

PREPAREDNESS SURVEY RESULTS



American Red Cross
Oregon & SW Washington
Chapters

Preparedness Survey

- Conducted June - July 2012 by Hebert Research, Inc.
- 1,433 Oregon and SW Washington residents
- 42 counties represented (36 Oregon)
- Statistical weighting was applied to the results to correct for sampling error and line up to Oregon & SW Washington 2010 census



American Red Cross
Oregon & SW Washington
Chapters

Disaster Experience

- 35% of respondents have never experienced an emergency or disaster
- 79% of respondents who have experienced disaster, have experienced disasters **2-5 times**
 - Earthquake (23.5%)
 - Power outage (13.9%)
 - Medical emergency (17.8%)
 - Other (14.7%)
 - Flood (15.9%)



American Red Cross
Oregon & SW Washington
Chapters

Importance of Preparedness

- 68.6% of respondents reported that it is very important to be prepared



American Red Cross
Oregon & SW Washington
Chapters

Types of Possible Disasters

- When asked **what disasters were possible in the next ten years**, the most frequent response was earthquake (68.9%)
- Other events believed possible in the next years include flood (41.1%), fire (27.5%) tsunami (34.3%) and winter storms (21.4%)



American Red Cross
Oregon & SW Washington
Chapters

Likelihood of a Disaster

Belief in the likelihood of **experiencing an emergency or disaster in the next two years**

- 59% rated 0-4 (0=lowest)
- Respondents who have experienced disaster 5+ times were more likely to believe the possibility of encountering a disaster in the next two years
- Respondents who rated importance of family preparedness were more likely to expect disasters in the next two years than those who rated the importance of family preparedness low



American Red Cross
Oregon & SW Washington
Chapters

Awareness of CSZ

89% of those surveyed were aware of the fault line located off the Oregon coast



American Red Cross
Oregon & SW Washington
Chapters

Household Composition

84.5% of respondents live with others

- Respondents with first aid, CPR/AED training are more likely to live with others than those without this type of training
- Nearly one-third (30.2 %) of respondents live with children age 18 or younger



American Red Cross
Oregon & SW Washington
Chapters

Household Composition

- Living with pets – 67.7%
- Living with seniors – 19.4 %
- Living with disabled – 7.4%



American Red Cross
Oregon & SW Washington
Chapters

Kits and Plans

- Kit at home – 62.7%
- Kit in vehicle – 32.1%
- Household evacuation plan – 39.1%



American Red Cross
Oregon & SW Washington
Chapters

Training

- Trained in first aid, CPR and/or AED – 34.3%
- Disaster preparedness training – 28.5%
- Reasons for not training:
 - Not required/ Not needed 46.6%
 - Time – 21.2%
 - Other – 36.3%
 - Money – 6.1%



American Red Cross
Oregon & SW Washington
Chapters

Reasons for Not Preparing

- Haven't thought about it – 27.1%
- Don't think a disaster is likely – 22.4%
- Costs too much money – 19.3%



American Red Cross
Oregon & SW Washington
Chapters

Reasons to Prepare

- It's just a good to be prepared – 58.5%
- Responsibility for loved ones – 57.2%
- Need to be in a position to help others – 46.7%
- Need to be self sufficient/self reliant – 45.3%
- Peace of mind – 44.5%



American Red Cross
Oregon & SW Washington
Chapters

Most Reliable Source for Preparedness and Protocol

- Local emergency management – 46.6%
- American Red Cross – 21.2%
- Media – 14.8%
- National emergency official, place of worship, facebook, other – 13.9%



American Red Cross
Oregon & SW Washington
Chapters

2005 vs. 2012*

- Have a plan 42% vs 39%
- Have a kit for car or home – 56% vs 63%
- Trained in first aid and CPR – 39% vs 34%
- Employer preparedness – 48% in 2005
- 2012, prepared at work – 85%

** though some questions were identical for each survey, there were slight differences in some*



American Red Cross
Oregon & SW Washington
Chapters

Implication

- A significant economic disaster is in the realm of possibilities with a catastrophic earthquake
 - Given that the Small Business Administration cites between 15 and 40% of small business do not resume operation after a disaster AND 41% of employed Oregonians are working in businesses of 99 employees or less.



American Red Cross
Oregon & SW Washington
Chapters

Implication

- Communication reliance is high on mediums that required power or alternate power sources (TV and internet/websites/social media) making preparedness critical in advance of a disaster
- Motivating people to take more than one step toward preparedness will be a difficult challenge



American Red Cross
Oregon & SW Washington
Chapters

Implication

- While the number of people with kits declined by 3 percentage points and the number of people trained also declined by 5 points since 2005, the number of people with a family plan increased by 7 points
- Key components to defining preparedness have remained relatively unchanged in the last 8 years despite a swarm of global disasters since Hurricane Katrina in 2005



American Red Cross
Oregon & SW Washington
Chapters

Opportunities

- Success in training is highly dependent on requirements by employer and therefore working with employers to require training could be an opportunity



American Red Cross
Oregon & SW Washington
Chapters

Opportunities

- The three highest motivators for preparedness involve people feeling responsible to take care of others (seniors, children, elderly, pets) therefore exploring marketing messages in this area could be productive in changing habits
- Since more than 40% of employed Oregonians work in a business of less than 99 employees, which is at greatest risk for business resumption after a disaster, motivating the public sector to address citizen and business preparedness based on the economics of this event may be productive



American Red Cross
Oregon & SW Washington
Chapters

Opportunities

- The three locations to discuss issues of importance are schools (30.7%), church (30.2%) and workplace (29.9%) and therefore the Red Cross should seek partnership in these areas to drive a culture change
- Our work to prepare communities needs to be holistic and incorporated into every message, program and activity of the Red Cross



American Red Cross
Oregon & SW Washington
Chapters

