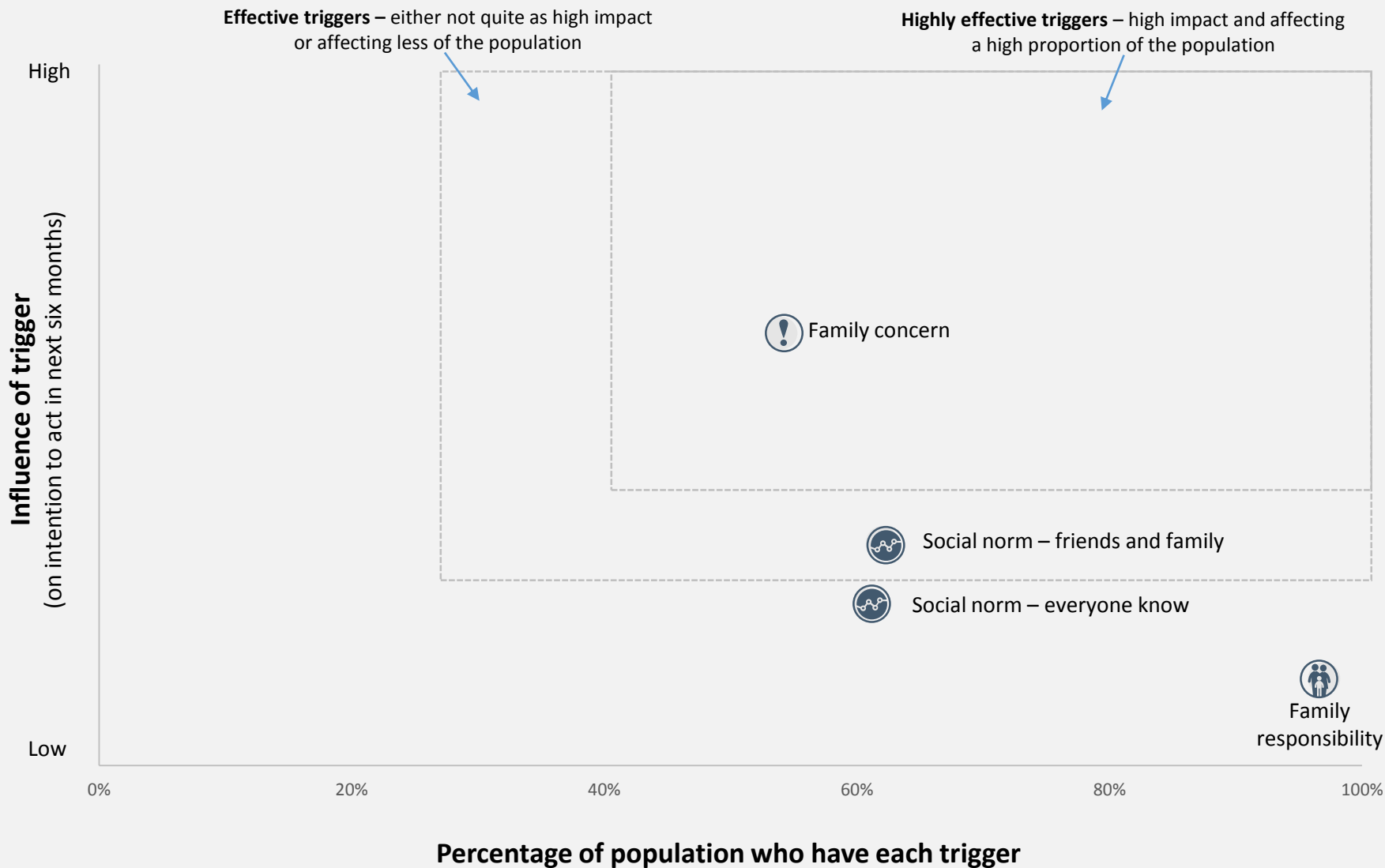
Most people I know have not taken steps to prepare for a disaster



Family responsibility

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

Of the three triggers explored one stands out as being the most effective – concern about what will happen to them and their family



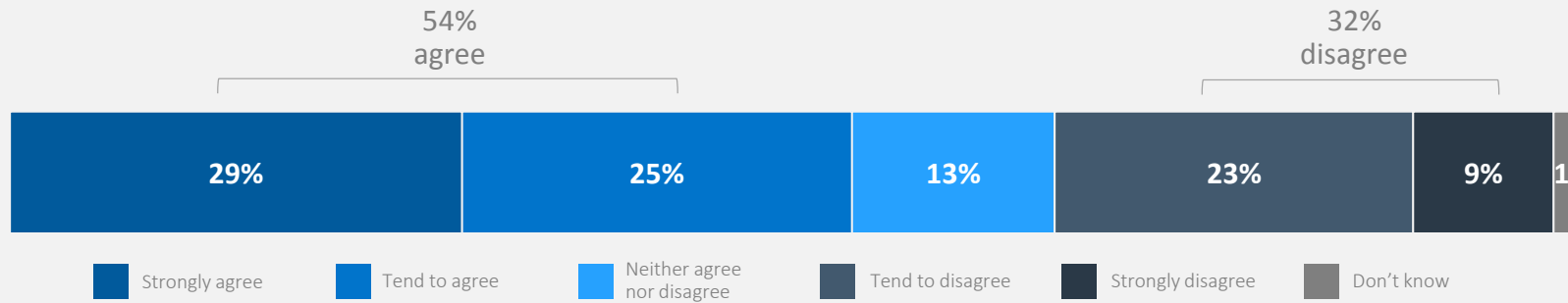


Family concern



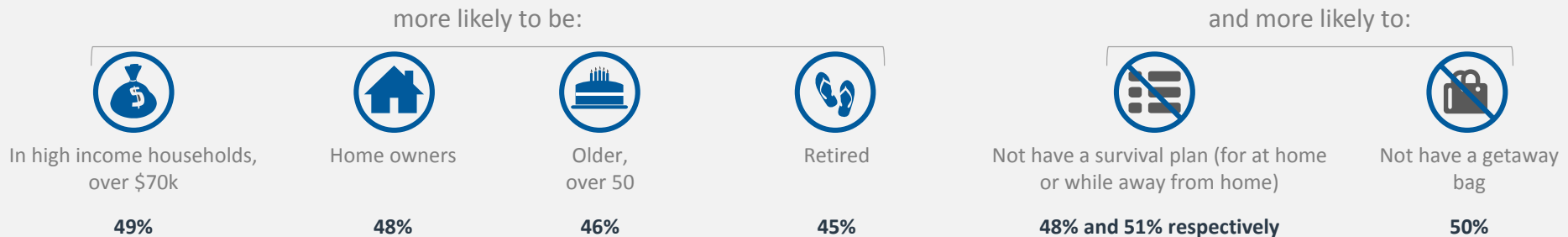
Family concern is the trigger most likely to get people to act and it is also applicable to the majority of the population

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



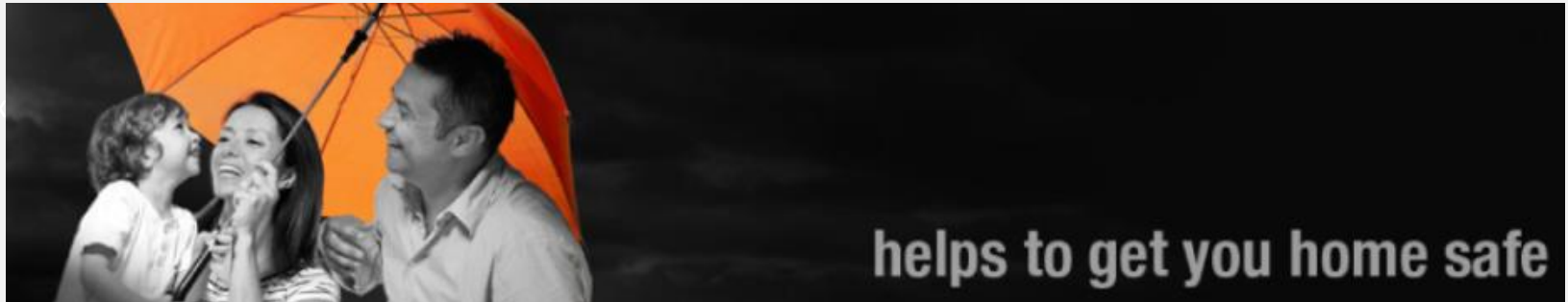
Quote: "We have a houseful of kids - which is the reason why you have to do it"

Those least likely to agree they worry about disasters are...



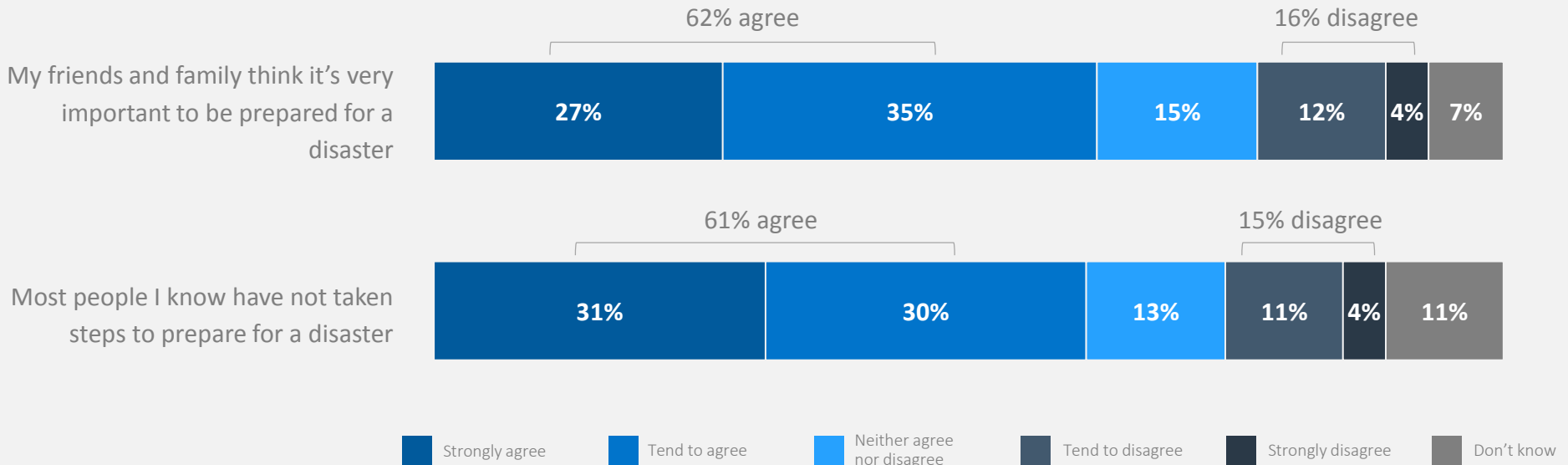
Source: Q6a_8 How much do you agree or disagree with each of the following statements... I often worry about what might happen to me or my family if there's a disaster
Base: All respondents (n=1,000)

There are a number of organisations that have identified family concern as a powerful trigger and they're leveraging it in their advertising at the moment





While social norms aren't as influential a trigger as family concern, they are important enough to people to be an effective trigger



Source: Q6a_5 and 6 How much do you agree or disagree with each of the following statements...
Base: All respondents (n=1,000)



Social norms



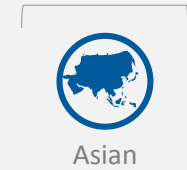
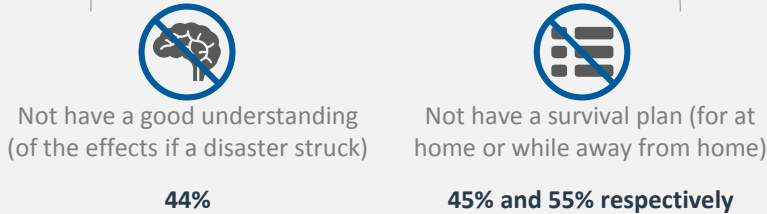
Those **less likely than average** (62%) to agree 'my friends and family think it's very important to be prepared for a disaster' are...



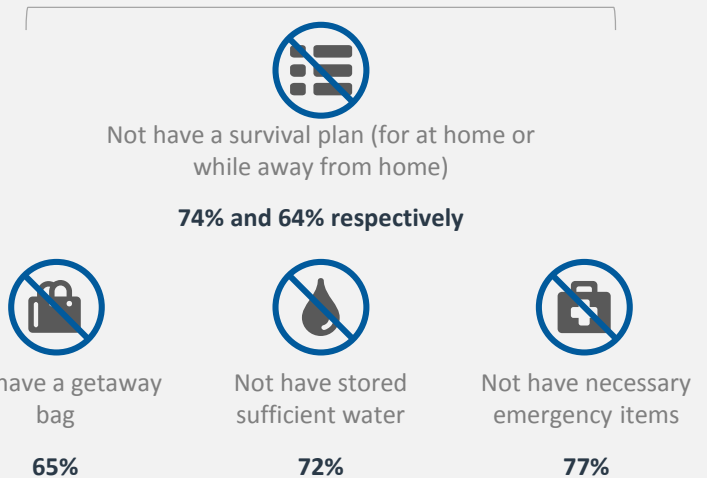
Those **more likely than average** (61%) to agree 'most people I know have not taken steps to prepare for a disaster' are...

more likely to:

more likely to be:



and more likely to:



Source: Q6a_5 and 6 How much do you agree or disagree with each of the following statements...
Base: All respondents (n=1,000)

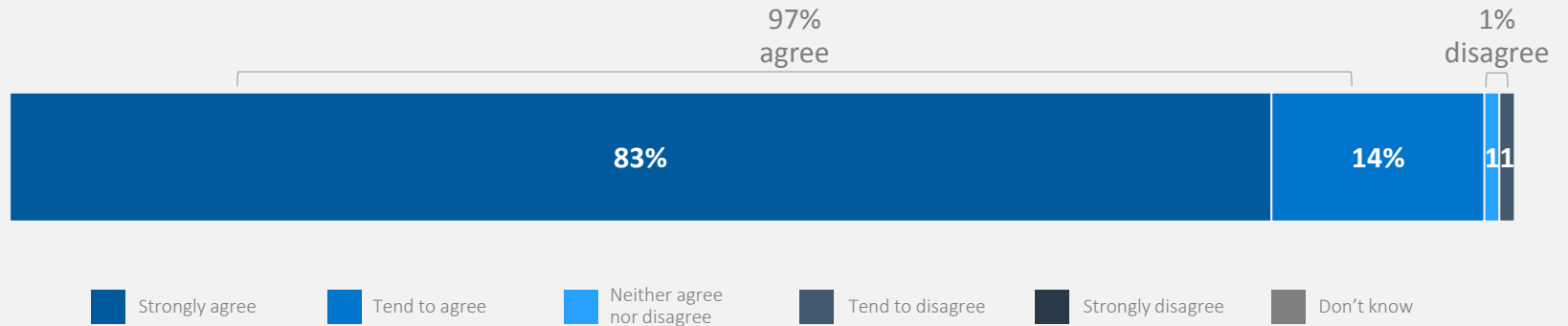


Family responsibility



Almost all New Zealanders believe it is their responsibility to look after their family in a disaster, but it doesn't have the same power as a trigger as worrying about what might happen to family in a disaster

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



Quote: "Being prepared for the safety of my family"

Those less likely than average to have a strong sense of personal responsibility...



Female

95%



Are not homeowners

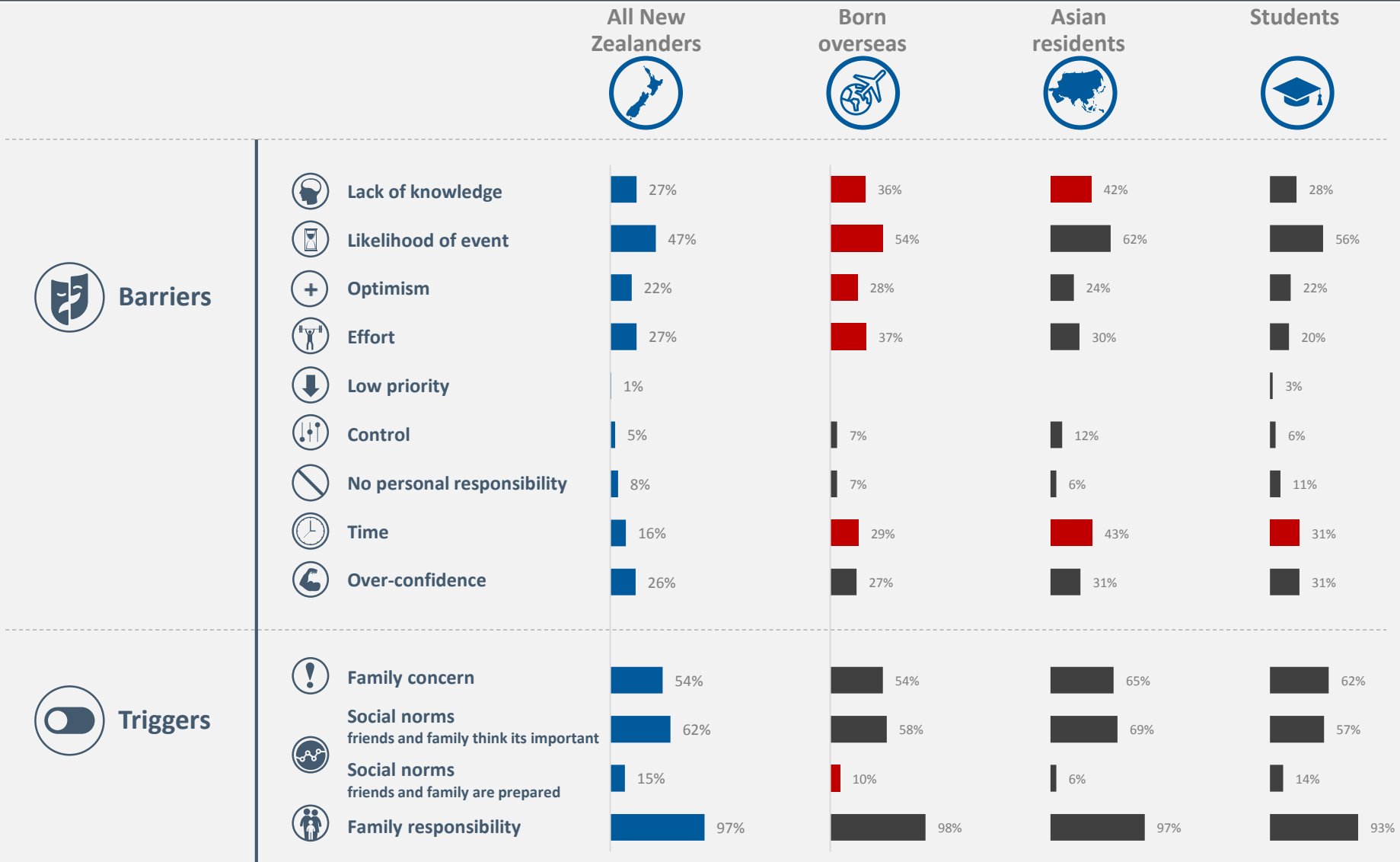
94%

Source: Q6a_4 How much do you agree or disagree with each of the following statements... it is my responsibility to look after myself and my family in a disaster
Base: All respondents (n=1,000)

BARRIERS AND TRIGGERS AMONG THOSE MOST AT RISK



The three most at risk groups (i.e. the most under-prepared groups) have similar barriers to the overall population

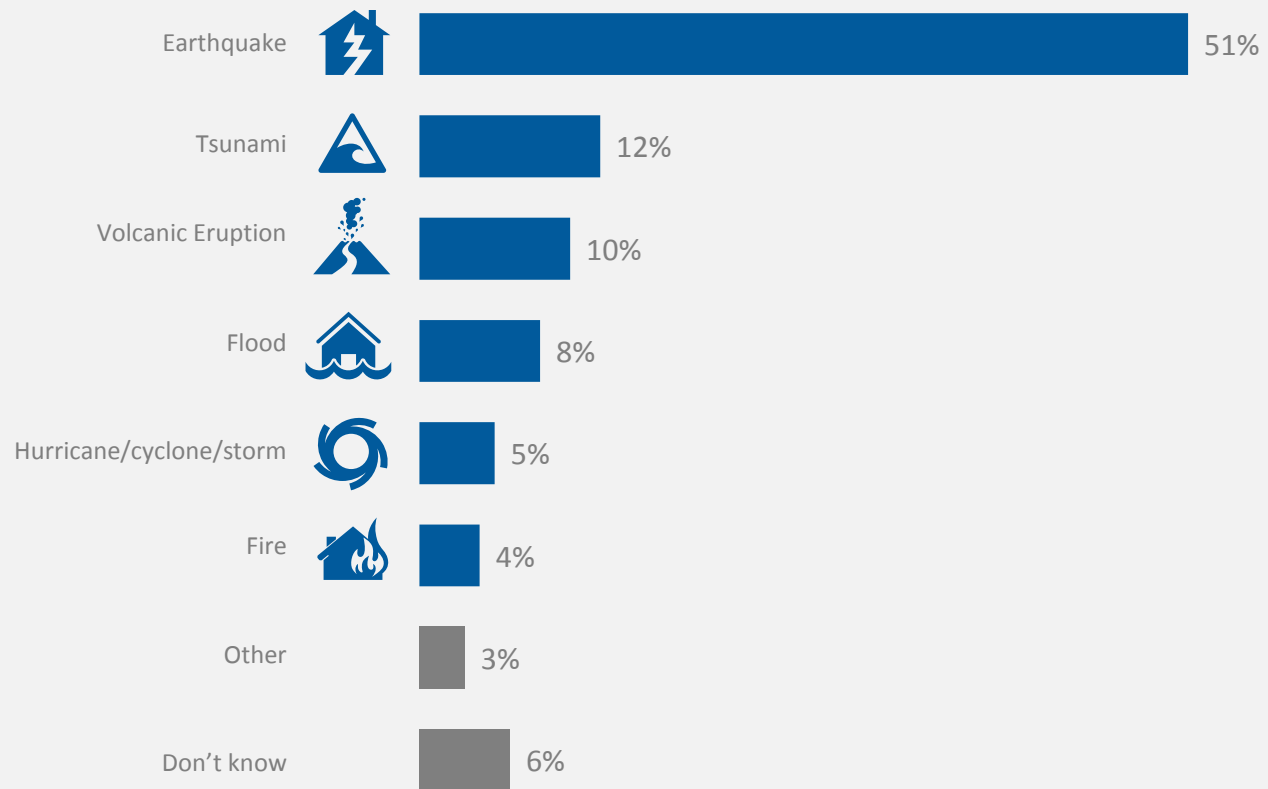


WHAT DO PEOPLE THINK WHEN THEY THINK 'DISASTER'?



To New Zealanders 'Disaster' means earthquake

The high level of association between disasters and earthquakes has both positive and negative consequences. The positive being earthquakes make a great prototypical disaster when communicating. The negative being it can inhibit people's preparedness if they live in an area where they think an earthquake is unlikely



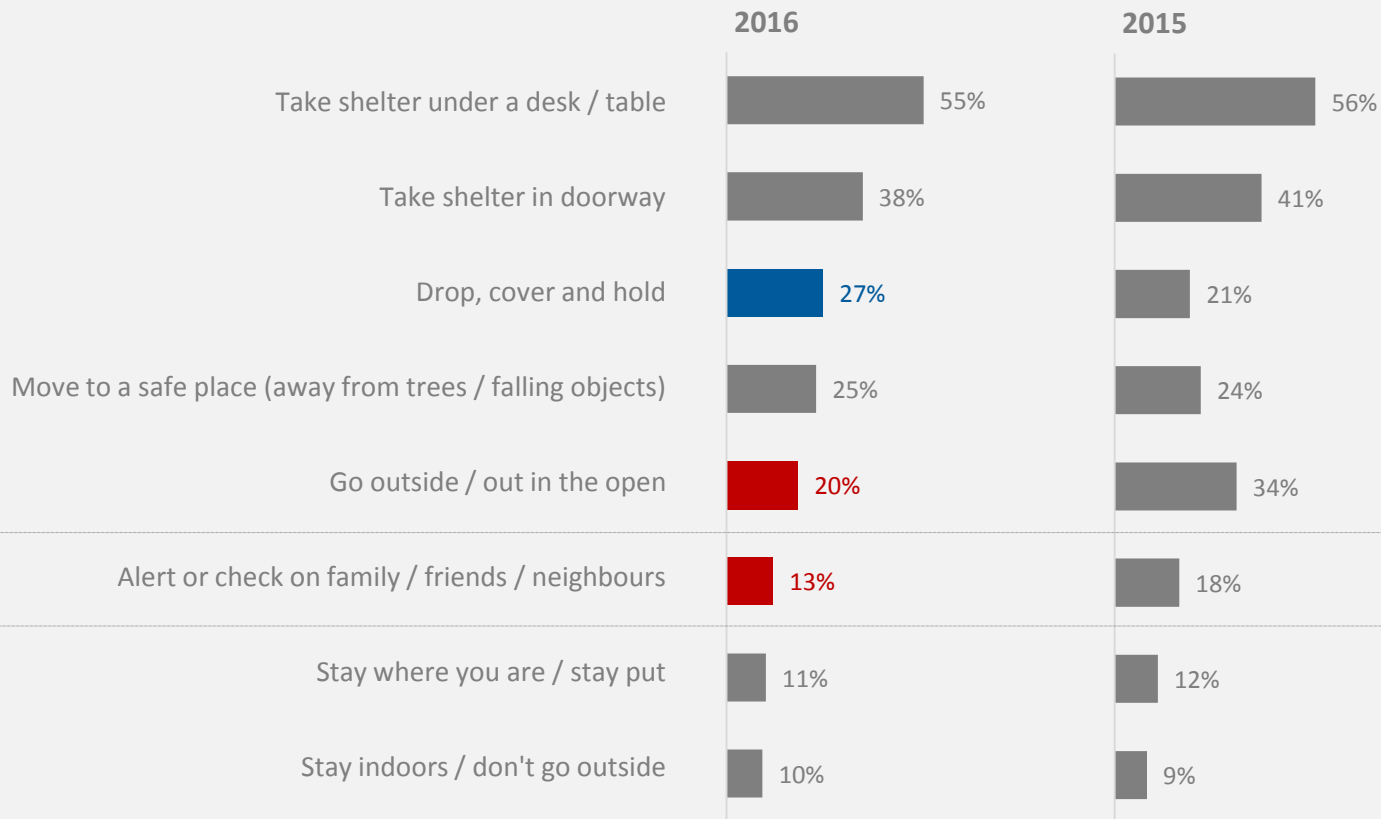
Source: Q4a Thinking about where you live, which type of disaster would have the most impact or cause the most disruption for your household?
Base: All respondents (n=1,000)



Actions to take during a strong earthquake



More New Zealanders are now aware they should 'drop, cover and hold' and fewer say 'go outside' suggesting that ShakeOut was effective in communicating these messages



■ | Significantly higher than 2015
■ | Significantly lower than 2015

Note: Results 6% and under in 2016 are not shown
Source: Q4d What actions should people take during a strong earthquake?
Base: All respondents (2016 n=1,000, 2015 n=1,000)



Actions to take during a strong earthquake



Those less likely than average (27%) to say 'drop, cover and hold' are...



Māori

9%



Retired

19%



Living in low income households, under \$50k

19%



Older, over 50

25%

Those more likely than average (20%) to say 'go outside/out in the open' are...



Asian*

32%



Older, over 50

22%

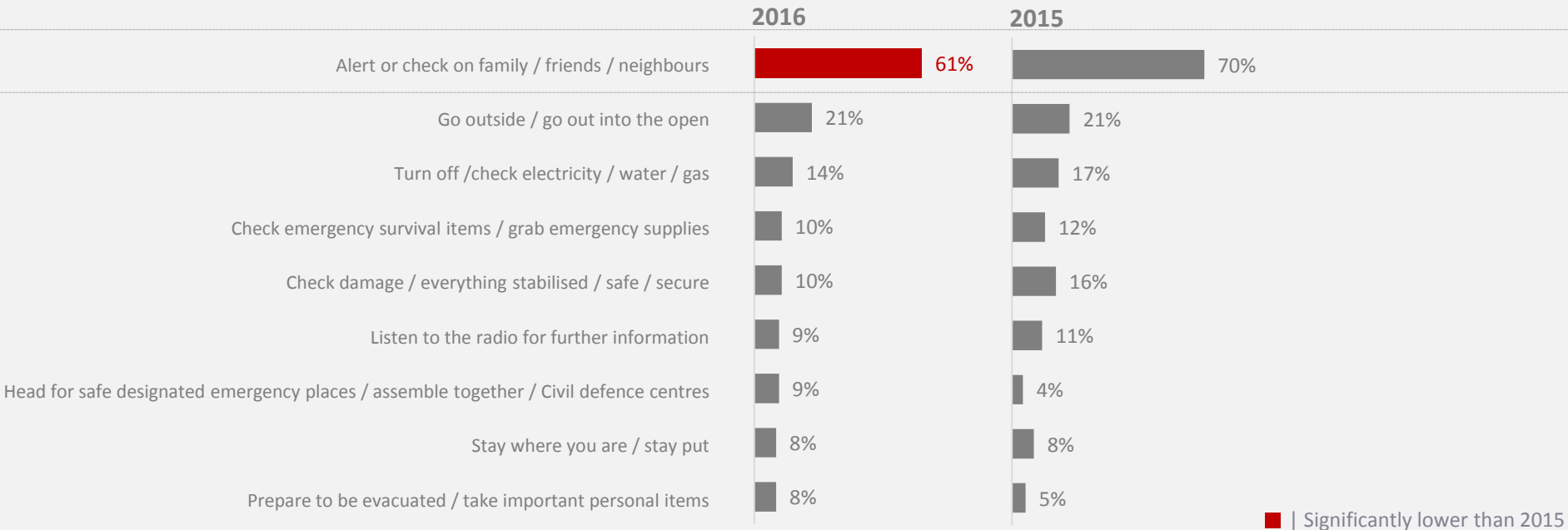
Note: Results 6% and under in 2016 are not shown
Source: Q4d What actions should people take during a strong earthquake?
Base: All respondents (2016 n=1,000, 2015 n=1,000)



Actions to take following a strong earthquake



Fewer New Zealanders are now saying alert or check on others following a strong earthquake



Those least likely to check or alert friends or family following a strong earthquake are...



Born overseas

54%



Asian

41%



Younger,
under 30

50%



Are not
homeowners

53%

Note: Results 6% and under in 2016 are not shown

Source: Q4e What actions should people take immediately following a strong earthquake?

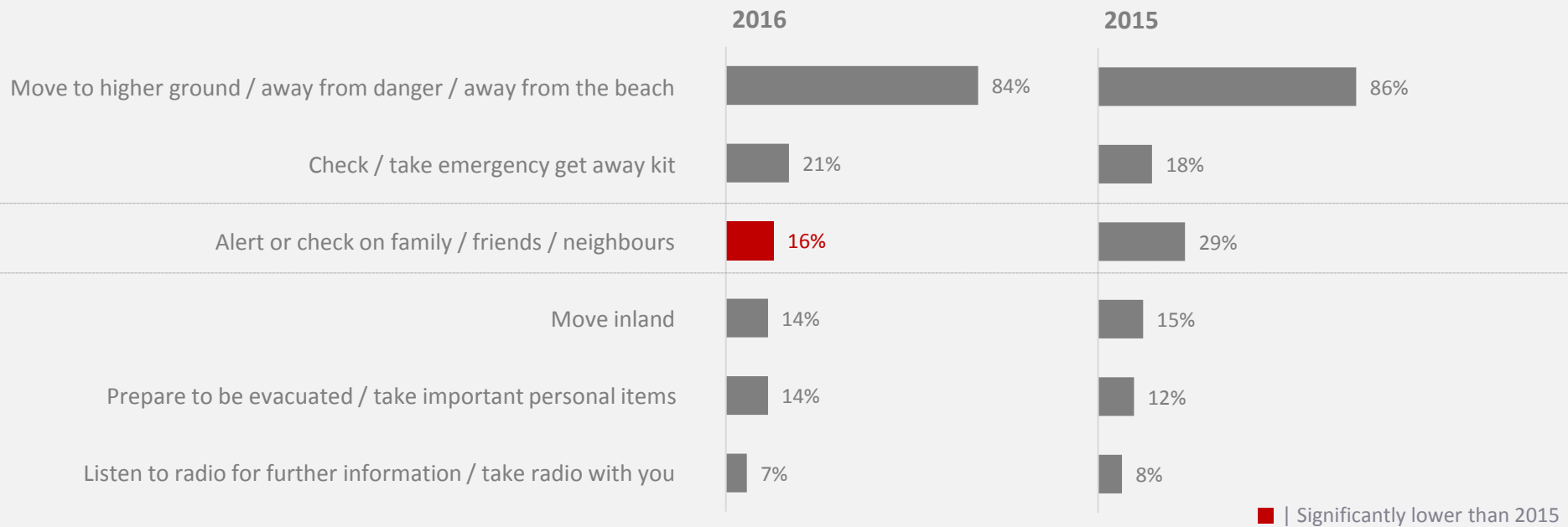
Base: All respondents (n=1,000)



Actions to take following a tsunami warning



Almost all New Zealanders are aware they need to move to higher ground following a tsunami warning



Those less likely than average to say 'move to higher ground' are...



Born overseas

74%



Asian

61%

Note: Results 6% and under in 2016 are not shown

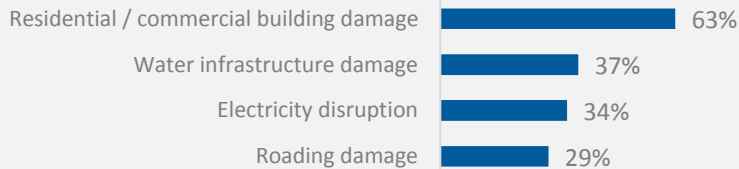
Source: Q4c What actions should people take when a tsunami warning has been issued?

Base: All respondents (2016 n=1,000, 2015 n=1,000)

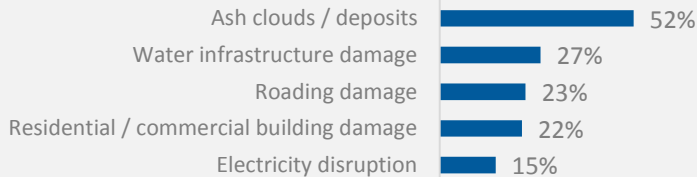
Awareness of consequences



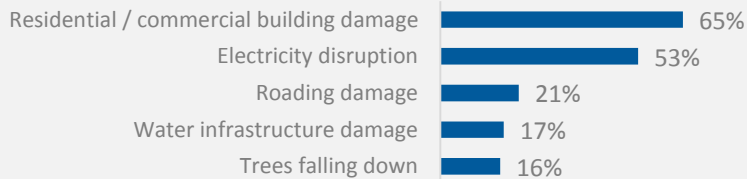
Earthquake



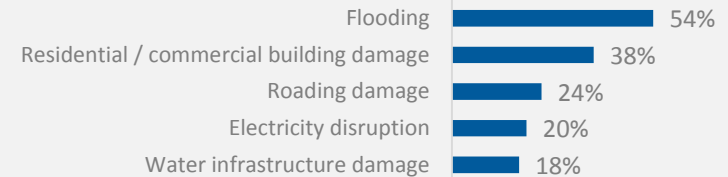
Volcanic Eruption



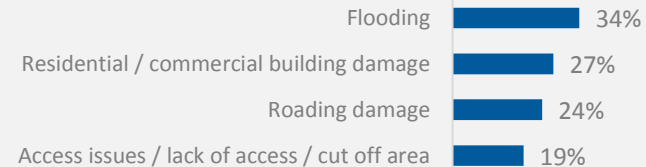
Hurricane/Cyclone/Storm



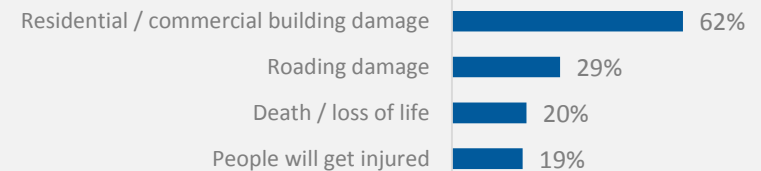
Tsunami



Flood



Fire



Source: Q4a Thinking about where you live, which type of disaster would have the most impact or cause the most disruption for your household? Q4b What things do you think could happen if that type of disaster occurred?

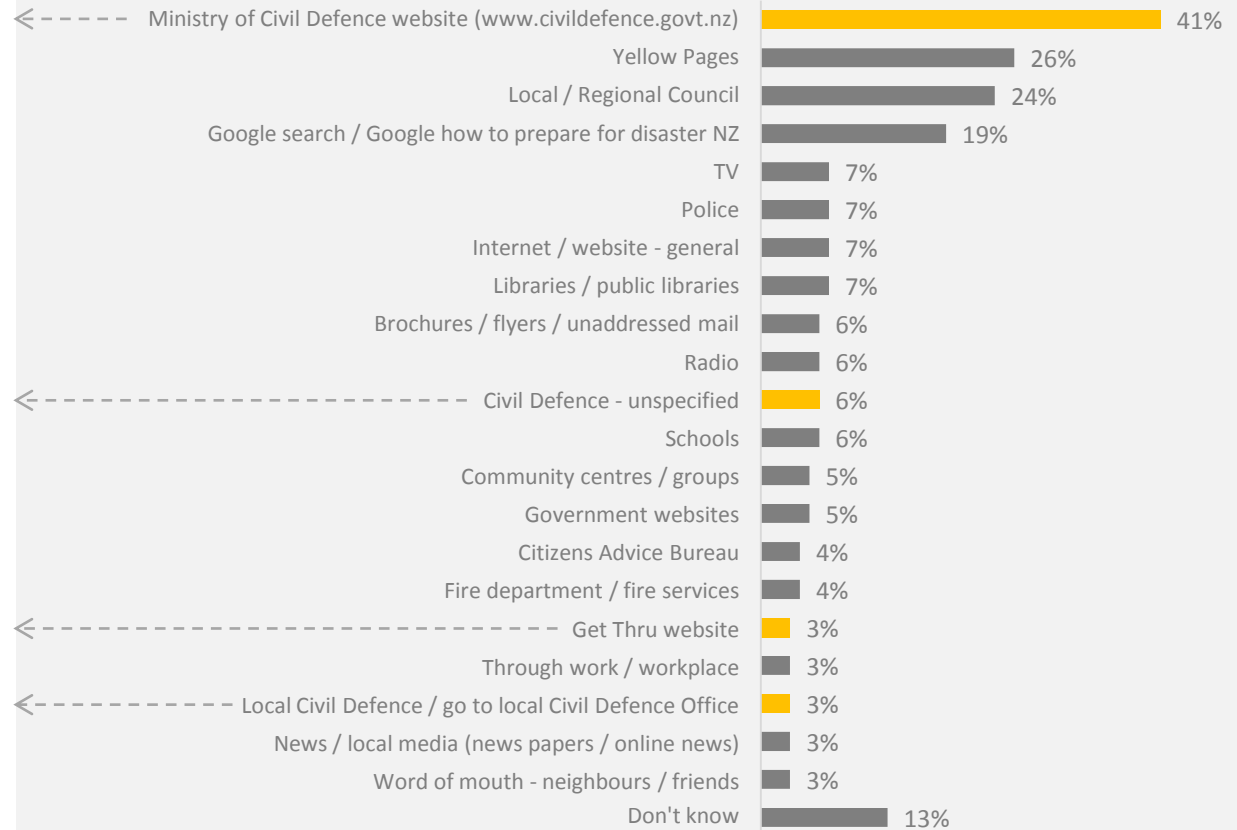
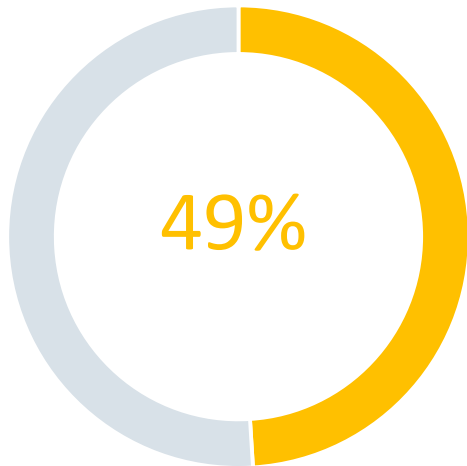
Base: Earthquake (n=508), Tsunami (n=118), Volcanic eruption (n=99), Flood (n=85), Hurricane/cyclone/storm (n=48), Fire (n=48)



Sources of information before a disaster

Half of New Zealanders mention civil defence as a source of information before a disaster

Mention
Civil Defence
in some form



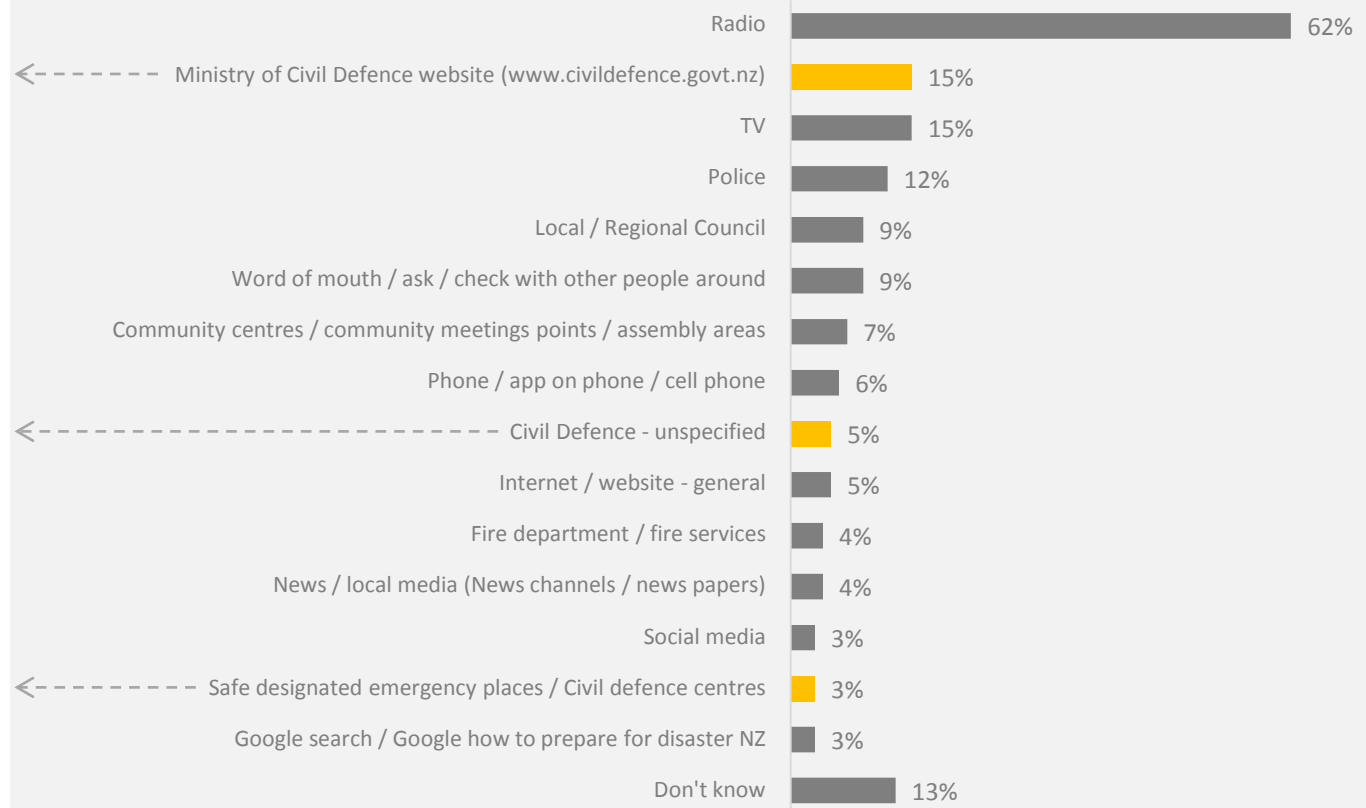
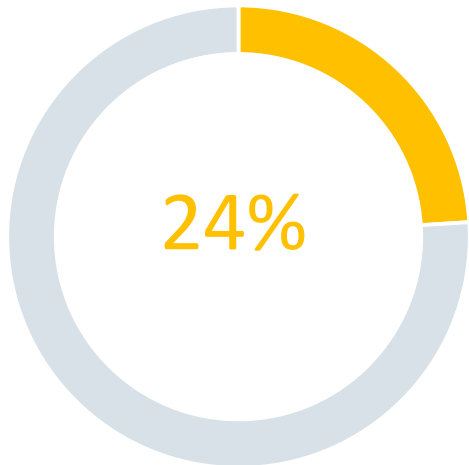
Note: Results 2% and under in 2016 are not shown
 Source: Q4f Before a disaster, where can you get information about how to prepare?
 Base: All respondents (n=1,000)



Sources of information during or immediately after a disaster

More than half say they would listen to the radio for information following a disaster

Mention
Civil Defence
in some form

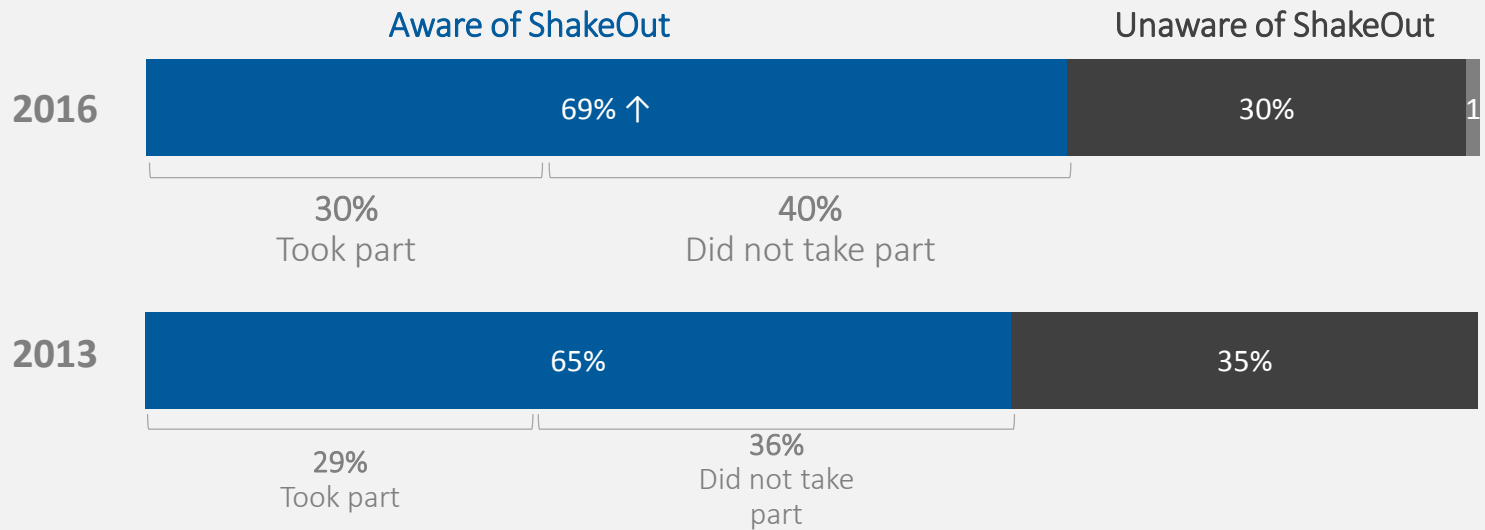


Note: Results 2% and under in 2016 are not shown
 Source: Q4g During or immediately after a disaster, where can you get information about what to do?
 Base: All respondents (n=1,000)

COMMUNICATIONS



Compared to 2013 more New Zealanders are now aware of ShakeOut

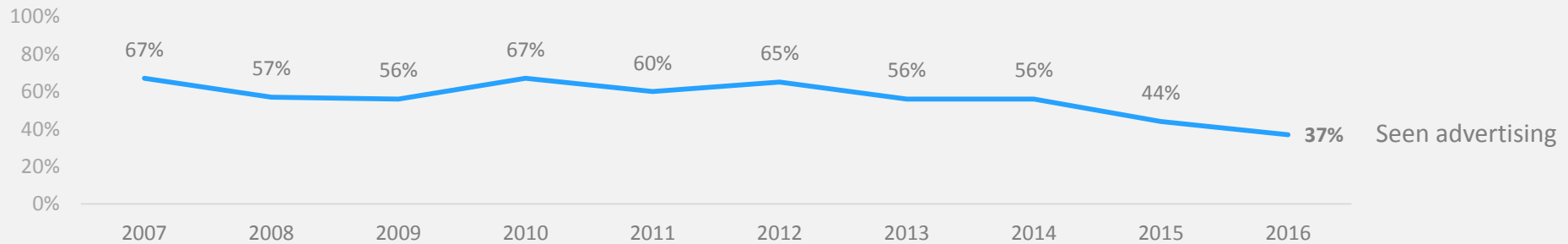


Of these who took part in ShakeOut in 2015
61%
 say they feel more prepared for an earthquake as a result

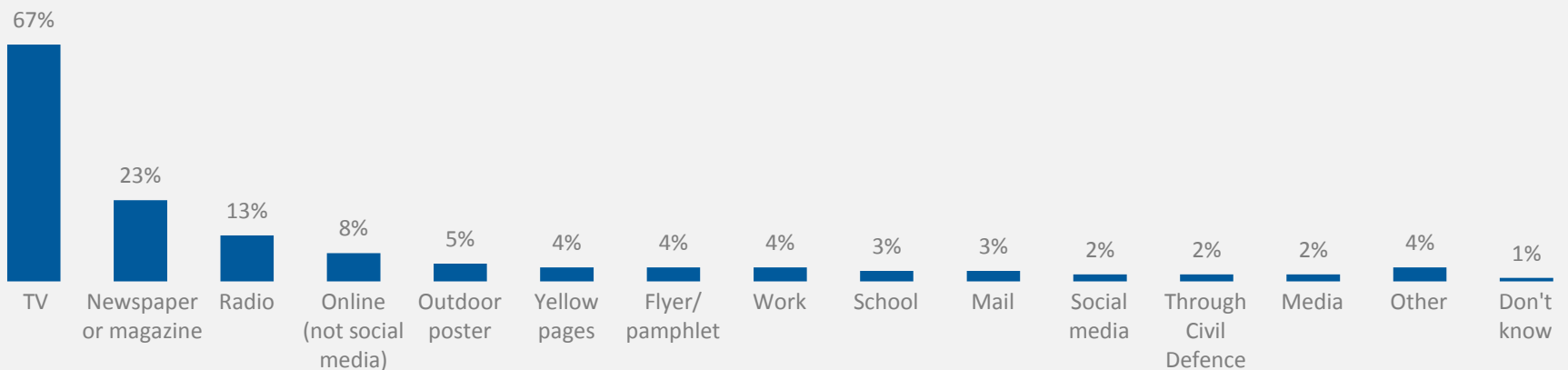
Of those who did not take part in 2015 but were aware of ShakeOut
58%
 say they now know more about what to do in an earthquake

Source: Q5c On 15th September 2015 New Zealanders took part in a national earthquake drill. the drill was called shakeout, and at 9.15am New Zealanders were asked to drop, cover, and hold. Before today, had you heard of ShakeOut? Q5d Did you personally take part in shakeout by doing the drop, cover and hold action? Q5e As a result of taking part in shakeout, do you feel more prepared for an earthquake? Q5f Even though you did not take part in shakeout, as a result of being aware of shakeout do you know more about what to do in an earthquake?
 Base: All respondents (2016 n=1,000, 2015 n=1,263)

The proportion of New Zealander who've recently seen advertising about preparing for a disaster has continued to decline



Those who recall advertising say they saw it on TV

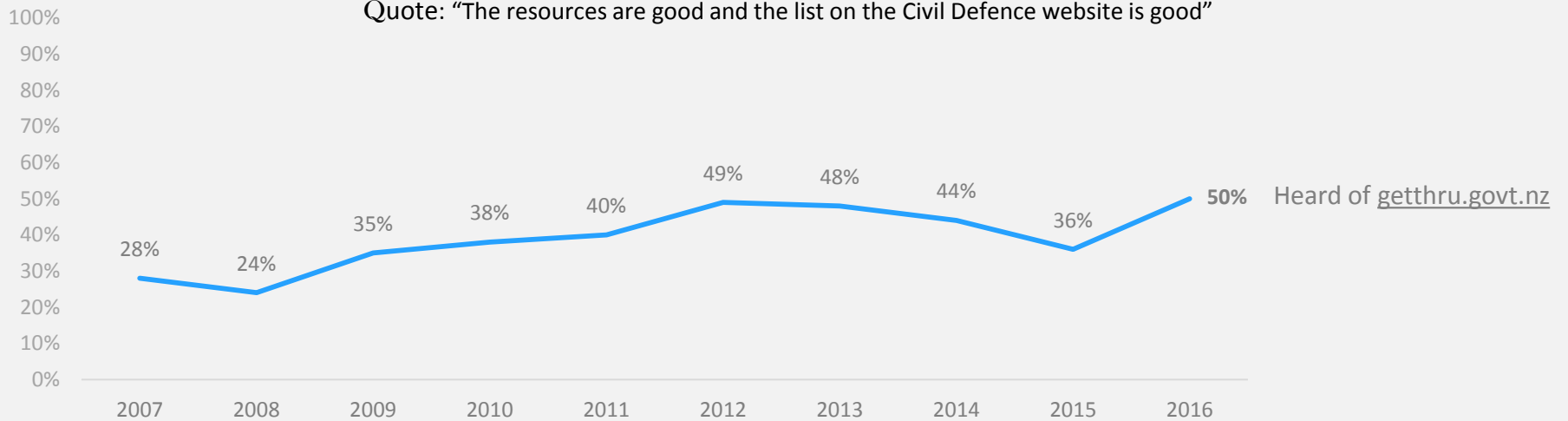


Source: Q5a Have you recently seen, heard or read any advertising about preparing for a disaster? Q5b Where did you see, hear or read the ads?
 Base: All respondents (n=1,000), those seen, heard of read ads (n=369)

More New Zealanders are aware of getthru.govt.nz than ever before



Quote: "The resources are good and the list on the Civil Defence website is good"



Source: Q5g Before today, had you heard of the website getthru.govt.nz?
Base: All respondents (n=1,000)

Some demographic groups are less aware of ShakeOut and getthru.govt.nz



Those less likely than average (69%) to have heard of ShakeOut are...



Younger, under 30

58%



Older, over 60

62%



Māori

54%



In low income households, under \$50k

60%



Born overseas

61%



Retired

59%

Those less likely than average (50%) to have heard of getthru.govt.nz are...



Older, over 50

33%



In low income households, under \$50k

38%



Living alone

37%



Retired

24%

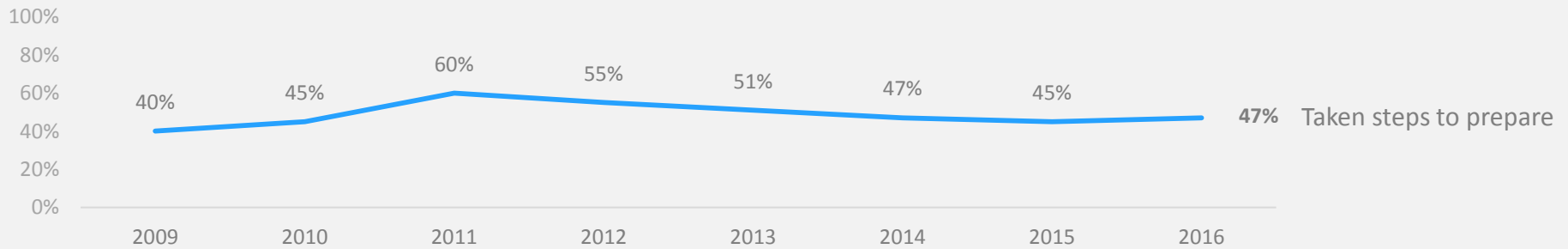
Source: Source: Q5c On 15th September 2015 New Zealanders took part in a national earthquake drill. the drill was called shakeout, and at 9.15am New Zealanders were asked to drop, cover, and hold. Before today, had you heard of ShakeOut? Q5g Before today, had you heard of the website getthru.govt.nz?
Base: All respondents (n=1,000)

APPENDIX



Taken steps to prepare in the last year

Less than half of New Zealanders have taken steps to prepare in the last 12 months



Those less likely to have taken steps to prepare are...



Retired

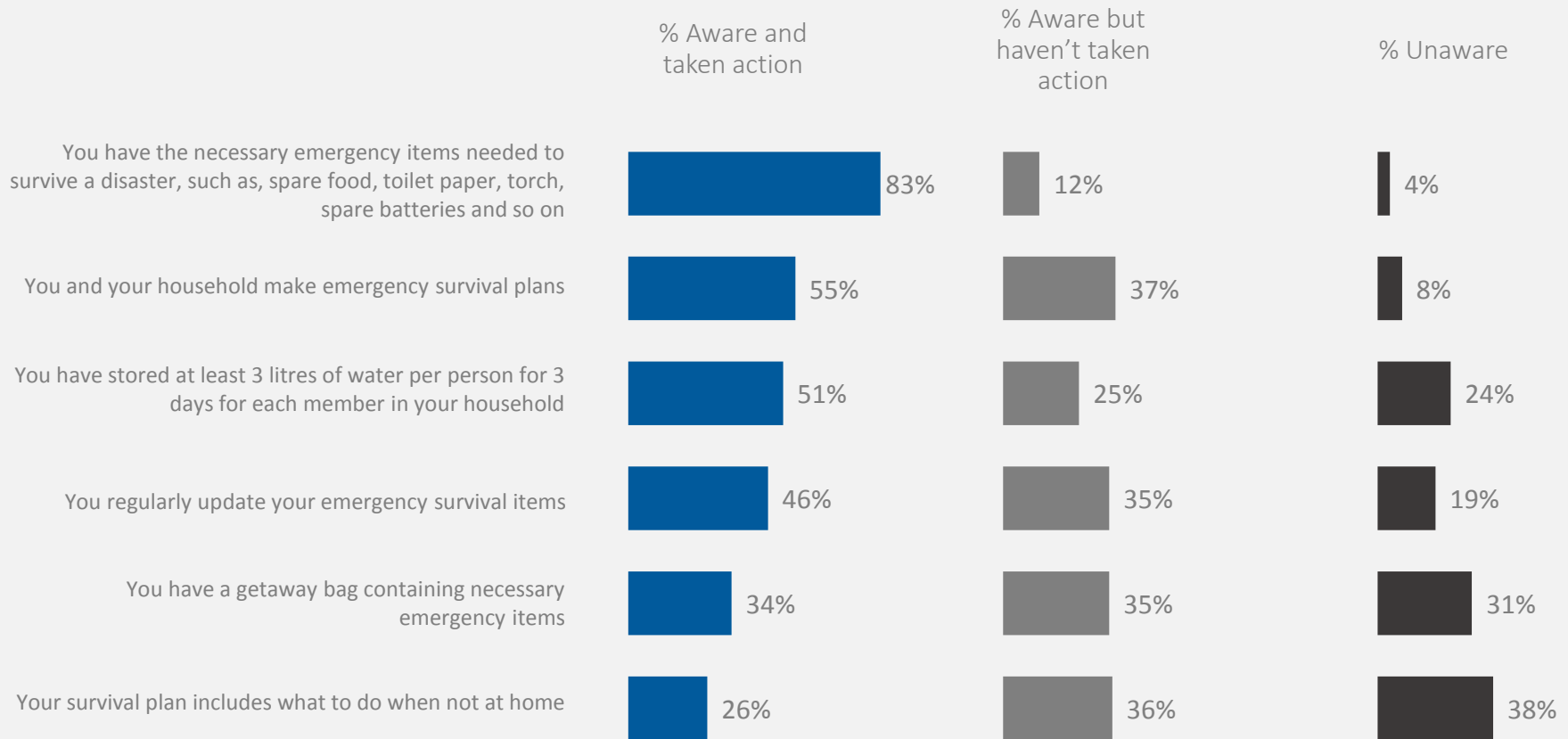
40%

Source: Q2h In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster?
 Base: All respondents (n=1,000)

Actions taken to prepare



Eighty three percent of New Zealanders say they have necessary emergency items



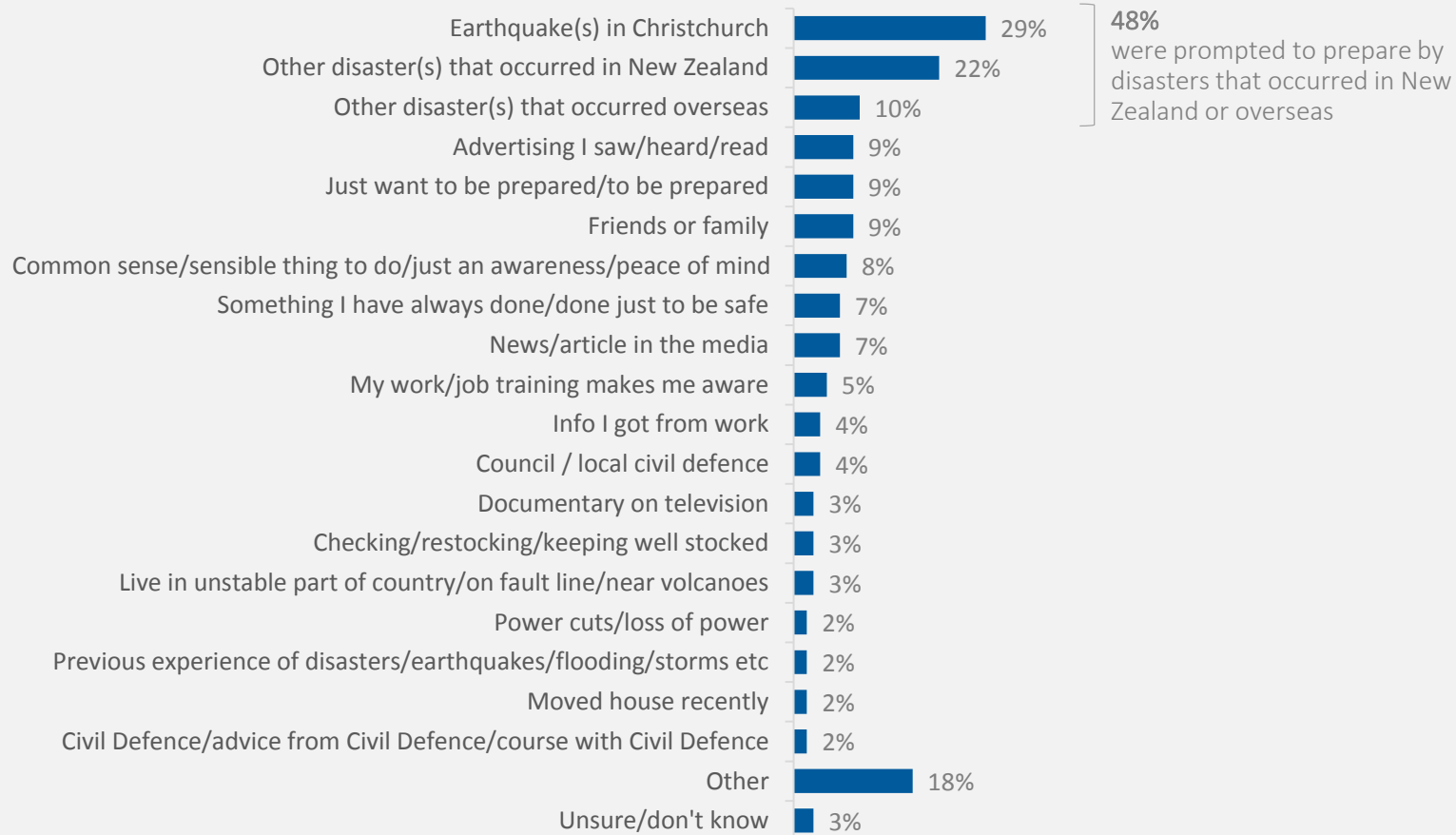
Source: Q2e Which of the following statements apply to you? Q2f Does your survival plan include what to do when you are not at home? Q2g Before today did you know that to be prepared for a disaster you should...

Base: All respondents (n=1,000)



Prompts for taking action to prepare

Nearly half (48%) of those who have taken steps to prepare in the last 12 months say they were prompted to do so by disasters that had previously occurred in New Zealand or overseas

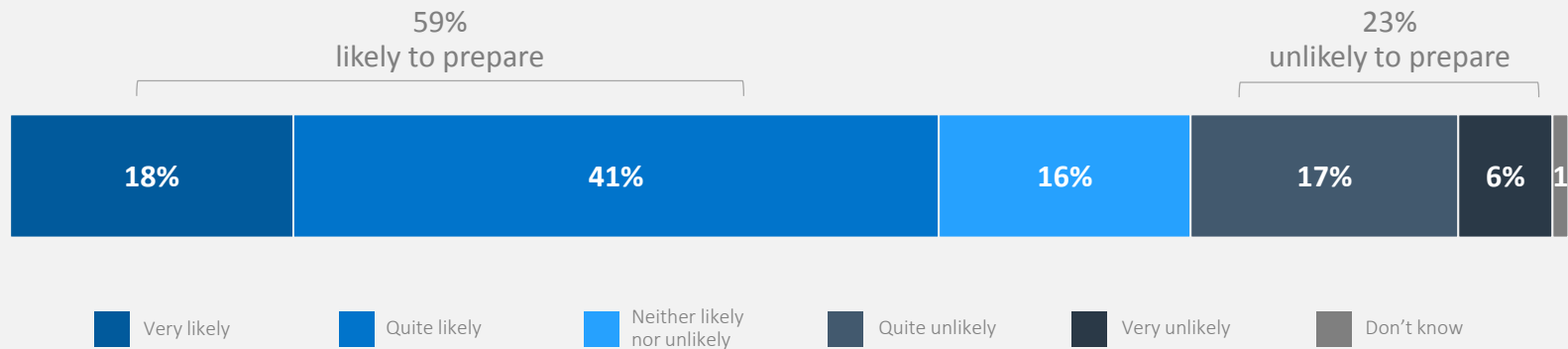


Source: Q2i What prompted you to do this?

Base: All respondents who had taken steps to prepare in the last 12 months (n=481)

Likelihood of preparing

Two thirds of New Zealanders say they are likely to prepare for a disaster in the next 6 months



Those most unlikely to prepare are more likely to...



Not have a getaway bag

54%



Not have stored sufficient water

53%



Not have necessary emergency items

53%



Not have a survival plan (for at home or while away from home)

50% and 56% respectively

Source: Q3a How likely or unlikely are you to take [further] steps to prepare for a disaster in the next six months?
Base: All respondents excluding those who are already full prepared (n=849)

FOR FURTHER INFORMATION PLEASE CONTACT:

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