



New Zealand Fire Service

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25 August 2014

C Townsend

By email: www.fyi.org.nz

Dear Sir/Madam

I refer to your Official Information Act request of 25 July 2014.

The New Zealand Fire Service has an ongoing commitment to reducing the risk and consequences of fire. This includes providing wide ranging fire safety information and education to the public that shows all New Zealanders how to reduce their risk of fire and the harm it causes. One of our long term investments has been in consistent programmes of social marketing that focus on the importance of smoke alarms, the speed of fire, and the high risk of kitchen fires.

All Fire Service social marketing and associated advertising efforts are based on qualitative and quantitative research that gives insight into people's understanding of the issues and the best ways to help change their behaviour. This research includes focus groups, our annual fire knowledge survey, analysis of our own incident data and reports, quarterly communications effectiveness monitoring research and independent research commissioned under the New Zealand Fire Service's Contestable Research Fund.

We know from this data and research that some communities have a higher risk of fire fatality than others. There are eight at-risk groups: children, older people, those living on low incomes, Māori and Pacific Island people, those with disabilities, those living in rental accommodation, rural residents, and businesses.

The Fire Service has produced a range of community promotions, advertising and social marketing campaigns that target these at-risk groups to promote changes in their fire safety practices and behaviour. Research that underpins this approach can be found within *Project Kindle: Applying the Conversion Model to Changing At Risk Groups Attitudes towards Fire Safety*, 2010

<http://www.fire.org.nz/Research/Published-Reports/Pages/ProjectKindleApplyingtheConversionModelTmtoChangingAtRiskGroupsAttitudesTowardsFireSafety,ResearchInternational.aspxProject>

The advertising campaign to which your letter refers, *Precious* (2011), features a Pacific Island father and his daughter who has facial scarring as a result of being burnt in a fire. The campaign's primary focus is to encourage people to buy and install smoke alarms. To encourage this behavioural change we drew on research from *Project Re-kindled*, 2011:

www.fire.org.nz

“6.2.1 What Would Make You Reconsider Your Fire Safety Behaviours?”

“Watching a son or daughter being laughed at because of facial scarring” is the scenario that rated the highest, with 54% of people agreeing that this would make them seriously consider their fire safety behaviour.” p.58

<http://www.fire.org.nz/Research/Published-Reports/Pages/ProjectRe-kindled.aspx>

A Pacific Island family was chosen for the campaign because there was a disproportionate number of structure fires and fire-related harm affecting Pacific Island people prior to the development of the campaign. Pacific Island people make up just under seven percent of the population of New Zealand however in the 2008/2009 financial year they experienced 30 percent of all structure fires and 11 percent of structure fire injuries. In 2009/2010, 15 percent of structure fire injuries involved people of Pacific Island ethnicity.

Fathers tend to take a higher level of responsibility for household safety than women so we wanted the main character to be seen as a caring father. The research supporting this can be found at http://www.fire.org.nz/Research/Published-Reports/Documents/Report136_AttitudesFireSafetyFamiliesNewbornBabies.pdf

The Fire Service regularly commissions market research into the effectiveness of its communication. We measure how likely people are to go and check and/or buy a smoke alarm as a result of watching our advertisements. The *Precious* campaign is a strong performer when compared to previous campaigns. The results indicate the campaign is still highly motivational and the audience is not disengaging or tuning-out to the messages.

The latest Communications Effectiveness survey is attached.

We appreciate your concerns about the *Precious* campaign featuring a Pacific Island father, however it is important we continue to target identified at-risk groups to achieve the most effective fire safety outcomes. We should also note that our most recent Speed of Fire campaign features a Māori mother, another group identified as being more at risk of harm as a result of fire.

We also have fire safety material that is aimed directly at older people, students living in rental accommodation, rural residents and so on. We work closely with agencies such as Plunket, Age Concern, runanga, and others who help us to access those people who are most at risk of fire.

I hope this information is helpful.

Yours sincerely



Rob Pope
Director, Office of the Chief Executive

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TNS

Communications Effectiveness Monitor – NZ Fire Service

Comms Report (July 2014)



Contents

	Page
Section 1 Research Objectives and Methodology	3
Section 2 Attitude and Awareness of Fire Safety	7
Section 3 Topical Issues	16
Section 4 Contact with the Fire Service	20
Section 5 8-12 Year Olds	25
Section 6 Appendices	29

Section 1

Research Objectives and Methodology



Research objectives

Key Research Objectives

Identify:

- Key sources of information about fires and fire safety for the New Zealand public
- The public's preferred sources of information about fires and fire safety
- Key messages received from current television advertising
- The effect of the messages on the public's fire-safety related behaviour (if any)
- Public response to topical events that take place throughout the survey period



Key Issue

Measure effectiveness of current Fire Service communications to develop strategies to drive future communication messages

Methodology

Overview

- n = 501 nationwide (computer assisted) telephone interviews with New Zealanders aged 15 years and over
- Additional n=200 interviews conducted amongst 8-12 year olds
- Nationally representative sample
- Survey approximately 15 minutes duration
- Fieldwork was conducted 24th June – 20th July 2014

Executive Summary

Section

Key Findings

- Television remains the most recalled source of fire safety communications at 87%, followed by Newspaper at 47%
- Spontaneous recall of the Precious campaign has increased to 67%, up from 58% in March
- 'Could you live with yourself' continues to lead prompted recall (74%) followed closely by 'Back to school' (69%)
 - Prompted recall of 'Speed of fire - new' has increased to 43%
 - Prompted recall of 'Precious radio' has fallen to 18%
 - 'Back to school' is currently more motivating than 'Life goes on' (56% vs. 44%)

Attitudes & Awareness

- Only 6% of New Zealanders do not have at least one smoke alarm installed
 - Of those willing / able to test their alarm, 86% were found to be working
- In the last twelve months around one in four New Zealanders had contact with the Fire Service, and 93% were satisfied or very satisfied with the experience
- Among the total population, the overall impression of the Fire Service is very high at 95%

Contact with the Fire Service

- 'Could you live with yourself' continues to lead prompted recall at 69%
 - Recall has increased for 'Flint & Amber - smoke', 'Cooking fire reveal' and 'Speed of fire - new'
- 'Speed of fire - new' has the strongest call to action of the current executions
- Television (94%) and School (71%) continue to be the leading sources of fire safety information amongst children 8-12

Children (8 – 12 years)

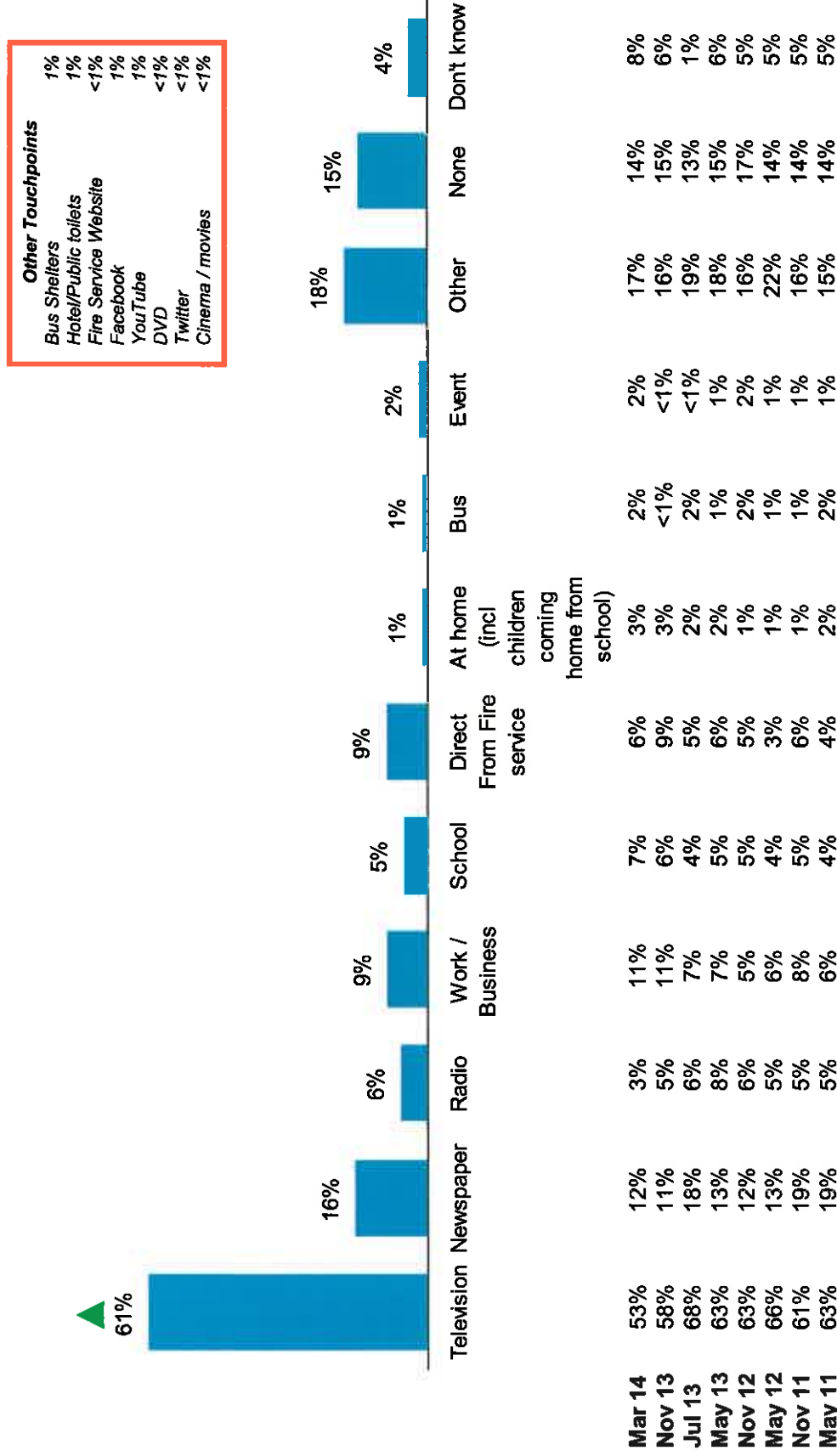
Section 2

Attitude and Awareness of Fire Safety



At the spontaneous level, Television remains the leading information source for communications from the Fire Service

Sources of Fire Service Communication Awareness – Spontaneous (% Recall, Jul 14)



Other Touchpoints	
Bus Shelters	1%
Hotel/Public toilets	1%
Fire Service Website	<1%
Facebook	1%
YouTube	1%
DVD	<1%
Twitter	<1%
Cinema / movies	<1%

Notes:

May 11 n = 500; Nov 11 n = 500; May 12 n = 500; Nov 12 n = 500; May 13 n = 507; Jul 13 n = 500;

Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

▲ Significantly higher than previous period

▼ Significantly lower than previous period

At the prompted level, around nine in ten recall Fire Service / fire safety advertising via Television, with recall for newspaper at just under half

Sources of Fire Service Communication Awareness – Spontaneous + Prompted (% Recall, Jul 14)



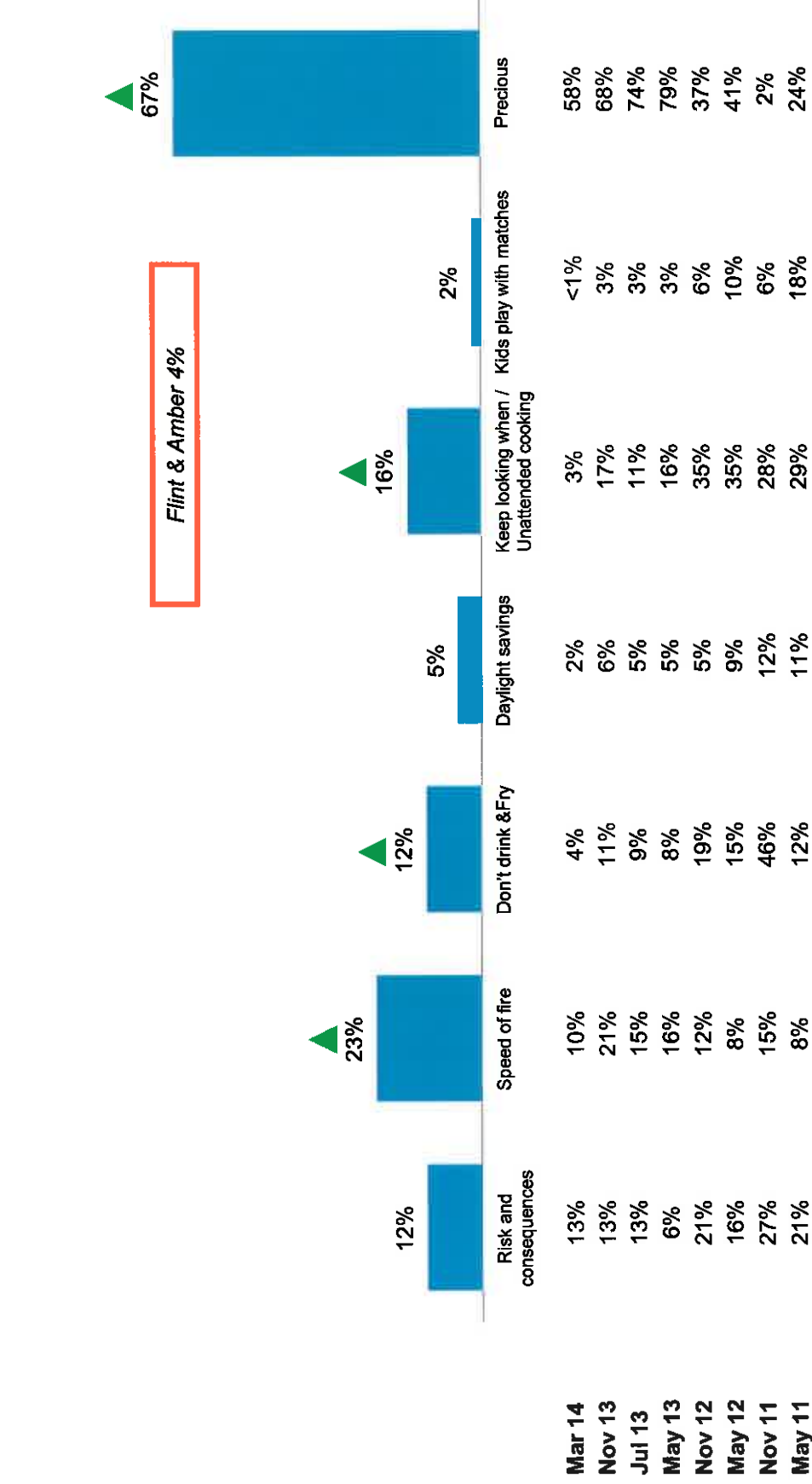
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Spontaneous recall has risen across a number of TVCs this wave, but continues to be lead by the Precious campaign

Fire Service Spontaneous Television Execution Awareness (% Spontaneous Recall, Jul 14)



Notes: May 11 n = 500; Nov 11 n = 500; April 12 n = 500; Nov 12 n = 500; May 13 n = 507; Jul 13 n = 500; May 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

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Of those recalling the 'Precious' campaign spontaneously, call to action is strong with installing and checking smoke alarms the key messages of the campaign

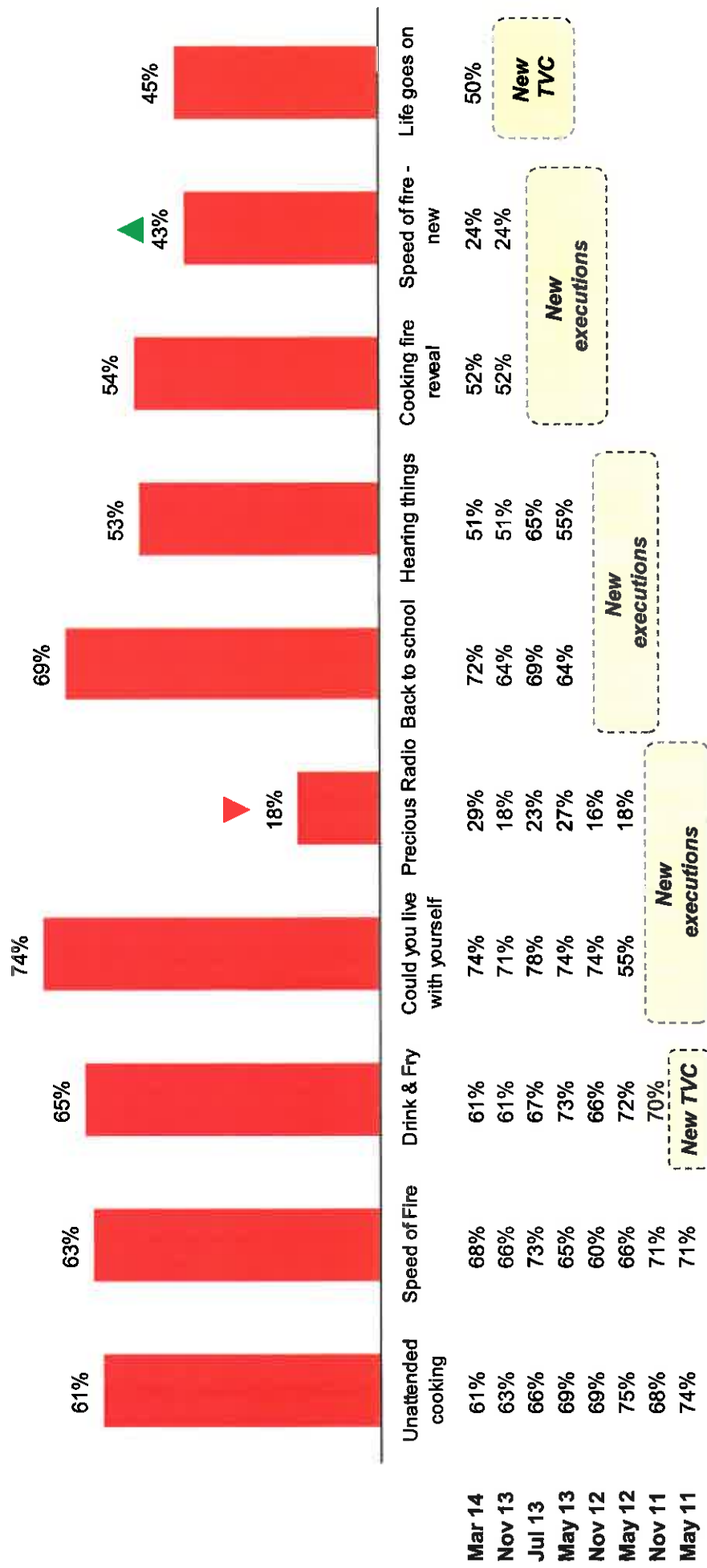
Messages Recalled from 'Precious' TV advertising (Jul 14)

Items Recalled	Messages Recalled
Burnt daughter	Install smoke alarms 60%
Dad installing smoke alarms	Check alarm batteries 28%
Ensure alarms are working	Alarms save lives 12%
Dad and daughter	Don't leave cooking unattended 12%
"Today I lied to my daughter"	Be fire safe 8%
Dad walks daughter to school	Fires cause heartache 2%



The proportion of New Zealanders who can recall the new 'Speed of fire' ad has increased, while recall for the 'Precious Radio' ad has declined

Prompted Recall by Execution (% Recall, Jul 14)



Notes:

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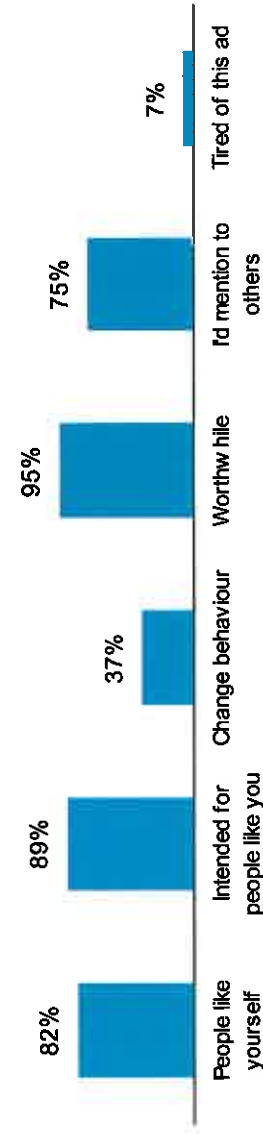
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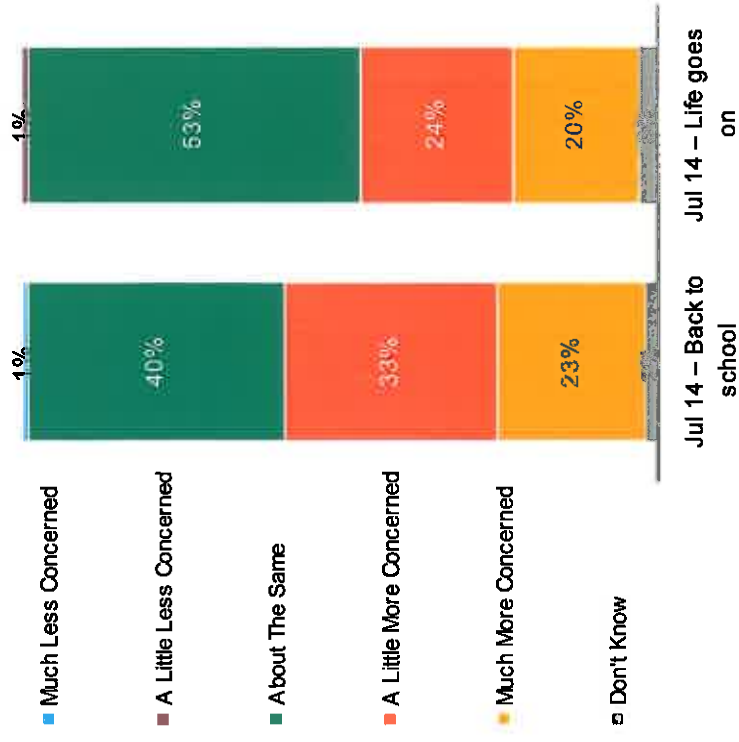
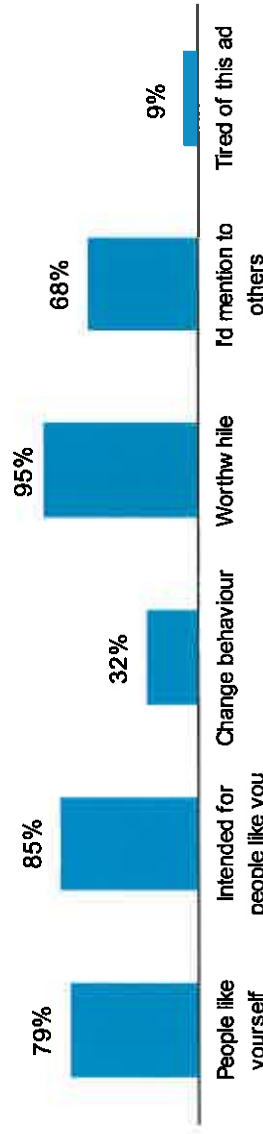
Both 'Back to school' and 'Life goes on' continue to perform strongly on comms diagnostics, with little sign of wear out for either TVC

Comms Diagnostics – Campaign Recallers (Jul 14)⁽¹⁾

Back to school



Life goes on



Concerned as a result of seeing

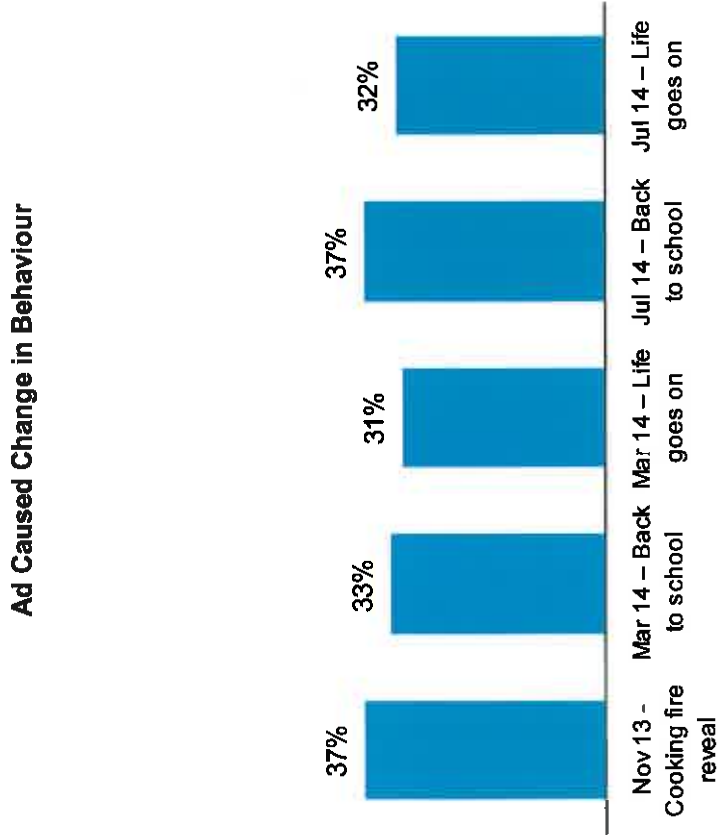


Notes:
Jul 14 n = 501

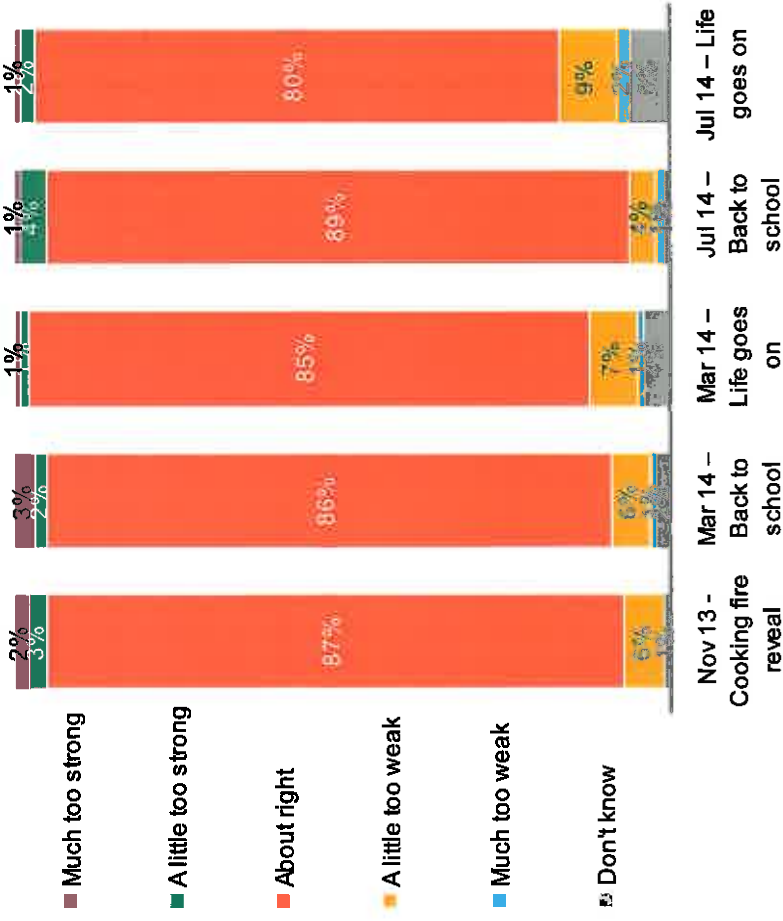
Significantly higher than previous period
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Around a third have changed their fire safety behaviour as a result of the 'Back to school' and 'Life goes on' executions, and the tone of both ads is seen as appropriate

Impact of New TVC on Behaviour



Perceived Appropriateness of Tone



Notes:
Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

▲ Significantly higher than previous period
▼ Significantly lower than previous period

'Back to school' is currently seen as more motivating than 'Life goes on', however both executions continue to be motivating to New Zealanders

Impact of Fire Service Executions



New Zealand Category Benchmarks (Averages)

Soft drinks	Motivated 47	Involved 11
Political	Motivated 46	Involved 29
Automobiles	Motivated 50	Involved 36
Public service	Motivated 46	Involved 29



Section 3

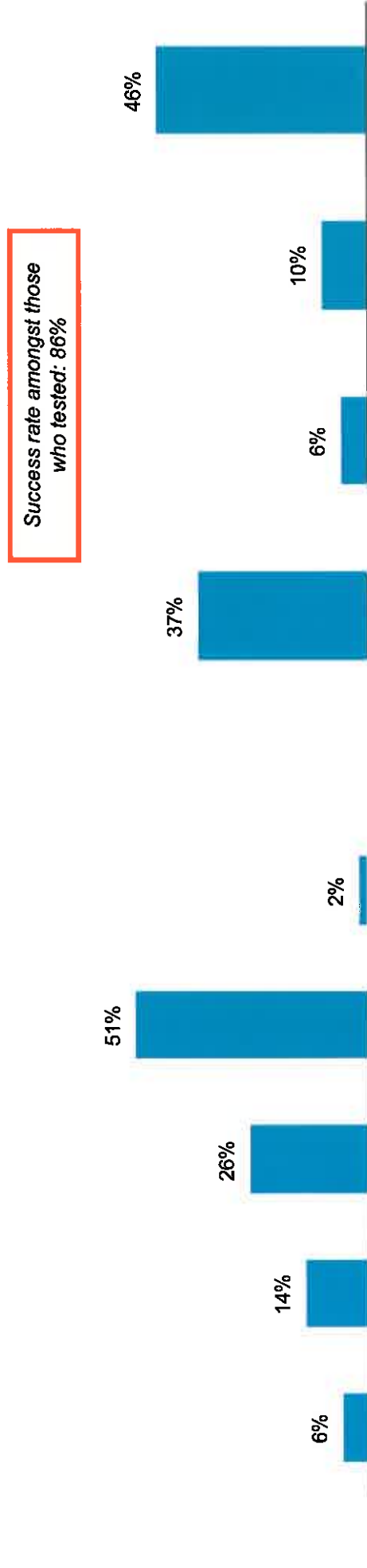
Topical Issues



Only 6% of New Zealanders do not have a smoke alarm in their home – with 86% of alarms found to be working when tested

Number of Working Smoke Alarms Currently Installed (Jul 14)

Result of Testing Smoke Alarm (Jul 14)



	None	One	Two	Three or More	Don't Know	Tested & Worked	Tested & Failed	Don't Know How	Don't Wish to Test
Mar 14	7%	14%	30%	47%	2%	42%	9%	7%	42%
Nov 13	5%	19%	31%	44%	1%	40%	9%	7%	44%
Jul 13	8%	17%	26%	49%	1%	46%	7%	8%	40%
May 13	7%	16%	30%	47%	0%	41%	5%	8%	46%
Nov 12	7%	14%	29%	48%	2%	40%	5%	8%	47%
May 12	7%	20%	28%	44%	1%	41%	5%	8%	46%
Nov 11	7%	22%	28%	43%	1%	42%	6%	8%	45%
May 11	7%	19%	32%	42%	1%	38%	7%	6%	49%

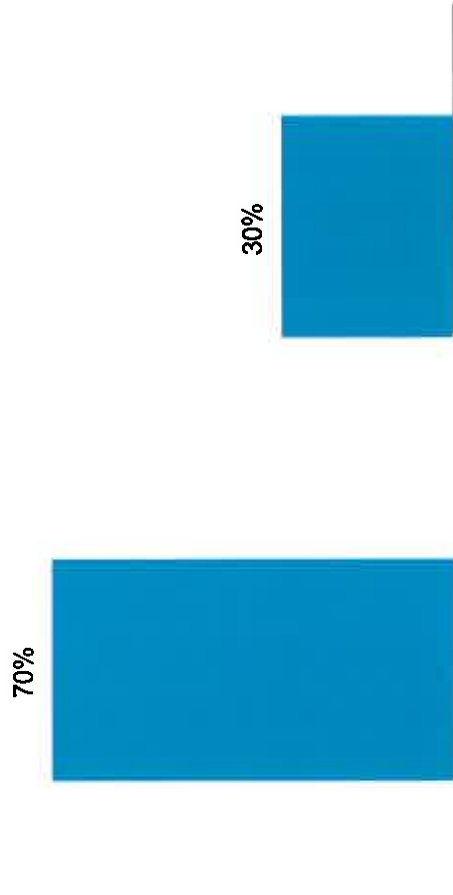


Notes:
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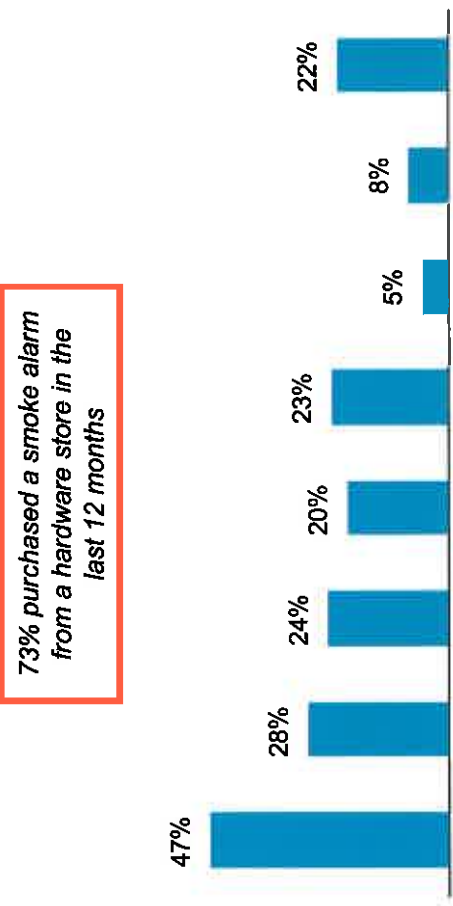
▲ Significantly higher than previous period
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Almost a third have bought a smoke alarm in the last year, with 73% purchasing the smoke alarm from hardware stores

Purchased Smoke Alarm in Last 12 Months (Jul 14)



Where Purchased Smoke Alarm From (Jul 14)



	Mar 14	Nov 13	Jul 13	May 13	Nov 12	May 12
Mitre 10	39%	43%	43%	39%	34%	37%
Other hardware store	30%	26%	23%	24%	25%	28%
Bunnings	28%	24%	24%	19%	22%	17%
Market	19%	20%	18%	19%	14%	17%
The Warehouse	26%	27%	31%	33%	23%	24%
Don't know	4%	5%	6%	6%	5%	6%
Other	17%	20%	22%	19%	15%	20%

Notes:

May 12 n = 500; Nov 12 n = 500; May 13 n = 507; Jul 13 n = 500; Nov 13 n = 500; Mar 14 n = 500;

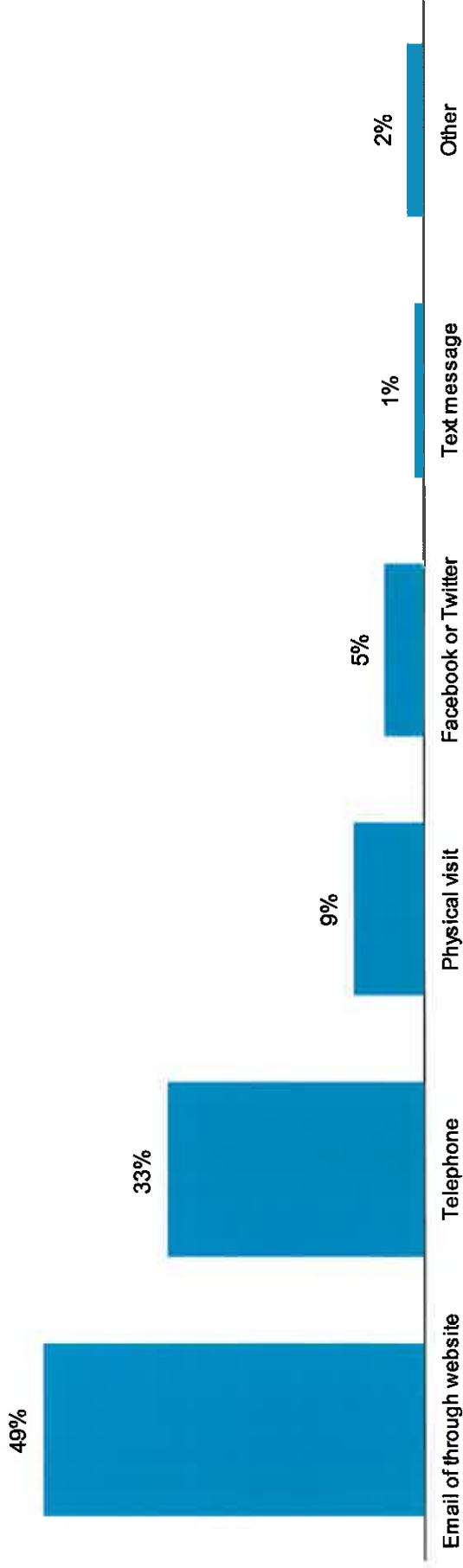
Jul 14 n = 501

▲ Significantly higher than previous period
▼ Significantly lower than previous period



Around half of New Zealanders would prefer to contact the NZFS via email or through the website if looking for information

Preferred Method for Contacting NZFS for Information (Jul 14)



	Mar 14	Nov 13	Jul 13	Jul 14
Email of through website	46%	51%	46%	49%
Telephone	31%	33%	36%	33%
Physical visit	12%	8%	11%	9%
Facebook or Twitter	6%	3%	3%	5%
Text message	3%	2%	2%	1%
Other	2%	2%	1%	2%

Notes:

Mar 14 n = 500; Nov 13 n = 500; Jul 13 n = 500; Jul 14 n = 501

▲ Significantly higher than previous period
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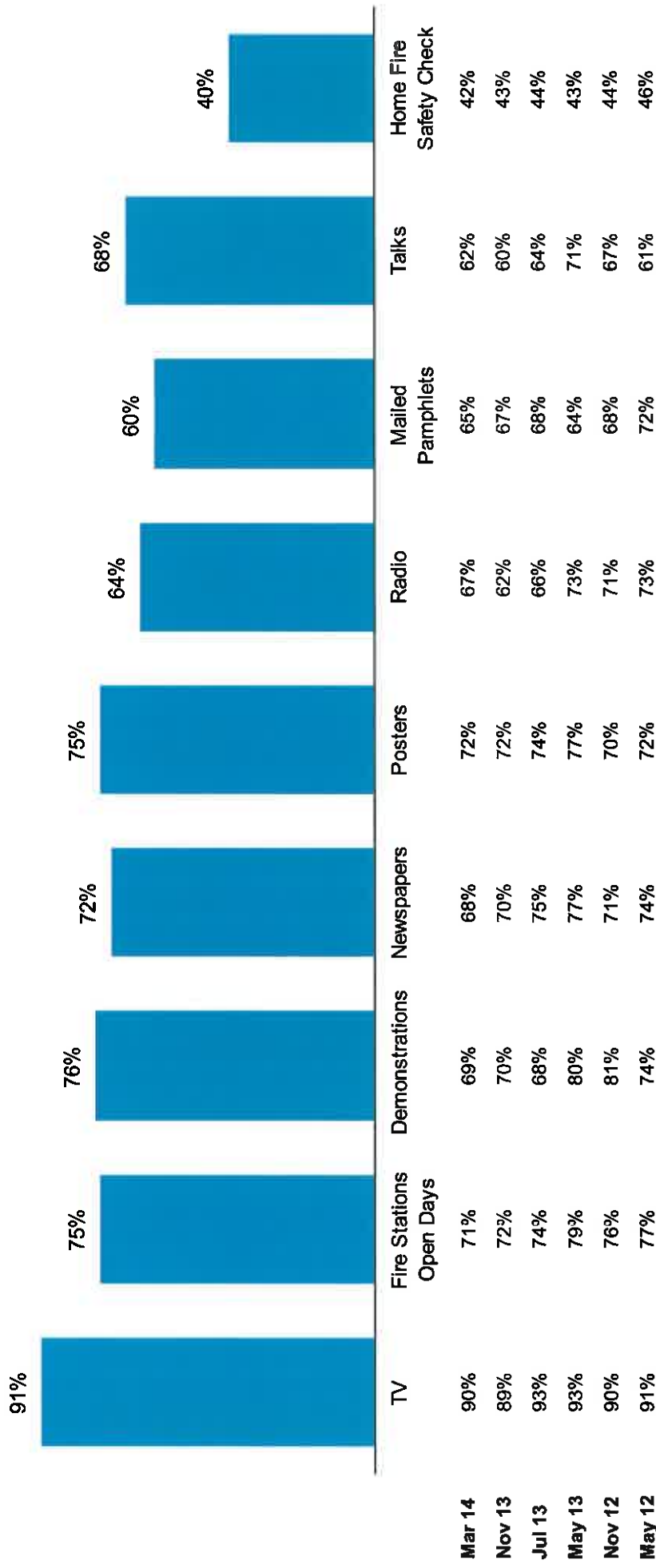
Section 4

Contact with Fire Service



Television is the most preferred option for communications from the Fire Service, with home fire safety check the least preferred

Preferred Method of Fire Safety Communication (Jul 14)



Notes:

May 12 n = 500; Nov 12 n = 500; May 13 n = 507; Jul 13 n = 500;

Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

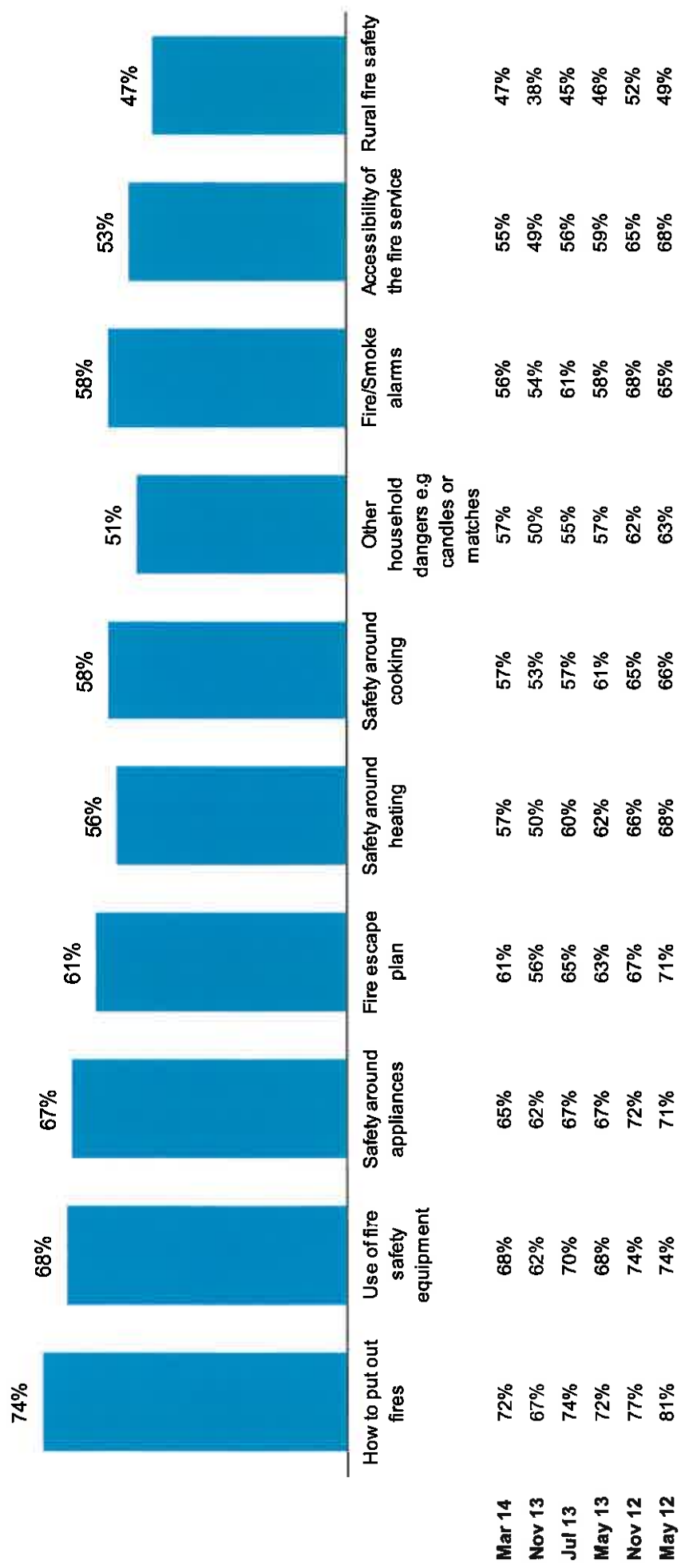
▲ Significantly higher than previous period

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How to put out fires continues to be the most preferred topic area for communications, followed closely by the use of fire safety equipment and appliance safety

Preferred Topic Areas for Communications (Jul 14)



Notes:

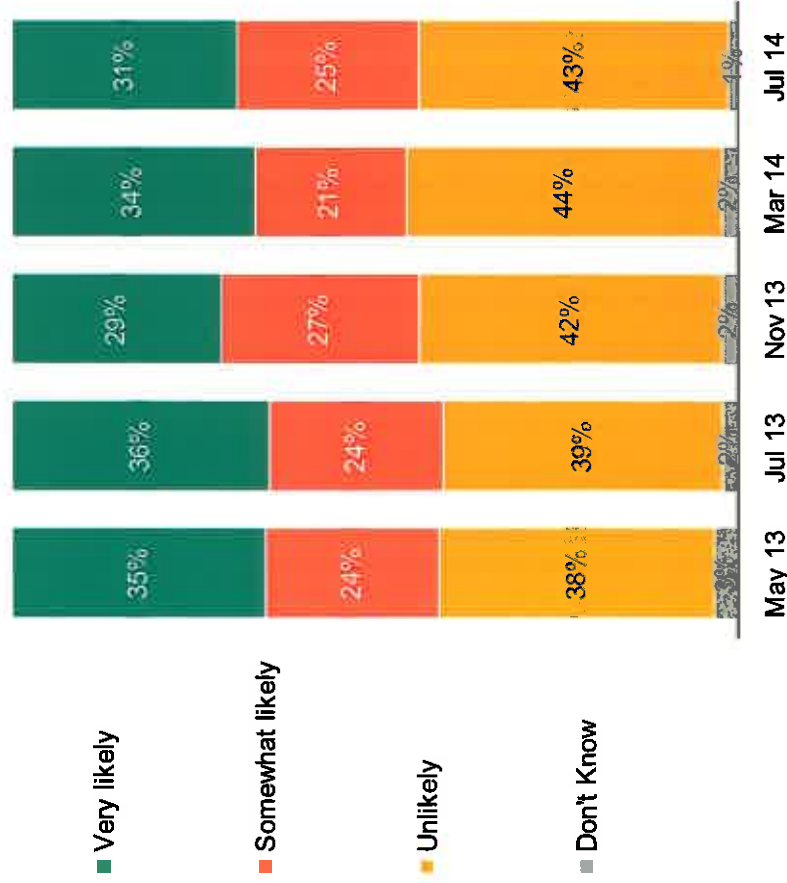
May 12 n = 500; Nov 12 n = 500; May 13 n = 507; Jul 13 n = 500;
 Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

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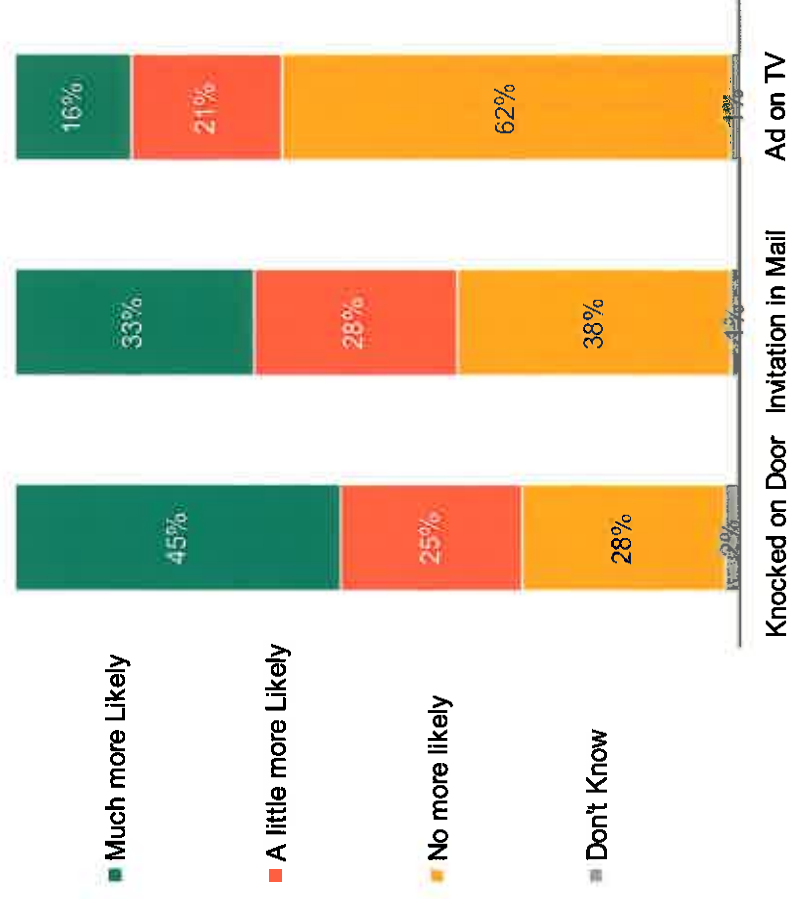


Over half are at least somewhat likely to have a free safety check in their home – with door knocking most likely to be successful

Likelihood to Have Free Safety Check of Home



Impact of Contact for Home Safety Check (Jul 14)



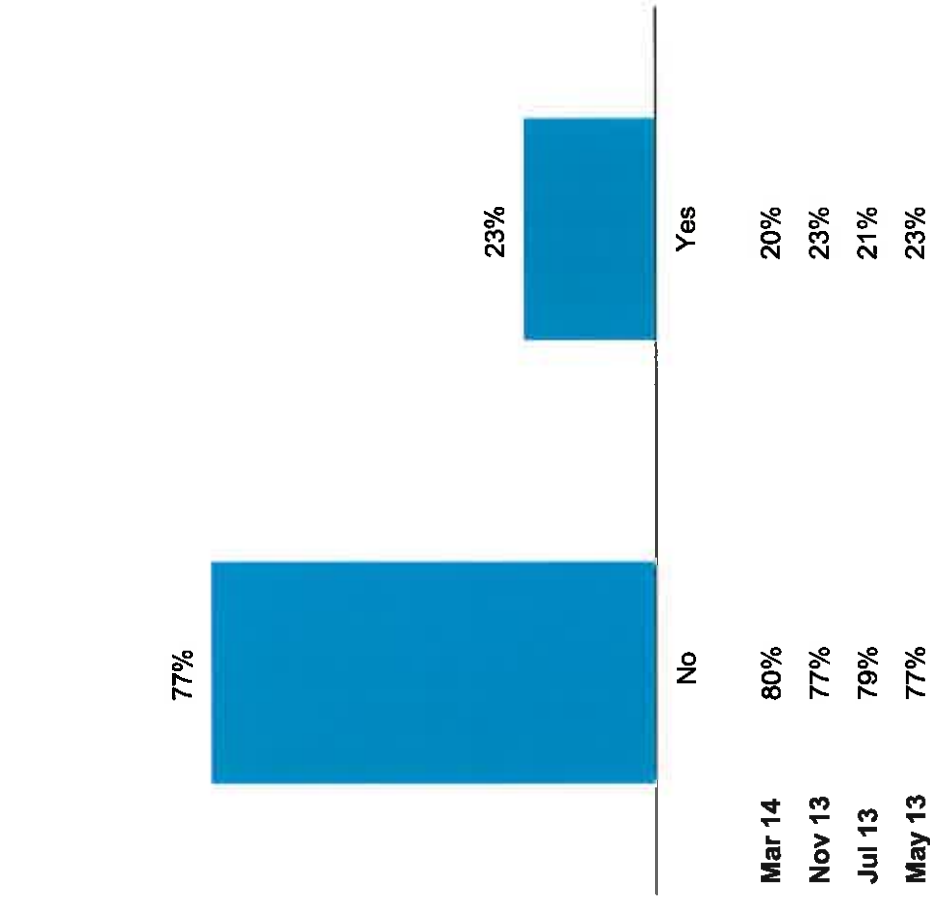
35% would feel much more comfortable if a \$40 smoke alarm was installed at the same time, 18% would feel slightly more comfortable



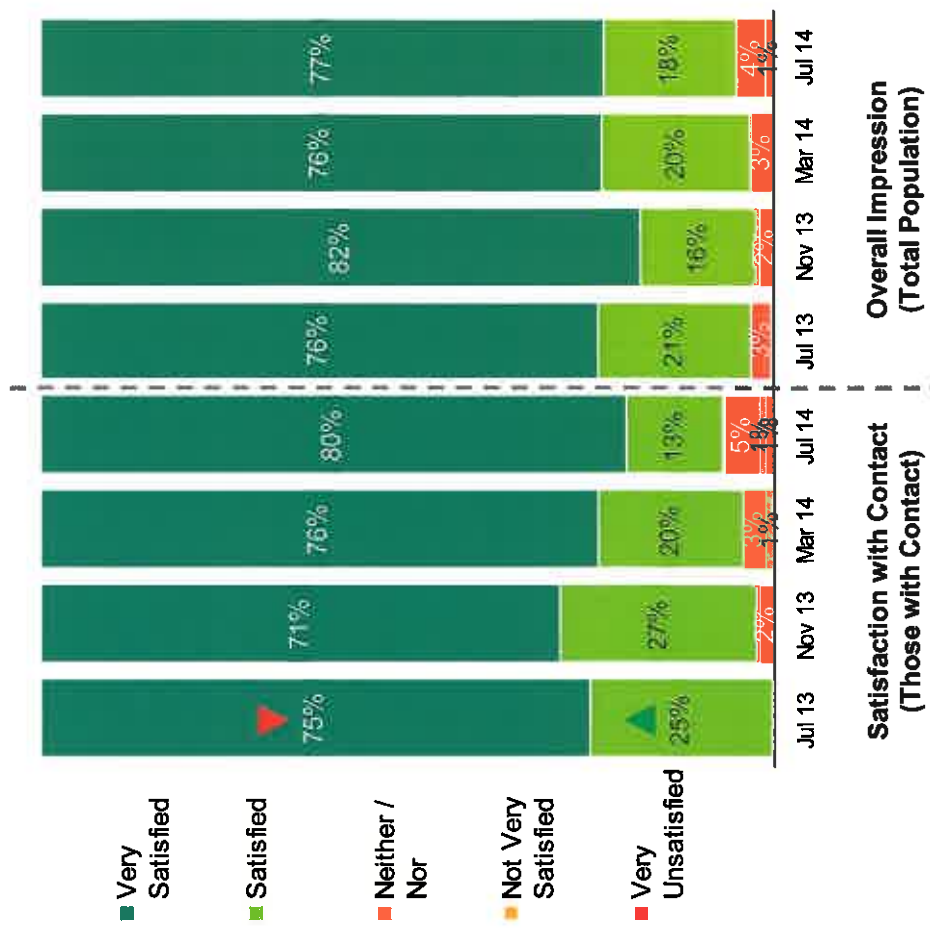
Notes:
 May 13 n = 507; Jul 13 n = 500; Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

Almost a quarter of New Zealanders have had some form of contact with the Fire Service in the last 12 months – with 93% satisfied or very satisfied with the contact experience

Had Contact with Fire Service Last 12 Months (Jul 14)



Satisfaction with Contact & Overall Impression (Jul 14)



Notes:
 May 13 n = 507; Jul 13 n = 500; Nov 13 n = 500; Mar 14 n = 500; Jul 14 n = 501

▲ Significantly higher than previous period
 ▼ Significantly lower than previous period
 NZ Fire Service | 24



Section 5
8-12 Year Olds



Among children aged 8-12 there have been increases in recall for 'Cooking fire reveal', 'Flint & Amber - Smoke' and the new 'Speed of fire'

Prompted Recall by Execution (% Recall, Jul 14)⁽⁵⁾



Notes:

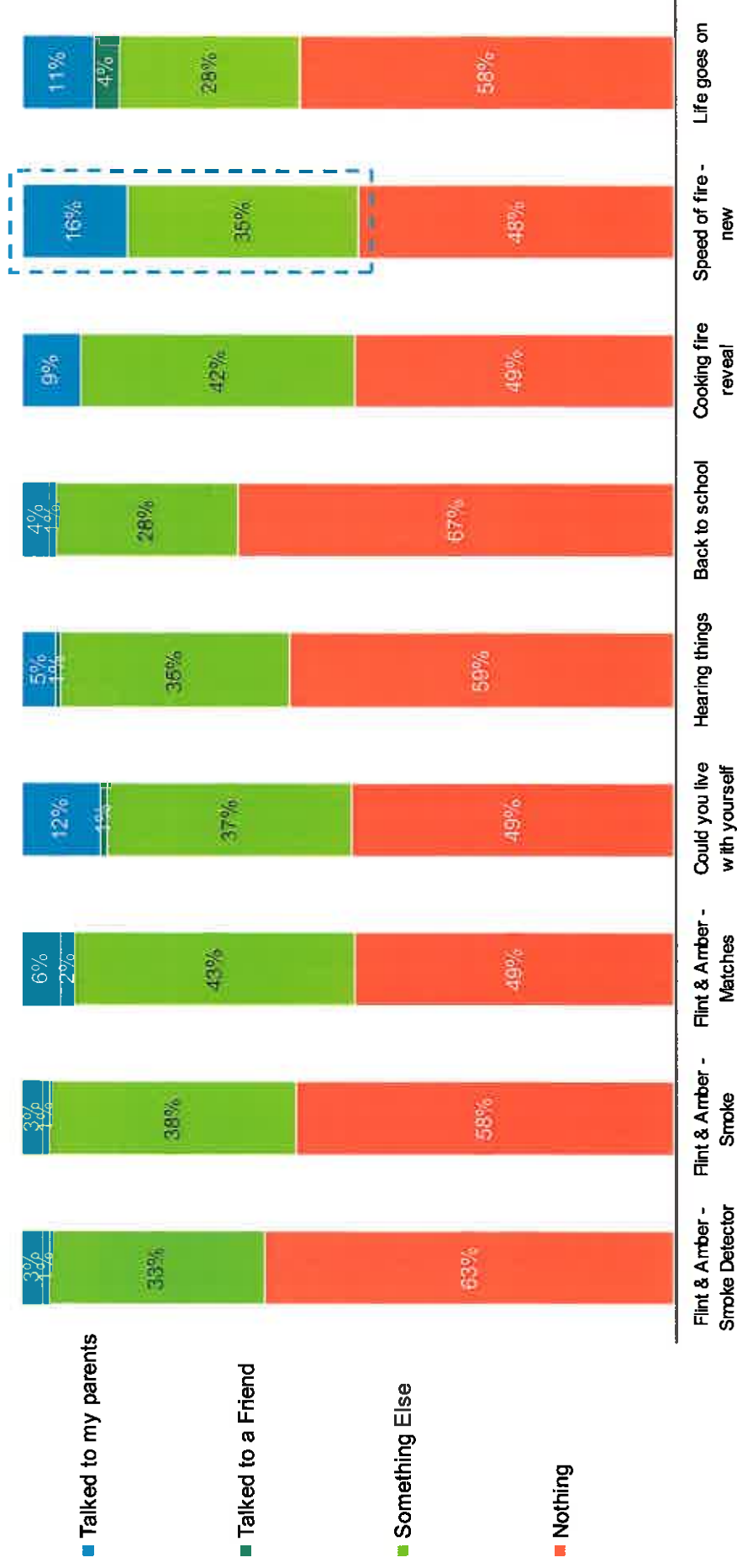
May 13 n = 200; Jul 13 n = 202; Nov 13 n = 200; Mar 14 n = 201; Jul 14 n = 200

▲ Significantly higher than previous period
▼ Significantly lower than previous period



The new 'Speed of fire' has the strongest call to action of the current executions

Action Taken as Result of Seeing Ad Amongst Those Recalling (Jul 14)



Notes:
Jul 14 n = 200



Television and school continue to dominate fire safety recall among children aged 8-12 years

Prompted Sources of Fire Safety Communications (% Recall, Jul 14)



Notes:

Jul 13 n = 202; Nov 13 n = 200; Mar 14 n = 201; Jul 14 n = 200

▲ Significantly higher than previous period
 ▼ Significantly lower than previous period

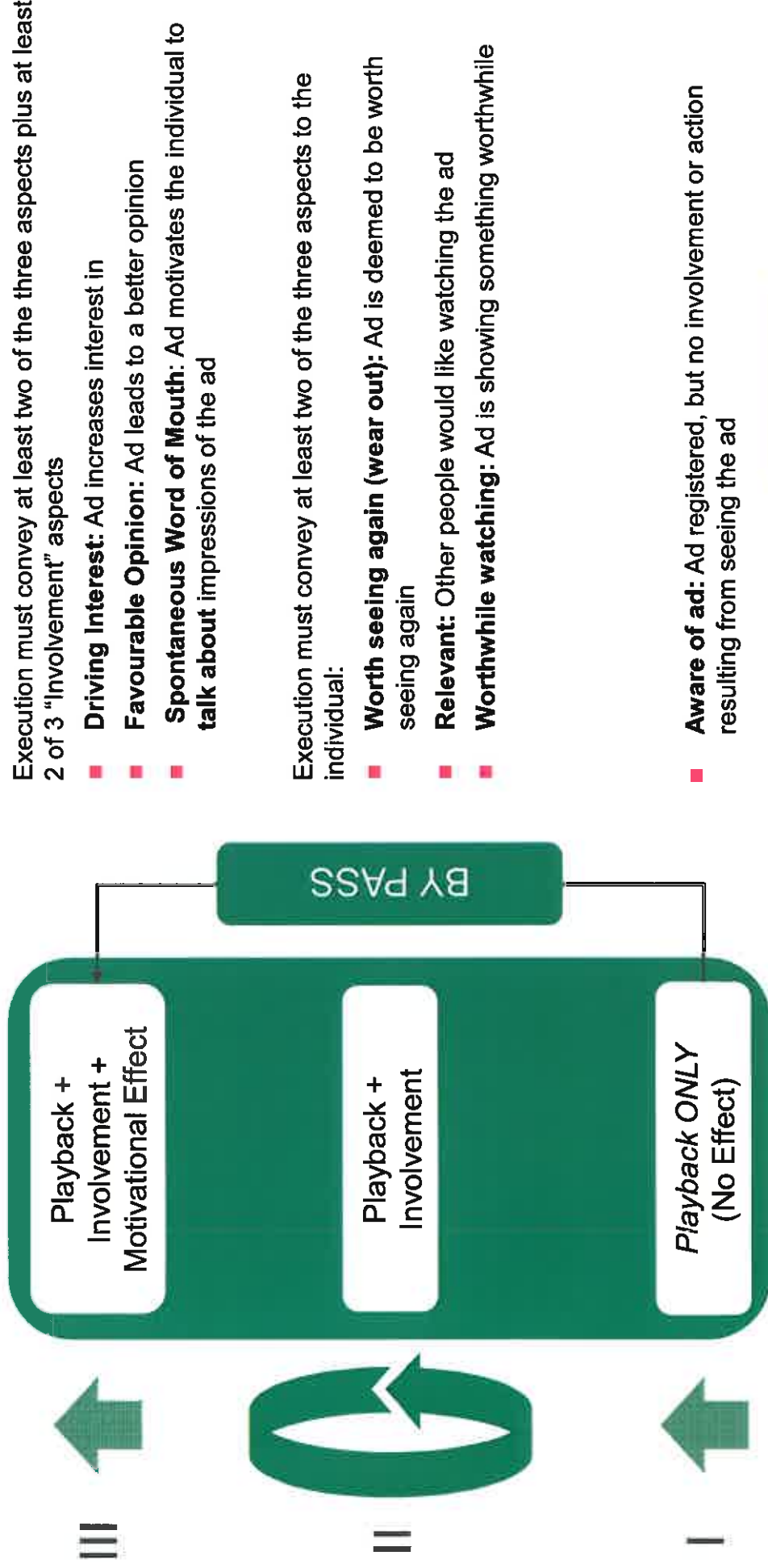
Section 6

Appendices



ADEVAL™ PROCESS

- ADEVAL™ goes beyond measuring awareness and recall to also include measures of:
 - Involvement → An ad's ability to build rapport with an audience, engage their interest and attention
 - Motivation → The building (or reinforcement) of a bond between the audience and the brand



The BYPASS group contains respondents that are aware of the execution but are motivated by the brand rather than the execution

AdEval™ Diagnosis

- The outcome of an AdEval™ evaluation is not a single score
- The ad's strengths and weaknesses are reflected in the overall shape of the scale

