

Disaster Preparedness Tracker

NEMA

TRA

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Knowledge & actions taken to prepare

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BACKGROUND

Understanding disaster preparedness in New Zealand to ultimately influence positive behaviour change.

For the first time, TRA undertook research for The National Emergency Management Agency to understand disaster preparedness levels of New Zealanders, including behaviours, perceptions, attitudes, barriers and motivators.

The key metrics in tracking a prepared nation are a) if New Zealanders have taken any steps to prepare for an emergency in the past 12 months, and b) if New Zealanders know the correct action to take during an earthquake or an earthquake near the coast.

Methodology

In 2022, NEMA's Disaster Preparedness Tracker changed methodology from phone / mobile interviews to an online survey. Because of this, there are no tracking metrics throughout the report.

The Sample

This online survey interviewed a nationally representative sample of New Zealanders aged 15 years and over. The data was then filtered by respondents 18 years and over in order to be as closely aligned with the 2021 data.

- Total sample 18+ n=1,475
- Margin of error at the 90% confidence interval is +/- 2.14%

Fieldwork

Fieldwork ran from the 23rd May to 13th June.

Key samples

Māori n=198, Pasifika n=82

Socio economic groups:

- One resident HHI \$30K or less, two residents HHI \$50K or less n=267
- Three residents HHI \$50K or less, four residents HHI \$70K or less n=99
- Five or more residents HHI \$70K or less n=52
- One resident HHI \$30-\$100K, two or three residents HHI \$50-\$100K, four or more residents HHI \$70-\$100K n=470
- HHI \$100K+ n=422

Disabled n=254

Rural n=216, Urban n=1,255

Weighting

The data was post weighted to be representative of the New Zealand population in terms of age, gender, region, rural/urban, ethnicity and household socio economic groups.



Disaster preparedness in context

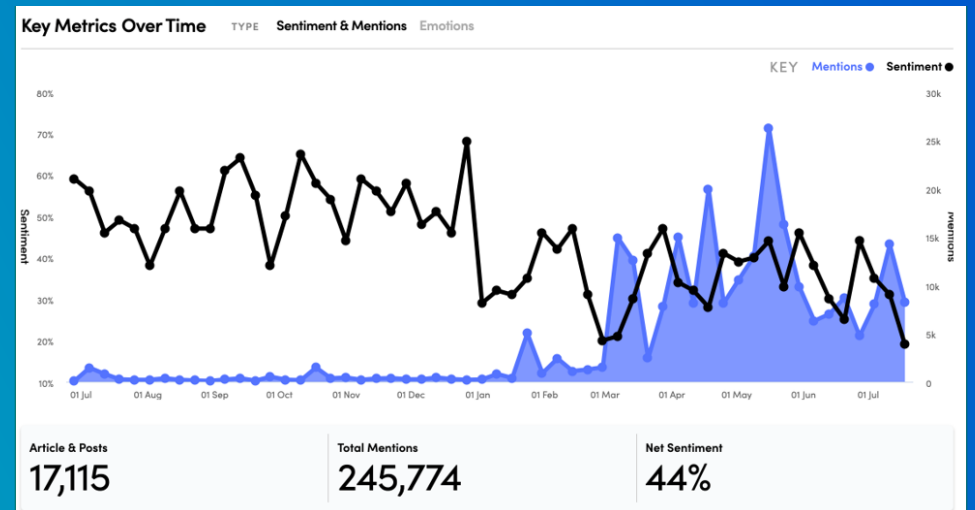
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The cost-of-living crisis is dominating.

It's important to understand the current context – what external factors are influencing New Zealanders thoughts, feelings and behaviours.

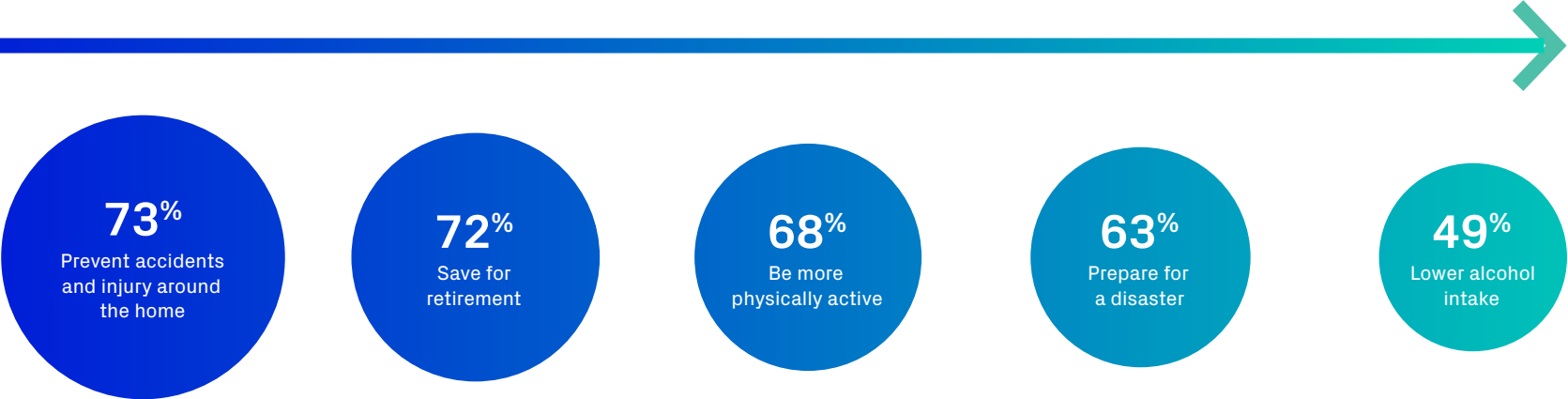
Currently, there is a lot on our minds, and the cost-of-living crisis is taking share of voice.

Source: Zavy Radar "Cost of Living" Mentions and Sentiment.



High importance placed on preparing for a disaster sits behind accident prevention, retirement saving and health

How important is it that New Zealanders do each of the following? (very or extremely important)



NEMA Disaster Preparedness, 2022.
Q: How important is it that New Zealanders' do each of the following? T2B, very or extremely important.
Total sample 18+, N=1,475

New Zealanders attitudes to disaster preparedness

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Most New Zealanders do recognise the importance of disaster preparation, and the personal responsibility that comes with it

New Zealanders also understand that being prepared ultimately enables them to have some control in an uncontrollable situation

How much do you agree/disagree?

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



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



There will always be adequate warning before a disaster strikes



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



■ Total agree ■ Neither agree or disagree ■ Total disagree

NEMA Disaster Preparedness, 2022.
Q: How much do you agree or disagree with each of the following statements?
Total sample 18+, N=1,475

And the majority of New Zealanders also perceive disaster preparation to be relatively easy



Two thirds of New Zealanders think it's easy to prepare for a disaster (Total easy)

7%
Very easy



60%
Quite easy

NEMA Disaster Preparedness, 2022.
Q: How easy or difficult do you think it is to prepare for a disaster?
Total sample 18+, N=1,475



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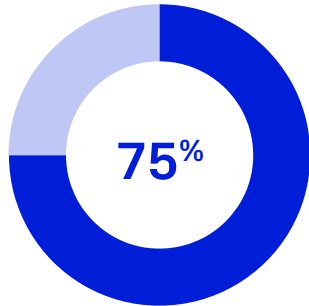
Knowledge & actions
taken to prepare

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Despite generally positive attitudes towards disaster preparedness, it does not always translate into action

Taken at least one action

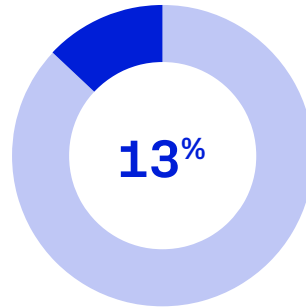
75% have taken at least one action



■ Yes ■ No

Taken all actions

Just over 1 in 10 have taken all actions



Actions to be prepared

Have emergency supplies, e.g., spare food, toilet paper, torch, spare batteries etc (65%)

Household discusses or planned what to do in a disaster (45%)

Have a grab bag with emergency items (33%)

Have stored at least 9 litres of water for each household member (30%)

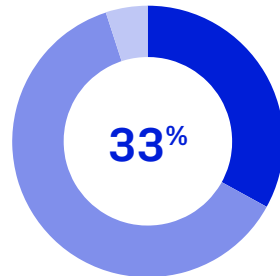
NEMA Disaster Preparedness, 2022.
 Q: Which of the following statements apply to you?
 Total sample 18+, N=1,475

Only one third of New Zealanders have actively taken steps to prepare themselves/their household in the past year

PAST 12 MONTHS

Taken any steps to prepare P12M

Only one third have taken steps to prepare themselves or their household for a disaster in the **past 12 months**

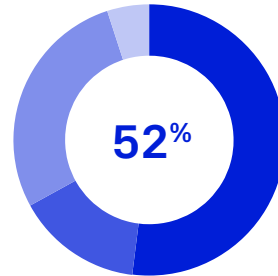


- Taken steps to prepare
- Have not taken steps to prepare
- Not sure

NEXT 12 MONTHS

Likely to prepare in the N12M (T2B)

Just over half are likely to prepare for a disaster in the **next 12 months**



- Likely to prepare
- Unlikely to prepare
- Neither likely nor unlikely
- Not sure

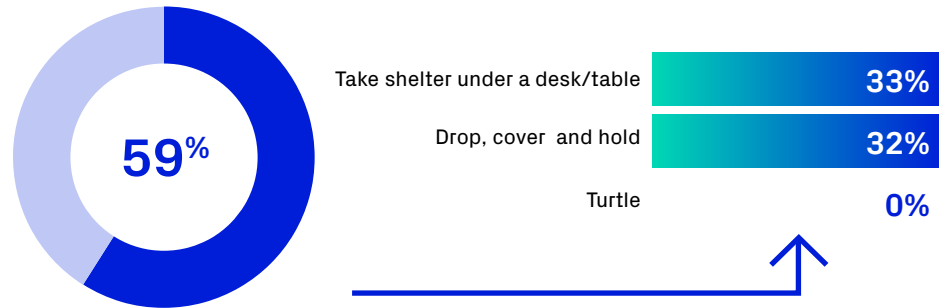


Although **75%** have taken an action to prepare themselves for a disaster, only **1 in 3** have done so in the past year, suggesting 'upkeep' of preparedness is low.

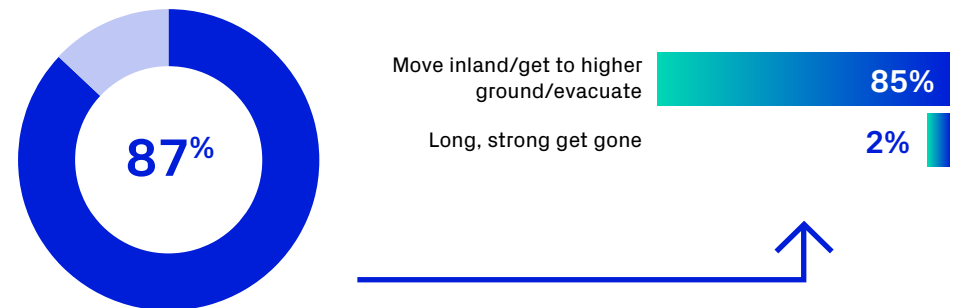
NEMA Disaster Preparedness, 2022.
 Q: In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster?
 Q: How likely or unlikely are you to steps to prepare for a disaster in the next 12 months?
 Total sample 18+, N=1,475

And there is room for improvement in increasing knowledge of what to do in an earthquake

CORRECT ACTION IN AN EARTHQUAKE



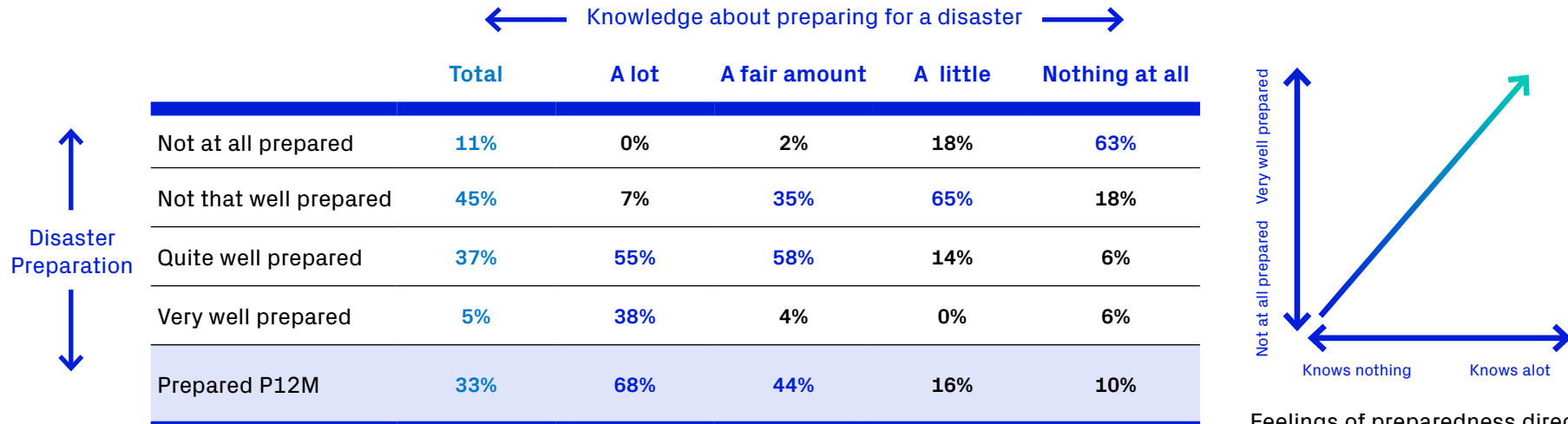
CORRECT ACTION IN EARTHQUAKE NEAR COAST



NEMA Disaster Preparedness, 2022.
 Q: Imagine that you are near the coast and a long or strong earthquake happened. What action should you take?
 Q: Now imagine that there is a strong earthquake in your area, what actions should people take during a strong earthquake
 Total sample 18+, N=1,475

New Zealanders recognise that they are unprepared for a disaster

Only 2 in 5 New Zealanders feel well prepared for a disaster. Knowledge is power: the more knowledge you have around disaster preparation, the more prepared you feel.



NEMA Disaster Preparedness, 2022.
 Q: And how well prepared for a disaster do you feel you are? Do you feel you are...
 Q: How much, if anything, do you know about preparing for a disaster? Do you know...
 Total sample 18+, N=1,475

Feelings of preparedness directly correlate with how much people know about disaster preparation- and this translates to action.

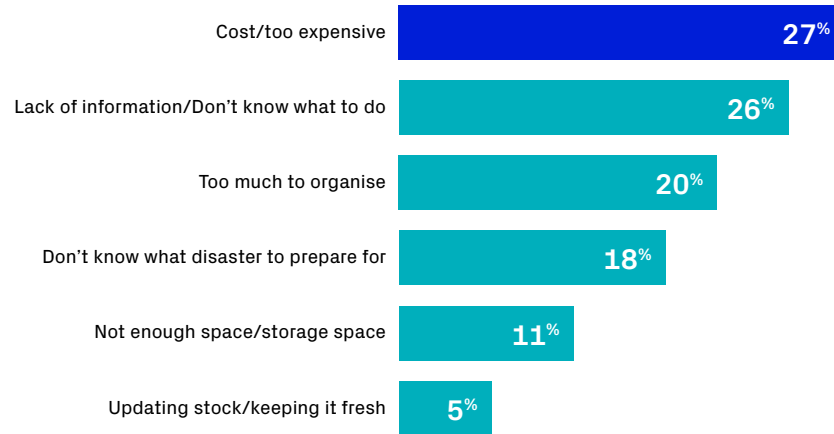
Barriers to preparation and key groups to watch-out for

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Alongside information gaps, other key barriers to disaster preparedness are cost and mindset

Barriers to disaster preparation among those who think it's difficult to prepare for a disaster



Barriers to disaster preparation among those who are unlikely to prepare N12M



NEMA Disaster Preparedness, 2022.
 Q: For what reasons do you think it is difficult?
 Q: For what reasons would you be unlikely to prepare for a disaster in the next twelve months?
 18+ who think it's difficult to prepare N=470
 18+ who do not intend to prepare in the N12M N=660
 Q: How much do you agree or disagree with each of the following statements?
 Total sample 18+, N=1,475

And we see social norms come into play

Behavioural insight: Social norms are the rules and expectations that guides the behaviour of that social group or a particular society. Social norms can often encourage pro social behaviour – we tend to act with reciprocity in mind towards those who are in our social group.

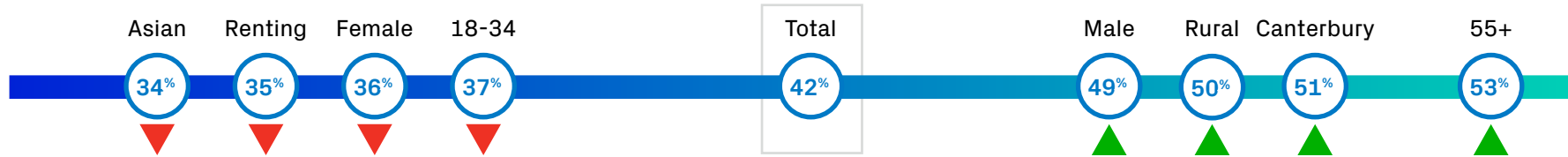
NEMA Disaster Preparedness, 2022.
Q: How much do you agree or disagree with each of the following statements?
Total sample 18+, N=1,475

6 in 10 (58%) say most people they know have not taken any steps to prepare for a disaster

Only half (52%) say their friends & family think it's very important to be prepared for a disaster

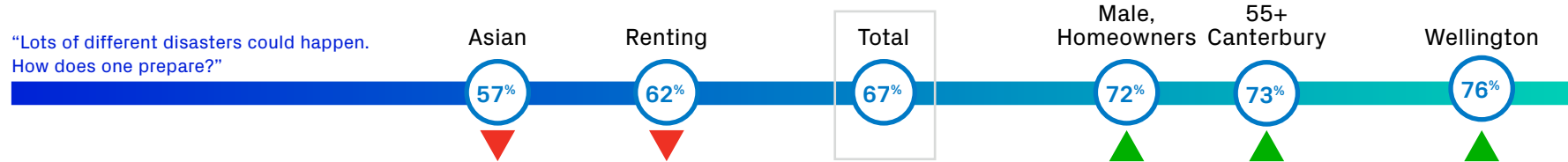
Negative perceptions and barriers to disaster preparedness are heightened for some communities

FEEL PREPARED FOR A DISASTER (TOTAL FEEL PREPARED)

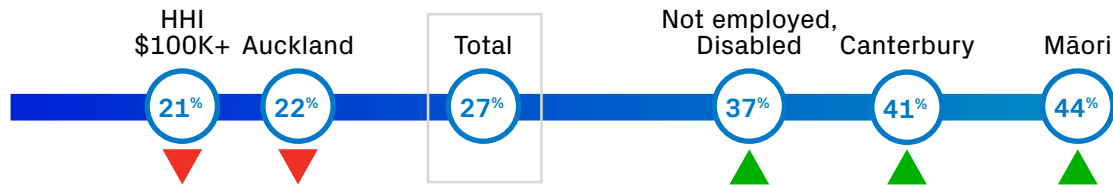


THINK IT'S EASY TO PREPARE FOR A DISASTER (TOTAL EASY)

"Lots of different disasters could happen. How does one prepare?"



COST AS A BARRIER TO PREPARE



"Cost of supplies. It is a luxury for some families to have excess money to purchase excess supplies in case of emergency. Also it is a luxury to have excess space in the home to store the excess supplies."

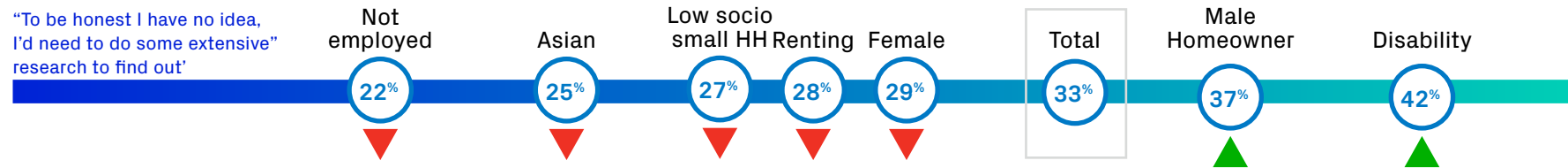
▲ Significant difference to total population 18+ at 90% CI
▼

NEMA Disaster Preparedness, 2022.
 Q: And how well prepared for a disaster do you feel you are? Do you feel you are...
 Q: How easy or difficult do you think it is to prepare for a disaster?
 Q: For what reasons do you think it's difficult? Cost.
 Total sample 18+, N=1,475, Asian n=226, renting n=583, homeowner n=885, 18=34 n=458, 55+ n=524, male n=683, female n=786, rural n=216, Canterbury n=201, Wellington n=169
 P18+ who think it's difficult to prepare n=470, HHI \$100K+ n=125, Auckland n=184, not employed n=76, disabled n=91, Canterbury n=53, Māori n=70

Disaster preparation and knowledge is also lower for some communities

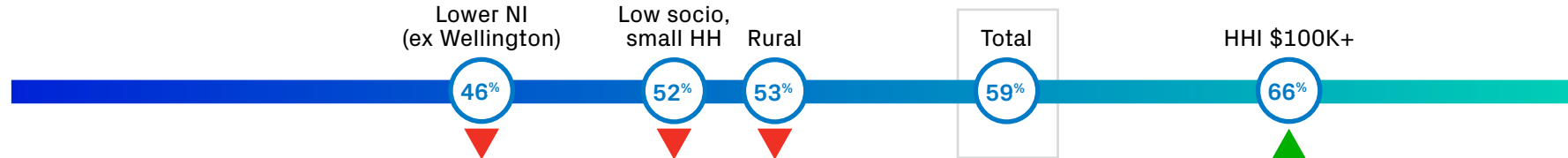
TAKEN STEPS TO PREPARE P12M

“To be honest I have no idea, I'd need to do some extensive research to find out”

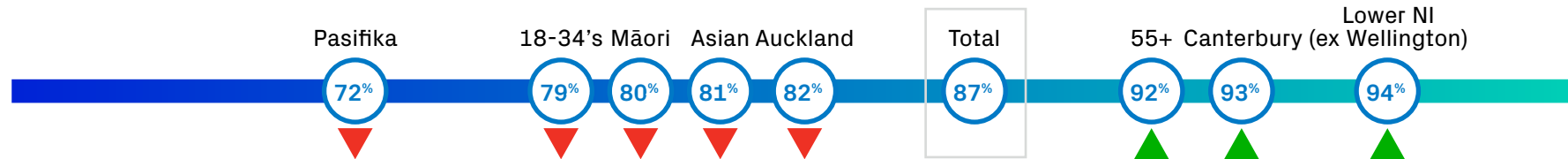


“Mobility issues (all 3 of us) but have prepared for this. Medical issues (transplantee and stoma bag), prepared for”

KNOW WHAT TO DO IN AN EARTHQUAKE



KNOW WHAT TO DO IN AN EARTHQUAKE NEAR COAST



NEMA Disaster Preparedness, 2022.

Q: In the last 12 months, have you taken any steps to prepare yourself or your household for a disaster?

Q: Imagine that you are near the coast and a long or strong earthquake happened. What action should you take?

Q: Now imagine that there is a strong earthquake in your area, what actions should people take during a strong earthquake

Total sample 18+, N=1,475, Asian n=226, Māori n=198, Pasifika n=82, renting n=583, homeowner n=885, 18=34 n=458, 55+ n=524, male n=683, female n=786, rural n=216, Lower NI n=182, Canterbury n=201, Wellington n=169, disability n=254, unemployed n=172, low socio, small hh n=267, HHI \$100K+ n=422

▲ Significant difference to total population 18+ at 90% CI
▼

Males have taken more action to prepare for a disaster

	Male	Female	TOTAL
IMPORTANCE/KNOWLEDGE			
• Think it's extremely/very important to prepare for a disaster	59% ▼	69% ▲	64%
• Know a lot/a fair amount about preparing for a disaster	58% ▲	51%	54%
• Feel prepared for a disaster	49% ▲	36% ▼	42%
ACTION			
• Done at least one action to prepare	79% ▲	70% ▼	75%
• Has a household plan	50% ▲	41% ▼	45%
• Taken steps to prepare in the past 12 months	37% ▲	29% ▼	33%
BARRIERS			
• Think it's difficult to prepare for a disaster	28% ▼	36%	33%
• Cost (why it's difficult)	25%	28%	27%
• Lack of information (why it's difficult)	25%	27%	26%
• Already feel prepared (why wouldn't prepare next 12 months)	26% ▲	14% ▼	20%
• Cost (why wouldn't prepare next 12 months)	12% ▼	20%	16%
MOTIVATION			
• Disaster in NZ	28%	31%	29%
• COVID-19	11%	20% ▲	15%
• Routine/keeping up to date	10%	6%	8%
INTENTIONS/BELIEFS			
• Likely to prepare in the next 12 months	50% ▼	54% ▲	52%
• I often worry about what might happen to me or my family if there's a disaster	46% ▼	54% ▲	50%
• It's unlikely I'll ever be in a disaster (total agree)	22%	15%	18%

NEMA Disaster Preparedness, 2022.

Q: Before a disaster, where can you get information about how to prepare?

Q: During or immediately after a disaster, where can you get information about what to do?

Total sample 18+, N=1,475, Male n=683, Female n=786

N=470 who think it's difficult to prep for a disaster, n=190 males, n=278 females

N=660 wouldn't prep N12M, males n=323, females n=335

N=505 prepared P12M, males n=260, females n=243

▲ Significant difference to total population at 90% CI
▼

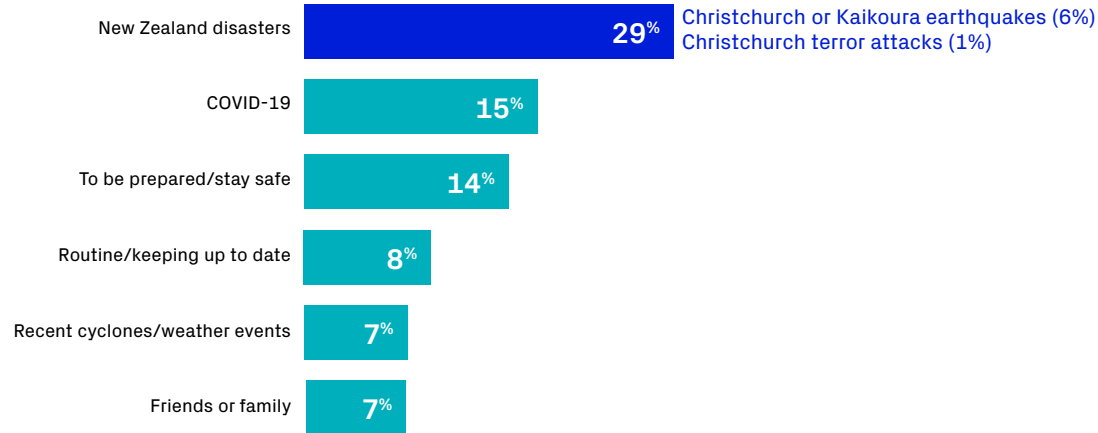
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Motivators for
preparation

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New Zealand's own disasters are a key trigger for disaster preparedness

MOTIVATORS TO PREPARE



Personal experience also correlates with disaster preparedness:

49% who have had to leave their home in an emergency situation have taken actions to prepare in the **past 12 months (vs. 33% total)**

NEMA Disaster Preparedness, 2022.
 Q: What prompted you to do this?
 Q: Have you ever been in an emergency situation which has meant you've had to get out of your home quickly?
 Q: Which of the following statements apply to you?
 P18+ who have taken steps to prepare in the past 12 months, N=505
 P18+ who have been in an emergency situation, N=346

Disasters in New Zealand is the biggest motivator for preparation among those who have actively done something to prepare in the past year. COVID-19 and a general desire to be prepared are also motivations for over **1 in 10**.

There is a collective motivator of protecting ourselves and others

The most important thing that we need to do to ensure our communities can withstand and recover from a disaster:



New Zealanders believe that resiliency starts at a community level.

	Māori	Pasifika	Asian
Preparation at a community level	25%	22%	18% ▼
Looking out for each other	25% ▲	25%	20%

NEMA Disaster Preparedness, 2022.
 Q: 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? A disaster could be any kind of major emergency, whether man-made or natural.
 Total sample 18+, N=1,475, Māori n=198, Pasifika n=82, Asian n=226

Let's talk