



people's panel



People's Panel survey – Auckland Civil Defence

January 2013

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2 Key findings

Key findings

- 95% of December participants thought that they should be prepared to look after themselves for three days or more in the event of a natural disaster (up slightly from 93% in September).
- Approximately 20% of participants of both surveys had emergency items, three days water and an emergency plan - the three factors considered necessary to be 'prepared'.
- There were some changes in preparedness from September to December, in that more panellists felt they had a good understanding of the types of natural disasters (75% compared to 72% in September) and their effects (64% up from 61%) and slightly more had a survival plan (32% up from 29%). However there was less familiarity with the information in the Yellow Pages in December (50% down from 54%).
- Half of those panellists who had completed both surveys had taken some kind of action between September and December to become more prepared – mostly in terms of updating their emergency supplies.
- Just over a third of panellists (36%) in the December survey felt it was unlikely that a major disaster would occur in Auckland in the next 20 years –down 4% from those who thought this way in the September survey. The December survey showed a corresponding increase in those who thought a disaster was likely to occur (29% compared to 24% in September).
- Recent events, disasters, weather patterns and geological activity had made a number of people feel that a disaster was more likely in Auckland than they had previously.
- 14% of panellists received one of Auckland Civil Defence's information packs.
- An additional 5%-6% had received the household emergency plan and checklist or the Get Ready Get Thru brochure.
- Those who had received the information resources tended to use them, with 65% having read and kept the information and a further 25% reading but not keeping it. However, only 21% of those who had received the DVD had watched all or part of it.
- Around three quarters of those who had watched the DVD or read the printed information found the resources useful.
- 14% of panellists had visited one or both of the websites www.getthru.govt.nz and www.aucklandcivildefence.org.nz.
- In total, 37% of panellists had received some type of Civil Defence information or visited one of the websites.
- While readership of the information packs was not very high, those who had read the information or visited the websites tended to be more prepared for a disaster than those who had not.
- In both surveys the most commonly made suggestions to encourage preparedness included further information and advertising campaigns to lift awareness, the availability of affordable or free supply kits / equipment, and more information in the community about what to do.

3 Background

3.1 Survey background

Auckland Civil Defence is interested to learn how prepared Aucklanders are for a natural disaster, and how they use the information on how to get ready.

Two surveys were conducted with the People's Panel, with surveying timed to occur before and after the NZ ShakeOut exercise, and other activities and events. The first survey was conducted in September 2012 the second in December 2012. Results have been compared across the first and second rounds of surveying. The December survey asked additional questions about awareness and use of Auckland Civil Defence information sources.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 10,602 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

The first wave of the survey was open from Thursday 30 August to Wednesday 5 September 2012 and received 3,267 responses. The second wave was open from Monday 26 November to Wednesday 5 December 2012 and received 2,655 responses, including 1,719 (65%) from panellists who had completed the September survey. One reminder was sent for each survey to members who had not yet completed them.

The feedback has been analysed in two ways:

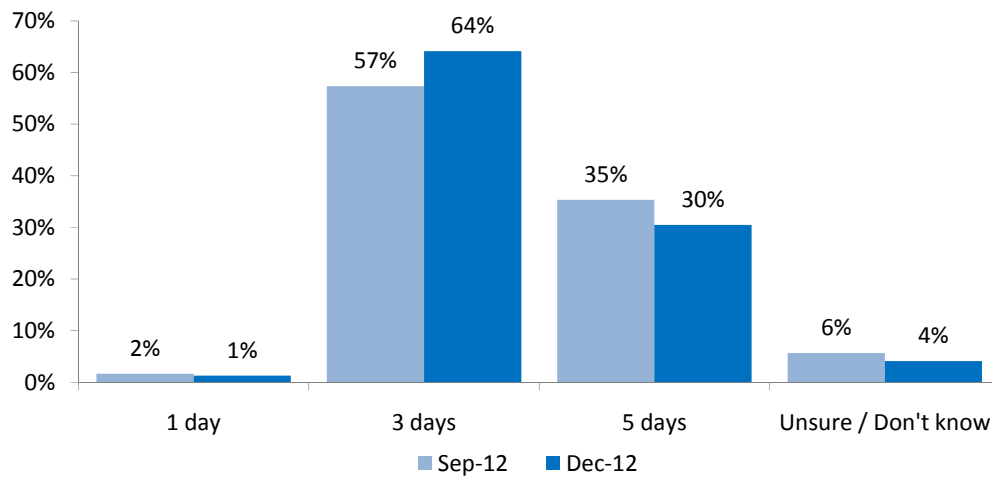
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Aucklanders' preparedness for natural disasters

Q1A What is the minimum number of days you should be prepared to look after yourself and your household following a major disaster?



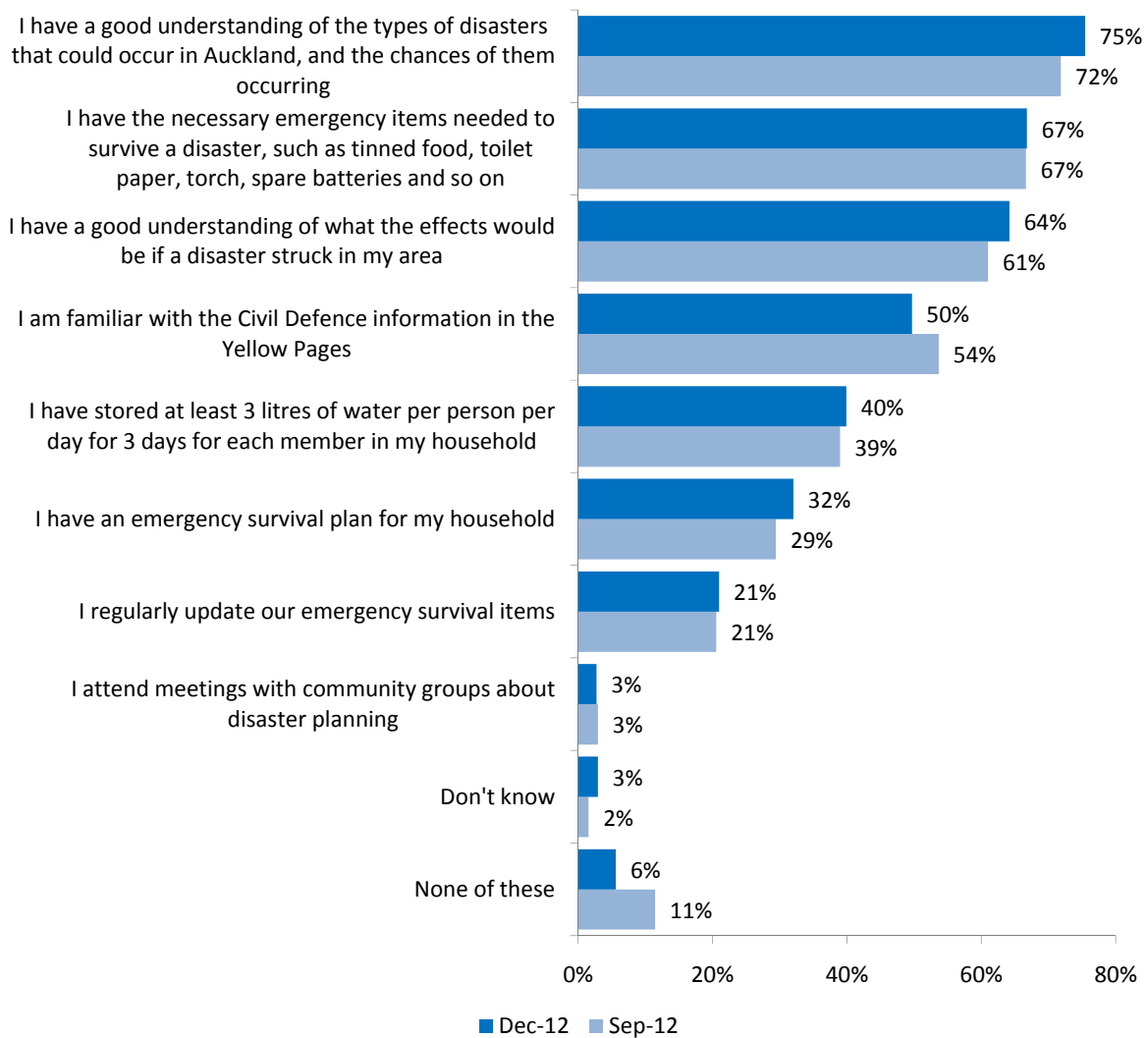
Base: Panellists participating in survey December =2652, September= 3266.

In the second survey, 95% of survey participants thought that they should be prepared to look after themselves for three days or more in the event of a natural disaster (up slightly from 93% in September). There was a significant increase from September to December in the number of people who felt they needed to be ready for three days (from 57% to 64%), with a consequent decrease in the number of people who felt they needed to be ready for five days.

As in the September survey, women were more likely to feel that three days was appropriate (67%), while men were more likely to say five days (34%). European participants were more likely to say three days (65%) while Pacific and Asian people were more likely to say one day was sufficient (10% and 5% respectively).

Those participants who had received a Civil Defence information pack or who had visited the Get Ready Get Thru website were more likely to say that they should be prepared to look after themselves for three days (74% and 71% respectively).

Q2A How ready is your household to cope with a major disaster? Which of the following statements apply to you?



Base: Panellists participating in survey: December =2655, September= 3266. Note this was a multiple response question, so responses add to more than 100%

Overall, 21% of panellists had emergency items, three days water and an emergency plan - the three factors considered necessary to be 'prepared'. This is statistically equivalent to the September result (20%).

Results from the second survey were largely similar to the September survey. Most participants felt they had a good understanding of the types of disasters that may occur in Auckland and the potential effects of such a disaster. Two thirds had emergency items available such as tinned food, torch and batteries etc but only 40% had sufficient water stored. While half were familiar with the Civil Defence information, only a third had formulated an emergency plan for their household.

There were some changes from September to December, in that more panellists felt they had a good understanding of the types of natural disasters (75% compared to 72% in September) and their effects (64% up from 61%) and slightly more had a survival plan (32% up from 29%). However there was less familiarity with the information in the Yellow Pages in December (50% down from 54%).

As per the September study, men were more likely to have the three preparedness factors than women (75% compared to 70%), and Pacific and Asian participants were significantly less prepared (56% and 57%

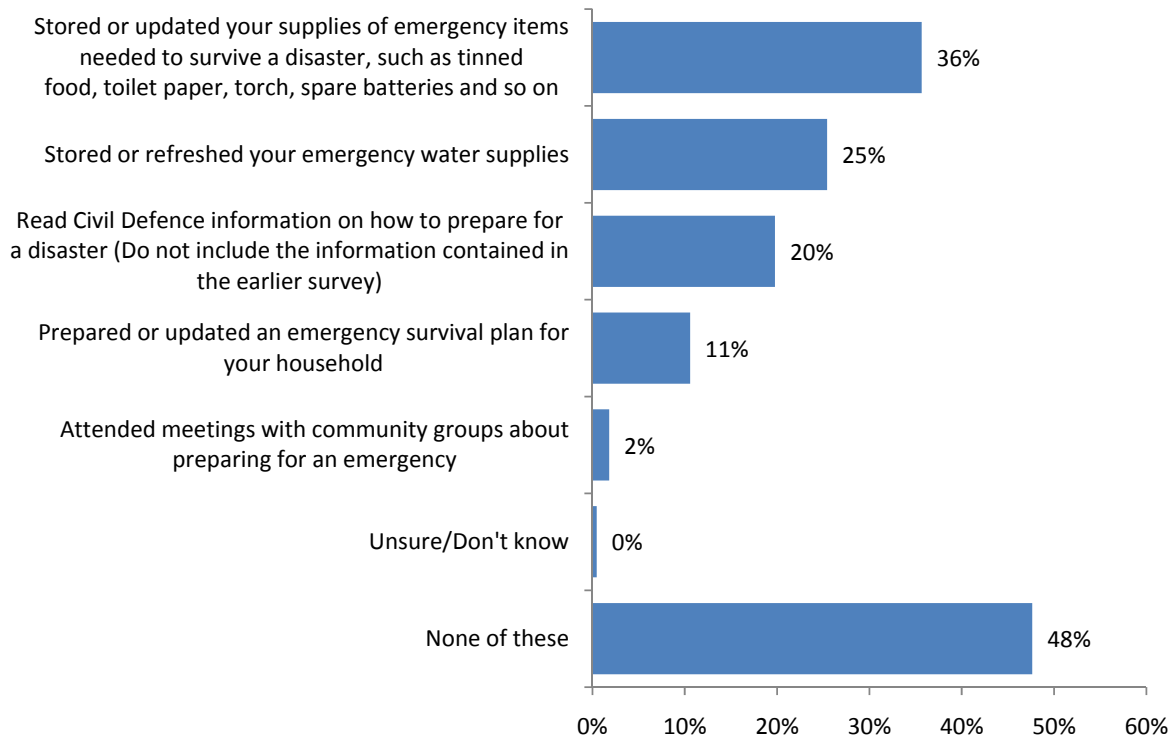
compared to 74% among Europeans). Younger people were less likely to be prepared (59% of those aged under 45 years compared to 82% of those aged 55 years or over).

Those participants who had received a Civil Defence information pack or who had visited the Get Ready Get Thru website were more likely to be prepared than those who had not (76% and 79% respectively), and 85% of those who had received the Get Ready Get Thru Household Emergency Plan & Checklist were prepared.

Panellists who had participated in the September survey were asked:

Q3A In the two months since the previous survey have you or your household done any of the following?

Select all that apply



Base: Panellists who had participated in the September survey: n =1719. Note this was a multiple response question, so responses add to more than 100%

Half of those panellists who had completed both surveys had taken some kind of action between September and December to become more prepared – mostly in terms of updating their emergency supplies.

Panellists who had participated in the September survey and taken some steps since then to become prepared (i.e. selected anything apart from 'none of these' at Q3A) were asked:

Q4A You seem to have become more prepared for a disaster in the last few months. Why is that?

Many participants who had taken recent measures to become prepared indicated that were generally aware, liked to be prepared and/or had been working their way through a list of things that had been on their mind. However, recent events, storms, eruptions and natural disasters (including Christchurch earthquakes, the eruption of Tongariro, Hurricane Sandy etc) also encouraged a number of participants to get more prepared. Advertising and participating in the previous survey were also prompts. Only 3% of people specifically mentioned the NZ ShakeOut exercise as a factor.

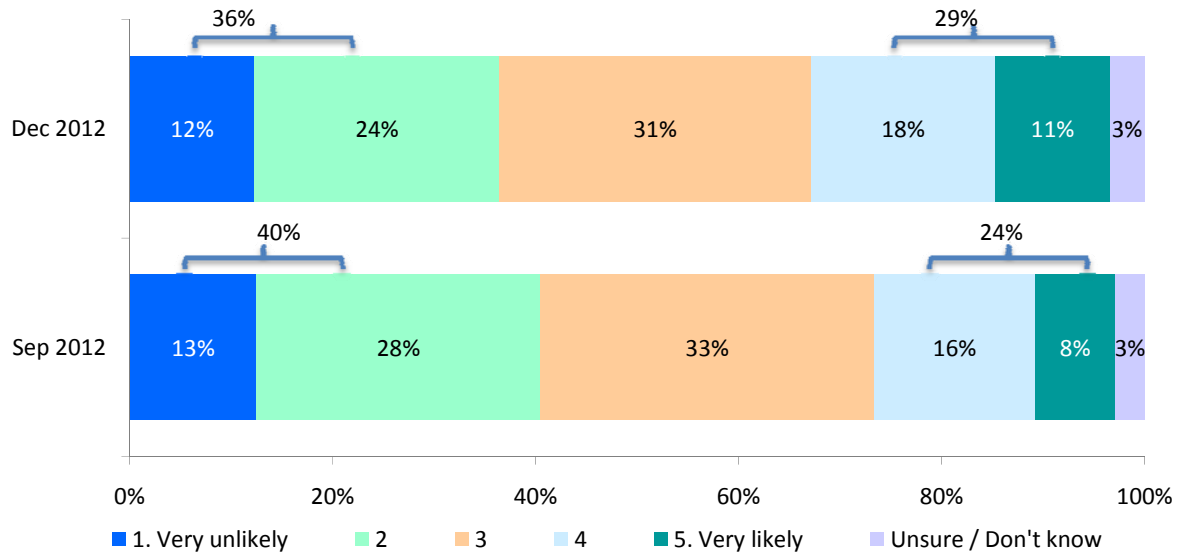
You seem to have become more prepared for a disaster in the last few months. Why is that?	Number of responses n=858	% of responses
More aware in general/ always aware/ like to be prepared	257	30%
Various recent events have made me more aware / conscious	115	13%
Been on my mind/ working my way through a list/replacement of items	106	12%
Advertising/ media has made me more aware	104	12%
The last survey prompted me to think more about this	98	11%
Involved in some way - CD meetings/app, cubs, ACES, community groups, school	78	9%
I haven't become more prepared than usual/same as usual	72	8%
The events in Christchurch have made me think more	58	7%
Tongariro / eruption in North Island has made me think more	37	4%
General good idea/ common sense	26	3%
NZ ShakeOut / shake rattle and roll	25	3%
Hurricane Sandy has made me think more	18	2%
Received information at the library	7	1%
Don't know/ no specific reason	50	6%
Other	38	4%

Selection of comments
<ul style="list-style-type: none"> • <i>“Always aware, always good to have another read/think about it.”</i> • <i>“Always on my mind. Better be safe than sorry. A disaster kit is just an insurance policy and everyone takes out insurance on things so it's a no brainer. Want to make my family as safe as comfortable as possible in an emergency.”</i> • <i>“Just been aware of the need to be prepared and have added to the collection of items for an emergency.”</i> • <i>“Awareness of the need to be up to date with survival equipment and plans. News media information on updated likely disaster occurrences in Auckland.”</i> • <i>“Because having thought about it, a disaster could occur anywhere. And if it does happen (much as I dislike thinking about it) I don't want to be the person who is ill-equipped just because they were too busy to think about it, or had their head stuck in the sand. Logically, it seems stupid not to take some precautions. Of course, I do still have more to do - I have yet to actually make the disaster survival kit, but I'm aware now that I need to do it!”</i> • <i>“I am now aware of the effects of not being prepared for a disaster. I have seen on the media, disasters hitting other towns, areas, countries and the disorder, unpreparedness of the people.”</i> • <i>“Just more aware of what the reality is and the ongoing effects following the Christchurch earthquake, and that you have to be prepared to look after yourself!”</i> • <i>“Because I am convinced that a disaster is going to happen at some point and I want to</i>

begin to get prepared for it. It has been important to me since Christchurch's first quake but I have been lazy."

- *"Saw an iPad app about disaster readiness so I bought it. Have also bought a few more bits for my pack (additional tin opener, medical kit & dust masks etc) and signed up for the Auckland alerts. Just finishing up things I'd always meant to do but not quite got round to before."*
- *"I found an extra few dollars to buy a torch. I intend to gradually build up emergency supplies when extra money is available."*
- *"Because of the last survey; because of National radio coverage of the 2 year anniversary of the Sept 2010 Earthquake; because of New York storms; because of radio ads about what to do in an earthquake; because of Ruapehu/Tongariro eruption talk."*
- *"Because of the other disasters around the country - I think it's appropriate to be more prepared."*
- *"Because of the recent onslaught of disasters of various kinds throughout the world and the seeming change of weather patterns here in New Zealand."*
- *"Because the previous survey was like a "to do" list."*
- *"Been aware of the television and radio ads re being prepared (that guy has a voice you listen to). We also have motorhome which we keep fully topped up."*
- *"Reminder ads on tv plus recent earthquakes and volcanos erupting help remind you how important it is to be ready just in case."*
- *"I followed at our work with the national shake day for earthquake preparedness and I am now slowly getting more info as a result of being asked to be the osh person at work... I believe this role in our small agency means that I also need to know more about civil defence and emergency procedures for our area."*
- *"That shake rattle and roll was really great for all of N.Z to get prepared for an earthquake but it also made us all look beyond to what we had at home and work and what we were not prepared for."*

Q5A One of the reasons why people are not prepared is because they do not think a major disaster is likely to happen where they live. What do you think is the likelihood of a major disaster happening in Auckland in the next 20 years?



Base: Panellists participating in survey: December =2655, September= 3267.

Over a third of panellists (36%) felt it was unlikely that a major disaster would occur in Auckland in the next 20 years while just over a quarter (29%) felt a disaster was likely. Panellists seem to feel that a disaster is somewhat more likely than they did in September, when 40% felt a disaster was unlikely to occur in the next 20 years and a quarter felt a disaster was likely.

Those participants who had visited the Get Ready Get Thru website felt a disaster was more likely (40% rating 4 or 5) than those who had not.

Those who had completed the September survey and who now felt a disaster was more likely than they had in the first survey were asked:

Q6A You seem to feel that a disaster is more likely than you did a few months ago. Why is that?

Again, a number of participants mentioned the occurrence of a range of natural events/disasters/weather patterns/geological activity as factors contributing to a heightened sense that a disaster could strike Auckland. Others mentioned media coverage and just a general sense that something could happen.

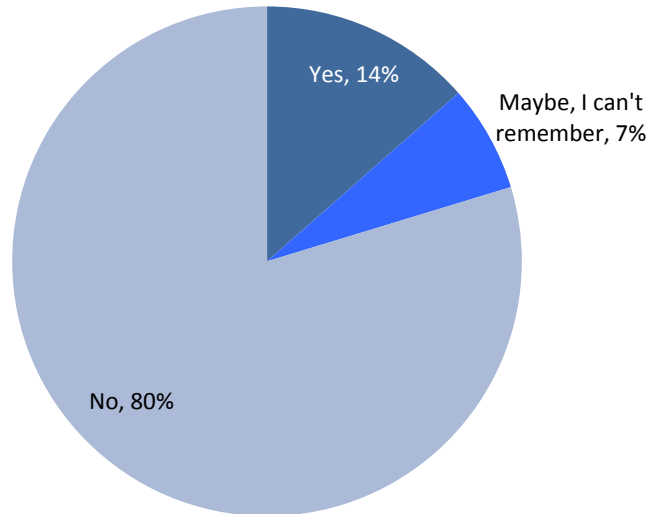
You seem to feel that a disaster is more likely than you did a few months ago. Why is that?	Number of responses n=459	% of responses
Natural occurrences in general - weather, geological activity, climate, fault line, events more frequent	162	35%
Recent events - Tongariro, Christchurch, Hurricane Sandy	128	28%
More aware - media, research	81	18%
Anything is possible/ could happen any time	62	14%
Time - 20 years is a long time, high probability	50	11%
My opinion in general	32	7%
World events – financial, climate, other disasters	27	6%
Disaster unlikely/don't agree	10	2%
Don't know/ no specific reason	54	12%
Other	29	6%

Selection of comments
<ul style="list-style-type: none"> • <i>“A seeming increasing frequency of natural disasters on the Pacific rim.”</i> • <i>“Because in Auckland we live on a fault line and we have many volcanoes in our city...Natural disasters are becoming more frequent in our country and as everything happens in a cycle I believe it could be likely it is our turn within the next 20 years.”</i> • <i>“Because there seem to be more 'disasters' happening in NZ and throughout the world...more and more severe so I am thinking that we are into a time of such and we need to accept 'something will happen and it will affect me/us.”</i> • <i>“Changing weather patterns, more earthquakes in the North Island, more awareness of disasters in general.”</i> • <i>“Climate Change is changing lots of things, like extreme storms, flooding etc.”</i> • <i>“Disasters all round the world seem to be happening more frequently. Also the eruptions on Tongariro without warning reminds me that Auckland is a volcanic area.”</i> • <i>“Earthquake activity around the world, freak weather events around the world, social and financial instability (not, strictly speaking, a 'natural' phenomenon), NZ's exposure to tsunami (long coastlines) and a recently published map showing the large number of fault-lines around most of NZ.”</i> • <i>“Extreme weather conditions seem to be increasing world wide, as does volcanic and earthquake activity. Floods etc called 1 in 100 or 1 in 50 year events appear to happen more frequently than anticipated, so I think the odds of a major disaster within the next 20 years have increased slightly. Either that or I'm thinking more about it!”</i> • <i>“20 years is quite a while and with the central volcanoes being more active, maybe that indicates that others could become active also.”</i> • <i>“Not sure. I guess I just believe now it could strike at any time.”</i>

4.2 Awareness of Civil Defence information and communications

Participants were shown images of the Auckland Civil Defence / Get Ready Get Thru information pack and various information resources etc and asked if they had seen any of them.

Q7A Over the last year Auckland's Civil Defence team has been giving out the information pack shown above at community events, schools and other places. Have you received one of these in the last 12 months?

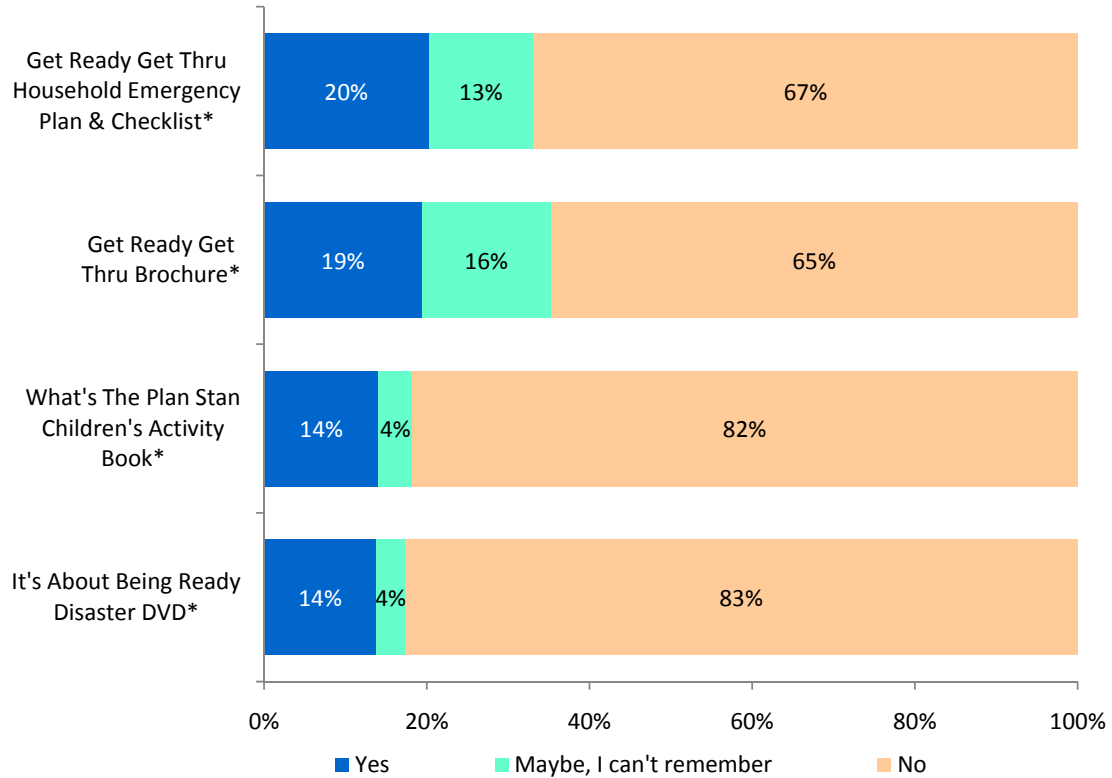


Base: Panellists participating in survey n=2655 (this was not asked in September)

14% of panellists could remember receiving one of Auckland Civil Defence's information packs.

There were no differences between people of different ethnicities or areas, however women (16% vs 10% of men) and those aged 35-44 years (18%) were more likely to have received an information pack.

Q8A Have you received any of these Civil Defence resources in the last 12 months?



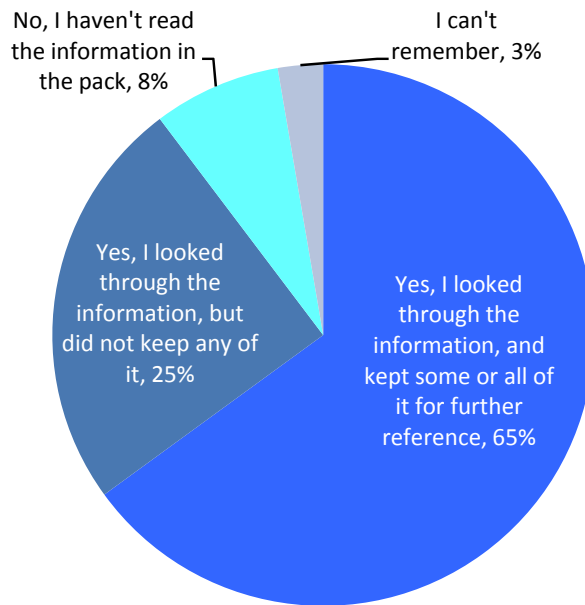
Base: Panellists participating in survey n=2655 (this was not asked in September)

*Note, that the 14% of people who said they had received the information pack at Q7A were not asked this question, but have been automatically added in as "Yes" since the information pack contained each of the above resources.

When asked about each of the separate resources that were included within the information pack, 20% of panellists had received the emergency plan & checklist (including 14% who had received the full information pack at Q7A above and 6% who had received the checklist separately) and 19% had received the Get Ready Get Thru brochure (including 14% who had received the full information pack at Q7A above and 5% who had received the brochure separately).

Those who had received at least one of the resources mentioned in Q7A and Q8A were asked:

Q9A Did you read any of the Civil Defence information you received?



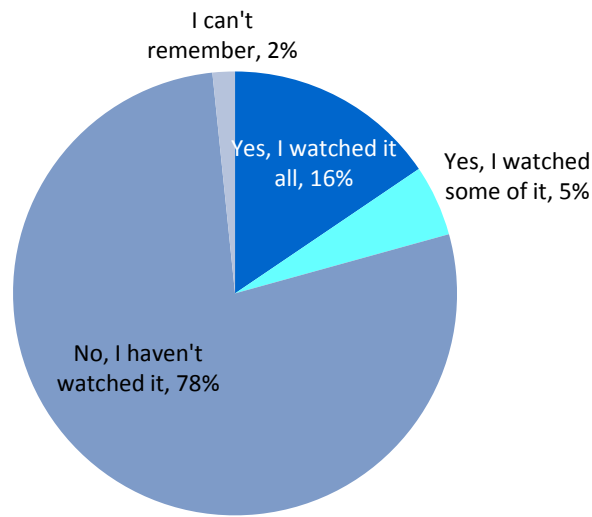
Base: Those who had received at least one of the resources mentioned in Q7A and Q8A n=631 (this was not asked in September)

Those who had received the information resources tended to use them, with 65% having read and kept the information and a further 25% reading but not keeping it. Only 11% did not (or could not remember) reading the information contained in the resources.

Women were more likely than men to have read and kept the information (68% compared to 58%), but there were no other significant demographic differences.

Those who had received the DVD were asked:

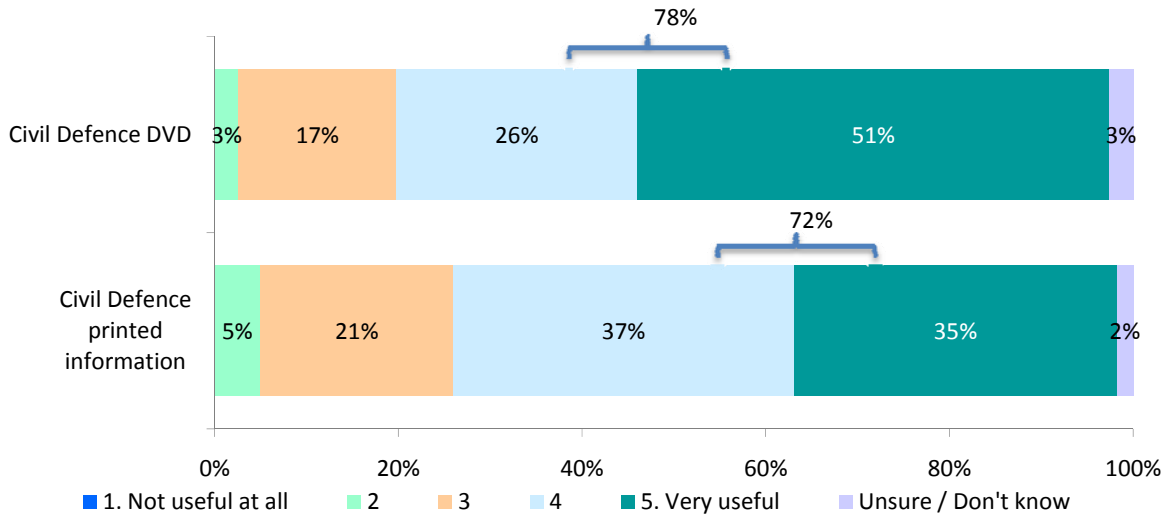
Q9B Have you watched "It's about being ready" Disaster DVD?



Base: Those who had received the DVD n=367 (this was not asked in September)

However, only 21% of those who had received the DVD had watched all or part of it.

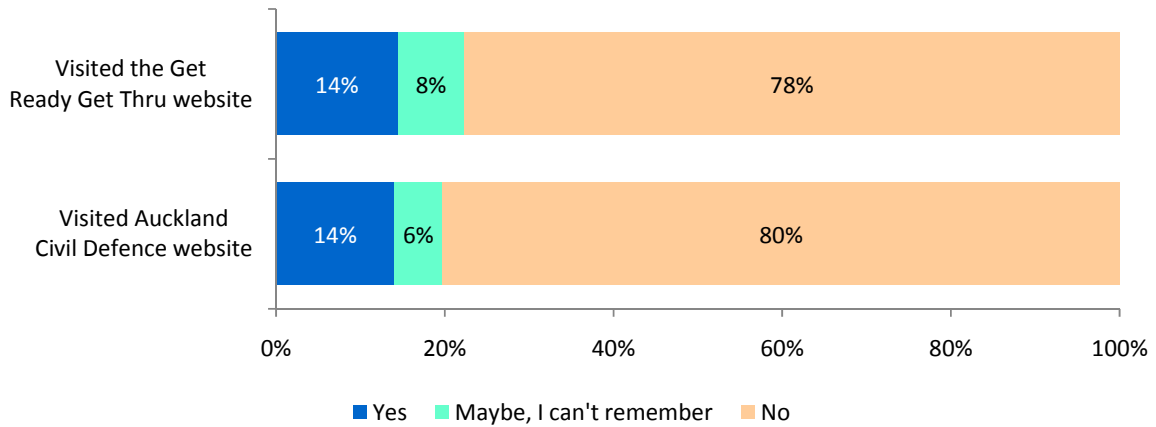
Q10A/B Overall, how useful did you find the Civil Defence printed information (brochures, booklets etc)/ Civil Defence DVD?



Base: Those who had watch the DVD n=76 or read the printed information n= 566

Around three quarters of those who had watched the DVD or read the printed information found the resources useful.

Q11A Have you visited the Auckland Civil Defence or Get Ready Get Thru website in the last 12 months?



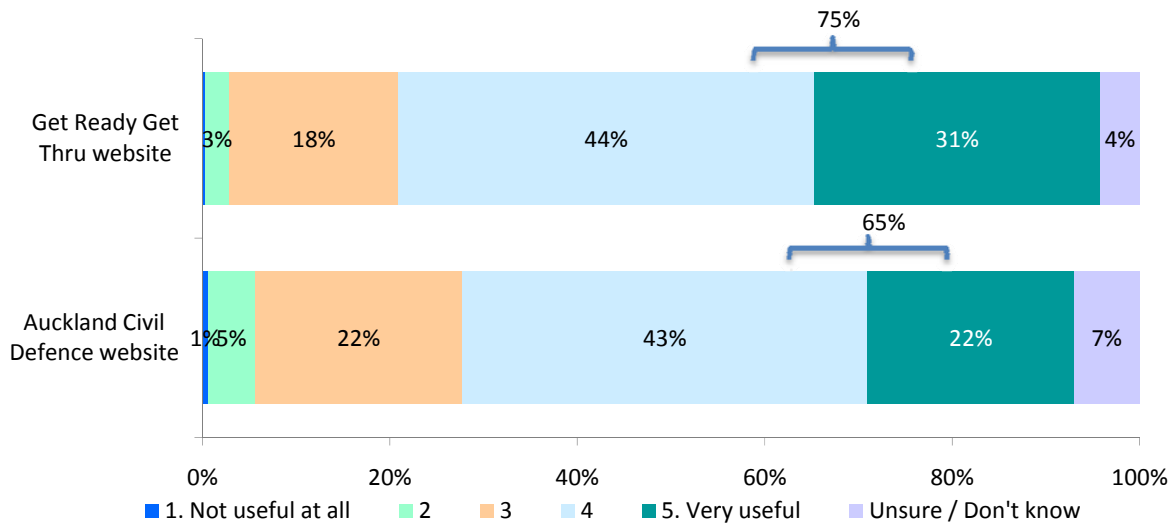
Base: Panellists participating in survey n=2655 (this was not asked in September)

14% of panellists had visited either or both of the websites. Note that these were not all the same people as those who had received the information pack at Q7A. Of those who had received the information pack, a quarter had visited the websites.

Younger panellists were more likely to have visited the websites, with 21% of those aged under 45 years having visited the Get Ready Get Thru website compared to 8% of those aged 55 years or over (18% compared to 9% for the Auckland Civil Defence website). Women were also more likely than men to have visited the websites (16% vs 12% for both websites).

In total, 37% of panellists had received some type of Civil Defence information or visited one of the websites.

Q12A/B How useful did you find the Auckland Civil Defence website / Get Ready Get Thru website?



Base: Those who had visited www.getthru.govt.nz n=383 or www.aucklandcivildefence.org.nz n= 372

Most of those who visited the websites found them useful, particularly the Get Ready Get Thru website (75% rated it as useful or very useful).

Those who had not completed the September survey were asked the following (since a similar question was asked in September, and we did not want to ask those participants again):

13A What else could the Civil Defence team do to encourage you to be better prepared for an emergency or disaster?

As per the September survey, the most frequently mentioned prompts to encourage preparedness included further information and advertising campaigns to lift awareness, the availability of affordable or free supply kits / equipment, and more information in the community about what to do.

What else could the Civil Defence team do to encourage you to be better prepared for an emergency or disaster?	Number of responses n=599	% of responses
More information in general - create awareness, better signposting, evacuation plan/reminders	130	22%
Advertising - media coverage, radio/TV/newspaper/magazines	122	20%
Direct household drops - information, packs, local info, repeat regularly	116	19%
Provide affordable/subsidised/free supplies - survival kits, water, batteries etc	69	12%
Community displays, events, activities in the community	68	11%
Nothing more/I need to take action	63	11%
Interactive information on websites	43	7%
Drills/ alerts/area specific	25	4%
Keep doing what you are doing	23	4%
Education - schools, community groups/universities	21	4%
Help create neighbourhood groups to work together on disaster preparedness/recovery/group training	17	3%
I am already prepared	12	2%
Involve workplaces/businesses	7	1%
Not a priority/expensive	4	1%
Don't know	30	5%
Other	26	4%

Selection of comments

- *“A display at supermarkets to jog peoples memory as that is when I would think about it and get supplies etc.”*
- *“A good mobile unit that is like the fire service have, going to the fair/showground and good sufficient advertisement before hand will encourage more people to come and see the contingency we can put in place for emergency. the web site is great however, the actual visual has a greater impact and result.”*
- *“Advertise on TV or continue to do so. Include information in the Auckland Council monthly mail-out to residents. Provide examples of survival kits to Residents and Ratepayers groups or somewhere where people would see them.”*
- *“Make sure these packs of information are available to all households maybe by doing a mail drop. making sure people are aware of where they can get help if they need it getting prepared.”*
- *“Deliver more vital info in leaflet form to households and via schools and offices. Paper is more likely to be available following a disaster than websites or even phones. Try and produce more vital info on leaflets, don't bother with so many pictures of council staff and artwork and colours on your pamphlets, we will need BASIC VITAL info. Suggest a small simple pamphlet, call it the red list or some simple name, update it periodically, so everyone [sorry, as many as possible] will have access to it. Include radio frequencies, emergency contact details etc so if radios, phones do come back people will know how to find out.”*

- *“Do some ads using footage from ChCh showing 2 years on how some things are still not sorted. Do some adds based in Auckland, the projected tidal waves for Hawaii and Japan showed how as prepared as they are you can't predict height and speed and escape routes. Anyone driving out west would get washed off the motorway.”*
- *“Educating people on sanitation, taking a more active approach to building resilient societies. For example, ARC used to be very anti rainwater collection for drinking, yet this may be a vital source of water, if only for sanitation requirements for a city without water for a week. You can easy carry water to drink, but carrying water for cleaning or simply flushing toilets is a completely different story. New Zealand in general is well behind many other countries in developing resilient thinking. People too easily go for the cheapest and easiest option, and the same goes for legislators. The fact that people living on lifestyle blocks in the bush still need to run a powered septic system that will stop working without power is not because these people want that, it is because the council requires it. Personally I live in an apartment, but am very confused as to why the Council want a one size fits all solution to the entire Auckland area. The fact that everyone needs connections into the public system if available means by default people are required to be depended on a system that may or may not work in a region wide disaster. By legislating dependence we are not encouraging a resilient society, but a dependent one. Encouraging people to get out, go camping, be more self sufficient and practising disconnecting from the network every now and then will go hand in hand with being more prepared to look after themselves without supermarkets and power on a switch.”*
- *“Email campaign, offering to be reminded on a regular basis about changing water, recycling the tins of food, checking batteries etc. To also offer the option and encourage download and print of instructions such as how to try and contact checklists.”*
- *“Free survival packs or those who can't afford it - many families (including ourselves) struggle just to buy food and buying extra to put away for an emergency just isn't feasible, let alone other necessary items like torches, first aid etc.”*
- *“Have ready made emergency packs that you can buy. Mail drop the get ready get thru information to all households.”*
- *“I suggest that you actually put together a full pack and offer it for sale. I.e. Pack A - is enough for a family of 4, for 3 days, \$150 etc.”*
- *“I see ads on TV, and Civil Defence can only do their part by informing people and communities which is great. I know my family is not prepared, we live week by week and there's is nothing extra in terms of food to put away, we are hoping that it don't happen soon, and if it does, oh well I just hate to think it will happen.”*
- *“Free water containers. Better signposting of civil defence emergency stations/resource areas within schools / communities so people know where they should go.”*

13B Do you have any comments about the information Civil Defence provides to help households prepare for an emergency or disaster?

Do you have any comments about the information Civil Defence provides to help households prepare for an emergency or disaster?	Number of responses n=691	% of responses
Current information is good/ keep it up/I feel prepared	116	19%
Unaware of any info/ haven't seen any	112	19%
More communication on - evacuation plan, local info, storing supplies, community networks	101	17%
More advertising/ info in general - various languages, keep reminding us	96	16%
Focus on households - deliver info, packs, area specific/emails	89	15%
Essential document - itemised checklist, step by step, visual prompts/ reminders	41	7%
More effort to ensure people have basic/affordable survival kits	38	6%
Mobile Apps/ Web - improve & promote website, facebook, better use of media/online tools	35	6%
Individuals need to take more direct responsibility (don't just rely on CD)	35	6%
Don't feel motivated given low risk/ not interested/ don't believe this is councils responsibility/ waste of resources	21	4%
More info on utilities failure - planning for alternative energy, rainwater collection, food production	20	3%
Focus on educating community via schools/school children	15	3%
Some information lacking/ conflicting info/ inadequate/ be more proactive	14	2%
TV advertising is good/ working well	13	2%
Regular drills/siren	11	2%
Don't know/won't know till it happens/haven't read the info	26	4%
No comment	25	4%
Other	43	7%

5 How have these results been used?

Auckland Civil Defence has used these results to find out how prepared Aucklanders are for a civil emergency and for comparison with findings of other surveys on this subject. The results also allow Auckland Civil Defence to assess the effectiveness of their information material and identify areas for improvement.

Appendix I December Questionnaire with tables:

Q1A: What is the minimum number of days you should be prepared to look after yourself and your household following a disaster?	Number of responses n=2655	% of responses
1 day	34	1%
3 days	1701	64%
5 days	808	30%
Don't know	112	4%

Base: Panellists participating in survey n= 2655

Q2A: How ready is your household to cope with a major disaster?	Number of responses n=2655	% of responses
I have a good understanding of the types of disasters that could occur in Auckland, and the chances of them occurring	2003	75%
I have a good understanding of what the effects would be if a disaster struck in my area	1704	64%
I am familiar with the Civil Defence information in the Yellow Pages	1319	50%
I have an emergency survival plan for my household	851	32%
I have stored at least 3 litres of water per person per day for 3 days for each member in my household	1060	40%
I have the necessary emergency items needed to survive a disaster, such as tinned food, toilet paper, torch, spare batteries and so on	1773	67%
I regularly update our emergency survival items	557	21%
I attend meetings with community groups about disaster planning	73	3%
Unsure/Don't know	78	3%
None of these	149	6%

Base: Panellists participating in survey n= 2655

Q3A: In the two months since the previous survey have you or your household done any of the following	Number of responses n=1719	% of responses
Read Civil Defence information on how to prepare for a disaster (Do not include the information contained in the earlier survey)	340	20%
Prepared or updated an emergency survival plan for your household	182	11%
Stored or refreshed your emergency water supplies	437	25%
Stored or updated your supplies of emergency items needed to survive a disaster, such as tinned food, toilet paper, torch, spare batteries and so on	613	36%
Attended meetings with community groups about preparing for an emergency	31	2%
Unsure/Don't know	8	0%
None of these	819	48%

Base: Panellists participating in survey who had completed the September survey n= 1719

Q4A: You seem to have become more prepared for a disaster in the last few months. Why is that?	Number of responses n=858	% of responses
Open response		

Base: Panellists who had become more prepared n= 858

Q5A: One of the reasons why people are not prepared is because they do not think a major disaster is likely to happen where they live. What do you think is the likelihood of a major disaster happening in Auckland in the next 20 years?	Number of responses n=2655	% of responses
1 - Very unlikely	327	12%
2	641	24%
Total unlikely (1 & 2)	968	36%
3	814	31%
4	483	18%
5 - Very likely	299	11%
Total likely (4 & 5)	782	29%
Unsure / Don't know	91	3%

Base: Panellists participating in survey n= 2655

Q6A: You seem to feel that a disaster is more likely than you did a few months ago. Why is that?	Number of responses n=459	% of responses
Open response		

Base: Panellists who thought a disaster was more likely than they did during the previous survey n= 459

Q7A: Over the last year Auckland's Civil Defence team has been giving out the information pack shown above at community events, schools and other places. Have you received one of these in the last 12 months	Number of responses n=2655	% of responses
Yes	359	14%
Maybe, I can't remember	180	7%
No	2116	80%

Base: Panellists participating in survey n= 2655

Q8Ai: Have you received any of these Civil Defence resources in the last 12 months? – Get Ready Get Thru Brochure	Number of responses n=2296	% of responses
Yes	156	7%
Maybe, I can't remember	421	18%
No	1719	75%

Base: Panellists who had not received an information pack n= 2296

Q8Aii: Have you received any of these Civil Defence resources in the last 12 months? – Get Ready Get Thru Household Emergency Plan & Checklist	Number of responses n=2296	% of responses
Yes	178	8%
Maybe, I can't remember	342	15%
No	1776	77%

Base: Panellists who had not received an information pack n= 2296

Q8Aiii: Have you received any of these Civil Defence resources in the last 12 months? – What's The Plan Stan Children's Activity Book	Number of responses n=2296	% of responses
Yes	15	1%
Maybe, I can't remember	109	5%
No	2172	95%

Panellists who had not received an information pack

Q8Aiv: Have you received any of these Civil Defence resources in the last 12 months? – It's About Being Ready - Disaster DVD	Number of responses n=2296	% of responses
Yes	8	0%
Maybe, I can't remember	93	4%
No	2195	96%

Panellists who had not received an information pack

Q9A: Did you read any of the Civil Defence information you received?	Number of responses n=631	% of responses
Yes, I looked through the information, and kept some or all of it for future reference	410	65%
Yes, I looked through the information, but did not keep any of it	156	25%
No, I haven't read the information in the pack	48	8%
I can't remember	17	3%

Base: Panellists who had received Civil Defence information n= 631

Q9B: Have you watched "It's about being ready" Disaster DVD?	Number of responses n=367	% of responses
Yes, I watched it all	57	16%
Yes, I watched some of it	19	5%
No, I haven't watched it	285	78%
I can't remember	6	2%

Base: Panellists had received the Disaster DVD n= 367

Q10A: Overall, how useful did you find the Civil Defence printed information (brochures, booklets etc)?	Number of responses n=566	% of responses
1 - Not useful at all	0	0%
2	28	5%
Total not useful (1 & 2)	28	5%
3	119	21%
4	210	37%
5 - Very useful	199	35%
Total useful (4 & 5)	409	72%
Unsure / Don't know	10	2%

Base: Panellists who have read Civil Defence information n= 566

Q10B: How useful did you find the Civil Defence DVD?	Number of responses n=76	% of responses
1 - Not useful at all	0	0%
2	2	3%
Total not useful (1 & 2)	2	3%
3	13	17%
4	20	26%
5 - Very useful	39	51%
Total useful (4 & 5)	59	78%
Unsure / Don't know	2	3%

Base: Panellists who have watched the Disaster DVD n= 76

Q11A: Have you visited the Auckland Civil Defence website (www.aucklandcivildefence.org.nz) in the last 12 months?	Number of responses n=2655	% of responses
Yes	372	14%
Maybe, I can't remember	152	6%
No	2131	80%

Base: Panellists participating in survey n= 2655

Q11B: Have you visited the Get Ready Get Thru website (www.getthru.govt.nz) in the last 12 months?	Number of responses n=2655	% of responses
Yes	383	14%
Maybe, I can't remember	210	8%
No	2062	78%

Base: Panellists participating in survey n= 2655

Q12A: How useful did you find the Auckland Civil Defence website (www.aucklandcivildefence.org.nz)?	Number of responses n=372	% of responses
1 - Not useful at all	2	1%
2	19	5%
Total not useful (1 & 2)	21	6%
3	82	22%
4	161	43%
5 - Very useful	82	22%
Total useful (4 & 5)	243	65%
Unsure / Don't know	26	7%

Base: Panellists who visited Auckland Civil Defence website n= 372

Q12B: How useful did you find the Get Ready Get Thru website (www.getthru.govt.nz)?	Number of responses n=383	% of responses
1 - Not useful at all	1	0%
2	10	3%
Total not useful (1 & 2)	11	3%
3	69	18%
4	170	44%
5 - Very useful	117	31%
Total useful (4 & 5)	287	75%
Unsure / Don't know	16	4%

Base: Panellists who visited Get Ready Get Thru website n= 383

Q13A: What else could the Civil Defence team do to encourage you to be better prepared for an emergency or disaster?	Number of responses n=599	% of responses
Open response		

Base: Panellists participating in survey n= 599

Q13B: Do you have any comments about the information Civil Defence provides to help households prepare for an emergency or disaster?	Number of responses n=691	% of responses
Open response		

Base: Panellists participating in survey n=691

Appendix II Respondent profile

	All respondents n=2655	Percentages (%) n=2655	Statistics NZ Percentages (%) 2006 census data
Gender			
Female	1588	60%	51%
Male	1054	40%	49%
Prefer not to say/Unknown	13	0.5%	
Age			
15-24 years	90	3%	20%
25-34 years	290	11%	19%
35-44 years	561	21%	21%
45-54 years	549	21%	17%
55-64 years	615	23%	12%
65-74 years	419	16%	7%
75+ years	106	4%	6%
Prefer not to say/Unknown	25	1%	
Ethnicity (Multiple response)			
European	2355	89%	55%
Maori	142	5%	11%
Pacific Peoples	62	2%	15%
Asian	150	6%	18%
Middle Eastern, Latin American, African	33	1%	1%
Other	1	0%	8%
Unknown	50	2%	
Local Board			
Albert-Eden	234	9%	7%
Devonport-Takapuna	132	5%	4%
Franklin	114	4%	4%
Great Barrier	8	0.3%	0.1%
Henderson-Massey	147	6%	8%
Hibiscus and Bays	161	6%	6%
Howick	170	6%	9%
Kaipatiki	196	7%	6%
Mangere-Otahuhu	61	2%	5%
Manurewa	69	3%	6%
Maungakiekie-Tamaki	126	5%	5%
Orakei	228	9%	6%
Otara-Papatoetoe	44	2%	6%
Papakura	43	2%	3%
Puketapapa	70	3%	4%
Rodney	149	6%	4%
Upper Harbour	88	3%	3%
Waiheke	49	2%	1%
Waitakere Ranges	139	5%	3%
Waitemata	303	11%	5%
Whau	115	4%	5%
Other/Unknown	9	0.3%	-

Demographics from People's Panel registration information