



*A safe, strong Bay of Plenty, together
Toi Moana, kia haumarū, kia kaha, mā tātau katoa*

2025 Disaster Preparedness Survey

Results



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Introduction

Educating the Bay of Plenty community on hazard risks and preparedness is an important component of the work that the Bay of Plenty Civil Defence Emergency Management (CDEM) Group conducts. It is essential that the Bay of Plenty CDEM Group understands how prepared our communities are, to be able to tailor any emergency preparedness education to our communities. This will help to work towards the Bay of Plenty CDEM Group Plan vision of “A safe, strong Bay of Plenty, together.”

The disaster preparedness survey is intended to be conducted every two years, with 2025 the second round of the survey. Repeating the survey will allow the results to be compared over time and assist in identifying any trends in community preparedness for the region. The next disaster preparedness survey will be conducted in 2027.

This report provides an overview of the results from the second Bay of Plenty disaster preparedness survey, including a comparison to the results from 2023.

Method

The Bay of Plenty disaster preparedness survey was conducted from the 1st to the 21st of May 2025. Communities were able to respond to the survey via Bay of Plenty’s online engagement platform (<https://www.participate.boprc.govt.nz/bay-plenty-disaster-preparedness-2025>) during this period. The webpage included information about why the Bay of Plenty Civil Defence Emergency Management (CDEM) Group conducted the disaster preparedness survey, Civil Defence Emergency Management in the Bay of Plenty, and the online survey.

The survey included a section on demographics and disaster preparedness. The demographic section included questions to check if feedback was received from communities across the Bay of Plenty. The preparedness section of the survey listed 10 statements and asked the person completing the survey to select all statements that were applicable to them. The questions and results are detailed in the following results section.

The online platform was promoted through multiple outlets including social media channels, existing Bay of Plenty Regional Council networks and newsletters. In addition, Emergency Management Officers from each of the associated local authorities promoted the survey within their respective districts.

Results

Demographics

More than 450 people completed the 2025 Bay of Plenty disaster preparedness survey. This was more than twice the number of respondents for the previous 2023 survey (226 respondents).

Feedback was received from people across all the territorial authorities (city and districts) which make up the Bay of Plenty Civil Defence Emergency Management (CDEM) region. This included one response from the Bay of Plenty Offshore Islands, which are administered by the Department of Internal Affairs (Figure 1). The number of respondents increased across all territories from the 2023 survey, except for Ōpōtiki which decreased, and the Bay of Plenty offshore islands which stayed unchanged. The location of people providing feedback broadly echoed regional population distribution, with most feedback coming from residents of Tauranga City.

Most people who provided feedback were aged between 41 to 64 years (Figure 2). There were 13 respondents who were 20 years or younger. This age range did not feature in the previous survey. Approximately 80% of respondents identified as New Zealand European, with just under 20% who identified as Māori. Approximately 9% of respondents identified as “other” ethnicity. Some respondents noted their nationality as opposed to their ethnicity (Figure 3).

Over 80% of respondents reported the use of online news sites to stay informed. Other sources that featured prominently included Facebook, friends and family, TV news and radio, which were all above or just slightly under 50%.

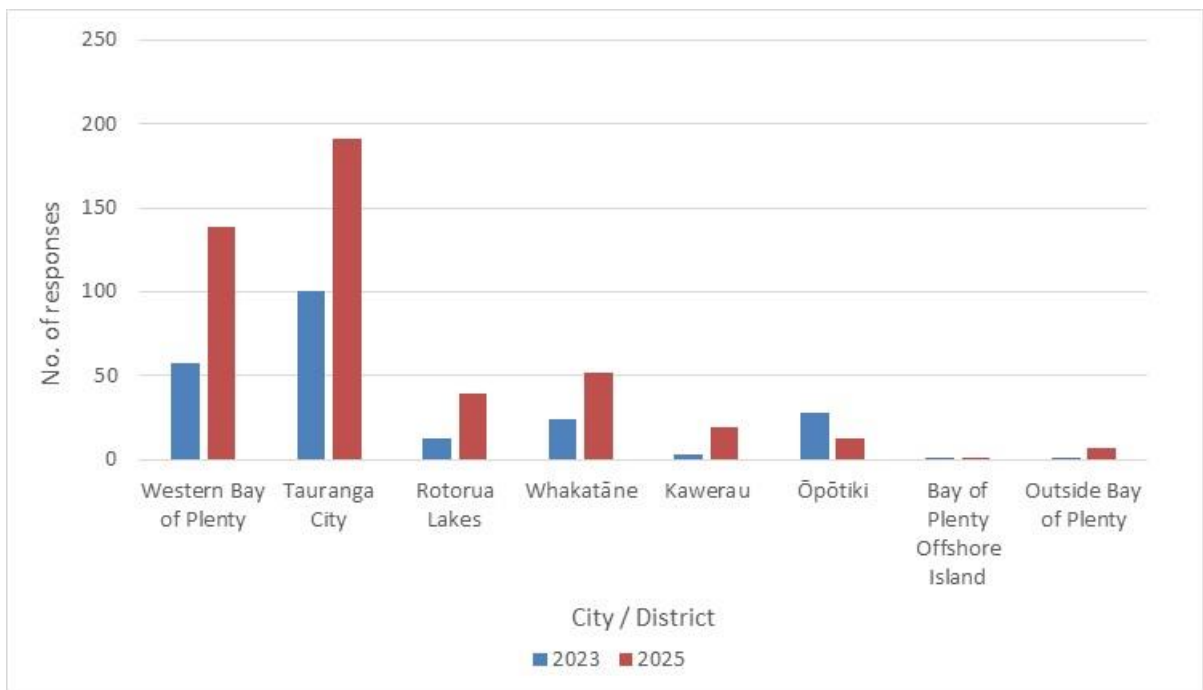


Figure 1: The number of people who provided feedback and the district they live in.

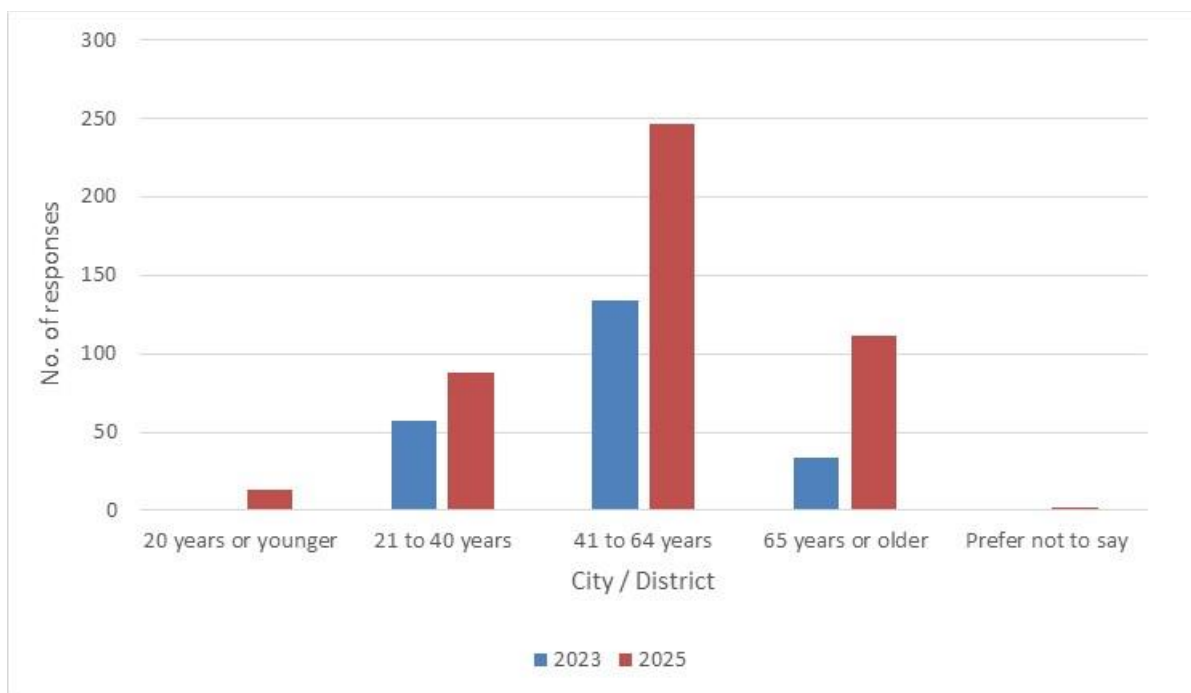


Figure 2: The number of people who provided feedback and their age group.

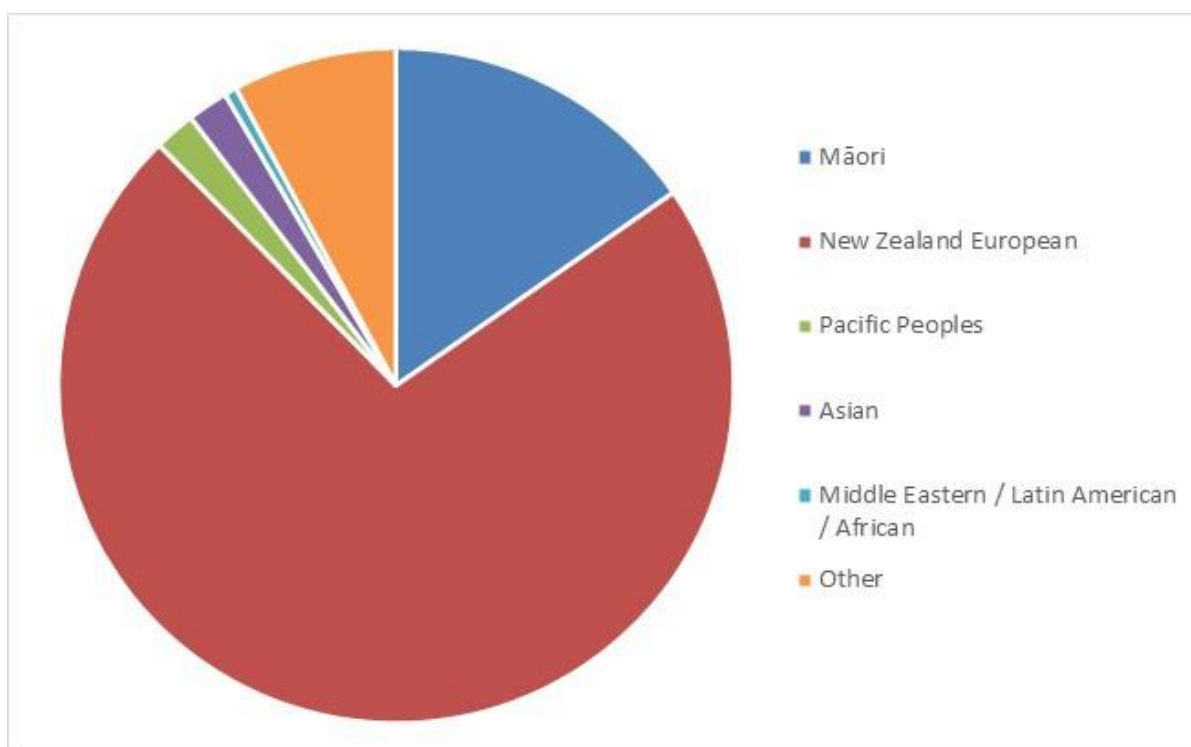


Figure 3: The percentage of people who provided feedback and their ethnicity.

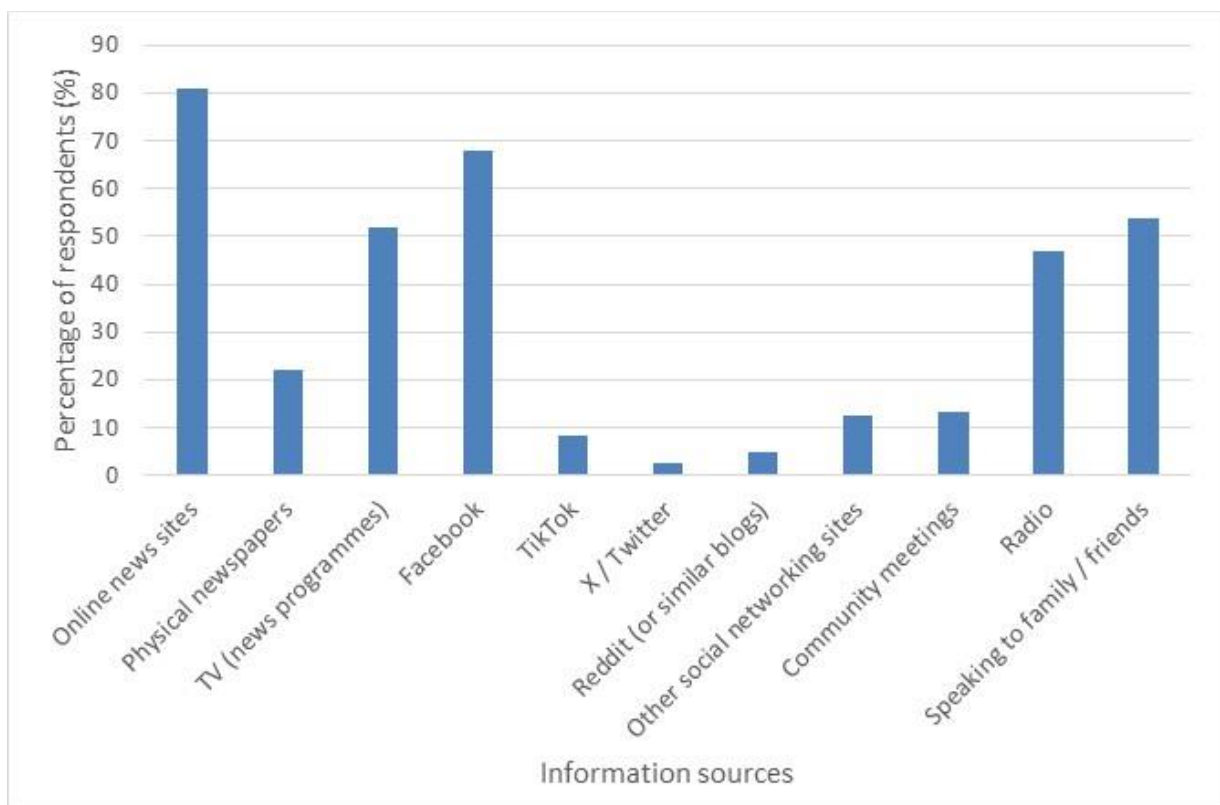


Figure 4: The percentage of people who provided feedback and what sources they use to stay informed with current affairs and news.

Disaster Preparedness

The preparedness section of the survey listed 10 statements and asked the person completing the survey to select all statements that were applicable to them. Table 1 lists the 10 different statements from the survey and the percentage of respondents that selected each statement. Results from 2023 are included for comparison.

Table 1: Summary of the results from the Bay of Plenty disaster preparedness survey from 2023 and 2025.

Statement	Percentage of respondents (%)	
	2023 results	2025 results
I have a good understanding of the types of disaster that could occur, and the chances of them occurring.	87	85
I have a good understanding of the effects of a disaster in my area.	79	75
I have discussed or planned with my household what to do in a disaster.	64	58
I have discussed or planned with my household what to do in a disaster when not at home.	36	34
I have stored 9L of water for each household member.	37	33
I have emergency supplies.	65	57
I have a getaway bag with emergency supplies.	39	32
I check my survival items at least once a year.	41	28
I attend meetings with community groups about disaster planning.	12	14
None of the above.	4	6

The Bay of Plenty disaster preparedness survey results from both 2023 and 2025 showed that a high proportion of survey respondents (over three quarters) understood the types of disasters that could affect the Bay of Plenty and the effects from those disasters. Over half the respondents had also discussed or planned what to do in a disaster with their household and have emergency supplies.

Less than half of the respondents from the Bay of Plenty disaster preparedness survey had:

- discussed or planned with their household what to do in a disaster when not at home,
- stored 9L of water,
- a getaway bag with emergency supplies,
- checked their survival items within the past year, and
- attended meetings with community groups about disaster planning.

In addition, 6 percent of survey respondents had not taken any action to prepare for an emergency, nor had a good understanding of the types of disasters that could occur and the effects.

The results from the 2025 survey were similar to the 2023 results. However, the percentages from the 2025 results were lower than the 2023 results across eight of the ten statements, ranging in

difference between 2 to 13%. The two statements which had increased since the 2023 survey were:

- I attend meetings with community groups about disaster planning, and
- None of the above statements applying to them.

The comments provided from respondents to the Bay of Plenty disaster preparedness survey were varied, covering a range of topics from pets to water sources as well as unique household preparedness situations. Although a common theme from the comments was that a lot of respondents acknowledged they needed to be better prepared, as per some of the comments listed below:

"I am not prepared enough it seems."

"I have been meaning to put together a survival bag but keep forgetting."

"I definitely need to do better in terms of preparedness!"

"I need to be more prepared."

"Not really organised for a disaster need a bag thank you."

"These questions make me think about how our household is not prepared."

"I thought I was prepared but I am not fully. But I will be now trying to sort out all of that.".

Overall, the 2025 Bay of Plenty disaster preparedness survey results suggest that most of the respondents have a reasonable understanding of the types of disasters that could affect the region and the subsequent effects. However, the results highlight areas for improvement, particularly around households being more prepared.

NOTE:

These findings should be considered in the context of a relative period of calm for CDEM between 2023-2025. Engagement with public information and preparedness activities increases during and immediately after significant CDEM events. We note that the previous survey was conducted shortly after the 2023 North Island Severe Weather Events the last significant period of CDEM activation in the region.

It is also worth noting that for 2025, online promotion of the survey was more prominent on the Bay of Plenty CDEM Groups' digital channels, which saw the survey reach a broader range of people. This can be seen in the higher number of respondents (noting also that a smaller sample size in 2023 may have been less statistically valid). We can infer that it is a more representative sample, and thus includes people who are not necessarily as prepared as previous respondents, as evident in the comments left by some participants.

Reaching a wider participant pool in 2025 has allowed BOP CDEM to gain further insight into people who need support to be prepared, and further plans to support communities with the required public education is already in discussion and will be actioned promptly.