

Office of Emergency Management

Benchmark & Tracking Studies

Belo Marketing Solutions Custom
Research
Survey USA
June 24, 2005

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Research Methodology

- Telephone surveys conducted by Survey-USA for Belo Marketing Solutions:
 - Benchmark was conducted on December 15, 2004
 - Tracking 1 June 2 – June 6, 2005
- 500 adults from King, Pierce and Snohomish counties; random sample selected by ASDE/Survey Sampler.
- Overall results considered significant +/- 4.5%.
- A larger +/- applies to sub-populations, see legend for details.
- Results may not add to 100%, because percentages are rounded to whole numbers.

Executive Summary

- The number of people with an established plan stayed steady. (42% in the benchmark and 45% in tracking)
- Of those with a plan,
 - **The number of those who have implemented a plan grew from 42% to 47%.**
 - They tend to get their information about making a plan from someplace other than the options listed; the Internet is the next source for information.
- Of the 52% that do not have an established plan,
 - ***Not taking the time to put together a plan was the top reason for not having a plan falling from 51% to 43%.***
 - Respondents would be most motivated to establish a plan by the knowledge that they are *keeping their family safe* and by a *disaster happening that they were not prepared for.*
 - The most likely source to learn about establishing a plan in the second survey
 - Brochure 23% (17% in Bench)
 - Internet 22% (25% in Bench)
 - Friend or family member 20% (14% in Bench)
 - Checklists again surpassed all options that would most help in putting together a disaster preparedness plan.
- **The number of those that would know what to do if told to “shelter in place” grew from 38% to 44%.**

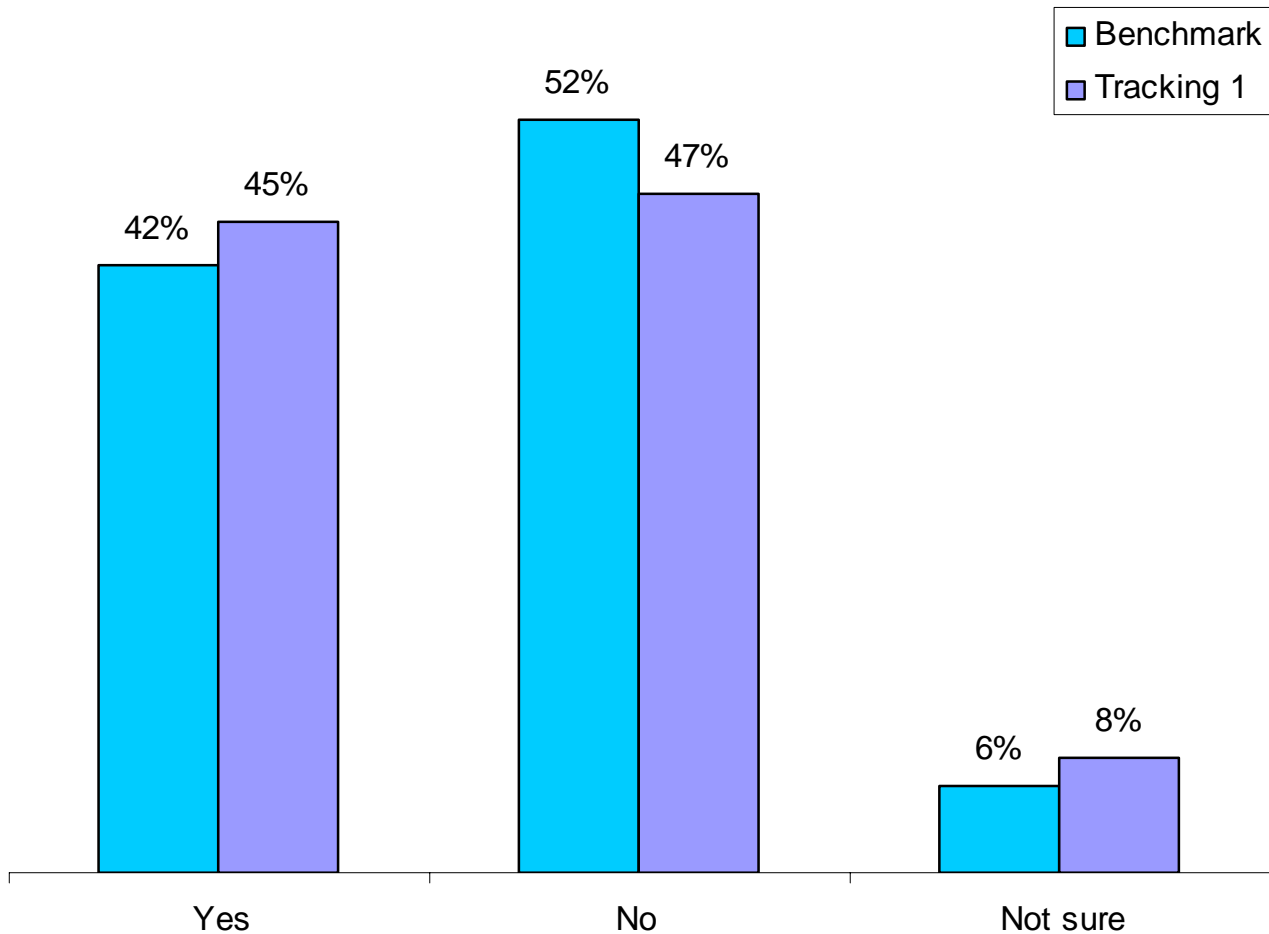
Executive Summary

- One-fifth of the respondents think their children know what to do in case of an emergency.
- Of the respondents with children, about half have discussed an emergency plan with their children.
- People are most threatened by a natural made disaster.

Emergency Plan

All Adult Respondents

Does your household have an established a plan in place in case of a natural or man made disaster?

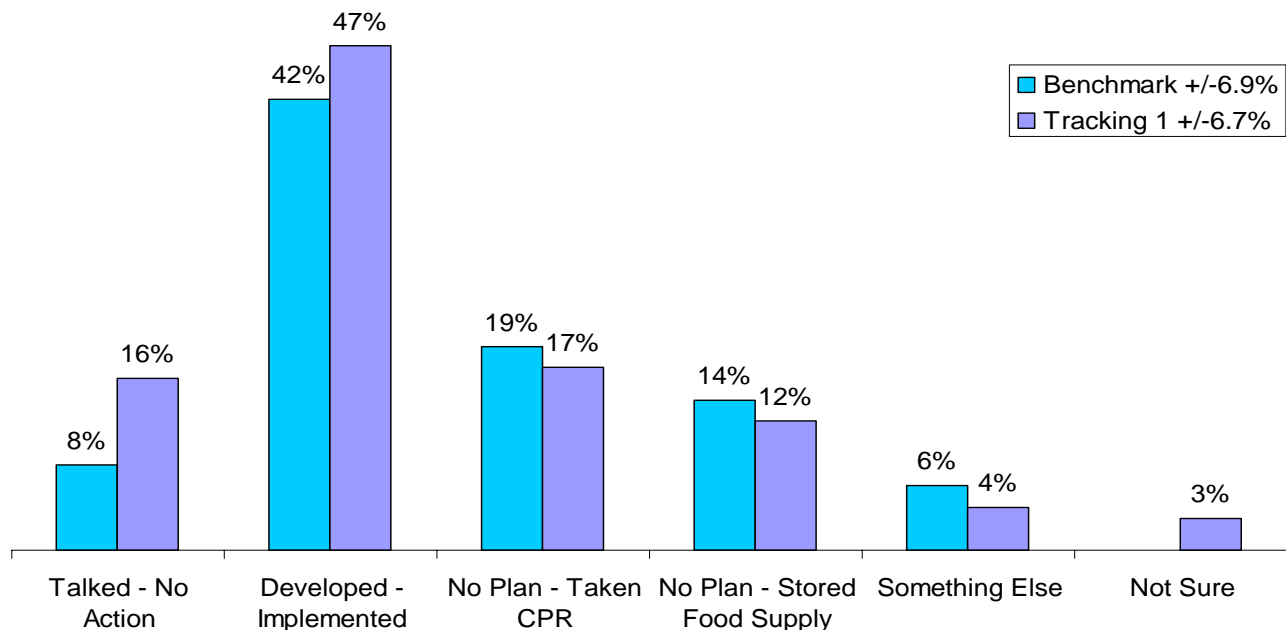


To What Extent

All Adult Respondents Who Have a Plan

To what extent have you made plans in case of a natural or man made disaster?

- Have you talked about a plan, but taken no action?
- Have you developed and implemented a home escape plan?
- Is no plan implemented, but a member of your household has taken CPR, First Aid, or an emergency implementation class?
- Is no plan implemented, but you have stored a three day supply of food and water for each member of the household?
- Or something else?

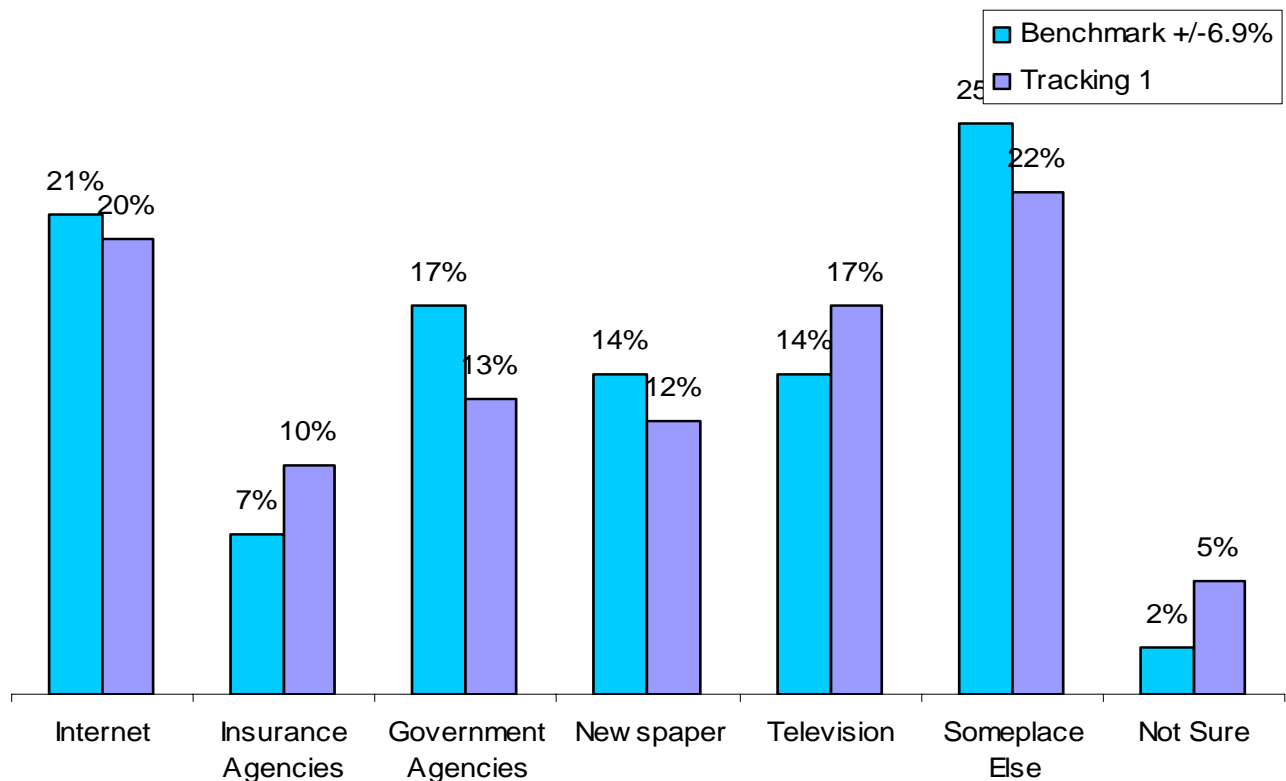


Gone for Information

All Adult Respondents Who Have a Plan

In the past, where have you gone most often to get information on establishing a plan for natural or man made disasters?

- The internet?
- Insurance agencies?
- Government agencies?
- The newspaper?
- Television?
- Or someplace else?

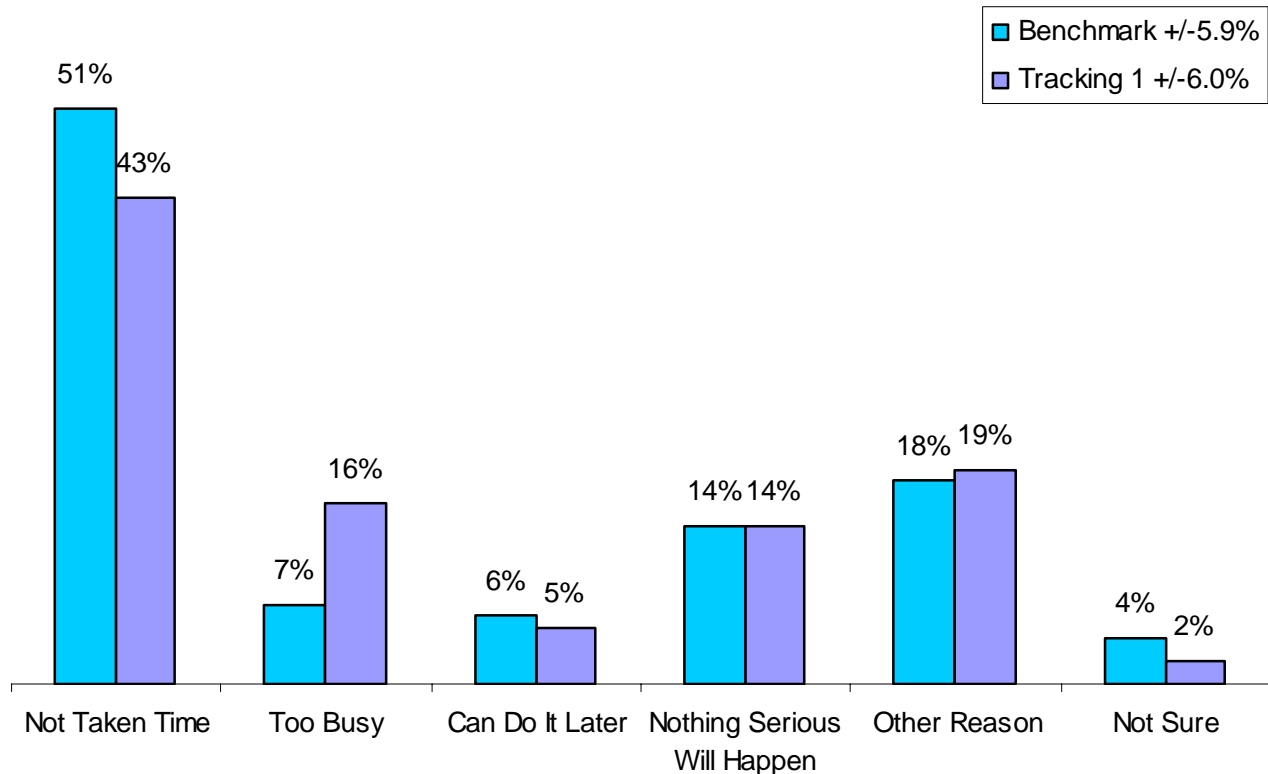


Main Reason for No Plan

All Adult Respondents Who Do Not Have a Plan

What is the main reason you have not put together a household plan in case of a natural or man made disaster?

- Because you have not taken the time?
- Because you are too busy?
- Because you can do it later?
- Because you think nothing that serious will happen in the area?
- Or some other reason?

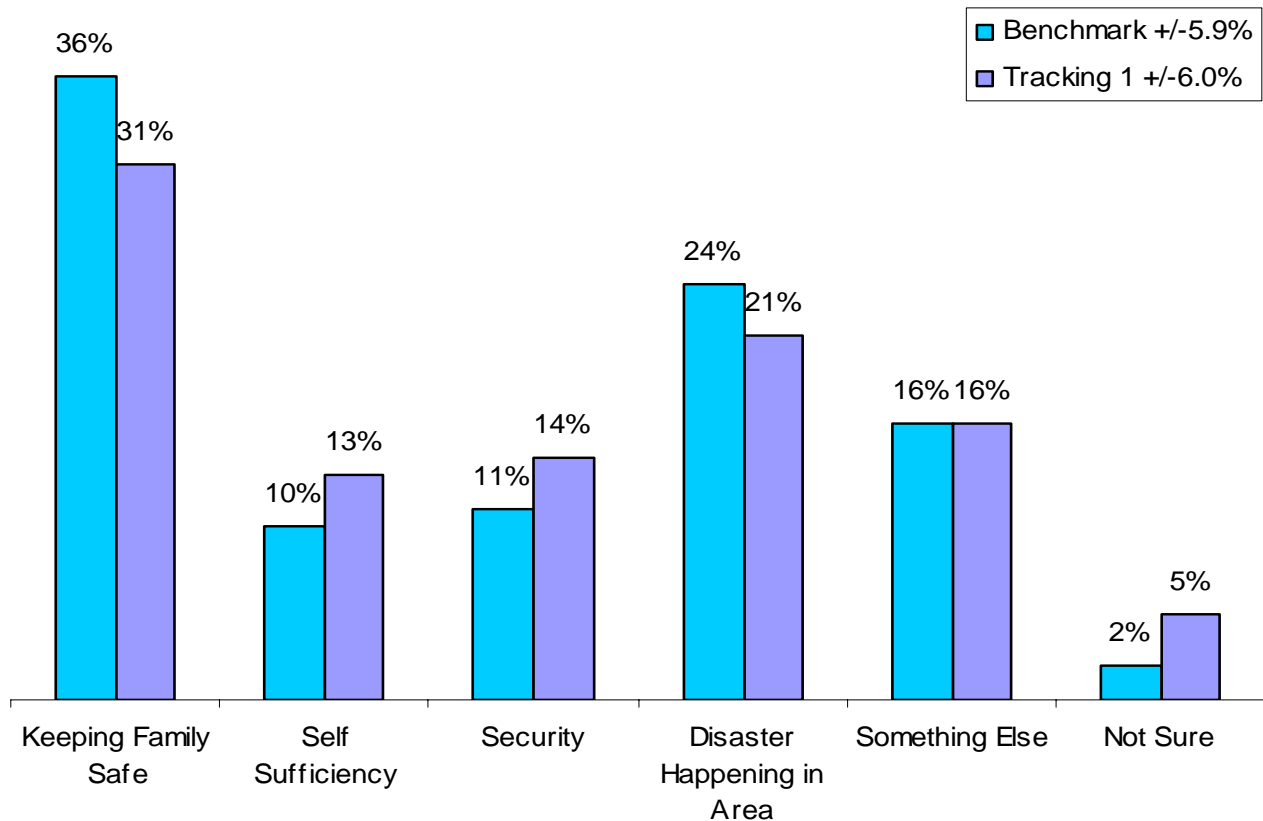


Motivation for Establishing a Plan

All Adult Respondents Who Do Not Have a Plan

What would most motivate you to establish a household disaster plan?

- Knowing it would keep your family safe?
- A feeling of self sufficiency?
- Personal security?
- A disaster happening in the area which you were not prepared for?
- Or something else?

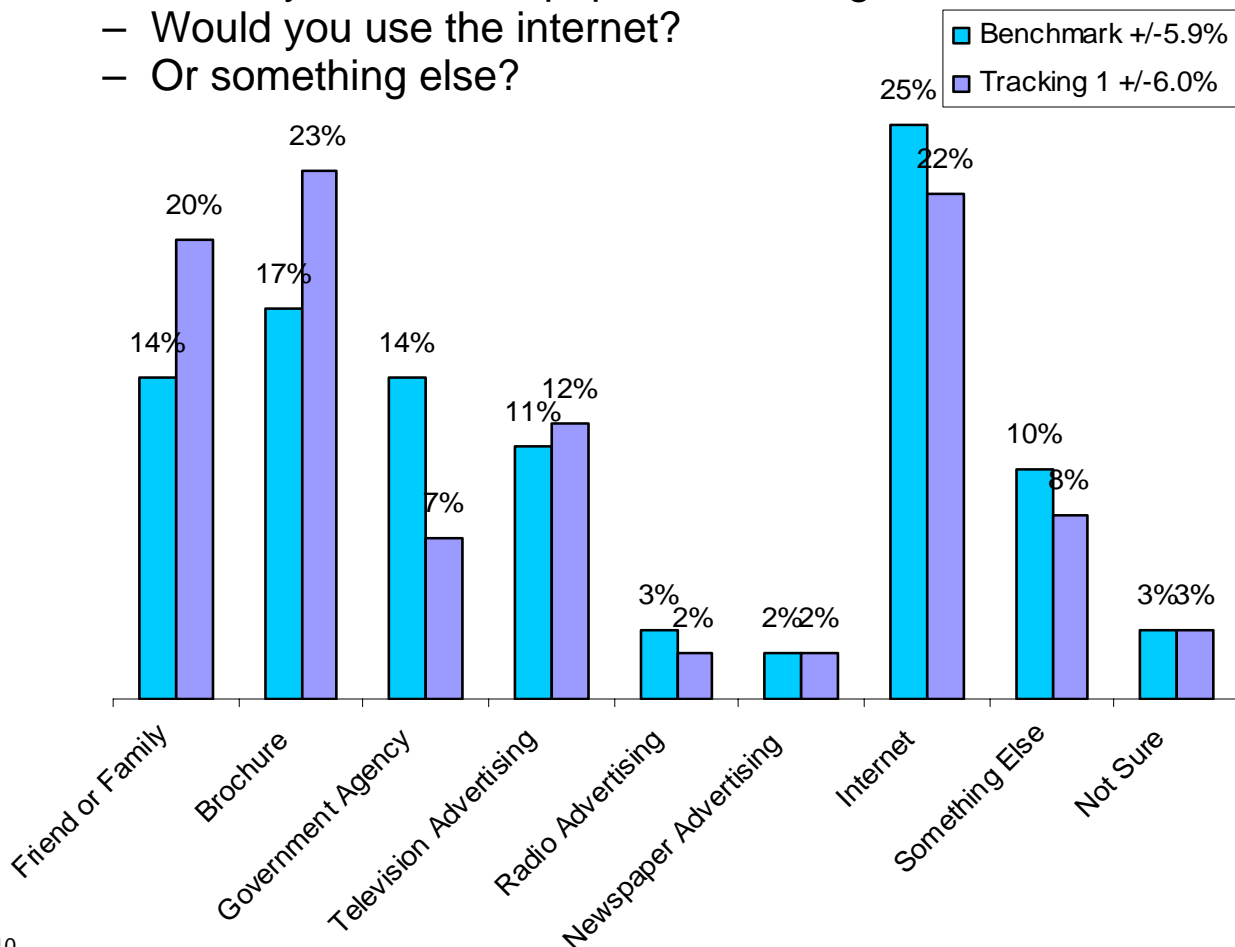


Learn How to Make Plan

All Adult Respondents Who Do Not Have a Plan

What would you be most likely to do in order to learn about establishing a plan for yourself and your family in case of a natural or a manmade disaster?

- Would you ask a friend or family member?
- Would you get a brochure?
- Would you contact a government agency?
- Would you use television advertising?
- Would you use radio advertising?
- Would you use newspaper advertising?
- Would you use the internet?
- Or something else?

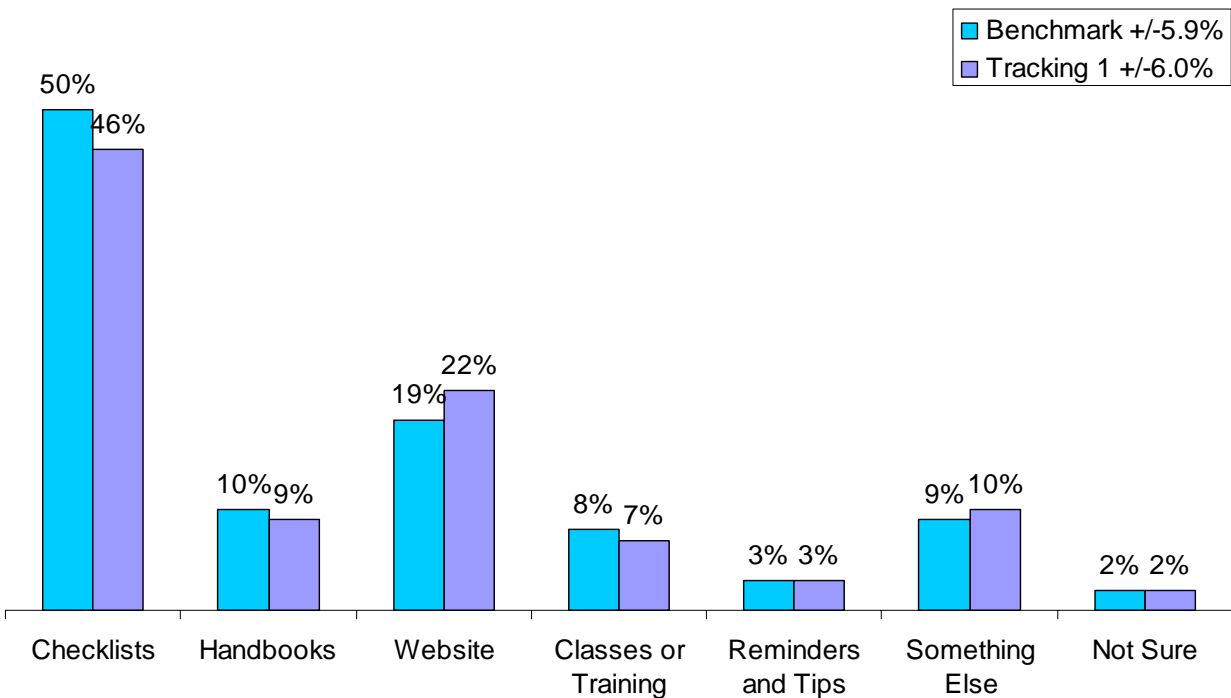


Most Help for Plan

All Adult Respondents Who Do Not Have a Plan

What would most help you to put together a disaster preparedness plan?

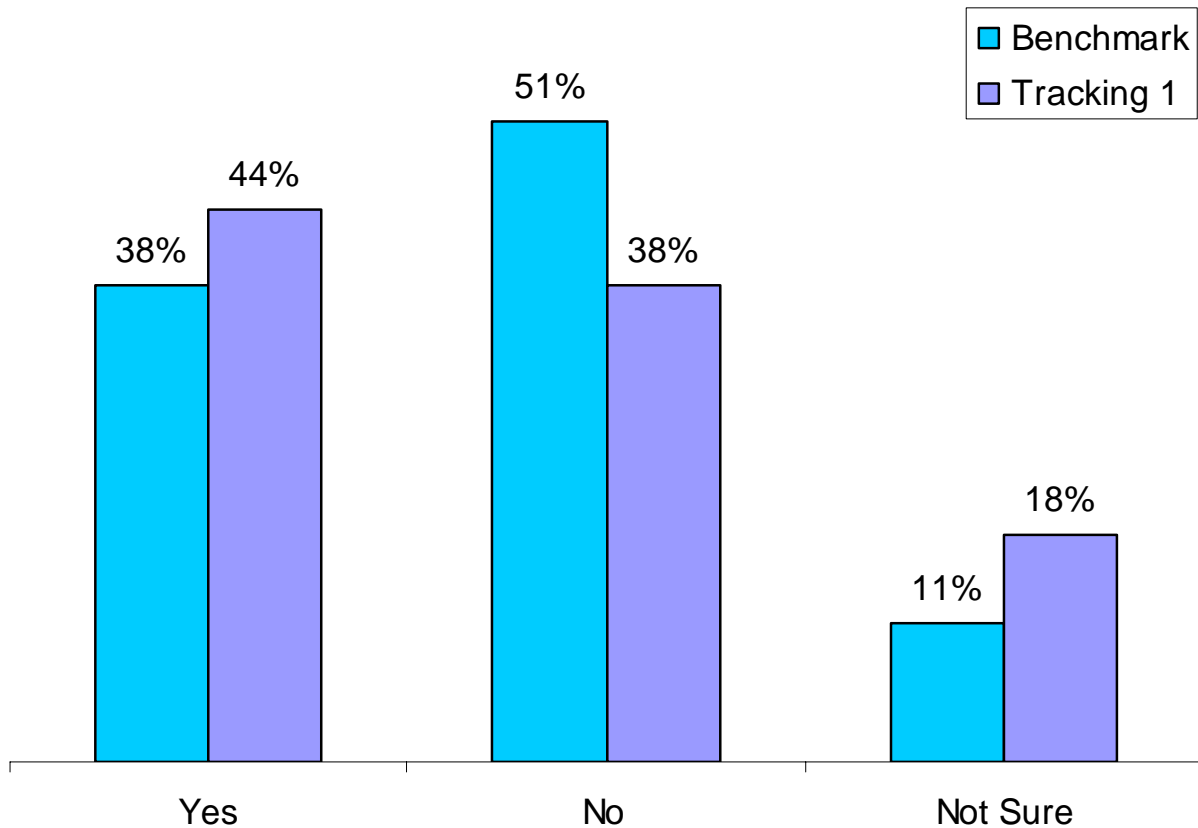
- Checklists on what you should have and do?
- Comprehensive preparedness handbooks?
- A website with specific information?
- Free community classes or training?
- Reminders and tips on how to put together a plan?
- Or something else?



Shelter In Place

All Adult Respondents

Would you know what to do if you were told to "shelter in place" in case of a chemical spill or biological threat?

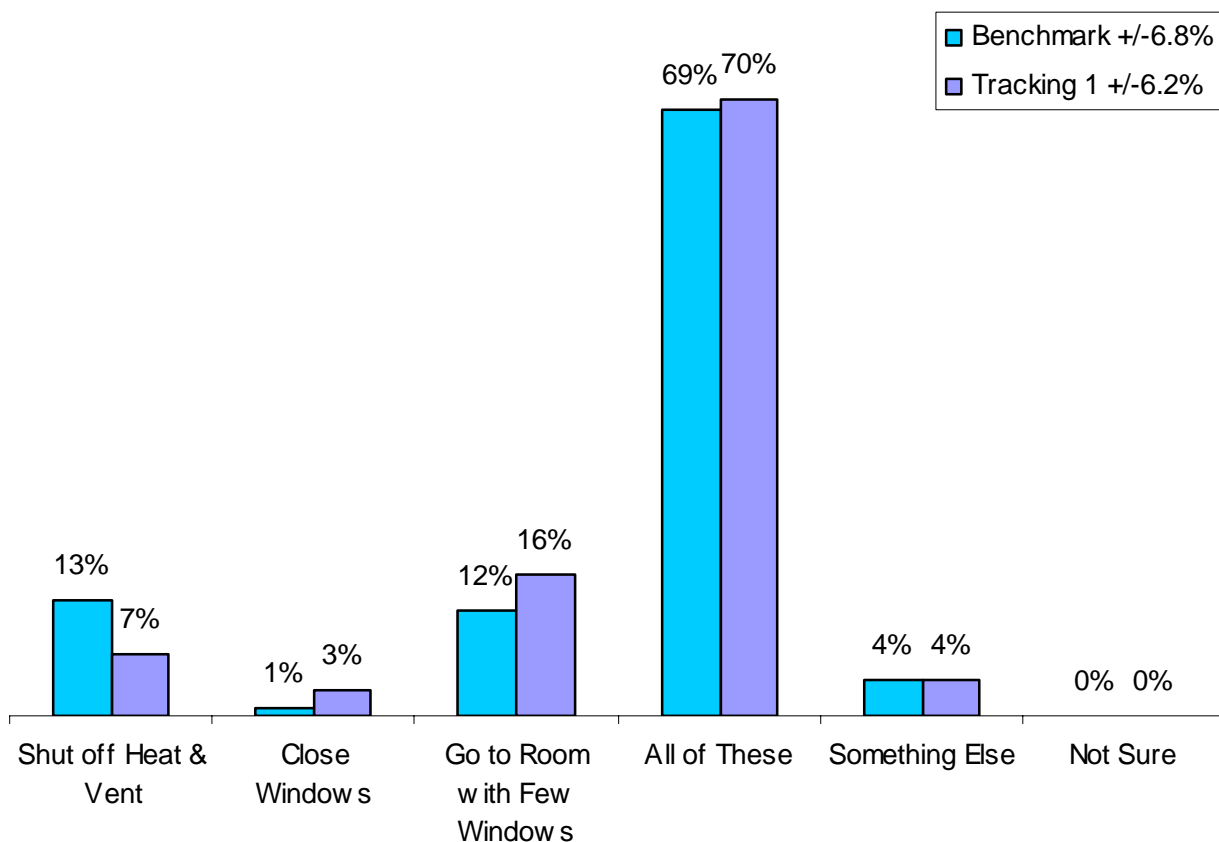


Most Likely to Do

All Adult Respondents Who Know What to Do for Shelter in Place

What would you be most likely to do if you were told to "shelter in place"?

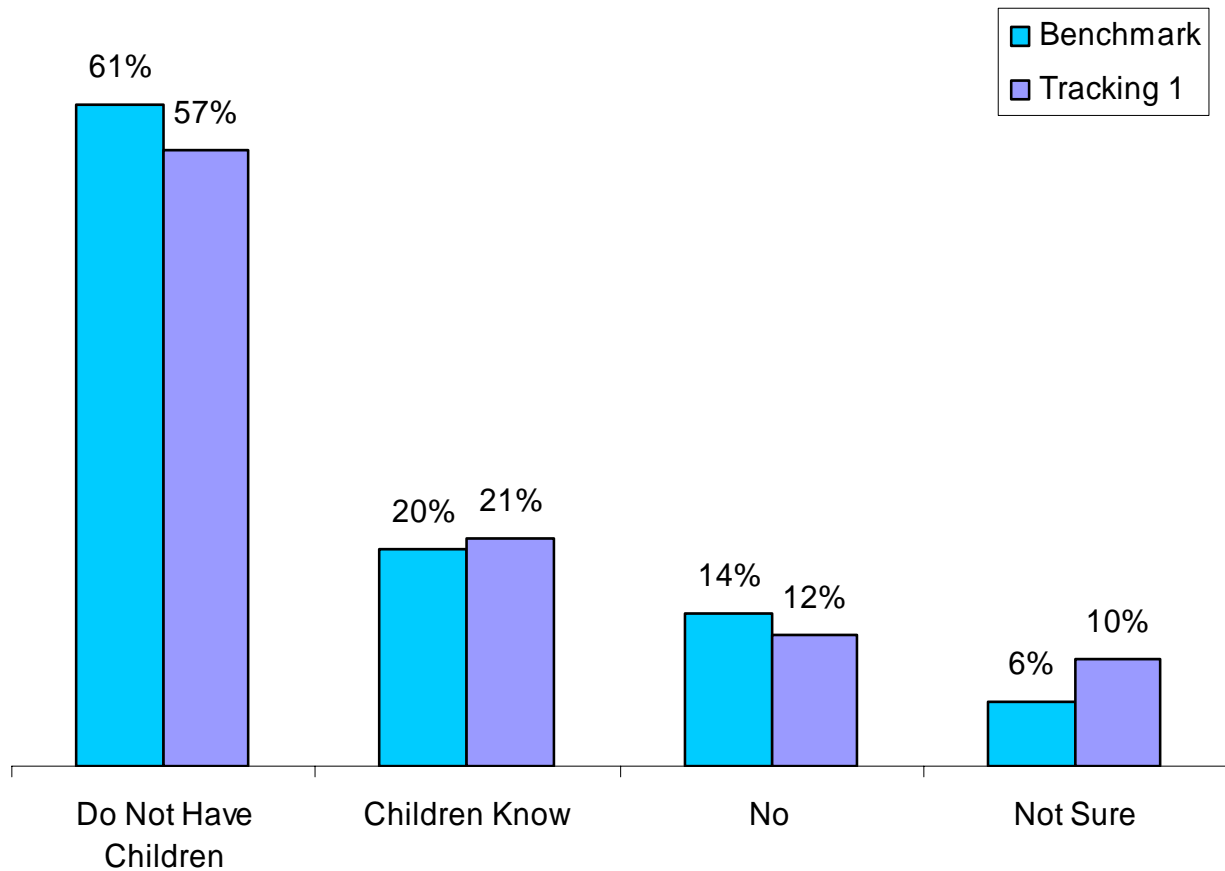
- Shut off the heating and ventilation systems?
- Close the windows?
- Go to a room with few or no windows?
- All of these?
- Or something else?



Children Know What to Do

All Adult Respondents

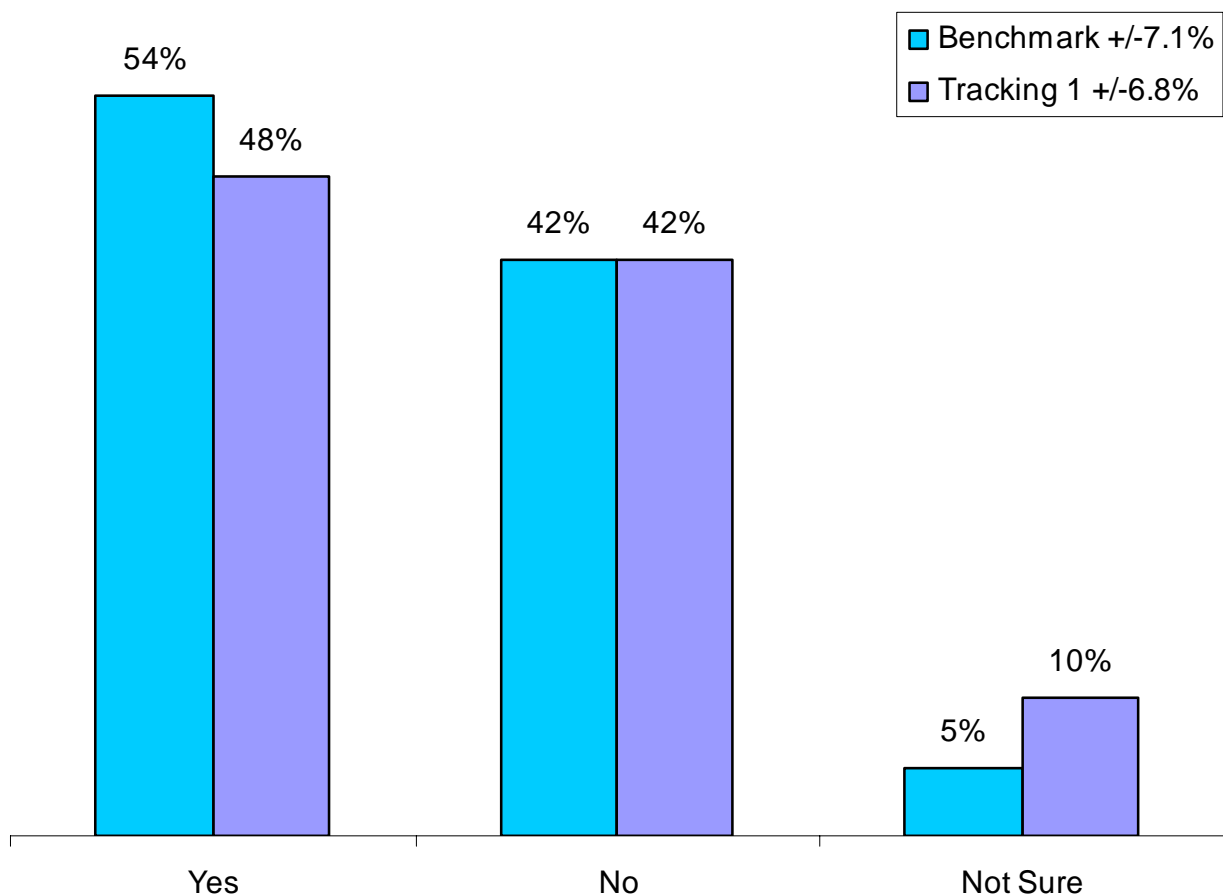
Do your children know what to do in case of an emergency if you are not present?



Discussed Disaster Plan with Children

All Adult Respondents Who Have Children

Have you discussed an emergency plan with your children?



Disaster More Threatened by

All Adult Respondents

What type of disaster are you most threatened by?

- A natural disaster like an earthquake?
- Or a manmade disaster such as a terrorist attack?

