

Understanding emergency preparedness in New Zealand

TRAX NEMA
July 2024

TRAX

- The purpose of this research

**To help New Zealand become
more prepared for emergencies**

- **Specific insights objectives:**

Understand current attitudes to and perceptions of preparedness

Evaluate current preparedness behaviours

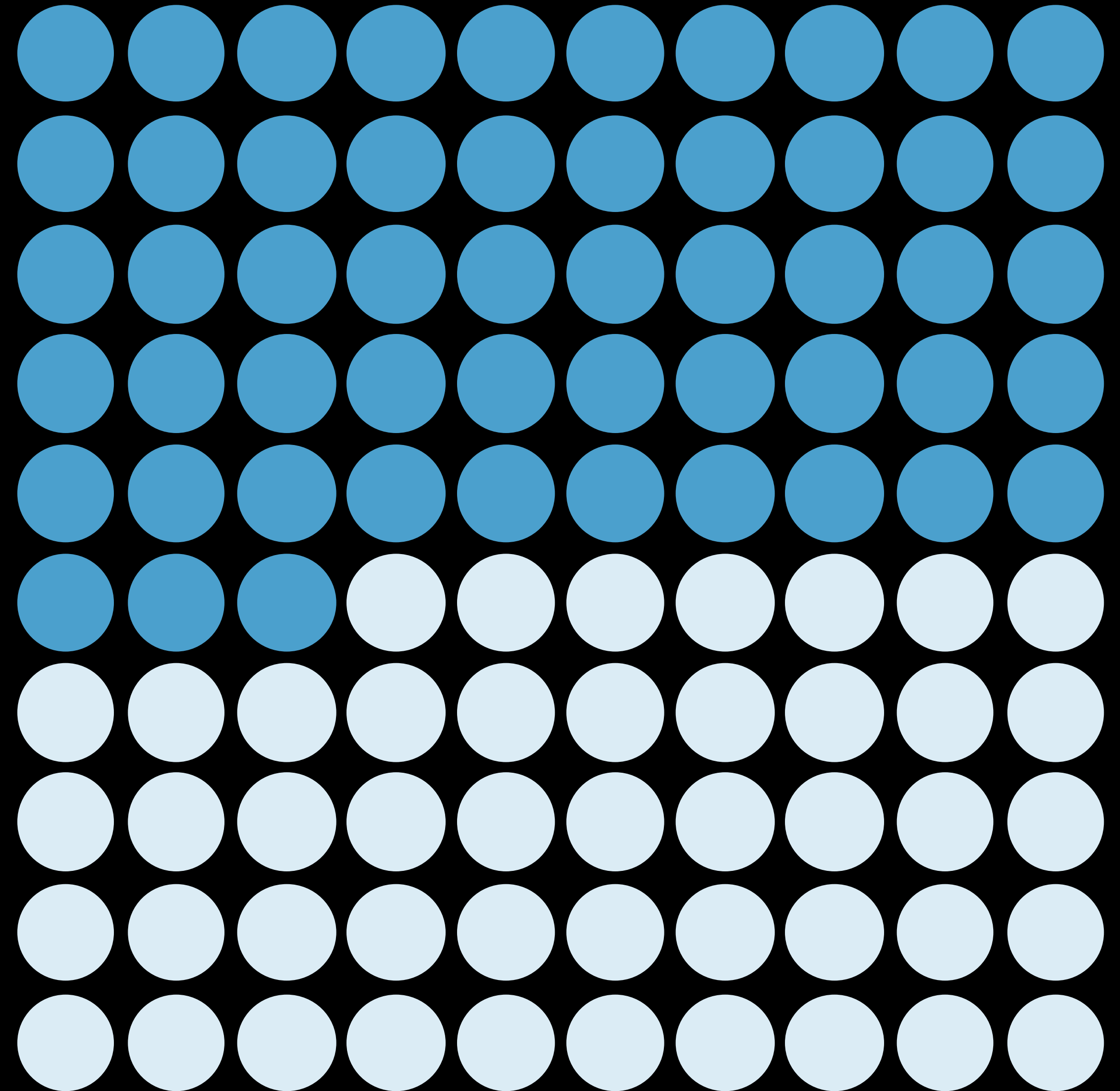
Understand if emergencies impacted our overall state of preparedness

Assess movement of KPI preparedness metrics

Evaluate comms effectiveness

Identify how we can encourage more New Zealanders to prepare for emergencies

Why is there a need for this?



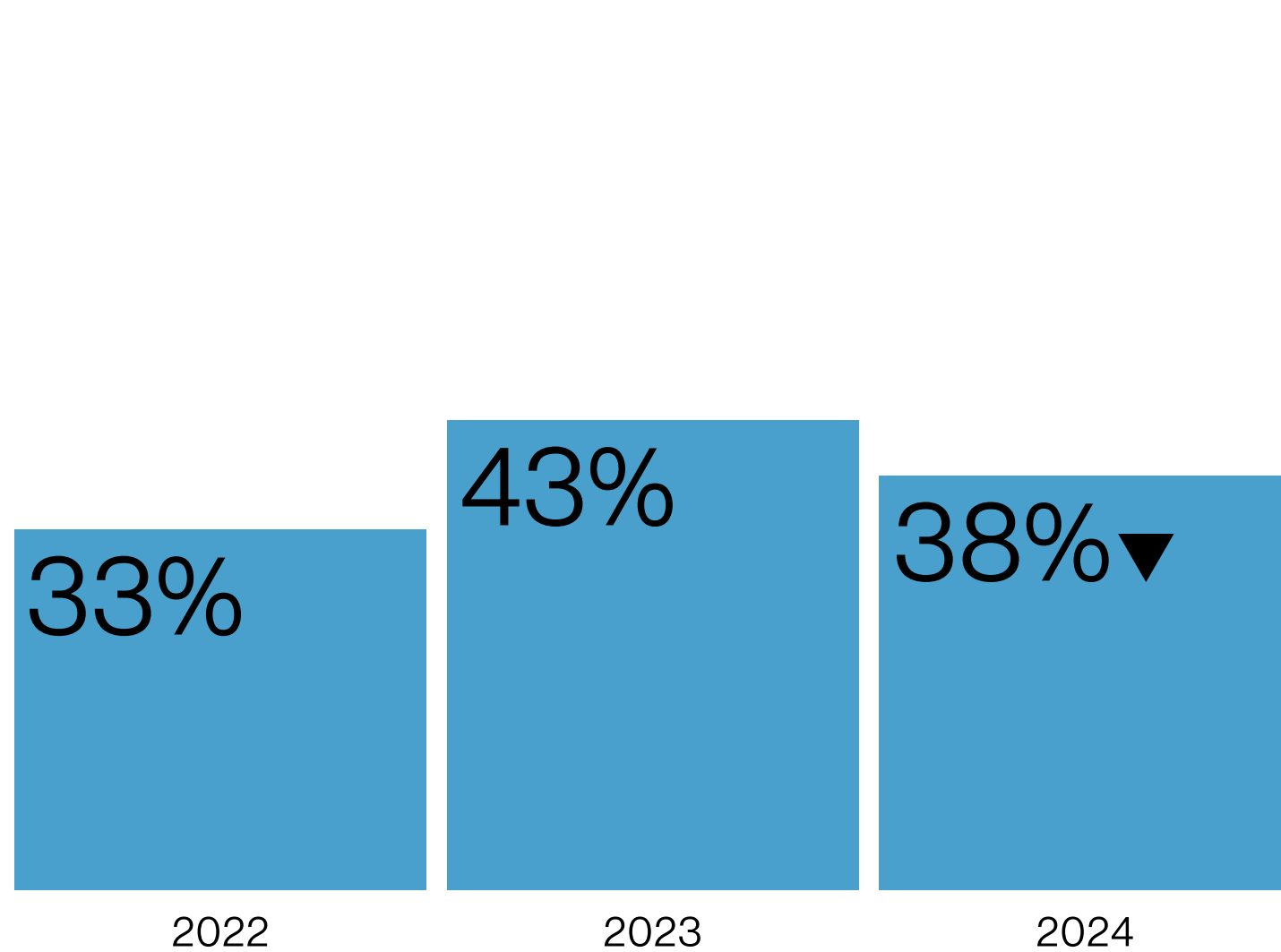
Preparedness
Not that well prepared / not at all prepared

53% of New Zealanders are not prepared for an emergency

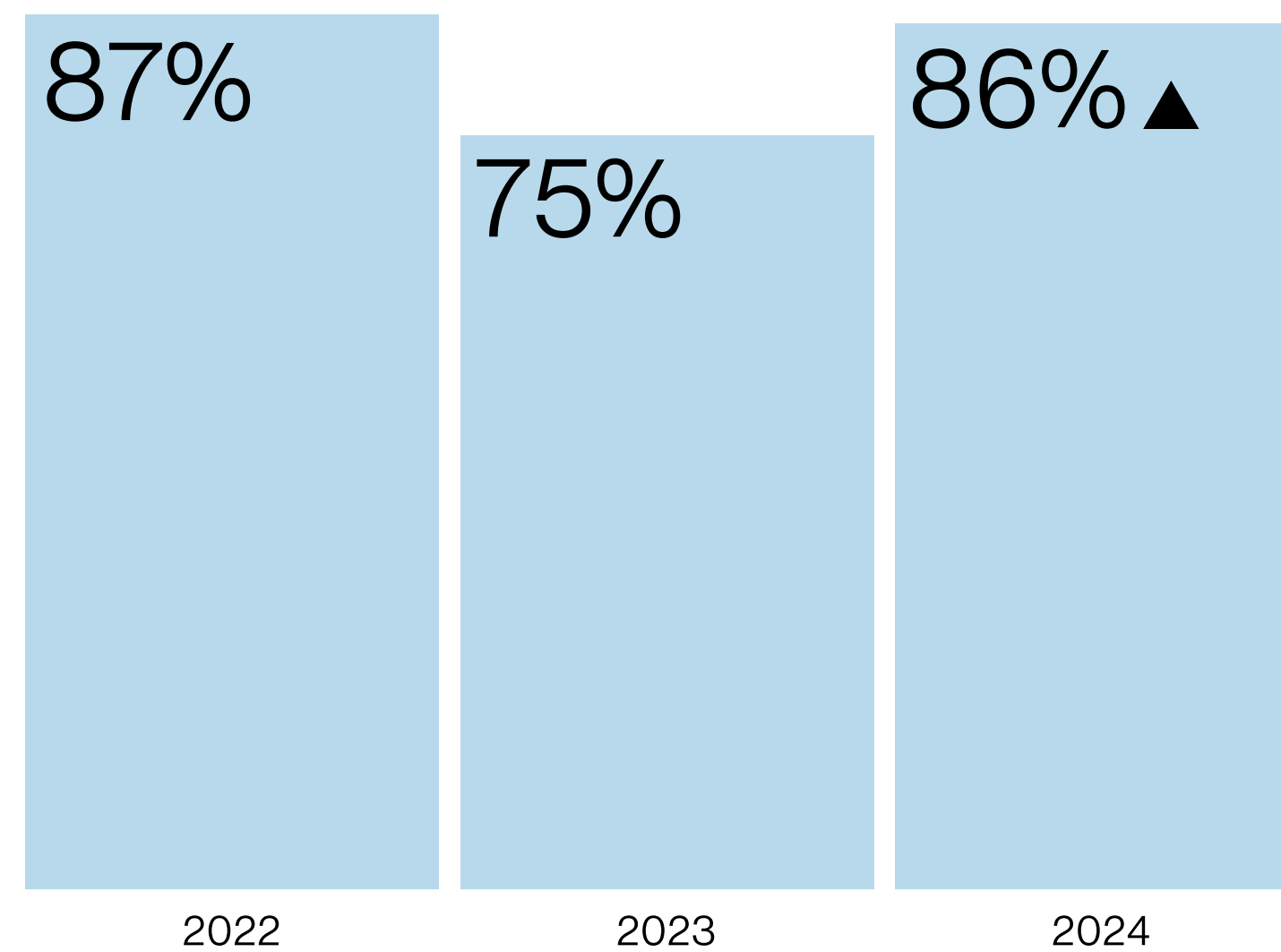
KPI Snapshot

New Zealanders overall preparedness has regressed; however, knowledge of earthquake actions have recovered

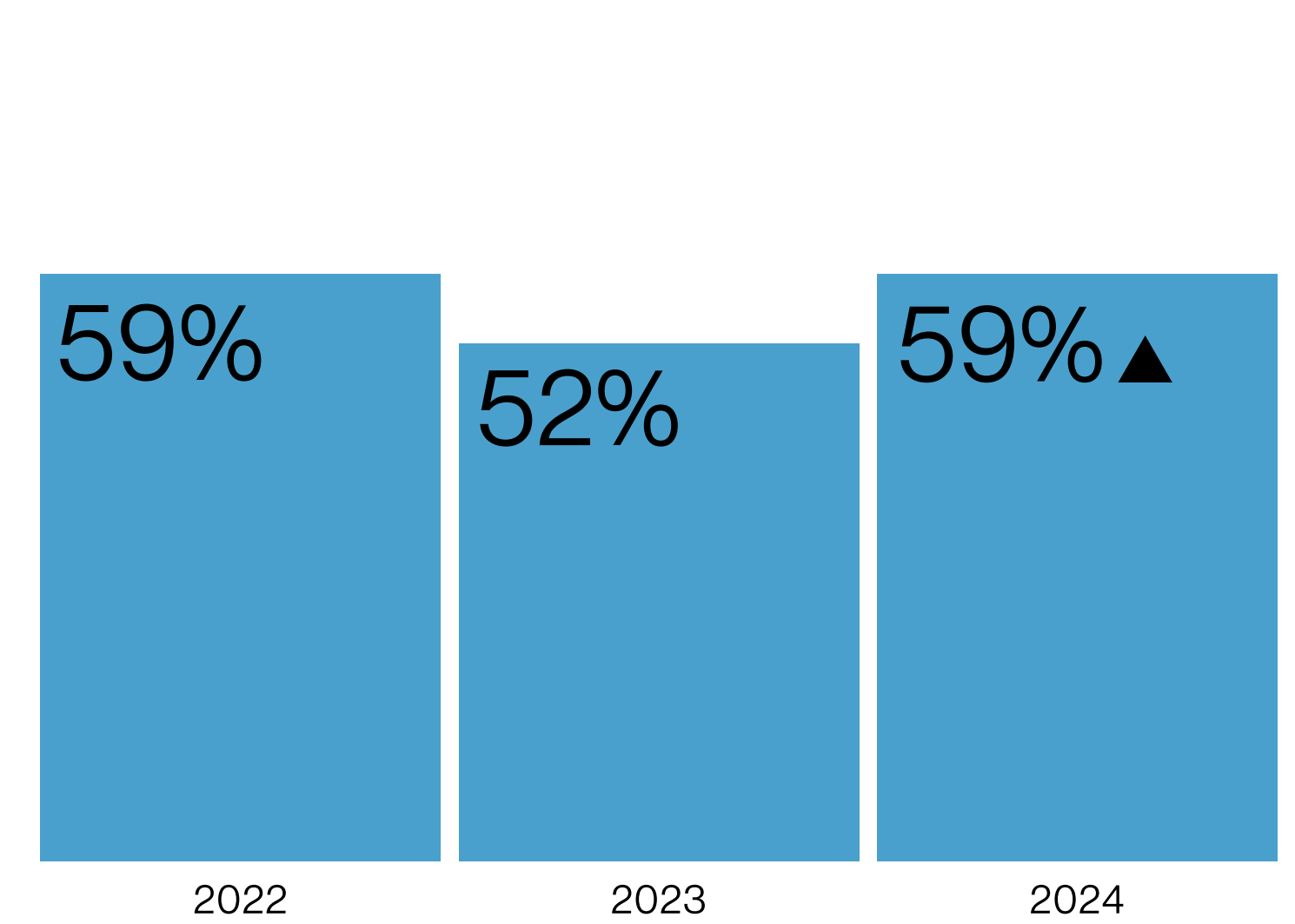
KPI: Household preparation (last 12 months)



KPI: Earthquake action by the coast



KPI: Earthquake action



KPI: “Move inland/to higher ground/evacuate + ‘Long or Strong, get Gone’ – or similar phrase”

KPI: “Drop, cover and hold + Turtle + Take shelter under a desk/table”

The methodology

The Approach

A 15-minute online survey sent out to a representative sample of New Zealanders aged 15 and older.

Fieldwork

Fieldwork ran from the 27th of May to the 12th of June 2024.

In 2023, fieldwork ran from the 31st of May to the 16th June.

In 2022, fieldwork ran from the 23rd of May to the 13th of June.

Sampling

A total sample of n=1,683 New Zealanders ages 15+ was achieved.

We boosted the sample in affected areas: Hawke's Bay n=108, Gisborne n=50.

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.

The margin of error at the 95% confidence interval is +/- 2.4%.

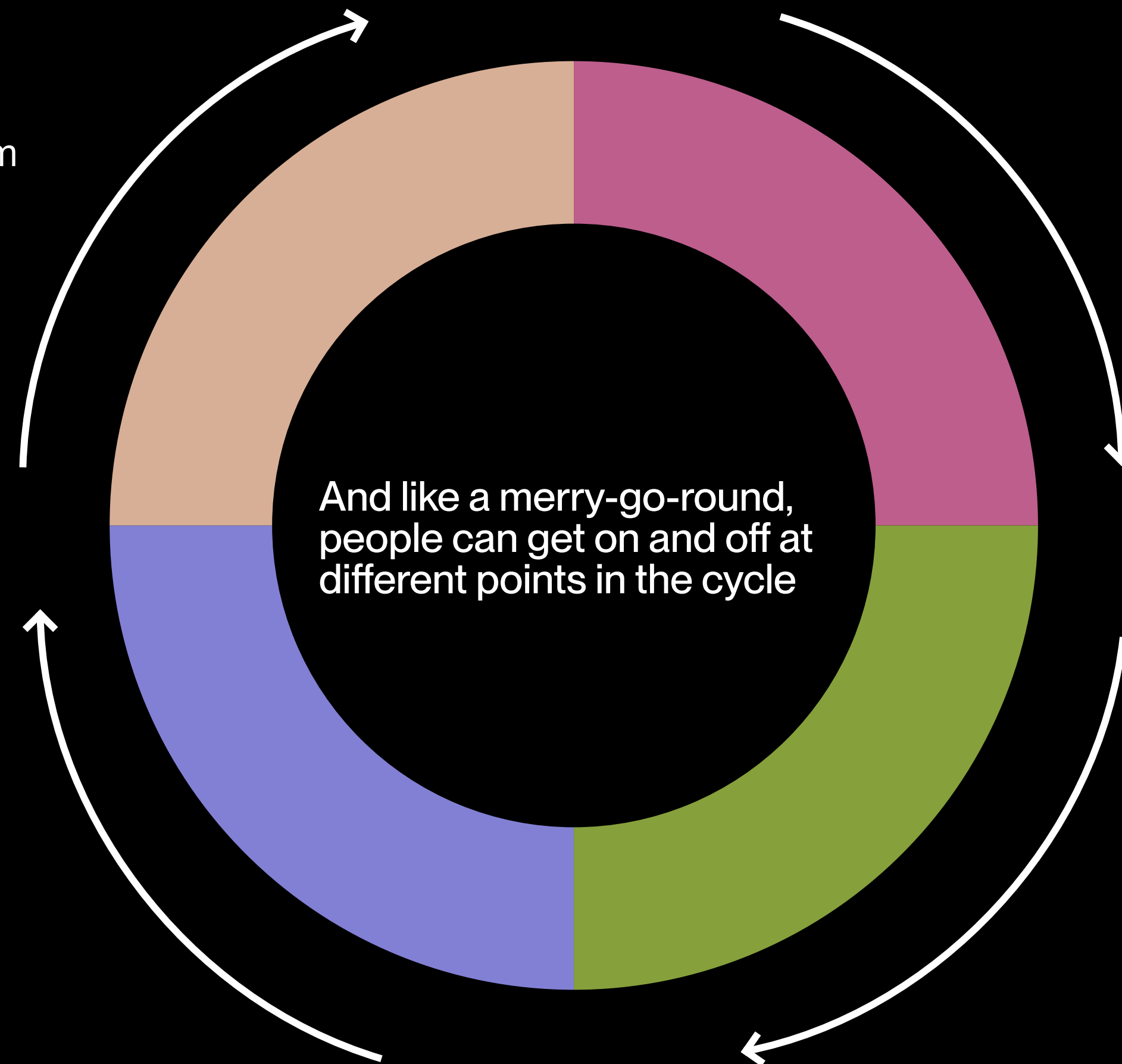
In order to achieve our goal of more New Zealanders being prepared, we need to understand four aspects of behaviour change:

Information sources

- Do people have access to resources to help them take action?
- What resources do people trust most to get information?

Motivators and barriers

- Are people motivated to prepare?
- Are there any barriers getting in the way?



Beliefs and attitudes

- Do people think that they could be in an emergency?
- Do they see it as something that is important to do?
- Do people have the right attitude and belief around preparedness?
- Do they see it as their responsibility?
- Do people know how to prepare?
- Do they have the mental bandwidth to prepare?

Actions

- Are people engaging in preparedness actions?
- Do people intend to prepare in the future?

- Contents

Beliefs and attitudes

1

Actions

2

Motivations and barriers

3

Information sources

4

Beliefs and Attitudes

1

Most New Zealanders acknowledge that they could be in an emergency

Only 14% think that being in an emergency is unlikely.

	Strongly agree / tend to agree
2023	14%
2022	18%

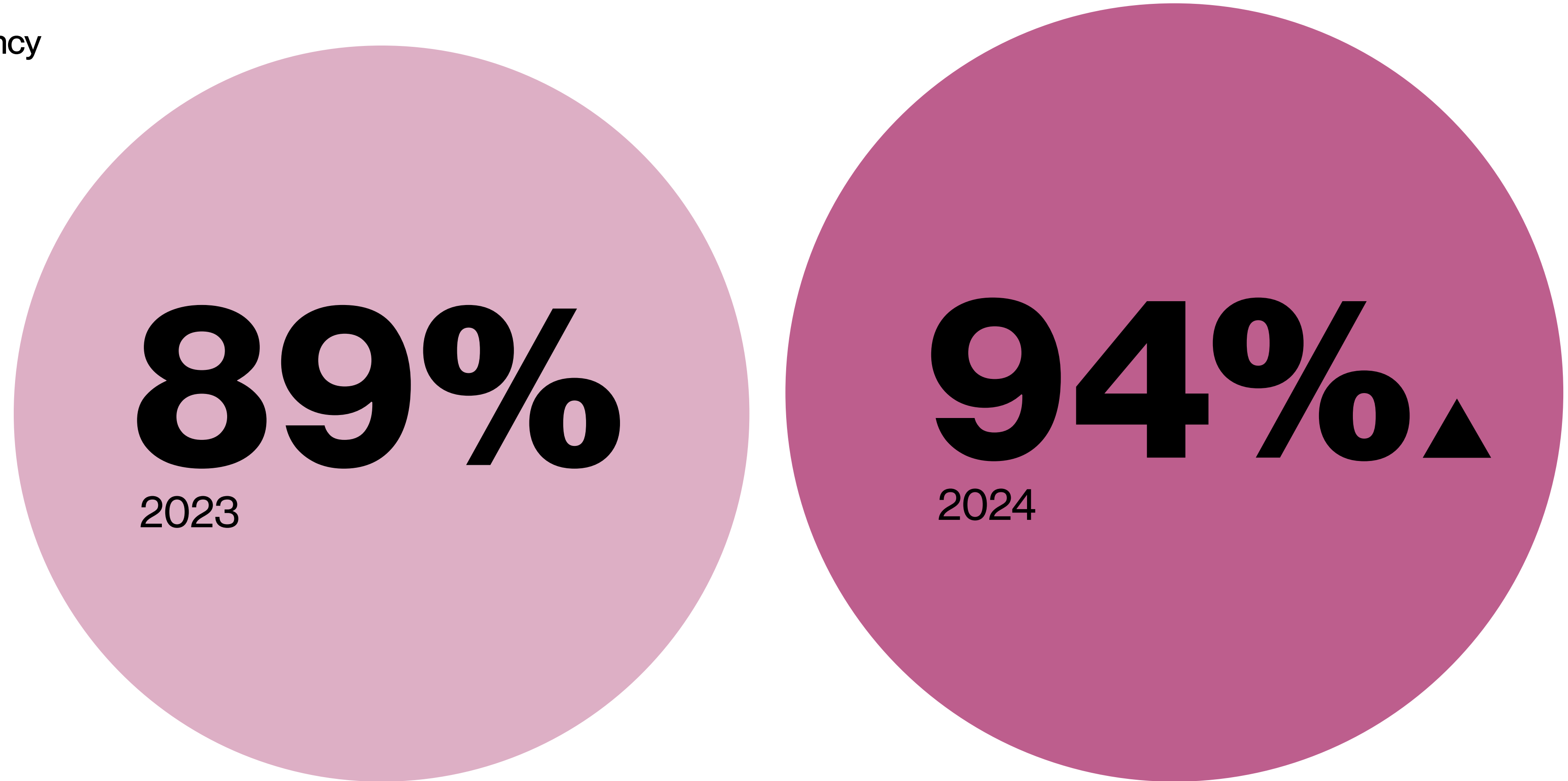
Emergency attitude
“It’s unlikely I’ll ever be in an emergency”

14%

Strongly agree / tend to agree

More New Zealanders recognise the importance of being prepared

Importance of preparing for an emergency
Very important / quite important



High importance is placed on preparing for an emergency among other priorities

Importance among other priorities

Extremely important / very important

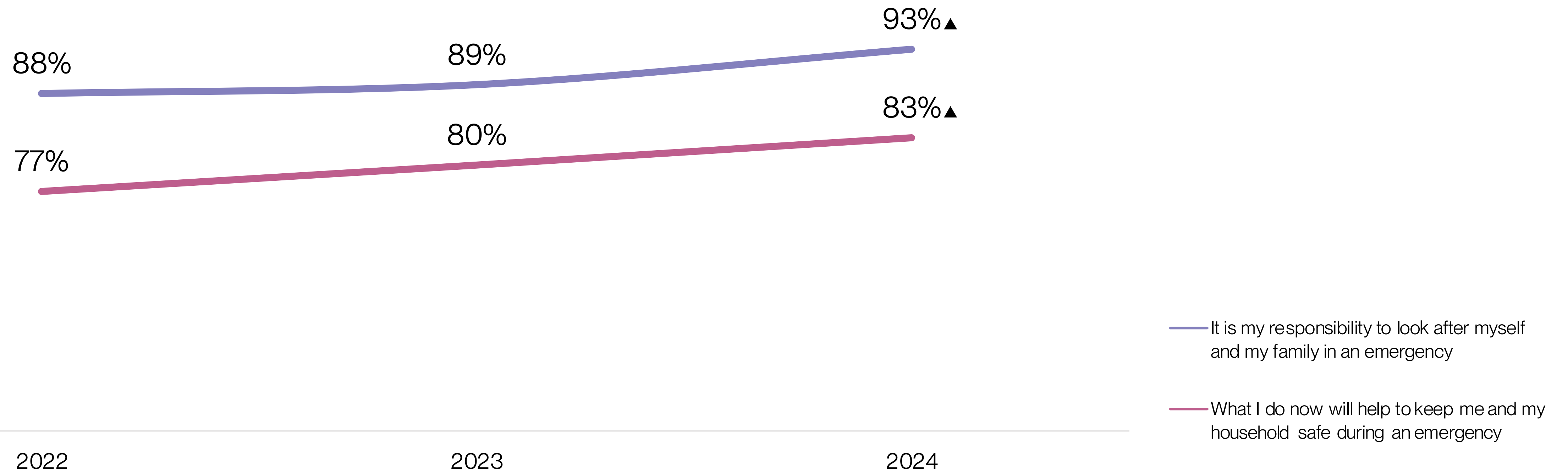


Year	Prevent accidents and injury around the home	Prepare for an emergency	Save for retirement	Be more physically active	Lower their alcohol intake
2023	77%	76%	75%	69%	50%
2022	73%	63%	71%	67%	49%

People are increasingly recognising the personal responsibility that comes with being prepared

Emergency attitudes

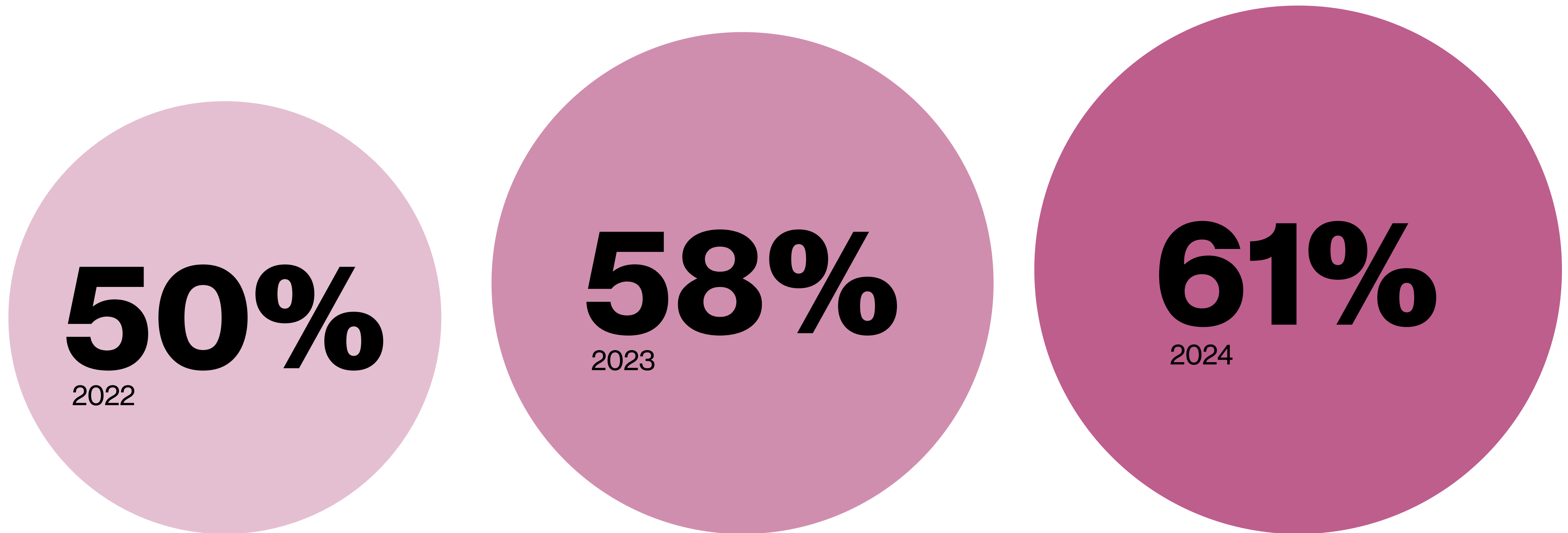
Strongly agree / tend to agree



More people are thinking about what will happen to them and their families in an emergency

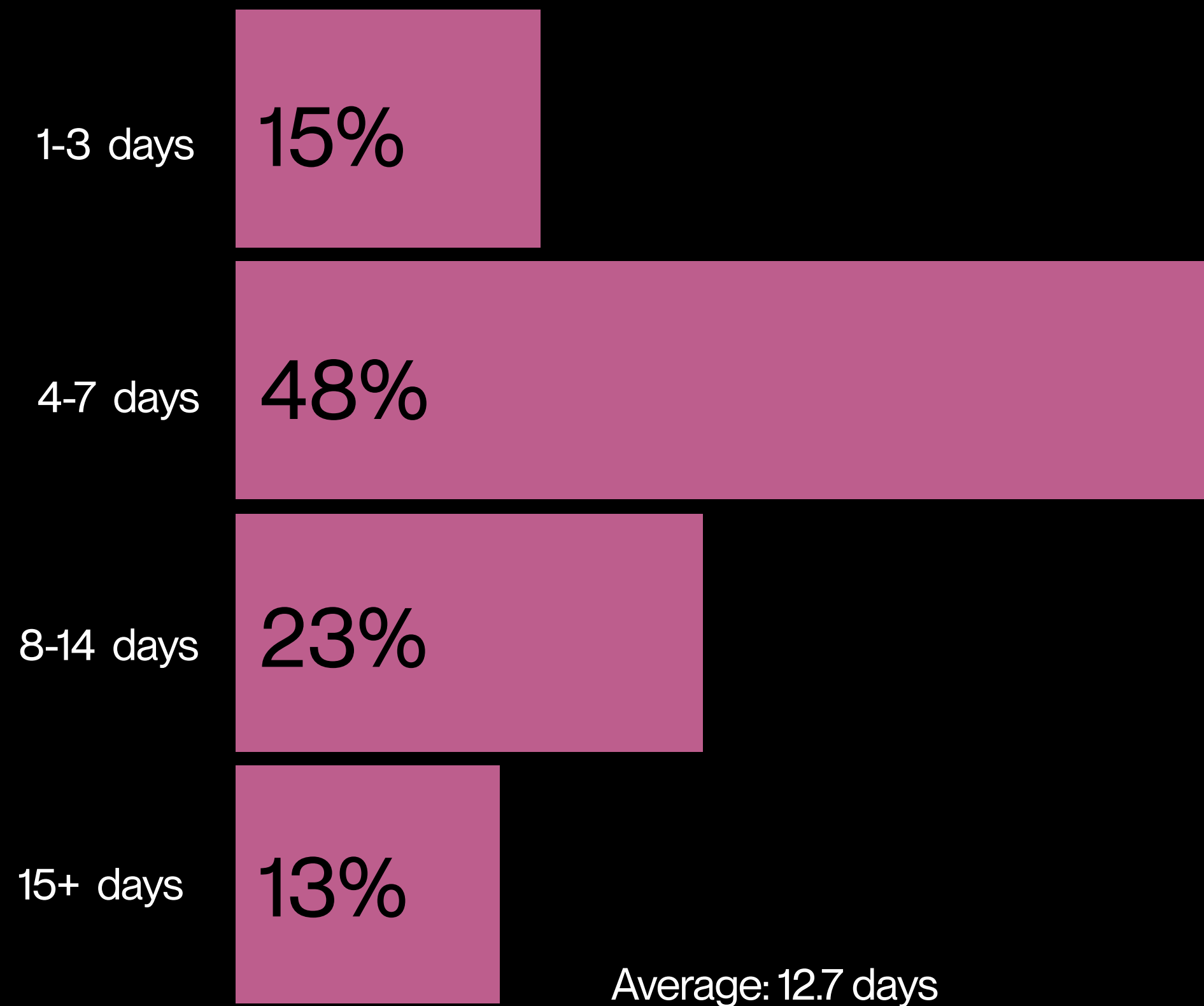
“I often worry about what might happen to me or my family if there's an emergency”

Strongly agree / tend to agree

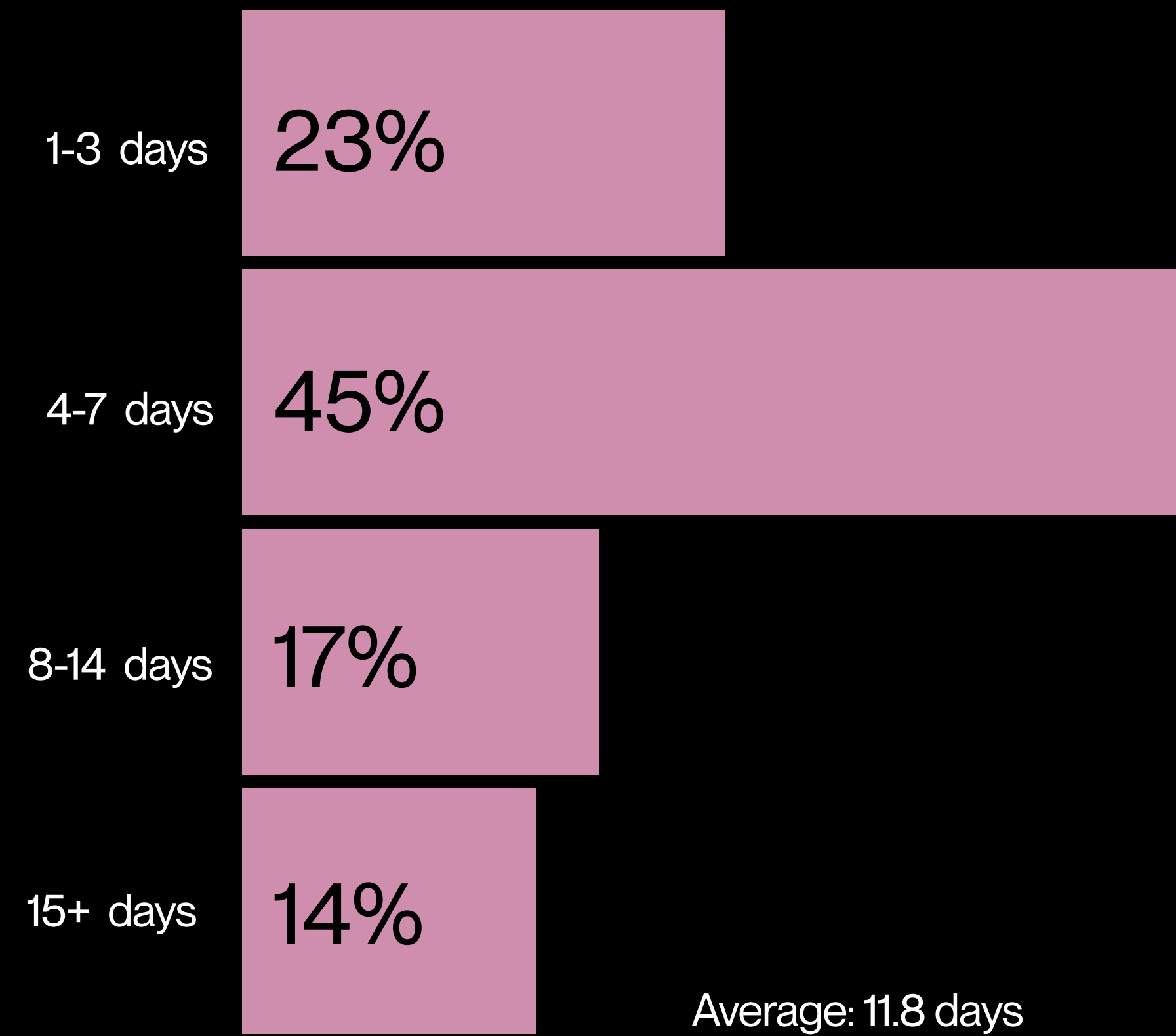


The number of days people believe they 'should' and 'could' have emergency supplies for is similar

How many days they think their household should have emergency supplies for 2024



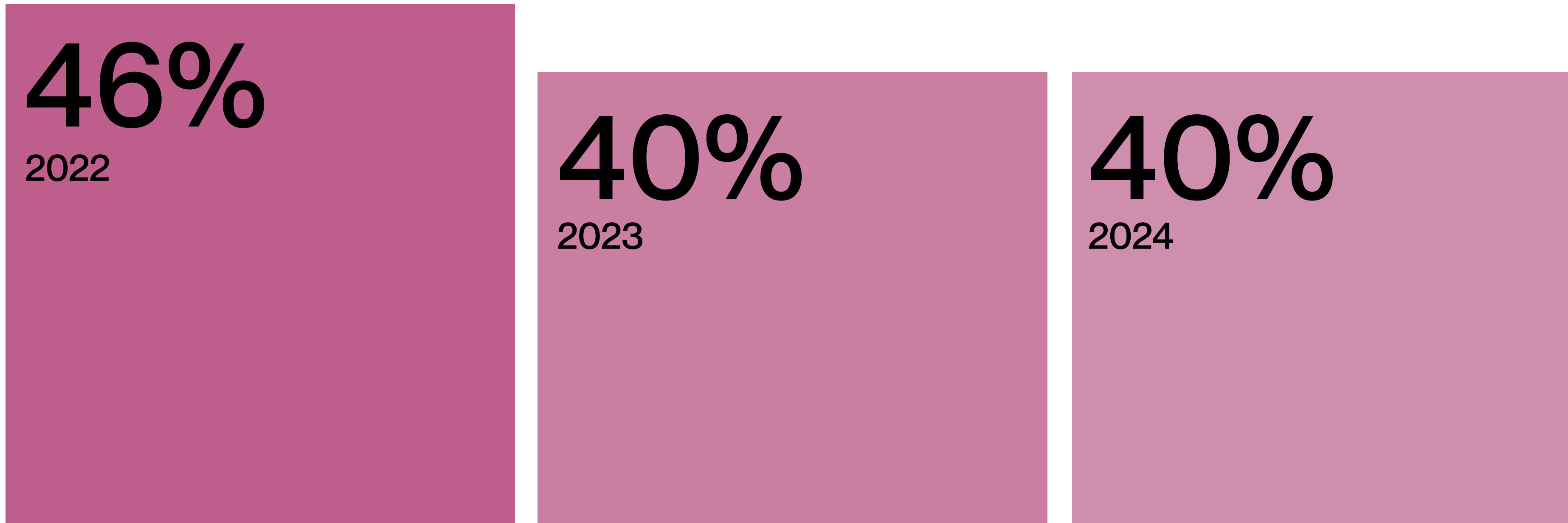
How many days do they think their household could realistically have emergency supplies for 2024



4 in 10 still don't know what to do to prepare for an emergency

Knowledge of preparing for an emergency

A little / nothing at all



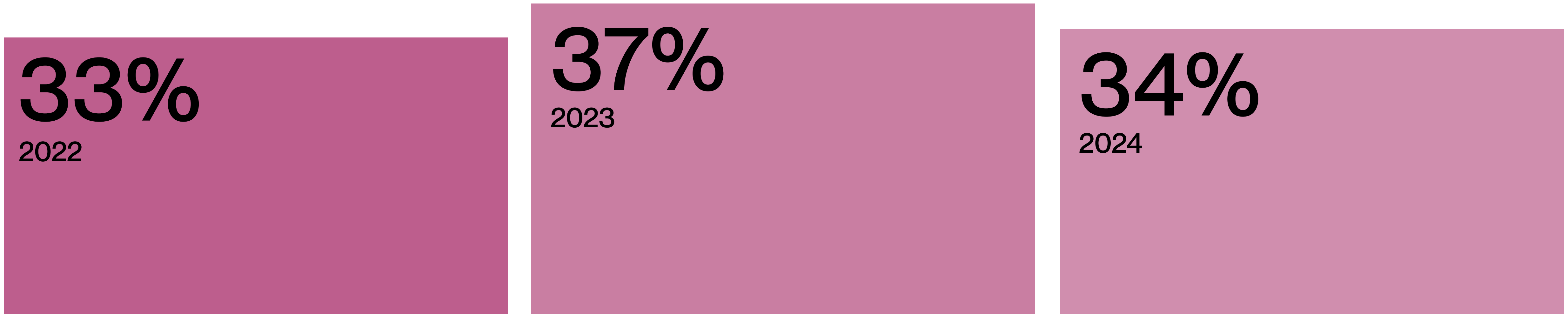
Those affected by the 2023 extreme weather events are more likely to know what to do to prepare:

Knowledge: a lot / a fair amount

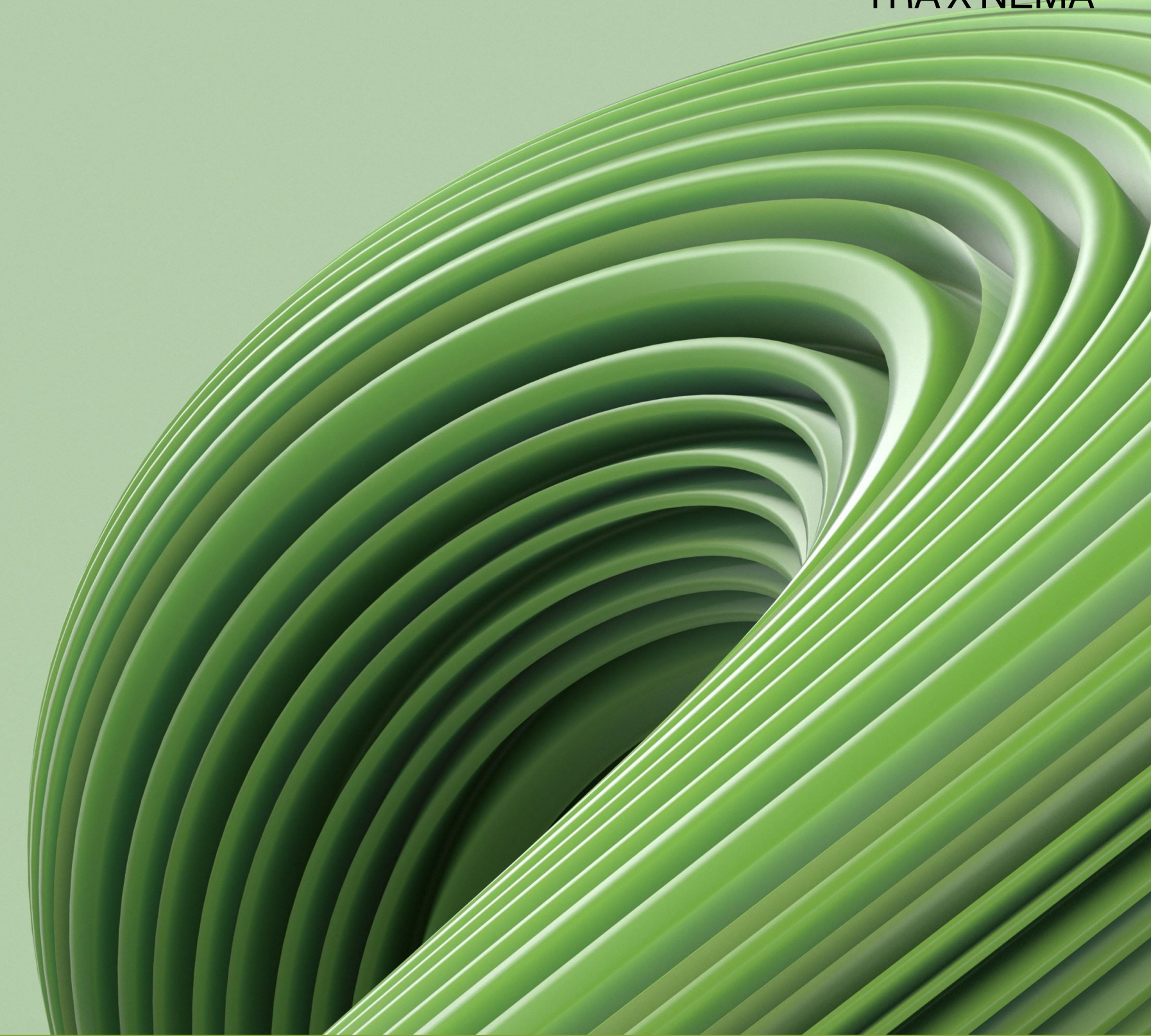
- Affected: 66%
- Unaffected: 58%

Over 3 in 10 find it difficult to prepare for an emergency

Perceived difficulty preparing for an emergency
Very difficult / quite difficult



Actions



2

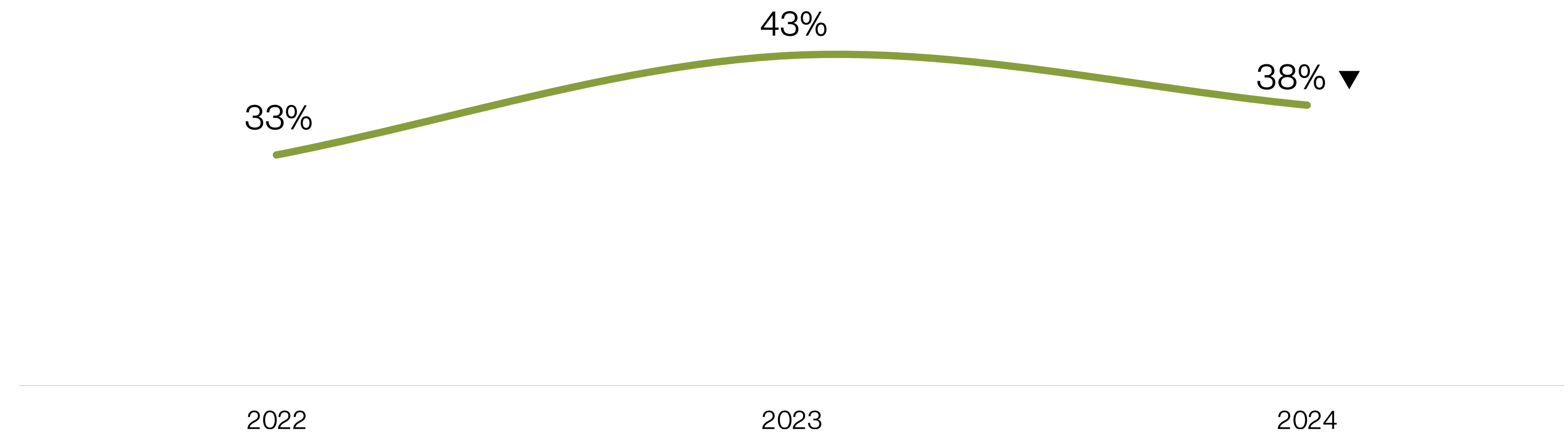
Fewer people have taken steps to prepare for an emergency compared to 2023

People affected by the 2023 weather events are more likely to have taken steps to prepare:

- Affected: 47%
- Unaffected: 34%

However, this decline is larger among those affected (-9% vs 2023).

Household preparation Have taken steps to prepare in the last 12 months



HOUSEHOLD_PREPARED: In the last 12 months, have you taken any steps to prepare yourself or your household for an emergency?
Base: Total sample 2024 n=1,683; 2023 n=1,503; 2022 n=1,491.

▲▼ Significantly higher/lower than 2023

Just over half of New Zealanders still don't feel prepared for an emergency

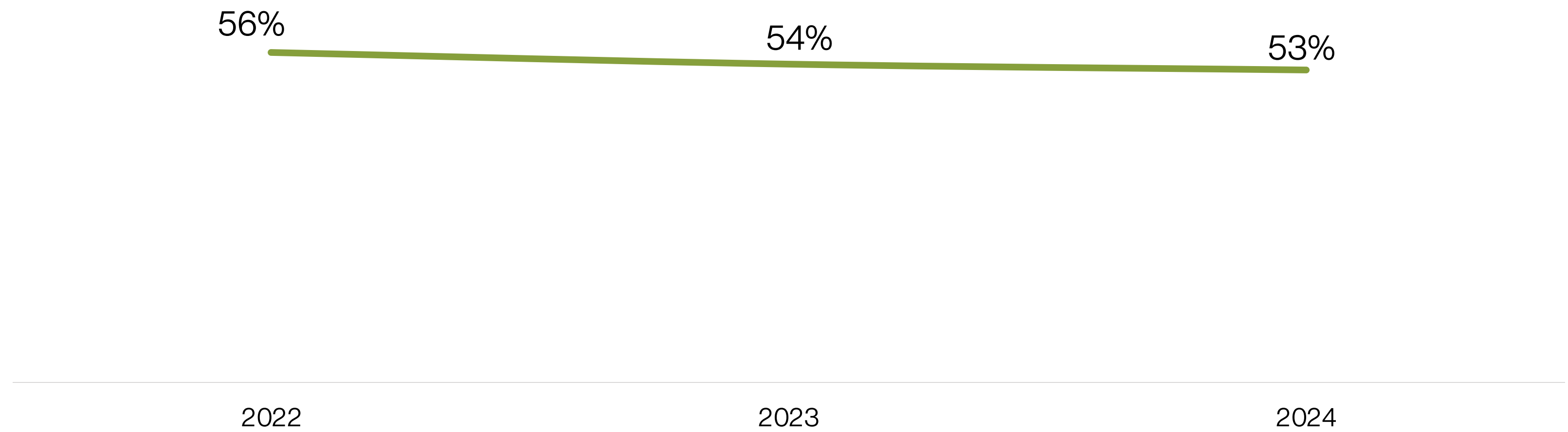
This is higher among those affected by the 2023 extreme weather events

- Affected: 54%
- Unaffected: 42%

This has increased among those affected by 3% compared to 2023.

Preparedness

Not that well prepared / not at all prepared

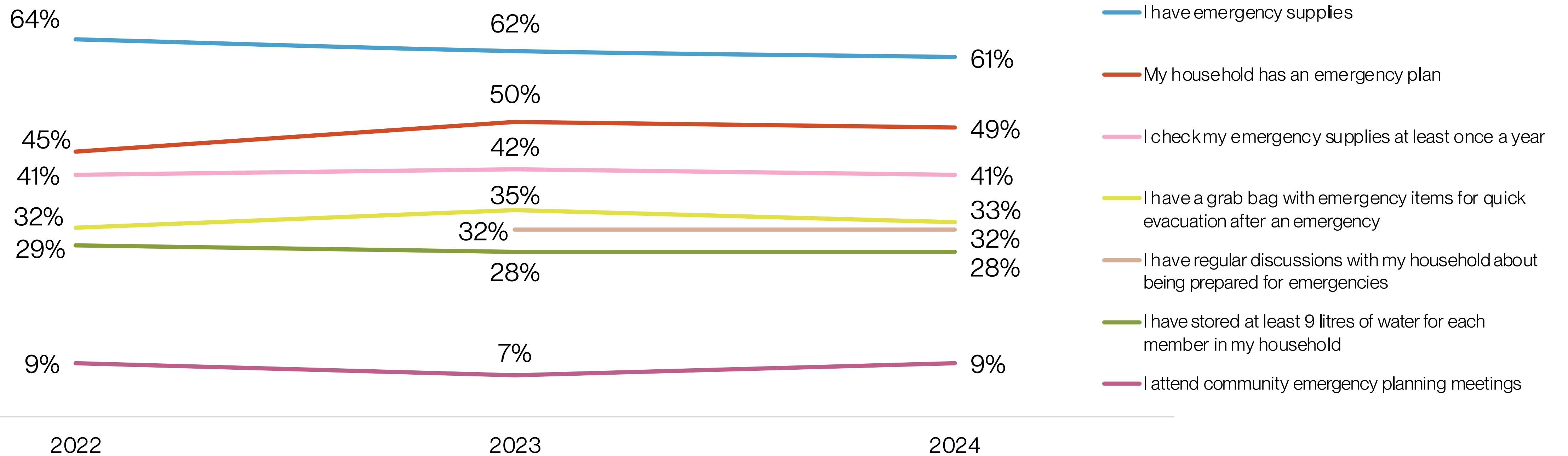


PROMPT_PEPARDNESS: How well prepared for an emergency, do you feel you are?
Base: Total sample 2024 n=1,683; 2023 n=1,503; 2022 n=1,491.

▲▼ Significantly higher/lower than 2023

We are not seeing an increase in people taking the actions needed to be more prepared

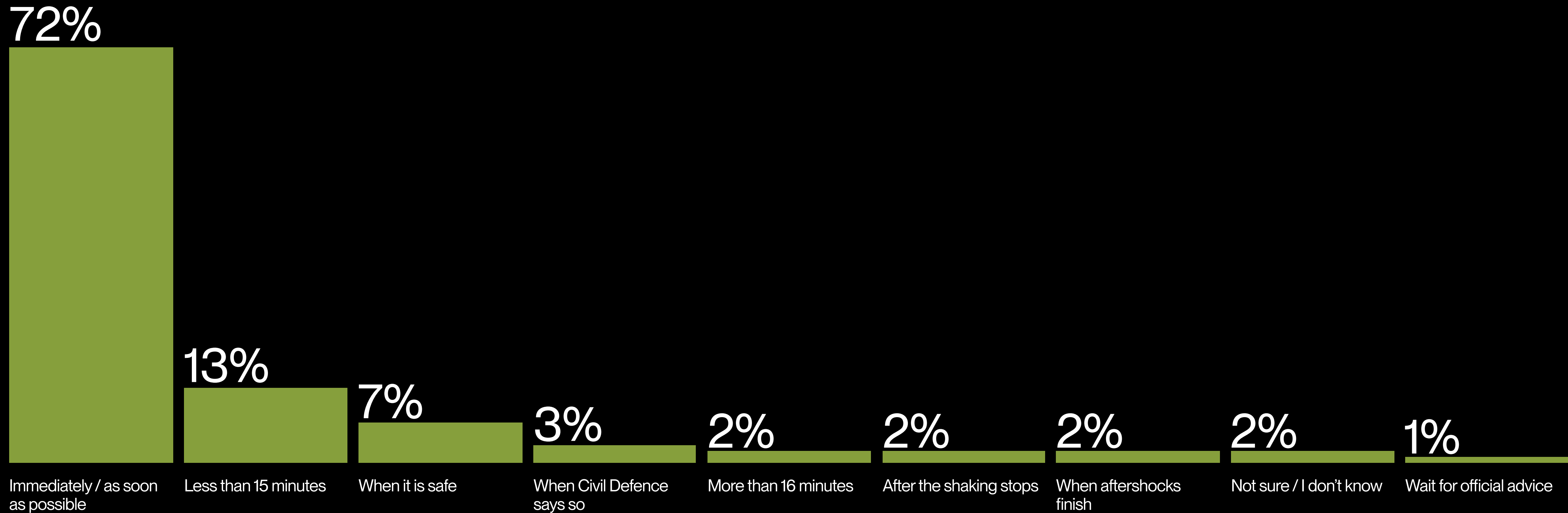
Preparation level



After an earthquake, most people would evacuate immediately or as soon as possible after the shaking stopped

Evacuation time

2024



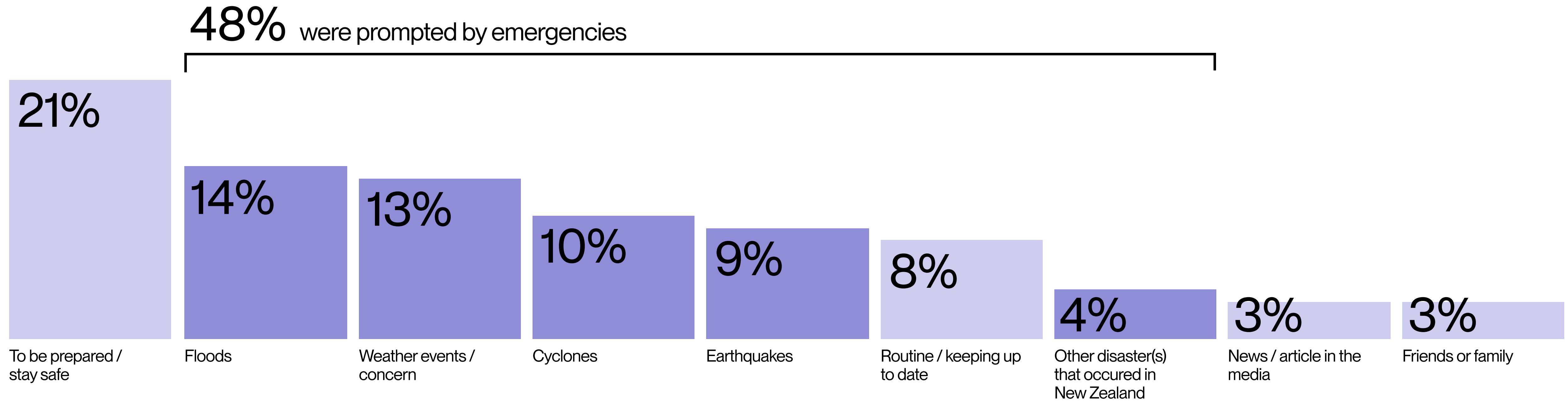
Motivations and barriers

3

We know that New Zealand's own emergencies are a key trigger for preparedness

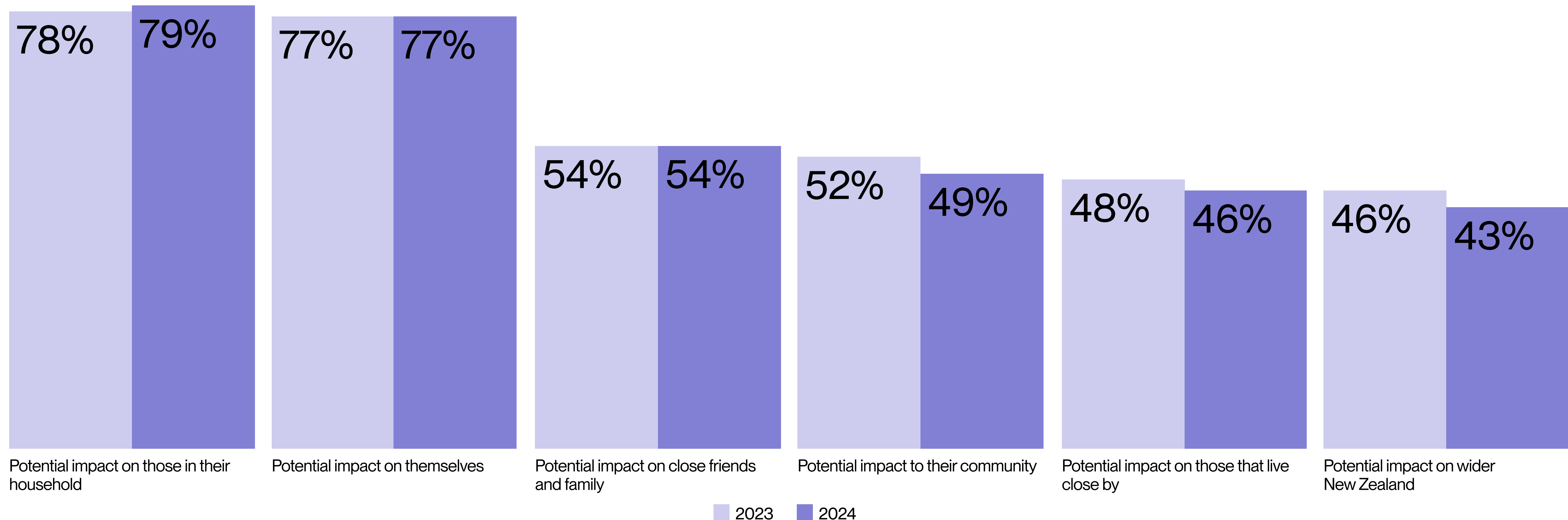
Reason for taking steps to prepare in the last 12 months

2024



Protecting others, especially those in their household, continues to be a significant motivator for people to prepare

Emergency preparedness motivation



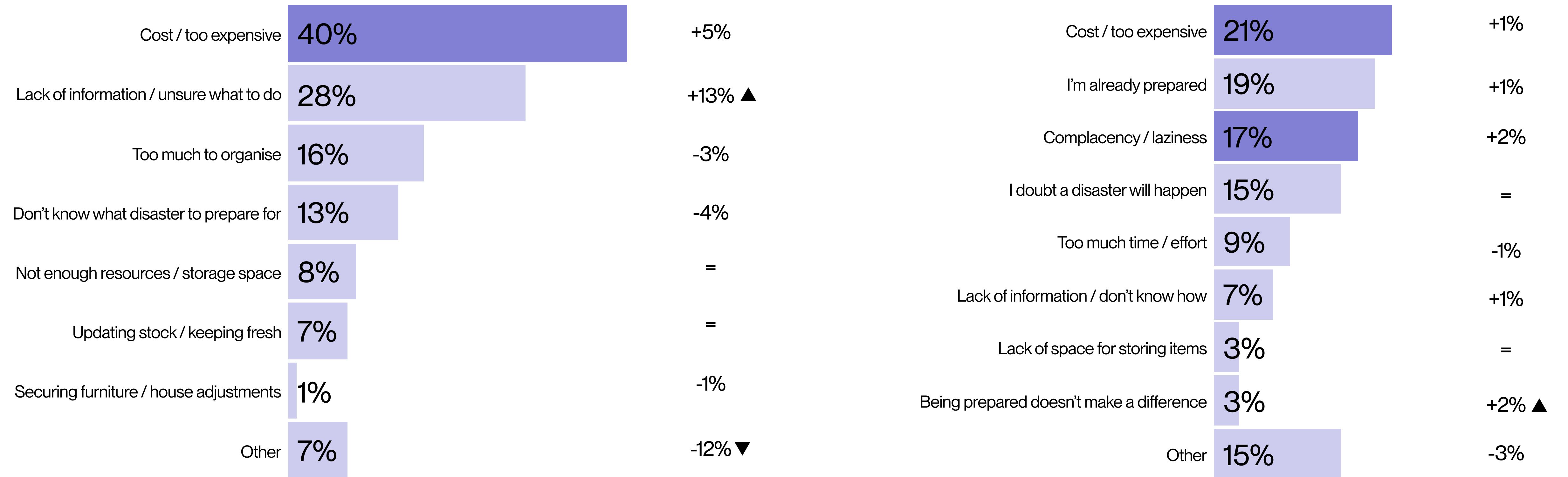
Perceptions of cost and complacency continue to hold people back from preparing for an emergency

Barriers among those who think it's difficult to prepare for an emergency
2024

Change vs 2023

Barriers among those who are unlikely to prepare in the next 12 months
2024

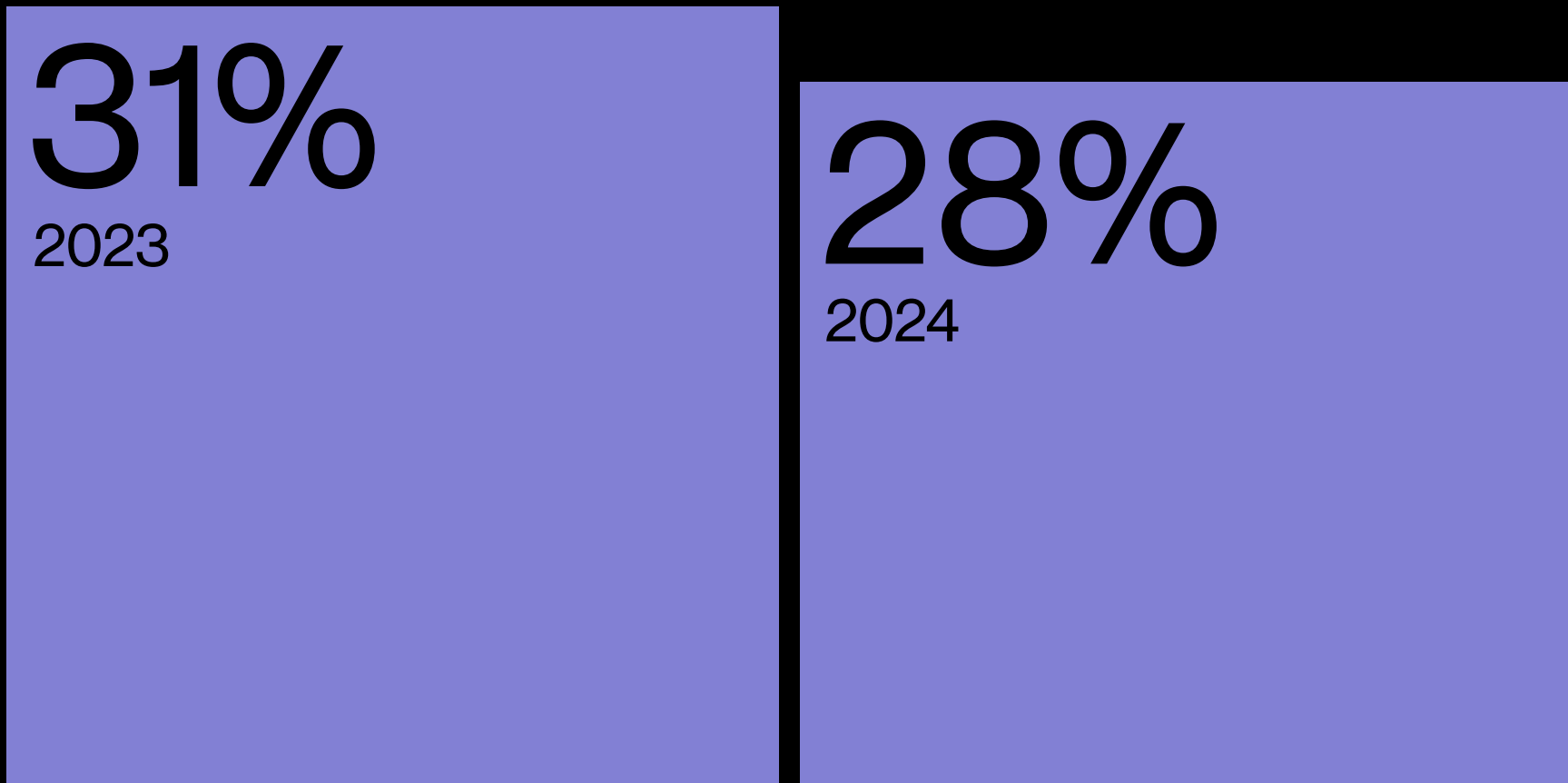
Change vs 2023



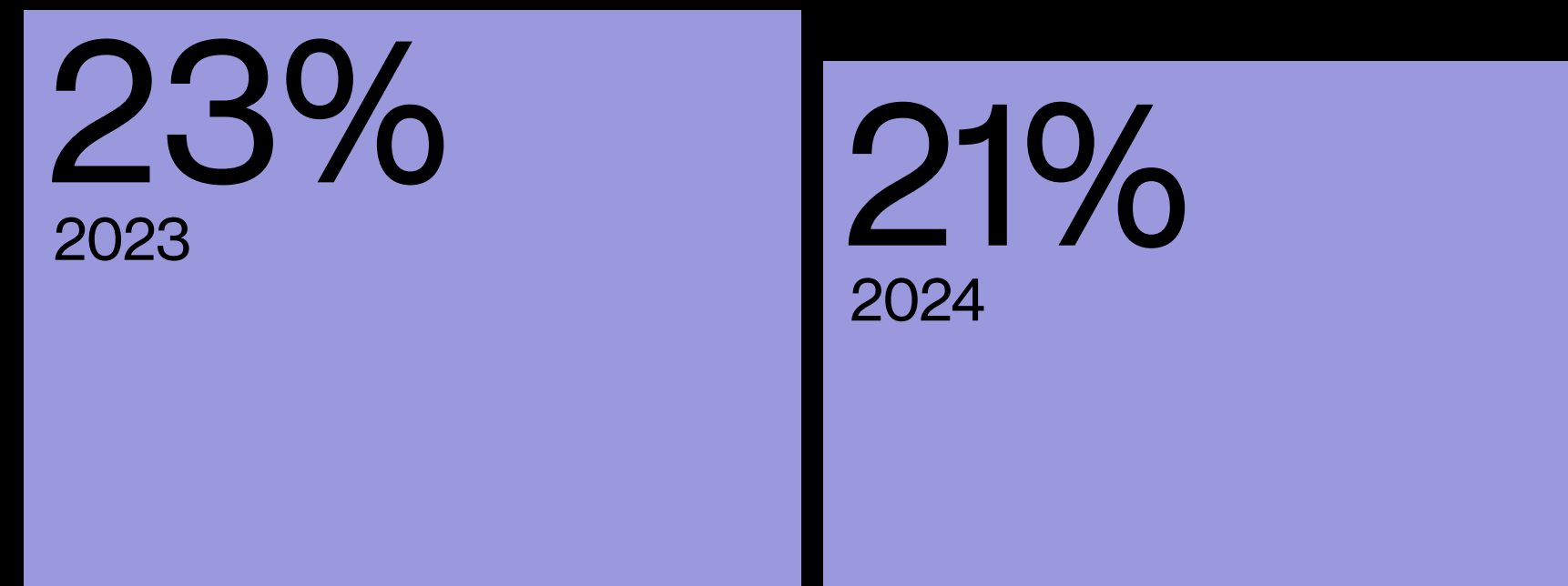
Many feel preparing for an emergency requires too much effort

Associations with preparing for an emergency

Inconvenient



Too much hassle



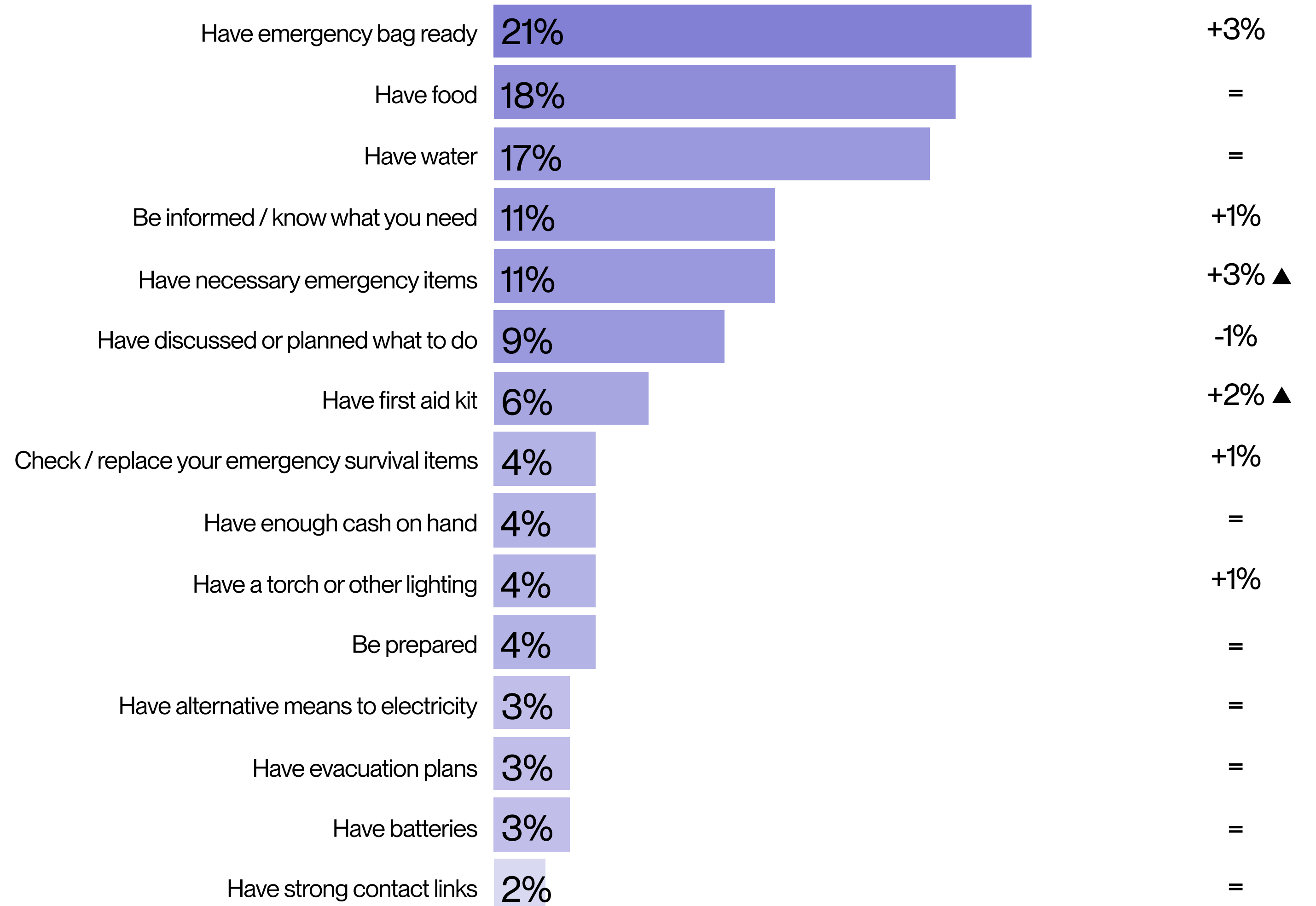
- “I don’t know where to start”
- “I think that can be hard to make time”
- “Unsure of how to prepare and what to prepare for”
- “There are many different types of emergencies, and they can happen at any time, so it is difficult to cover all bases”

People have lots of different ideas on how they could prepare for an emergency, making it difficult to know where to start

Many of these ideas are connected or overlap with each other.

Top of mind ways to be more prepared 2024

Change vs 2023



OE_PREPARE: What is one thing you think you could do to make yourself more prepared for an emergency than you are currently?
 Base: Total sample 2024 n=1,683; 2023 n=1,503.

▲▼ Significantly higher/lower than 2023

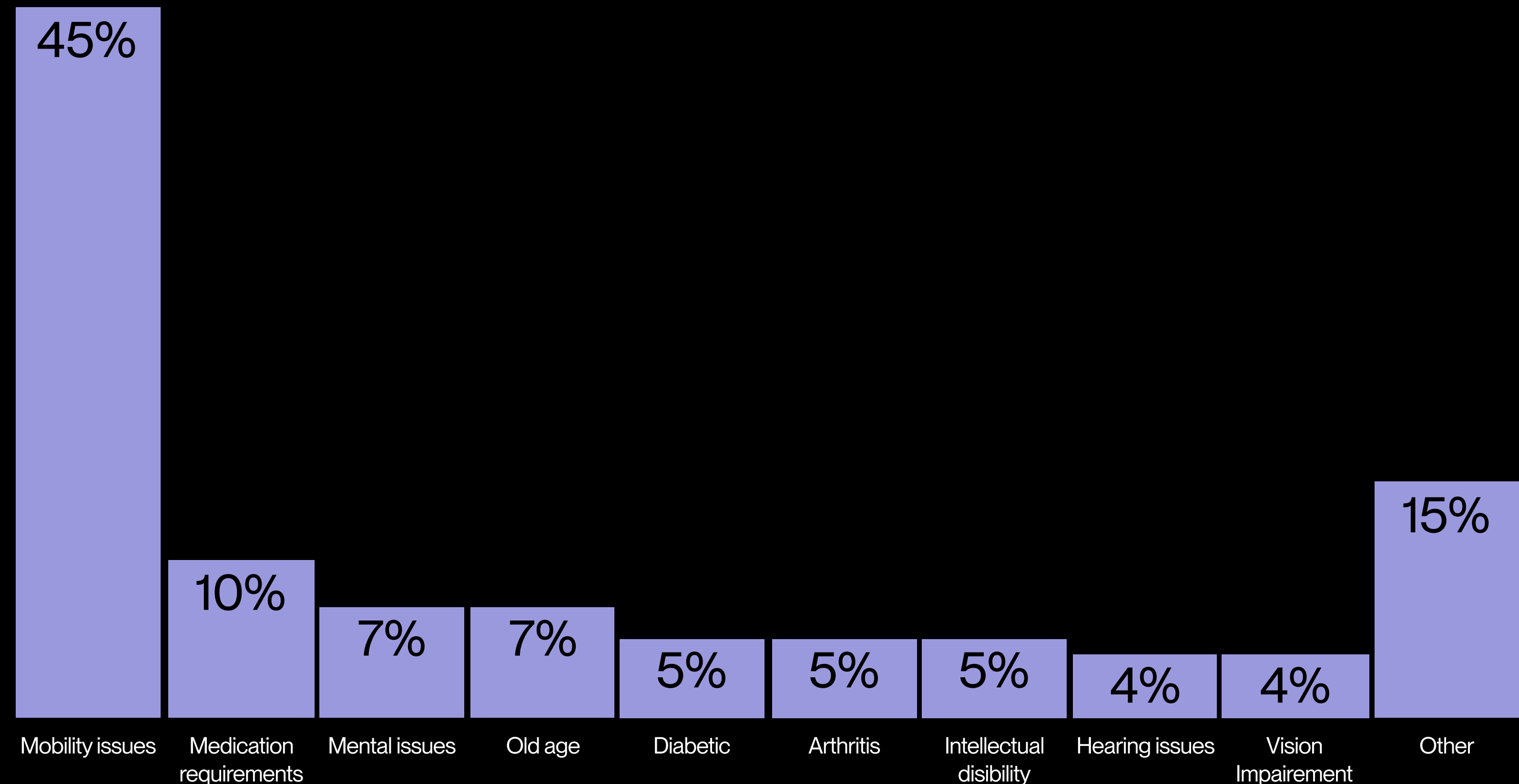
2 in 10 New Zealanders have a disability that could impact their ability to get through an emergency

Among those with a disability, nearly half face mobility challenges.

20%▲

of New Zealanders have a disability that would affect their ability to get through an emergency (vs 17% in 2023).

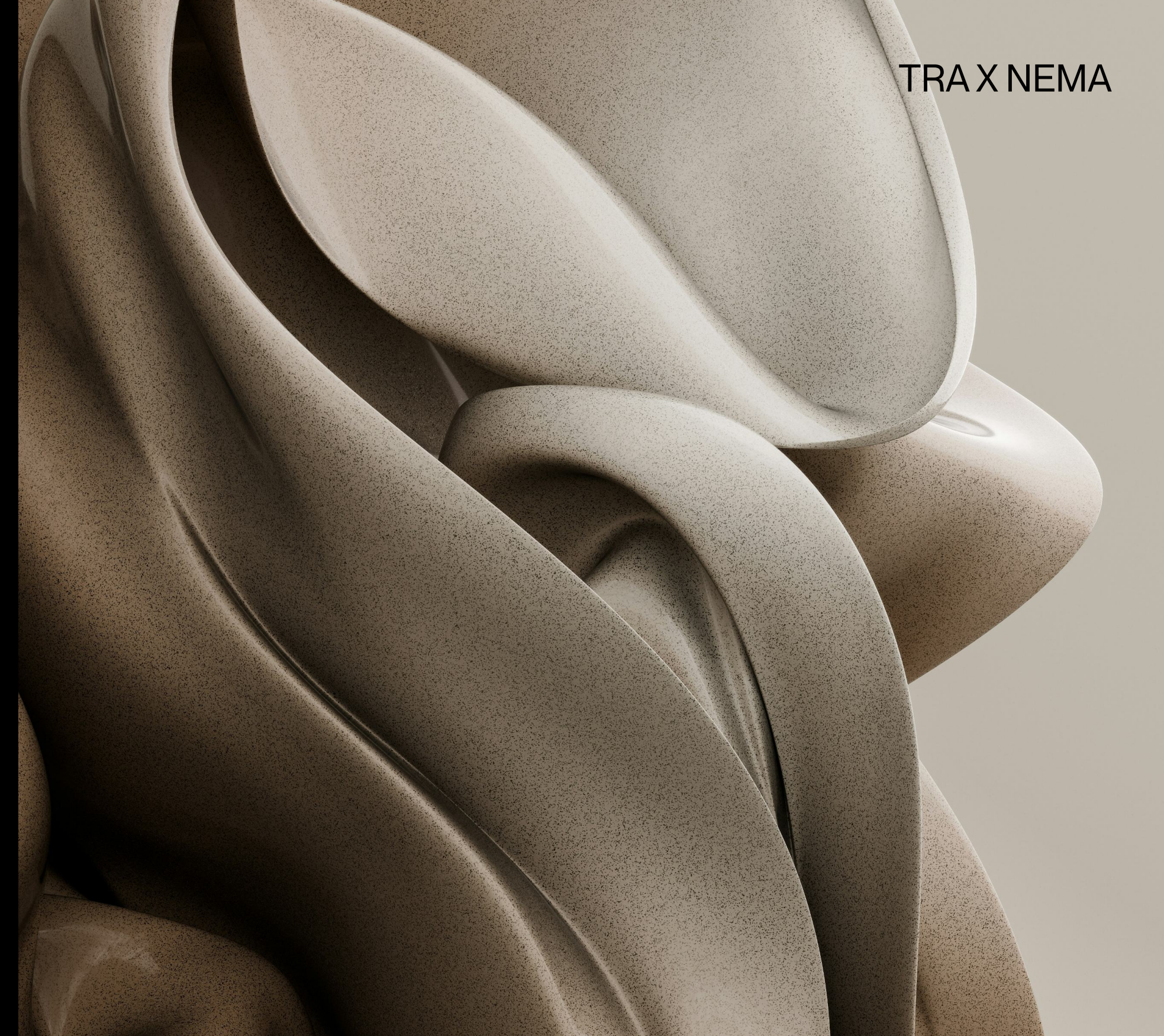
Impacts of disability in an emergency 2024



DISABILITY: Do you or anyone in your household have a disability which might affect your ability to get through in an emergency?
DISABILITY_OE: Could you please tell us how the disability might affect the ability to get through an emergency?
Base: DISABILITY total sample 2024 n=1,683; 2023 n=1,503. DISABILITY_OE base 2024 n=310.

▲▼ Significantly higher/lower than 2023

Information sources

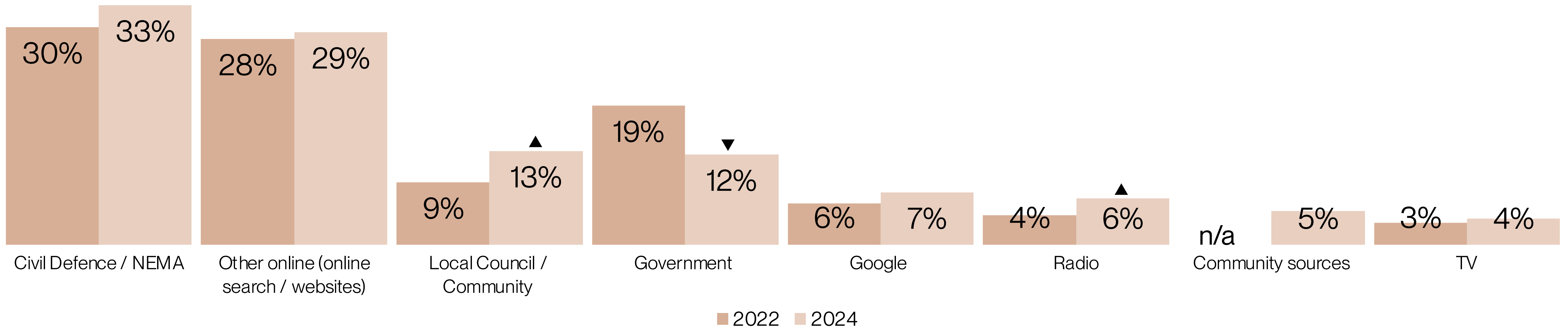


4

Before an emergency, most people use Civil Defence / NEMA or online search to get information on how to prepare

And more people are using these channels than previously.

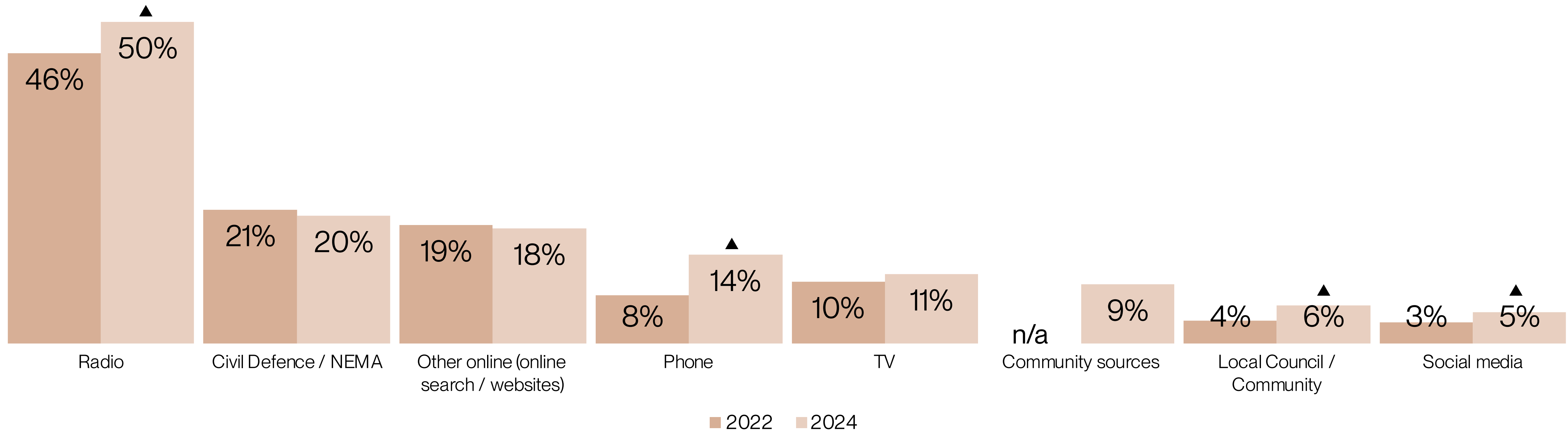
Information sources
(Before an emergency)



During or after an emergency, most people use the radio to get information about what to do

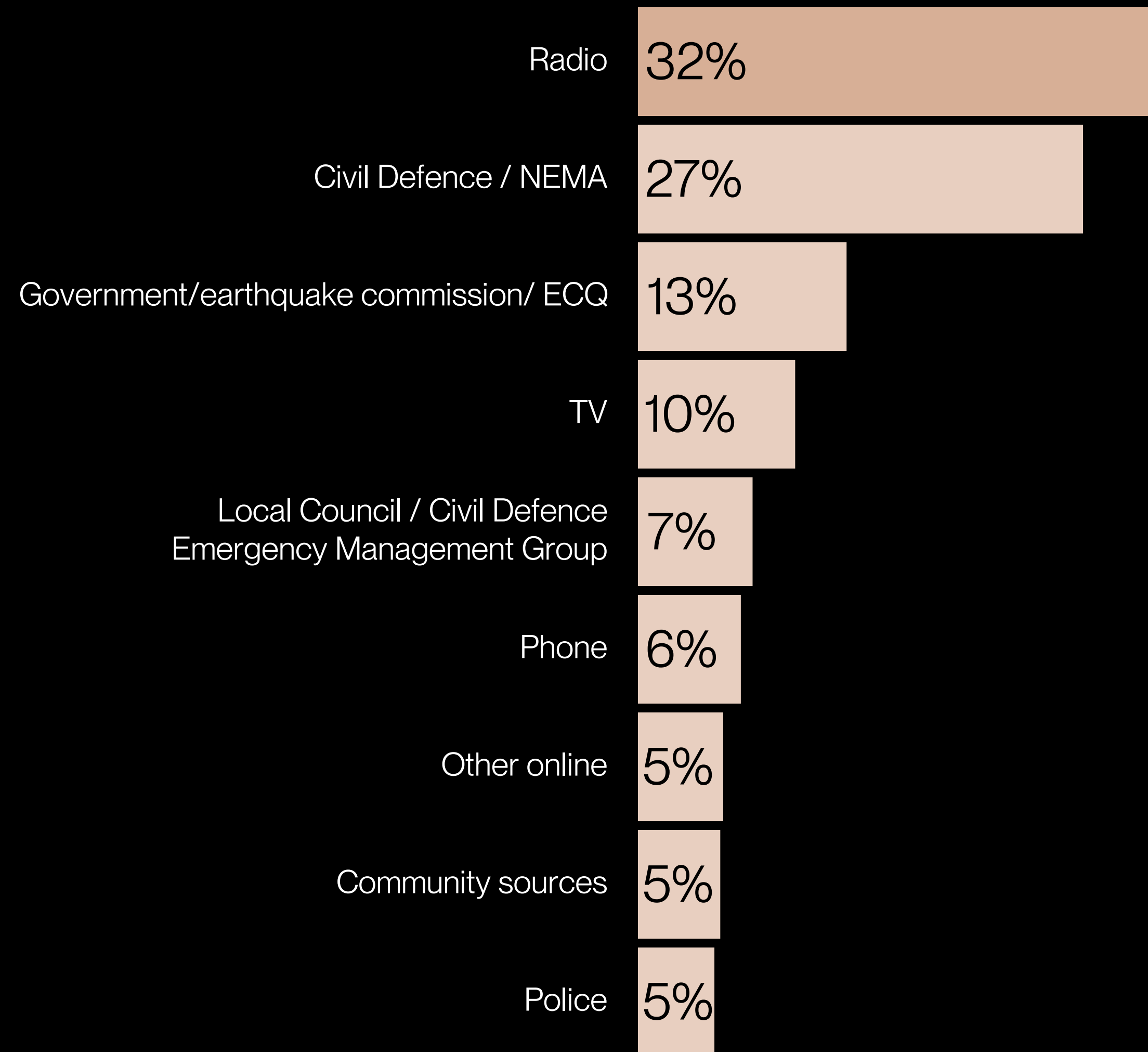
Followed by Civil Defence / NEMA and online search.

Information sources
(During / immediately after an emergency)



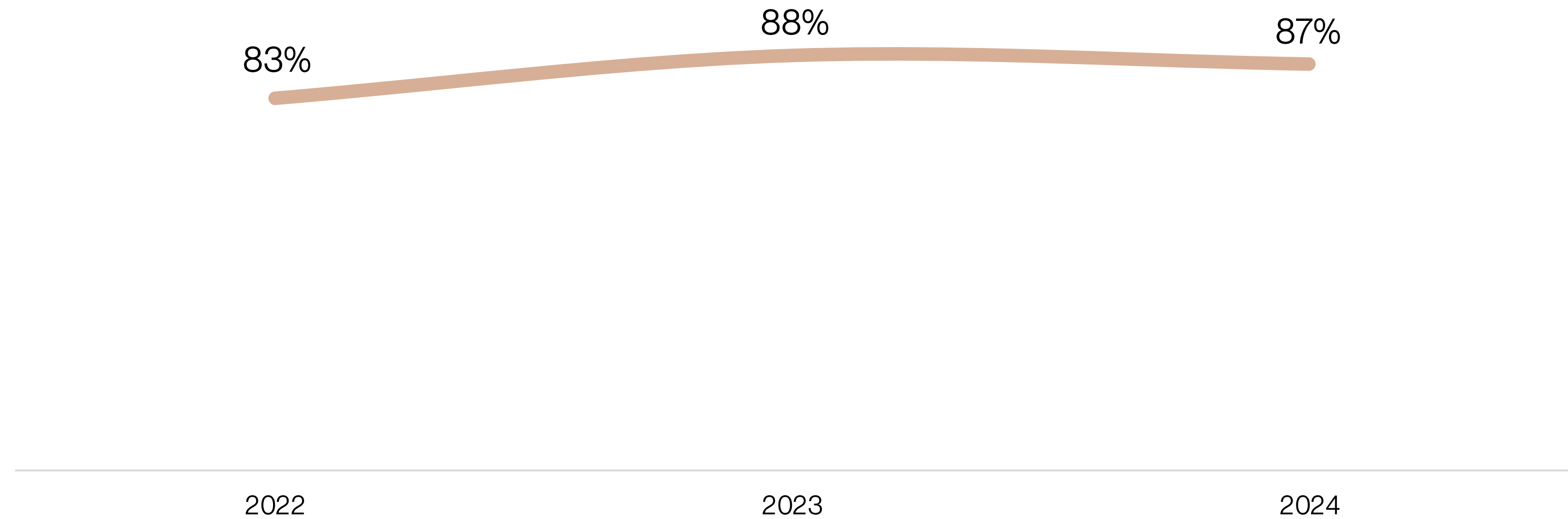
Radio is seen as the most reliable channel to get information about what to do in an emergency

Trust in information sources
(Before, during or immediately after an emergency)
2024



Emergency mobile alerts remain an effective way to reach people, nearly 9 out of 10 remember receiving this

Received EMA in the last year



TRA

New Zealand

Level 4, Quay Building,
106-108 Quay Street,
Britomart, Auckland 1010

+64 9 377 8129

Melbourne

The Commons,
54 Wellington St,
Collingwood VIC 3066

+61 406 482 715

Sydney

The Commons,
285A Crown St,
Surry Hills NSW 2010

+61 405 604 226