

Who Depends on You? Are You Prepared for a Disaster? Campaign Analysis

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EXECUTIVE SUMMARY

The Resilience Institute at Western Washington University conducted a pre and post survey to determine the effectiveness of the *Who Depends On You? Are You Prepared for Disasters?* Campaign (WDOY) in Snohomish County, WA. The pre-survey was conducted in autumn 2009 to assess residents' household preparedness and familiarity with the campaign, as well as strategies for effective dissemination of emergency preparedness information. The pre-survey was followed by a concerted campaign outreach effort by Snohomish County Emergency Management, and concluded with a post-survey in spring 2010 to determine if the campaign outreach had an impact on preparedness or campaign familiarity. The two surveys were administered to 628 respondents in Snohomish County at community events, local retail outlets, and through a Tulalip Tribes employee email list. Time and cost made a random sample of the county not feasible.

Three communities were targeted in the study because they represent diverse demographic and cultural communities in Snohomish County. The View Ridge Madison neighborhood near downtown Everett was chosen to represent an urban middle class community. The town of Sultan was selected because it is located in the rural area of the county. The Tulalip Reservation was selected as the third community to gain a tribal perspective of the effectiveness of the WDOY campaign in reaching their community members.

In the pre-survey, Snohomish County residents responded that they would be most concerned about their young children, spouses, and pets in an emergency or disaster. Residents of Sultan were more concerned about spouses and pets than respondents of other areas. In terms of disaster impacts, respondents were most concerned about loss of water and power, as well as road closures. Storage of food and water was considerable across all communities. Over half of respondents in each area had at least one week of non-perishable food stored, though this rate was lowest among Tulalip respondents. Water storage was less widespread. About a quarter of respondents had no stored water and another quarter had only one or two day's worth. A third had family disaster plans and out of area contacts; nearly as many had important documents ready to grab and go. While most respondents had pets, only half had extra supplies. Extra supplies and plans were even lower for households with vulnerable populations like infants, those with disabilities, or elderly members. Time followed by money, were stated as the biggest hindrances to being more prepared – despite the many low and no cost preparedness actions available.



Only about 10% of respondents were familiar with the WDOY campaign in the pre-survey, with the greatest familiarity in the Everett area and lowest familiarity among Tulalip respondents. Everett respondents had seen campaign material on public transportation; Tulalip and Sultan respondents had seen it on websites and at schools. Familiarity increased in the post-survey, where nearly 16% of the respondents had seen the campaign material. The greatest increases in familiarity were among Sultan and Everett respondents. Interestingly, familiarity increased more with renters than with homeowners. Renters were more likely to have noticed the material on buses and billboards, whereas homeowners were more likely to have noticed it at community events. Differences in familiarity with the campaign were also noticeable by education level. Familiarity was higher among those with high school degrees or G.E.D., in comparison with respondents who had lower and higher levels of educational attainment.

Respondents felt WDOY was most effective at getting them to think about their household's disaster preparedness. In all effectiveness areas – catching respondents attention, getting them to think about disaster preparedness, starting discussions, and taking action – Everett respondents and those with high school degrees ranked the campaign as more effective than respondents in Sultan and Tulalip or those with more or less education. Renters rated WDOY as more effective than homeowners in all effectiveness areas. Pet owners also rated WDOY as more effective at catching their attention and getting them to take action.

All felt it was least effective at getting them to take action. This result was corroborated by the fact that there was no noticeable increase in preparedness actions between pre and post-survey respondents, despite heightened campaign awareness.

While the 2009-2010 WDOY campaign did not create a dramatic increase in preparedness behavior across Snohomish County respondents, a close comparison of those who were familiar with WDOY and those who were not found the campaign increasing preparedness. Those familiar with the campaign were more likely to have discussed preparedness, often in connection with a disaster event on the news. They were also more likely to have stored food and water and replenished it in the last six months. Those familiar with WDOY were also more likely to have a family emergency plan, battery operated radio, out of area contacts and ready-to-go documents than respondents not familiar with the campaign. Pet owners that were familiar with WDOY were more likely to have extra supplies and an emergency plan.

Based upon the survey analysis, there seems to be a few effective strategies that can be continued and enhanced. Promoting material at community events appears to be a good strategy for reaching homeowners, while buses and billboards seem more effective with



renters. Material can be tailored to these groups. Rural residents have higher rates of farm animal and pet ownership; material targeting this group should be tailored accordingly and messages about animal preparedness may be an effective hook for more generalized household preparedness. The campaign is also clearly resonating with moderately educated residents with its simple and direct message. Capturing the attention of higher and lower educated residents may require adjustments to the images and wording of campaign material. Finally, while the campaign seems to be especially effective with pet owners, further efforts are needed to capture the attention of those caring for infants, disabled and elderly family members and encourage household emergency planning based upon the needs of these vulnerable individuals.

To help promote and encourage preparedness actions, it would be useful to tie WDOY material with simple and clear directions on ways to prepare. Low-cost and low time intensity actions should be emphasized, especially storing water and creating out-of-area contacts since rate of these preparedness actions were especially low. A cycling message that links the current WDOY message with a rotating set of action messages may be an effective means of enhancing WDOY. Community-based social marketing techniques, which emphasize small steps, commitments, and incentives, may further enhance WDOY campaign material.



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INTRODUCTION

Who Depends On You? Are You Prepared For Disasters? (WDOY) is a public information campaign Snohomish County Emergency Management (EM) created to encourage household emergency preparedness. The campaign was designed by Mary Schoenfeldt, Public Education Coordinator for the Everett Office of Emergency Management.

The slogan, “Who Depends on You?” emphasizes the need to be prepared by asking the question, “Who depends on you in a disaster situation?” Schoenfeldt says the idea for the campaign came to her when walking up her driveway thinking about what would motivate her to be more prepared for a fire, winter storm, flood, earthquake, or other emergency event. She asked herself who would depend on her in such a situation and realized her dog would be most in need of her help in her household. Since then, WDOY banners can be found on city buses, in schools, and at businesses with pictures of pet owners with their animals and families with their loved ones with the message, “They are counting on you.”

WDOY has spread throughout the state as a potentially effective method for encouraging people to prepare themselves. The Washington Military Department Emergency Management Division uses the slogan on their main homepage for National Disaster Preparedness Month. The campaign’s goal is to help ensure hazard events do not become personal disasters. Schoenfeldt says people are generally educated about emergency preparedness and have a good sense of what they need to do but need a nudge to set them into action.

Despite WDOY’s widening use, it had never been tested to determine its effectiveness in reaching out to various communities. Snohomish County Emergency Management officials wanted to assess the effectiveness of the campaign by targeting selected locations for a study to determine if the methods of dissemination are reaching individuals in those communities. The goal of the study was to provide an assessment that will help expand the campaign’s message outreach program.

SURVEY METHODS

The Resilience Institute (Institute) at Western Washington University conducted a pre and post survey to determine the effectiveness of the WDOY campaign in Snohomish County, WA. Snohomish County EM initially coordinated with the Resilience Institute to conduct a pre-survey that would determine residents’ household preparedness and familiarity with the campaign, as well as strategies for effective dissemination of emergency preparedness information. This pre-



survey was followed by a concerted campaign outreach effort, and concluded by a post-survey to assess the effects of the campaign outreach.

Early Fall 2009, the Institute met with Snohomish County EM officials to designate the three communities and survey methods for the pre and post surveys. Three communities were targeted in the study because they represent diverse demographic and cultural communities in Snohomish County. The View Ridge Madison neighborhood near downtown Everett was chosen to represent an urban middle class community. The town of Sultan was selected because it is located in the rural region of the county along State Road 2 at the base of Steven's Pass. The Tulalip Reservation was selected as the third community to gain a tribal perspective of the effectiveness of the WDOY campaign strategies in reaching their community members.

Survey respondents were offered an entry into a raffle for either a Red Cross emergency preparedness kit, or a \$50 Visa gift card to incentivize taking the survey. Respondents who wanted to participate in the raffle filled out separate cards listing their contact information so as not to identify the respondent with their survey.

Surveyor Training

Two Institute staff members coordinated the project; they were supervised by the Institute Associate Director. The project coordinators recruited surveyors, trained them, and oversaw surveying in all three communities. These surveyors were recruited through Environmental Studies classes at Western Washington University. Coordinators met with the surveyors in November 2009 to review and practice the survey, as well as go through an orientation on surveying etiquette and safety procedures. Overall, the Institute trained six graduate and undergraduate student surveyors from Western Washington University to conduct the surveying in all the communities.

Project coordinators were designated to the different pre-selected locations and paired up with separate surveyors to oversee the surveying process. This ensured the data that was gathered accurately represented the targeted locations. Ultimately, a range of surveying strategies were used in the pre and post surveys, as discussed in the section below on survey issues. When possible, project coordinators made every effort to keep sampling methods as similar as possible in each neighborhood for both the pre and post survey.

Pre and Post Survey Locations

The two surveys were administered to 628 respondents in Snohomish County, see Table 1. Pre-survey questionnaires were administered in a variety of locations using three distinct methods. One-third of the 100 surveys in the Everett pre-survey were conducted door-to-door and the rest were administered at a booth in front of Staples on Evergreen Way. This location was only several blocks away from the original set of houses chosen for the initial door-to-door survey. All 105 surveys for the Sultan community were administered at the annual Sultan High School Winterfest event in December 2009. An online Tulalip employee-emailing list was used to gather 50 surveys from the Tulalip community. The list consisted of more than 600 Tulalip employees, half of which were sent the pre-survey and the other half was later sent the post-survey. Tulalip Emergency Management divided the list between pre and post and sent emails, which specified a Survey Monkey website where respondents could take the survey and participate in the raffle. The rest of the surveys for Tulalip were administered at a craft fair and at the tribal center during the distribution of dividends to tribal members in December 2009.

Table 1. Response counts for the pre and post survey in the selected communities

	Pre Survey Response Count	Post Survey Response Count
Everett	100	99
Tulalip	119	99
Sultan	105	106
ALL	324	304

The post-survey questionnaires were administered to 304 county residents in Everett, Tulalip, and Sultan during the last week of May 2010, and then on July 10. The Albertsons on Evergreen Way in Everett (across the street from the Staples location for the pre-survey), and a fundraiser and community fair in Sultan were selected to conduct the face-to-face post survey in the two communities. The Tulalip employee online emailing list was used for the 106 post surveys in Tulalip.

The Resilience Institute hired a Western Washington University graduate to enter in the handwritten surveys from all three communities into Survey Monkey. The Institute analyzed the data through Survey Monkey, and through the computer software program Excel, and wrote a preliminary report based upon the pre survey results and the results reported here. Excel was used to calculate averages and to perform two-sided T tests to determine statistically whether



differences in responses between demographic subsets and target locations were statistically significant.

Intensive Campaign

Snohomish County EM used the pre-survey analysis provided by the Institute to determine if WDOY was attracting the average person living in the selected communities and take recommendations for effective ways to disseminate emergency preparedness information. The county implemented several strategies to disseminate WDOY material to the three selected locations based on the results of the pre-survey.

Snohomish County EM increased WDOY material on Community Transit bus lines, which service the selected communities targeted for the study. The advertisements depicted the logo of the campaign and one of several images of household members vulnerable to emergencies, such as children, pets, and the elderly. Additionally, two billboards with the WDOY logo and pictures were displayed along major roads in Everett.

The county EM also attended several community events and set up booths to hand out emergency preparedness information. Posters with the logo were handed to a Sultan official to be displayed around the community.

Survey Issues

Initially, a strategy of door-to-door surveying of selected households was selected for pre-survey because it was believed to be the best strategy for randomly sampling the targeted population. Snohomish County and Institute representatives were hesitant about a random sample phone survey due to the sense that many people screen their phone calls or use cell phones as their primary telephone number. While the team hoped that door-to-door surveying would be more effective at reaching all residents, random sampling door-to-door surveying proved to be unsuccessful. After two days of door-to-door surveying in the Everett location, return rates were much less than 10 percent. The Institute, with agreement from Snohomish County, decided to switch to alternative strategies.

In place of door-to-door surveying, the team conducted surveying at public events and at local commercial establishments. A tribal employment email list and an online version of the survey were also utilized for better reaching Tulalip community members. Door fliers directing people to a website or telephone call-in number were also tried in Everett and Sultan, but these resulted in no more than a handful of completed pre-surveys. This strategy was not attempted



again during the post-survey. Using a range of surveying methods and a non-random selection process allowed the research to move forward under the time and cost constraints but precluded advanced statistical analysis or extrapolation to the wider population. Despite these limitations, the results are revealing in how the campaign is affecting those surveyed and suggestive of impacts the campaign may be having in the wider community.

As an unfortunate oversight, gender was not included in the pre-survey, which proved to be a significant disadvantage because the team was unable to analyze differences between male and female responses before and after WDOY campaign dissemination. Gender disparities in the post survey revealed interesting aspects of engagement with emergency preparedness activities and material. Including gender in the pre-survey may have further verified these findings.

Different locations for the pre and post-surveys in Everett were another disadvantage in the analysis. Even though the Staples and Albertsons were across the street from each other and close to the original housing neighborhood, it was difficult to determine if the majority of respondents at the two locations lived in any of the areas later targeted with campaign material.

The post survey could have included a question about specific agencies or locations that have used the Who Depends on You campaign because some of the responses about WDOY familiarity may have been due to factors other than the campaign itself. It was difficult to determine if respondents vaguely familiar with the campaign were responding about some other kind of emergency preparedness message or agency, mistaking it for WDOY or Snohomish EM. Further studies could investigate if other agencies or programs, such as the Red Cross or CERT, are affecting residents' familiarity with WDOY.

PRE SURVEY ANALYSIS

The pre-survey results are described in the subsections below beginning with respondent demographics, familiarity with WDOY, and household preparedness actions. The demographic section details respondents' years living in their neighborhoods, education level, annual household income, average number of individuals and pets in the household, and tribal affiliation. The campaign familiarity section outlines respondents' awareness of the campaign and locations where the material has been seen. The household preparedness section details actions that respondents have taken to be prepared for emergencies.



Respondent Demographics, Pre-Survey

The survey gathered demographic information on the individual taking the survey as well as information about household makeup. Each is discussed below and summarized in Table 2 and Table 3 by community.

As shown in Table 2, pre-survey respondents from all the communities stated they lived in their neighborhoods an average of 12.1 years. Everett respondents reported having the highest average number of years living in their neighborhood between all the communities at 13 years. More than half of respondents stated their level of education was at most some college but no degree across all three areas surveyed. The greatest number of individuals in all three communities stated they had only some college but no degree. The Everett area had a higher percentage of respondents with associate and bachelor's degrees.

Table 2. Pre survey respondent characteristics

	Everett	Tulalip	Sultan	ALL	<i>Response Rate (Count)</i>	
Average number of years living in community	13	12.6	10.6	12.1	96.6 % (313)	
Level of Education	9th grade to 12th grade, no completion	2% (2)	3.4% (4)	5.9% (6)	3.8% (12)	97.5% (316)
	High school completion (diploma or G.E.D.)	15.2% (15)	19.8% (23)	16.8% (17)	17.4% (55)	
	Some college, no degree	26.3% (26)	35.3% (41)	33.7% (34)	32% (101)	
	Associate Degree	21.2% (21)	17.2% (20)	12.9% (13)	17.1% (54)	
	Bachelor’s Degree	22.2% (22)	12.1% (14)	13.4% (13)	15.5% (49)	
	Master’s Degree	9.1% (9)	3.4% (4)	9.9% (10)	7.3% (23)	
	Professional Degree	2% (2)	6% (7)	5.9% (6)	4.7% (15)	
	Doctorate	1% (1)	0	0	0.3% (1)	
	Rather not Say	1% (1)	2.6% (3)	2% (2)	1.9% (6)	

Respondents were also asked about their household, as shown in Table 3. The majority of respondents from all three communities owned their household (73.2%). The highest rate of ownership was in Sultan (80.2% own their household), with Everett and Tulalip respondents having a similar lower rate of about 70%. Nearly one-third of all households stated their household income is between \$50,000 and \$100,000. Income distribution was similar across all three areas, although, there was slightly higher income for Tulalip respondents, perhaps due to sampling from an online employee emailing list.

Table 3. Pre survey household characteristics

	Everett	Tulalip	Sultan	ALL	Response Rate (Count)	
House/apartment/trailer owned by occupier	70.1% (68)	69.9% (79)	80.2% (77)	73.2% (224)	94.4% (304)	
Household Income	0-25K	7.1% (7)	9.6 % (11)	9.8% (10)	8.9% (28)	
	25-50K	28.3% (28)	31.6% (36)	19.6% (20)	26.7% (84)	
	50-100K	31.3% (31)	32.5% (37)	37.3% (38)	33.7% (106)	97.2% (315)
	+100K	10.1% (10)	9.6% (11)	7.8% (8)	9.2% (29)	
	Rather not say/Unknown	23.2% (23)	16.7% (19)	25.5% (26)	21.6% (68)	
Average persons per household	2.0 (99)	2.2 (116)	2.0 (100)	2.1 (315)		
Average number young household members (under 5 years of age)*	1.8 (16)	1.5 (31)	1.4 (13)	1.6 (60)	97.2% (315)	
Average number of mature adults (over 65 years of age)*	1.6 (16)	1.5 (11)	1.7 (21)	1.6 (48)		
Average number persons with physical or mental handicaps*	1.1 (14)	1.1 (11)	1.3 (12)	1.2 (37)		
Average number of pets needing care in emergency*	2.5 (62)	2.1 (72)	3.2 (83)	2.6 (217)	92.6% (300)	
Tribal affiliation	12% (12)	88.7% (102)	2% (2)	36.8% (116)	97.2% (315)	

* Averages calculated based upon households with these characteristics.

The pre-survey asked respondents how many people and pets lived in their household, the ages of members and whether members had disabilities. An average of 2.1 people lived in each household, with Tulalip having a slightly higher average household size. An average number of household members under 5 years old, over 65 years old, or having significant mental or physical disabilities were also calculated. About 20% (60 out of 324 households) had children five years old or younger. There was an average of 1.6 young children in these households, which was similar across all three communities but highest in Everett. About 15% (48 out of 324 households) included mature adults over 65 years of age, with these households having an average of 1.6 mature members per household. Rates of mature members per household were similar across



all communities but highest in Sultan. About 10 percent of the respondents (37 out of 324) stated their household included a person with significant mental or physical disabilities, with an average of 1.1 disabled members per household. The average number of disabled household members was highest in Sultan. The questionnaire also asked respondents how many pets they had in their household that would need care in an emergency. Two-thirds of the respondents (217 out of 324) stated they had at least one pet needing care in an emergency, with an average of 2.6 pets needing care in these households. The Sultan area had a higher rate of households with pets needing care and a higher average number of pets per household with pets, as would be expected in a more rural area.

Concerns about Emergencies, Pre-Survey

The pre-survey asked respondents whom they would be most concerned about if a major disaster like an earthquake, flood, fire or storm happened right at the time of the administering of the questionnaire. The question was intended to better elicit for whom the respondent felt most responsible or concerned. As the WDOY campaign is premised upon the idea that emotional connection and dependency could be key gateways for prodding preparedness action, it was important to understand what dependency relationships may be most salient. Table 4 shows that respondents would be most immediately concerned about young children, spouses/significant others, and pets. While in Tulalip young children were the highest concern, in Everett and Sultan spouses or significant others was highest. Other immediate family members and neighbors were also relatively high concerns for Sultan respondents. A respondent from Everett and another from Tulalip noted that they would be concerned about church congregation members, specifically elderly members. Several respondents in Tulalip commented that they would be concerned about grandchildren. Two also noted vulnerable community members – those without wood stoves, and those in flood and slide zones.

Table 4. Most immediate concerns in a large emergency

	Everett	Tulalip	Sultan	ALL
Young Child(ren)	34.3%	57.6%	54.8%	49.5%
Spouse or Significant Other	37.4%	30.5%	65.4%	43.9%
Pets	26.3%	17.8%	50.0%	30.8%
Other Immediate or Extended family living elsewhere	19.2%	26.3%	46.2%	30.5%
Grown Children living elsewhere	22.2%	23.7%	35.6%	27.1%
Self	23.2%	16.1%	35.6%	24.6%
Aging Relative living elsewhere	11.1%	26.3%	20.2%	19.6%
Neighbors	14.1%	6.8%	22.1%	14.0%
Young Children living elsewhere	5.1%	13.6%	8.7%	9.3%
Other (please specify)	14.1%	11.9%	1.9%	9.3%
Live-in Elderly	5.1%	3.4%	3.8%	4.0%
<i>Response Rate and Count</i>	<i>99%</i> <i>(99)</i>	<i>99%</i> <i>(118)</i>	<i>99%</i> <i>(104)</i>	<i>99%</i> <i>(321)</i>

Respondents were also asked what sort of potential situations resulting from an emergency or disaster would be difficult for their households. They were asked to rate situations on a 10 point scale (0 indicated the situation would not be difficult at all, a 10 indicated the situation would be extremely difficult). Table 5 shows results from this question on the difficulty respondents anticipate from these situations. Loss of water for one week was the concern ranked highest, receiving an average rating of 7.1. Loss of power for a week was also a top concern. The third concern for all three areas was widespread road closure, but this was a higher concern for Tulalip and Sultan residents than Everett residents. Jammed telecommunication, grocery, and restaurant closures for a week, loss of banking for a week, and loss of health services for 2 weeks was ranked as moderately difficult. Only school closure, for households with children, was ranked as a situation that would not be difficult.

Table 5. Difficulty emergency situations pose to respondent’s household, rating scale (0 not at all difficult, 10 very difficult)

Situation	Everett	Tulalip	Sultan	ALL	N/A response count	Response Count
Loss of water for 1 week [note: assume no electricity for wells]	6.6	7.9	6.6	7.1	3	324
Loss of power for 1 week	6.8	7.2	6.3	6.8	0	323
Widespread road closures to vehicles for 2 weeks	5.5	6.9	6.4	6.3	3	323
Loss of income for 2 weeks	4.9	6.9	5.6	5.9	19	317
Jammed telephone and cellular lines for 2 days	5.2	5.9	5.0	5.4	0	322
Closure of restaurants and grocery stores for 1 week	4.0	5.6	4.1	4.6	0	322
Pharmacy closures and limited hospital service for 2 week	4.1	5.1	4.3	4.5	4	313
Loss of ATM and banking services for 1 week	3.6	5.3	3.7	4.2	2	324
School closure for 1 month	1.5	2.7	2.4	2.3	64	320

When asked what other difficulties respondents expected to face in an emergency or disaster, or what would make the ranked situations difficult, respondents most often reiterated issues of accessing water for themselves and their animals, especially if combined with medical conditions like diabetes. Others mentioned heating their homes and cleaning up flood damage. One respondent mentioned challenges associated with running a home daycare.

Preparedness Actions, Pre-Survey

Following the questions about their concerns regarding disasters and emergencies, the pre-survey questioned respondents about actions they had taken to be better prepared for



emergencies. Most of the actions reflected in this section of the survey were chosen because they are emphasized in the WDOY materials and were deemed important actions that should be taken in general household disaster preparedness. It is recognized that the actions included are only a small portion of overall preparedness measures, but survey length precluded a more detailed assessment of household preparedness actions.

Table 6 details respondents' emergency preparedness actions in the form of storing food and water supplies. As Table 6 shows, the majority of respondents stated their supply of nonperishable food would last them at least one week without having to resupply. A small percentage of respondents had less than two days of nonperishable food in their home. Interestingly, respondents in Everett were more likely than other areas to state they had at least two weeks of food. Rates of non-perishable food storage were lowest in Tulalip.

While pre-survey respondents indicated considerable non-perishable food stored in their households, storage of water was much lower. About half of the pre-survey respondents said they had no stored water or stored water that would only last 1-2 days. The percentage of respondents with at least one week of stored water was highest in Everett (34%) and lowest in Sultan (25%). Though an additional 15% of Sultan respondents noted they had a well with manual or generator operated pump, significantly increasing water access in this rural area.

Table 6. Days worth of food and water in household, pre-survey

		How many days worth would stored supply last					Response Rate and Count
		Don't know/ 0 days	1-2 days	2-5 days	One week	Two or more weeks*	
Non-perishable food in the household	Everett	2% (2)	4% (4)	23% (23)	28% (28)	43% (43)	100% (100)
	Tulalip	3% (4)	11% (13)	32% (37)	25% (29)	29% (33)	97% (115)
	Sultan	4% (4)	9% (9)	20% (21)	33% (34)	34% (35)	98% (103)
	ALL	3% (10)	8% (26)	26% (81)	28% (90)	35% (111)	98% (288)
Stored water in the household	Everett	24% (24)	21% (21)	20% (20)	18% (18)	16% (16)	99% (99)
	Tulalip	24% (28)	26% (30)	19% (22)	20% (23)	11% (13)	97% (115)
	Sultan*	20% (21)	29% (30)	26% (27)	12% (12)	13% (13)	98% (103)
	ALL	23% (73)	25.2% (80)	22% (69)	17% (53)	13% (42)	98% (317)

*15% of Sultan respondents stated they had a well with manual or generator-operated pump.

Further actions taken by pre-survey respondents to be better prepared for emergencies are outlined in Table 7. More than one-third (37%) of all households in each of the communities said they had a plan for where they would meet in an emergency. Sultan had the highest percentage of respondents that had a family emergency plan (39%) and Everett had the lowest percentage (34%). Nearly two-thirds of respondents had battery-operated radios with extra batteries. Sultan also had the highest percentage (68%), while Tulalip had the lowest (58%).

As shown in Table 7, a little more than a third of respondents in all the communities had a designated contact outside of the area in the event telephone lines are not working. Preparation by designating an out of area contact was highest in Everett (42%) and lowest in Tulalip (31%). Less than one-third of respondents in all the communities stated they had important documents that are ready to grab-and-go (28%). Three-quarters of respondents from

all communities said they had homeowners or renters insurance, however insurance riders to specifically cover flood and earthquake damage were quite low, below 25% overall.

Table 7. Preparedness actions taken by respondent, pre-survey

		Family plan for meeting in emergency	Battery operated radio & batteries	Out of area contact	Important documents ready to grab and go	Homeowner or renter insurance policy	Flood insurance rider*	Earthquake rider*
Positive Response	Everett	34% (33)	63% (63)	42% (42)	39% (39)	82% (81)	11% (9)	30% (24)
	Tulalip	38% (43)	58% (67)	31% (36)	28% (33)	61% (71)	11% (8)	16% (11)
	Sultan	39% (40)	68% (70)	39% (41)	17% (17)	87% (90)	22% (20)	24% (22)
	ALL	37% (116)	63% (200)	37% (119)	28% (89)	75% (242)	16% (37)	25% (58)
<i>Response Rate and Count</i>	ALL	97% (315)	98% (318)	99% (321)	99% (320)	99% (320)	98% (236)	98% (236)

*Most insurance policies do not automatically cover damage from flooding and earthquakes.

Respondents who stated they had households with infants, elderly, people with disabilities, or pets needing care during an emergency were asked whether they had extra supplies or a designated person to provide care for these household members. As shown in Table 8, 74% of all households surveyed in the three areas had pets needing care in an emergency. As expected, Sultan had the highest percentage of respondents with pets (89%). However, more than two-thirds of respondents in Tulalip and Everett also have pets needing care in an emergency. Of the households with pets, only about half had extra supplies and emergency plans for their pets. This was highest in Sultan (54%), and lowest in Tulalip (35%). Many respondents commented on this question, noting they had never thought about having emergency supplies or plans for pets and needed to do so.

About half respondents stated there were infants, disabled, or elderly people in their household, with this rate being highest in Tulalip (62%). Only about a quarter of these households had extra supplies and an emergency plan for their infants, disabled, or elderly household members.

Table 8. Extra supplies and plans for pets and vulnerable members, pre-survey

	Household with Pets, Percent (Count)		
	Households	Have Extra Supplies and Emergency Plan	Response Rate
ALL	74% (239)	46% (111)	99% (321)
Everett	66% (66)	50% (33)	100% (100)
Tulalip	68% (80)	35% (28)	98% (117)
Sultan	89% (93)	54% (50)	99% (104)
	Households with infants, disabled, or elderly, Percent (Count)		
	Households	Have Extra Supplies and Emergency Plan	Response Rate
ALL	51% (163)	25% (40)	98% (317)
Everett	41% (41)	17% (7)	100% (100)
Tulalip	62% (70)	27% (19)	95% (113)
Sultan	46% (52)	27% (14)	99% (104)

When asked what the biggest limiting factor to being more prepared was, respondents stated that time (28%), money (25%), and not knowing what to do (14%) were most critical. Only 5% of the respondents stated that they did not think preparedness was necessary. Some respondents also mentioned lack of energy and motivation. Many respondents stated they had not really thought about preparedness, procrastinated, or felt they were sufficiently prepared already. A few elderly respondents mentioned they had difficulty preparing due to mobility and strength limitations. Some mentioned how difficult it was to maintain preparedness; emergency items needed regular replenishment. One respondent mentioned space limitations.

Familiarity with WDOY, Pre-Survey

Respondents were asked if they were familiar with WDOY and where they had seen campaign material. As shown Table 9, 23% of the 324 respondents from the pre-survey said they were either somewhat familiar or familiar with the campaign, while 77% said they have not heard of it. Everett had the highest number of respondents familiar with WDOY (15%). Tulalip had the least number of respondents familiar with the campaign (6%).

Table 9. Familiarity with WDOY Campaign, pre-survey

	Are you familiar with the campaign: “Who Depends on You: Are you prepared for a disaster?”			Response Rate (Count)
	Yes	Vaguely/Maybe	No	
Everett	15.3% (15)	14.3% (14)	70.4% (69)	99% (98)
Tulalip	6.0% (9)	9.4% (11)	84.6% (99)	98.3% (117)
Sultan	9.7% (10)	15.5% (16)	74.8% (77)	97.2% (103)
All	10.1% (32)	12.9% (41)	77% (245)	98.1% (318)

Those respondents who were at least vaguely familiar with WDOY were asked where they had recognized the campaign. The results are shown in **Figure 1**. Of the 21% who had definitely or vaguely heard of the campaign, the most referenced location was on public transportation. Everett respondents were more likely to have seen WDOY material on public transportation, whereas respondents from Tulalip and Sultan were more likely to have seen material in schools or websites.

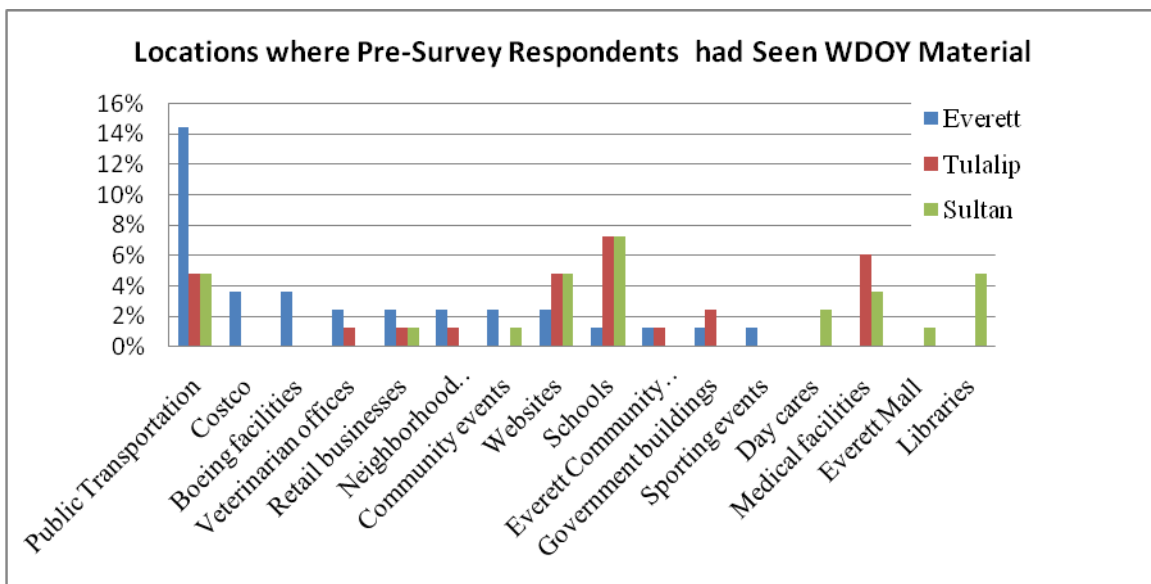


Figure 1. Locations where pre-survey respondents may have noticed or heard of WDOY



POST SURVEY ANALYSIS

Following Snohomish County Emergency Management’s concerted campaign effort in the three areas, a post-survey questionnaire was administered. Responses were analyzed to assess whether the campaign caused heightened awareness of disaster preparedness, WDOY as a slogan, and direct preparedness action.

The post-survey results are broken down into sub-sections describing respondent demographics, familiarity with WDOY and its effectiveness, and general household emergency preparedness. The Respondent Demographics section depicts respondent characteristics, such as gender, average age and household size, and level of education. Campaign familiarity cross tabulates respondents familiarity with the campaign by community, gender, household ownership, and level of education. The section on campaign effectiveness discusses responses to how effective the campaign was between similar demographics. The section on household preparedness actions breaks down respondents’ emergency preparedness activities, paying special attention to actions in households with pets, infants, elderly, and disabled household members.

Respondent Demographics, Post-Survey

The survey gathered demographic information on the individual taking the survey as well as information about household makeup. Each is discussed below and summarized in Table 10 and Table 11 by community.

Approximately two-thirds of the survey respondents were female, with the greatest gender disparity in the Tulalip community where 74% of respondents were female, as shown in Table 10. The average age of respondents was 41.4 years.

Tulalip respondents had the highest number of average years living in their community, 12.9 years, compared to Everett respondents who had an average of 7.6 years living in the community.

Table 10. Respondent characteristics, post-survey

	Everett	Tulalip	Sultan	ALL	Response Rate (Count)	
Male	35.1% (33)	26% (25)	40.9% (38)	33.9% (96)	93.1% (283)	
Female	64.9% (61)	74% (71)	59.1% (55)	66.1% (187)		
Average Age	42.3 years old	42.8 years old	39.3 years old	41.4 years old	92.1% (304)	
Average number of years living in community	7.6 years	12.9 years	9.9 years	10.2 years	93.8% (285)	
Level of Education	Less than 9 th grade	1.1% (1)	0.0% (0)	4.3% (4)	1.8% (5)	93.1% (283)
	9th grade to 12th grade, no completion	9.6% (9)	1.0% (1)	4.3% (4)	4.9% (14)	
	High school completion (diploma or G.E.D.)	14.9% (14)	14.6% (14)	33.3% (31)	20.8% (59)	
	Some college, no degree	33.0% (31)	42.7% (41)	21.5% (20)	32.5% (92)	
	Associate Degree	11.7% (11)	10.4% (10)	12.9% (12)	11.7% (33)	
	Bachelor's Degree	17.0% (16)	16.7% (16)	16.1% (15)	16.6% (47)	
	Master's Degree	6.4% (6)	10.4% (10)	4.3% (4)	7.1% (20)	
	Professional Degree	4.3% (4)	0% (0)	1.1% (1)	1.8% (5)	
	Doctorate	1.1% (1)	3.1% (3)	1.1% (1)	1.8% (5)	
	Rather not Say	1.1% (1)	1.0% (1)	1.1% (1)	1.1% (3)	

Respondents were asked their highest level of educational achievement. A large percentage of Everett and Tulalip respondents had achieved some college education, 33.0% and 42.7% respectively, as shown in Table 10. The largest percentage of Sultan residents had completed high school or received a G.E.D. Differences in educational achievement may partially be a

product of community sampling. Because all Tulalip residents were contacted through the tribal employee email list, sampling may have been biased towards more highly educated individuals. The 11.5-point difference between Everett and Sultan residents with some college education likely results from differences in area demographics. Education is likely lower in the rural Sultan community than in the urban Everett community surveyed.

Household characteristics were also gathered to assess differences between the three communities and to understand better analytical results regarding household emergency preparedness. Table 11 details responses for combined household income, size, and tribal affiliation.

Table 11. Household characteristics, post-survey

	Everett	Tulalip	Sultan	ALL	Response Rate (Count)	
Place of residence owned by occupier	49% (51)	73.8% (48)	64.8% (59)	61.8% (173)	92.1% (280)	
Household Income	0-25K	19.6% (20)	4.8% (3)	18.3% (17)	14.5% (40)	90.8% (276)
	25-50K	27.5% (28)	30.6% (19)	15.1% (14)	23.2% (64)	
	50-100K	24.5% (25)	41.9% (26)	29.0% (27)	32.2% (89)	
	+100K	13.7% (14)	11.3% (7)	14.0% (13)	13.8% (38)	
	Rather not say/Unknown	16.2% (15)	8.9% (8)	23.7% (22)	16.3% (45)	
Average people per household	2.8 (92)	3.4 (96)	2.8 (93)	3.1 (281)	92.4% (281)	
Average number infants*	1.2 (10)	1.2 (21)	1.1 (16)	1.2 (47)		
Average number of mature adults*	1.3 (6)	1.5 (11)	1.1 (9)	1.3 (26)		
Average number persons with disabilities*	1.6 (16)	1.7 (15)	1.0 (13)	1.4 (44)		
Average number of pets needing care in emergency*	2.4 (57)	2.3 (63)	3.0 (65)	2.6 (185)	86.5% (263)	
Tribal affiliation	5.3% (5)	78.9% (75)	7.5% (7)	30.9% (87)	92.8% (282)	

* Averages based upon households with these characteristics.

Average household size varied across communities, with both Everett and Sultan having average household sizes of about 2.8. The average household size in Tulalip was larger at 3.4 persons per household. The large household size in Tulalip seems to result from a slightly higher number of both adults and mature adults. This may suggest a larger number of intergenerational households in Tulalip than in the other communities surveyed.

The average number of infants in households with infants is 1.2 per household, as shown in Table 11. There is little difference between the areas surveyed. Everett and Tulalip had the same average number of infants (1.2) and Sultan was only slightly lower (1.1).

Out of households that had elderly, Tulalip had the highest average number of elderly living in the household at 1.5, followed by Everett with 1.3. Sultan had the lowest average number of elderly living in the household with 1.1. The average between all three communities was 1.3 elderly persons per household, according to Table 11.

Only about a sixth of households reported having persons with disabilities, 44 households out of 281. The average number of people with disabilities in these households was highest in Everett (1.6), followed by Tulalip (1.7); the lowest average was in Sultan (1.0). While there were a lower number of people with disabilities reported, this difference might result from a lower level of diagnosis and/or self-reporting in the rural community of Sultan rather than be a factual difference in household characteristics.

A total of 185 households, about 70% of respondents, stated they had pets needing care during emergencies. Of these households with pets, the average number of pets needing care in emergencies is 2.6. The pets needing care average was highest in Sultan (3.0), as expected in a rural region where respondents may have farm animals. The average number of pets needing care was lowest in Tulalip at 2.3.

The average number of respondents with tribal affiliation is 30.9%. Naturally, the Tulalip community had the highest average number of individuals with tribal affiliation, 78.9%, as shown in Table 11. Sultan had the lowest average number of respondents with tribal affiliation, 7.5%.

Familiarity with WDOY Campaign, Post-Survey

The survey assessed respondents' familiarity to the WDOY campaign to determine if the dissemination of campaign material was effective at targeting individuals in the selected locations. This question was asked in both the pre and post surveys to inform Snohomish EM of

the public awareness of WDOY and effective strategies that people in the communities could identify with.

Table 12 shows nearly 40% of the overall respondents were at least somewhat familiar with WDOY. More than 45% of respondents in Tulalip either recognized or were familiar with the campaign, however almost all of those respondents were only vaguely or maybe familiar with WDOY. Only 8.6% of respondents in Tulalip stated yes when asked if they had familiarity. In Everett and Sultan, about a fifth of the respondents stated they were familiar with the campaign, with a similar but slightly smaller fraction stating they were vaguely familiar or maybe familiar with WDOY. Respondents surveyed in Sultan were least familiar with the campaign compared to the other two locations, with only 33 % stating they had vague or definite familiarity with the campaign. This is expected because Sultan is farther away from the other selected communities, which are geographically closer to each other. Furthermore, the least amount of campaign material was distributed and visible in Sultan in contrast to the Everett and Tulalip regions.

Table 12. Familiarity with WDOY for each community, post-survey

	Familiarity with WDOY Campaign			<i>Response Rate (Count)</i>
	Yes	Vaguely/Maybe	No	
Everett	22.2% (22)	18.2% (18)	59.6% (59)	100% (99)
Tulalip	8.6% (9)	37.1% (39)	54.3% (57)	99% (105)
Sultan	17.5% (17)	15.5% (15)	67.7% (67)	100% (99)
All	15.9% (48)	23.9% (72)	60.1% (181)	99% (301)

Overall, female respondents and male respondents were equally familiar with the campaign, as shown in Table 13. However, when broken out by community, differences by gender were noticeable. The largest difference was in Everett where the percentage of female respondents with campaign familiarity was over double that of male respondents, 26.2% versus 12.1%. In Sultan, more men than women were familiar with the campaign, and in Tulalip, there was no substantial difference between men and women.

Table 13. Familiarity with WDOY by gender and location, post-survey

	Male	Female
Everett	12.1% (4)	26.2% (16)
Tulalip	8.0% (2)	9.9% (7)
Sultan	21.1% (4)	15.1% (8)
ALL	14.6% (14)	16.8% (31)

Survey respondents who owned their home were no more likely to recognize the campaign than those who rented, 14.5% and 17% respectively. The campaign seemed to reach renters and owners at about the same level, as shown in Table 14.

Table 14. Familiarity with WDOY by household ownership, post-survey

	Familiarity with the WDOY campaign			<i>Response Rate (Count)</i>
	Yes	Vaguely	No	
Rent	17.0% (18)	20.8% (22)	62.3% (66)	<i>99.1%</i> <i>(106)</i>
Own	14.5% (25)	25.6% (44)	59.9% (103)	<i>99.4%</i> <i>(172)</i>

Table 15 breaks out familiarity with the campaign by education level. Those with a high school diploma or G.E.D. were most likely to be familiar with the campaign, with 20.3% of these respondents saying they were definitely familiar with it. Those with educational attainments that included at least some college were less likely than those with only a high school education to be familiar with the campaign, with 15.4% saying they were definitely familiar. Familiarity was lowest for those with less than a high school education, 11.1%.

The campaign material requires the public to both read material and apply deductive reasoning to not only determine who might be dependent on them, but also make a connection between dependency and vulnerability to disasters. The reading and analytical skills necessary to make this connection may preclude those with less than a high school education.

Table 15. Familiarity with WDOY by education level, post-survey

	Familiarity with the WDOY campaign			<i>Response Rate (Count)</i>
	Yes	Maybe/Vaguely	No	
Less than 12 years	11.1% (2)	27.3% (3)	72.2% (13)	94.7% (18)
High School Grad/ G.E.D.	20.3% (12)	16.9% (10)	62.7% (37)	100% (59)
At least some college	15.4% (31)	26.3% (53)	58.2% (117)	99.5% (201)

The data were further analyzed to determine if there were differences with familiarity to the campaign based on household vulnerability. Households with infants, pets, or people with disabilities were considered. There were no clear differences in WDOY familiarity between houses with one or more of these vulnerable groups and households without vulnerable members. Households with and without vulnerable members seem to be exposed to and noticing the WDOY material in similar percentages.

The post-survey also asked other ways respondents have learned about emergency preparedness from information other than WDOY. Nearly 6% of the 183 respondents who stated sources where they learned about emergency preparedness other than WDOY referenced the Certified Emergency Response Team (CERT) program. All of these individuals were female and 70% stated they were at least vaguely familiar with the campaign.

Respondents who stated they had familiarity with the campaign, even if only vaguely, were asked where they had seen campaign material. Roughly, 27% of individuals out of the 90 who were at least somewhat familiar with the campaign were able to identify WDOY at community events, 23% on bus advertisements, and 14% on billboards. These were the top three locations respondents from all three communities referenced for where they had seen the campaign.

Figure 2 shows bus advertisements and billboards were the likely locations respondents from Everett, who were somewhat familiar with WDOY, had seen campaign material. Tulalip residents were also likely to recognize the campaign on bus advertisements, although, respondents familiar with the campaign in this region were more likely to have seen material at community events than the other two areas.

Results from **Figure 2** coincide with the strategies Snohomish County EM used to disseminate WDOY material between the pre-survey and post-survey. Campaign material was displayed on bus advertisements along transit lines that serve the communities. The billboards were displayed along main roads into Everett. Snohomish County EM also attended several community events to promote WDOY, which could explain the high number of individuals referencing that location.

However, county EM strategies of dissemination do not explain the high percentage of respondents in Tulalip who recognized the campaign at the Everett Mall.

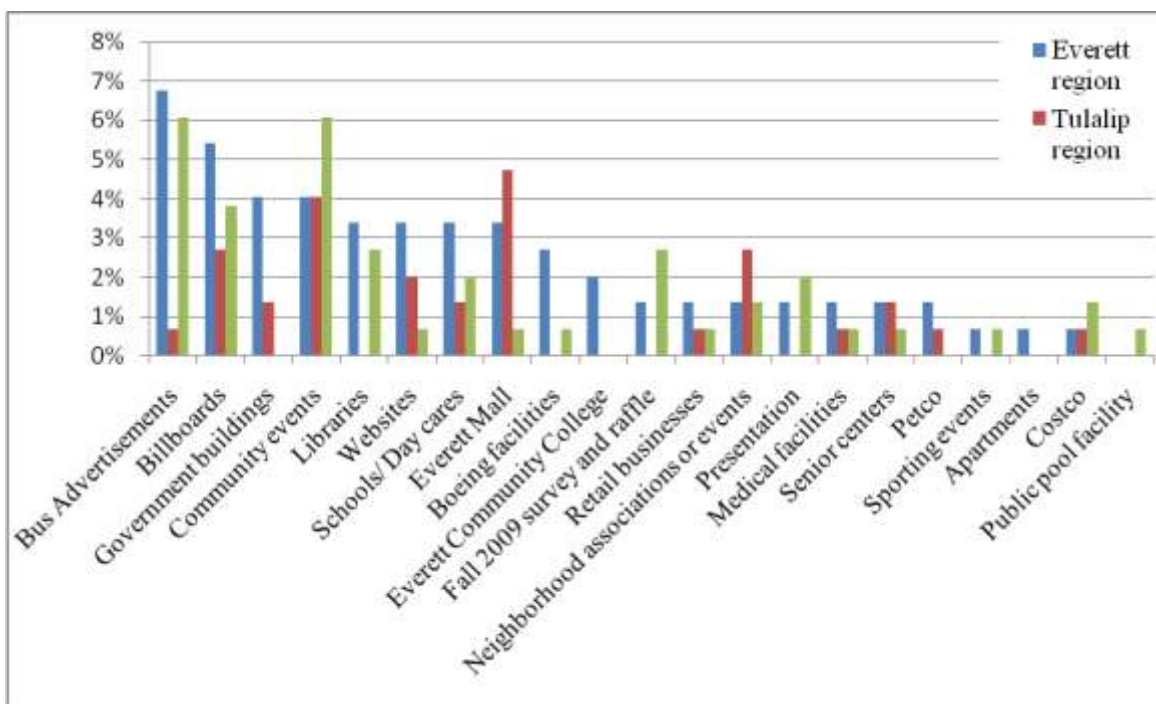


Figure 2. Locations where participants may have noticed or heard of WDOY, post-survey

Interestingly, **Figure 3** shows differences with familiarity of the campaign between respondents who rent their households and those who own their place of residence. Homeowners were more likely to have recognized WDOY material at community events (35.7%). In contrast, renters somewhat familiar with the campaign were more likely to state they had seen WDOY on bus advertisements (30%) and billboards (23.3%).

Locations where WDOY Campaign was noticed

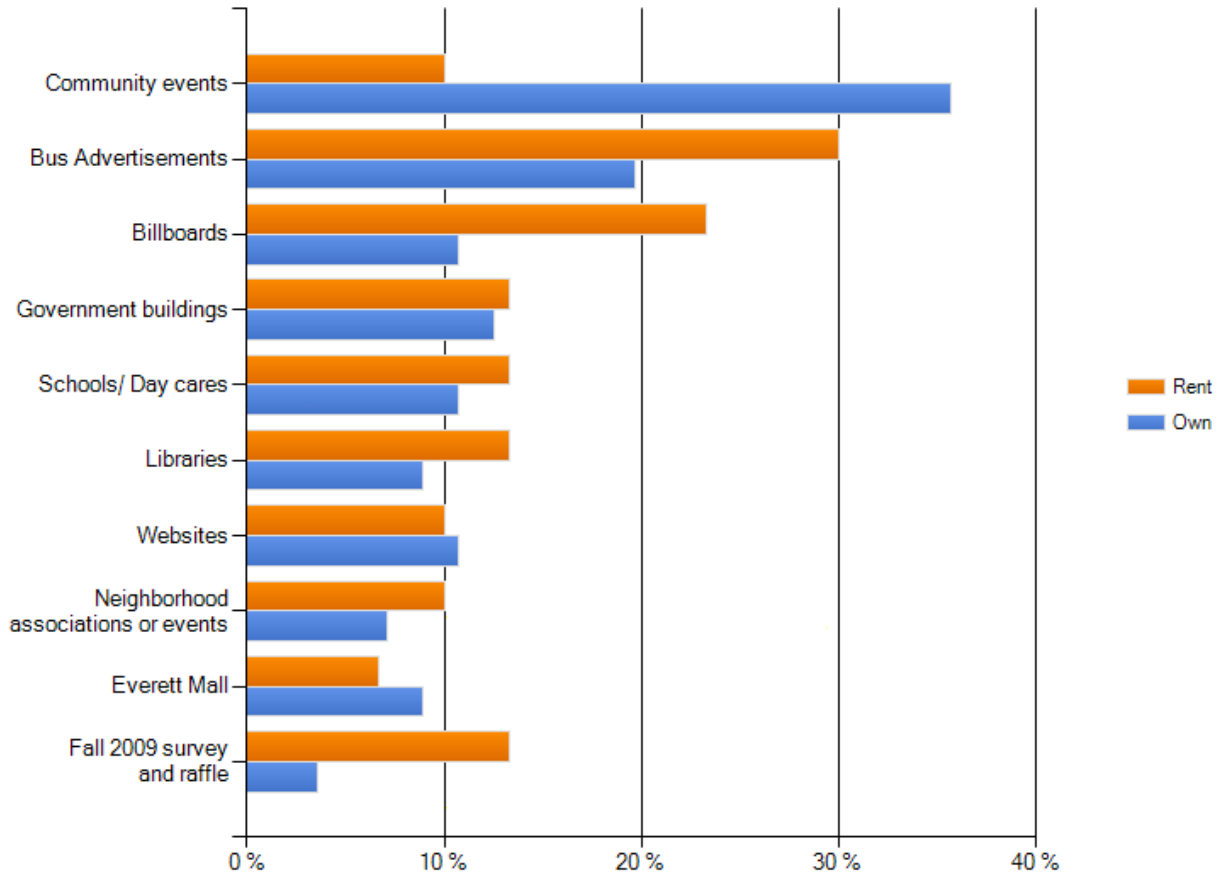


Figure 3. Where renters and owners recognized WDOY, post-survey

Campaign Effectiveness, Post-Survey

The overall effectiveness of the campaign materials can be broken down into several important characteristics. For the purpose of this survey, the effectiveness was addressed in four categories in which the materials could reach individuals. The four categories were: catching the attention of the individual, getting the individual to think about household preparedness, getting the individual to discuss household preparedness, and getting the individual to take action. To address the effectiveness in the survey, the question was asked using a four point Likert scale requiring respondents to rate each category as Not At All Effective, Somewhat Effective, Effective, or Very Effective.

Post- Survey Campaign Effectiveness Overall

The effectiveness of the campaign materials at catching individual’s attention (see **Figure 4**) was successful, with over 85% of respondents finding the materials at least somewhat effective at catching their attention. In terms of the materials getting individuals to think about their household’s disaster preparedness, nearly 50% of respondents found the materials to be effective or very effective. Less respondents found the materials effective or very effective at getting them to discuss preparedness with friends, family or co-workers (43%), or taking action (38%) .

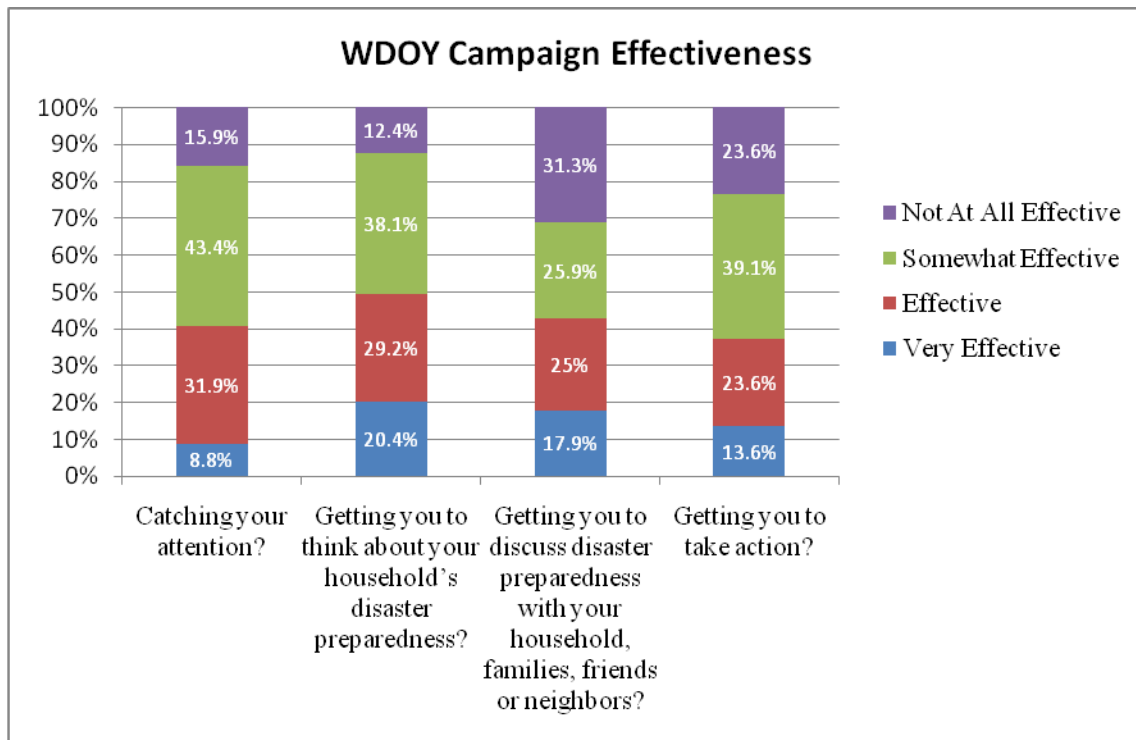


Figure 4. Effectiveness of the WDOY campaign material, post-survey

Post-Survey Campaign Effectiveness by Community

In Table 16 the effectiveness ratings are broken down by community. In general, the highest percentage of respondents in each community stated the campaign was somewhat effective at catching their attention, getting them to think about household disaster preparedness, getting them to discuss preparedness, and getting them to take action. Everett respondents generally felt the campaign was most effective, while Tulalip respondents tended to feel campaign materials were less effective in each of these categories. Sultan respondents were similar to Everett respondents in rating the campaign effectiveness in terms of getting them to think about household disaster preparedness and getting them to take action. Sultan residents

ranked the campaign similarly to Tulalip residents, though slightly more positively in its ability to catch their attention and get them to discuss preparedness with others. Details are discussed in the following three paragraphs.

Table 16. Campaign effectiveness by area, post-survey

		Very Effective	Effective	Somewhat Effective	Not At All Effective	Response Rate (Count)
Catch Attention	Everett	13% (5)	38% (15)	43% (17)	8% (3)	100% (40)
	Tulalip	5% (2)	29% (12)	37% (15)	29% (12)	85% (41)
	Sultan	9% (3)	28% (9)	53% (17)	9% (3)	100% (32)
	ALL	9% (10)	32% (36)	43% (49)	16% (18)	94% (113)
	Everett	23% (9)	38% (15)	33% (13)	8% (3)	100% (40)
Getting you to think about household disaster preparedness?	Tulalip	15% (6)	17% (7)	49% (20)	20% (8)	85% (41)
	Sultan	25% (8)	34% (11)	31% (10)	9% (3)	100% (32)
	ALL	20% (23)	29% (33)	38% (43)	12% (14)	94% (113)
	Everett	18% (7)	30% (12)	28% (11)	25% (10)	100% (40)
Getting you to discuss disaster preparedness with friend, colleague, family, etc.?	Tulalip	20% (8)	15% (6)	18% (7)	48% (19)	83% (40)
	Sultan	16% (5)	23% (7)	34% (11)	19% (6)	100% (32)
	ALL	18% (20)	25% (28)	26% (29)	31% (35)	93% (112)
	Everett	10% (4)	33% (13)	36% (14)	21% (8)	98% (39)
Getting you to take action?	Tulalip	13% (5)	15% (6)	40% (16)	33% (13)	83% (40)
	Sultan	19% (6)	23% (7)	42% (13)	16% (5)	97% (31)
	ALL	14% (15)	24% (26)	39% (43)	24% (26)	92% (110)



In catching respondents' attention, 51% of Everett respondents stated the campaign was effective or very effective. This percentage dropped to 37% for Sultan and 34% for Tulalip. Only respondents that actually remembered seeing the campaign material answered questions on campaign effectiveness, such that this drop in effectiveness is not a result of campaign prevalence in each community. Rather, the difference in perceived effectiveness suggests the current campaign is most effective and perhaps most suited for the demographic group in Everett - respondents who lived in an urban setting, had lived in their community less years, and with lower reported household income- than for the Sultan or Tulalip communities.

The campaign's effectiveness in getting respondents to think about household disaster preparedness followed a similar pattern when broken down by community. Respondents in Everett ranked the campaign more positively than those in Sultan. Tulalip respondents ranked the campaign particularly low in this regard, with only 32% of Tulalip respondents finding the campaign effective or very effective compared to 62% of Everett respondents and 59% of Sultan respondents.

The campaign's effectiveness in getting respondents to discuss disaster preparedness with friends, colleagues, and family showed a slightly different pattern in Tulalip. While 48% of the respondents stated the campaign was not at all effective in getting them to discuss household disaster preparedness (the highest ranking of "not at all effective" anywhere), 20% of the Tulalip respondents thought it was very effective. There is no distinguishable difference between those who ranked the campaign's effectiveness in sparking discussion as not at all effective and those who ranked it as very effective. When broken out by gender, education, and ownership status, the highest percentage of Tulalip respondents still ranked the campaign as not at all effective in getting respondents to discuss disaster preparedness. While this suggests a wide segment of the Tulalip community surveyed is not comfortable with or accustomed to discussing disaster preparedness, this cannot be immediately attributed to cultural differences, as seen in the cross tabulation discussion in the next section.

In Everett, responses were generally distributed equally between negative (not at all effective and somewhat effective) and positive (effective and very effective) in all categories except getting individuals to think about household disaster preparedness. In this category, 61% of Everett respondents found the materials effective or very effective.

Sultan followed a similar pattern as Everett but tended toward rating the campaign as less effective in all areas except for getting individuals to think about household preparedness. The most obvious difference across the communities is in the category measuring the effectiveness

of the campaign materials for getting individuals to think about preparedness. Sultan and Everett rated it positively (59% and 61% respectively) while in Tulalip only 32% rated it positively.

Post-Survey Campaign Effectiveness by Respondent Demographics

To understand how demographic or household characteristics effected perceptions of campaign effectiveness a series of cross tabulations was completed. The greatest difference in effectiveness was seen when dividing the respondents by those with and without tribal affiliation. The percentage of respondents by tribal affiliation status, ranking the campaign as positive (either effective or very effective on a four point Likert scale), are tabulated in Table 17 below.

Table 17. WDOY Campaign effectiveness by tribal affiliation, post survey*

Measures of WDOY Campaign Effectiveness	Campaign ranked as effective or very effective, Percent (Count)		Sub-question Response Count, Tribal/Non-Tribal
	Tribal Affiliation	No Tribal Affiliation	
Catching your attention?	33.3% (13)	45.1% (32)	39/71
Getting you to think about your household’s disaster preparedness?	38.4% (15)	56.3% (36)	39/71
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	39.5% (15)	45.1% (32)	38/71
Getting you to take action?	33.3% (13)	39.7% (27)	39/68

**Overall response count: 41 respondents with tribal affiliation and 71 respondents without tribal affiliation were asked this question.*

Respondents without tribal affiliation ranked the campaign as effective or very effective at a higher percentage than those with tribal affiliation, 45.1% and 33% respectively, again suggesting the campaign was less effective at reaching Snohomish’s Native American residents. Differences between households with and without tribal affiliation were also pronounced when respondents ranked whether the campaign got them to think about household disaster preparedness. Less than half of the respondents with tribal affiliation, 38.4%, ranked the campaign as effective or very effective, compared to the higher percentage of 56.3% of respondents without tribal affiliation. Tribal affiliation was least differentiated when it came to ranking of the campaign’s ability to get respondents to discuss household disaster preparedness with family, friends, and colleagues. However, the campaign still was ranked less

positively by those with tribal affiliation, with 39.5% of those with tribal affiliation ranking the campaign effective at getting them to start discussions, compared to 45.1% with no tribal affiliation. Differences by tribal affiliation were noticeable when it came to getting respondents to take action. A third of respondents with tribal affiliation ranked the campaign effective or very effective in this regard, versus 39.7% for those without. Given that this question showed the greatest differentiation between Tulalip and other communities, the disparity in effectiveness seems to not be directly related to cultural differences.

When dividing respondents by education level, there is a clear delineation of how effective respondents found the campaign. In all categories, respondents with education that ended no later than high school were more responsive to the materials. As shown in Table 18, campaign materials were found effective at getting individuals to think about preparedness by 63% of those with education no higher than high school. This is compared to only 43% and 48% by respondents with some college or an AA and respondents with an advanced degree, respectively. This connection between education and effectiveness may account for some of the negative ranking found in Tulalip, which as a response group had a higher level of education. However, the number of Tulalip respondents with lower education levels was too small to assess directly this possibility.

Table 18. WDOY Campaign effectiveness by education level, post survey

Measures of WDOY Campaign Effectiveness	Campaign ranked as effective or very effective, Percent (Count)		
	High school	Some college or AA	College Degree (Bachelor or higher)
Catching your attention?	44.4% (12)	39.6% (21)	37.9% (11)
Getting you to think about your household’s disaster preparedness?	63.0% (17)	43.4% (23)	48.2% (14)
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	51.9% (14)	42.3% (22)	34.5% (10)
Getting you to take action?	51.9% (14)	30.8% (16)	33.3% (9)

An analysis of campaign effectiveness by household ownership also yielded differences. Across all four questions on campaign effectiveness, renters ranked the campaign more positively than owners, as seen in Table 19. This difference was strongest in their rankings of the effectiveness of the campaign to get them to think about their household disaster preparedness. Over half of

the respondents who were renters found it effective or very effective, 57.9% compared to 43.4% of homeowners. The difference in responses regarding the campaign’s effectiveness in getting them to take action was also substantial. Renters responded more positively than owners did, 42.1% and 31.8% respectively.

Table 19. WDOY Campaign effectiveness by ownership status, post survey

Measures of WDOY Campaign Effectiveness	Campaign ranked as effective or very effective, Percent (Count)	
	Renters	Owners
Catching your attention?	44.8% (17)	36.2% (25)
Getting you to think about your household’s disaster preparedness?	57.9% (22)	43.4% (30)
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	45.9% (17)	39.1% (27)
Getting you to take action?	42.1% (16)	31.8% (21)

An analysis of campaign effectiveness by gender found mixed results, as shown in Table 20. When it came to catching people’s attention, men and women ranked the campaign about equally. There was little difference in the campaign’s effectiveness at getting men and women to think about household disaster preparedness. Men seem to respond to the materials in getting them to discuss disaster preparedness more so than women, with 48.5% of men stating the campaign materials were effective or very effective, while only 39.7% of women responded similarly. There was also little difference in the campaign’s effectiveness at getting men versus women to take action.

Table 20. WDOY Campaign effectiveness by gender, post survey

Measures of WDOY Campaign Effectiveness	Campaign ranked as effective or very effective, Percent (Count)	
	Male	Female
Catching your attention?	42.8% (15)	39.2% (29)
Getting you to think about your household’s disaster preparedness?	54.2% (19)	47.3% (35)
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	48.5% (17)	39.1% (29)
Getting you to take action?	35.3% (12)	37.5% (27)

A discussion of campaign effectiveness for pet owners can be found in the Preparedness Action section in the vulnerable population discussion.

An open-ended question was included to explore other ways that respondents had learned about disaster preparedness strategies. The most common responses across the communities were church, internet sites, TV/news, school, work, Red Cross, CERT trainings, and a few mentioned the 3 days-3 ways messaging. In Tulalip, multiple people mentioned tribal emails and other tribal events as well.

Recent Household Preparedness Discussions, Post-Survey

To better understand if individuals were discussing household disaster preparedness, regardless of familiarity with the WDOY campaign, a question was included that asked if the respondent had engaged in conversation with friends, family members or colleagues regarding preparedness. This question is important in helping to understand if the WDOY campaign materials are influencing individual’s discussion of preparedness and to understand what other factors are leading to discussions.

Over half of all respondents noted they had discussed disaster preparedness in the last six months with someone else, while 46 percent said they did not, and 3 percent were unable to remember (Table 21).

Table 21. Recent discussions of disaster preparedness, post-survey

	Discussed disaster preparedness with others in the last six months, Percent (Count)			<i>Response Rate (Count)</i>
	Yes	No	Don't Remember	
Everett	55% (52)	43% (41)	2% (2)	<i>96% (95)</i>
Tulalip	48% (47)	46% (46)	6% (6)	<i>93% (99)</i>
Sultan	50% (46)	49% (45)	1% (1)	<i>93% (92)</i>
ALL	51% (145)	46% (132)	3% (9)	<i>94% (286)</i>

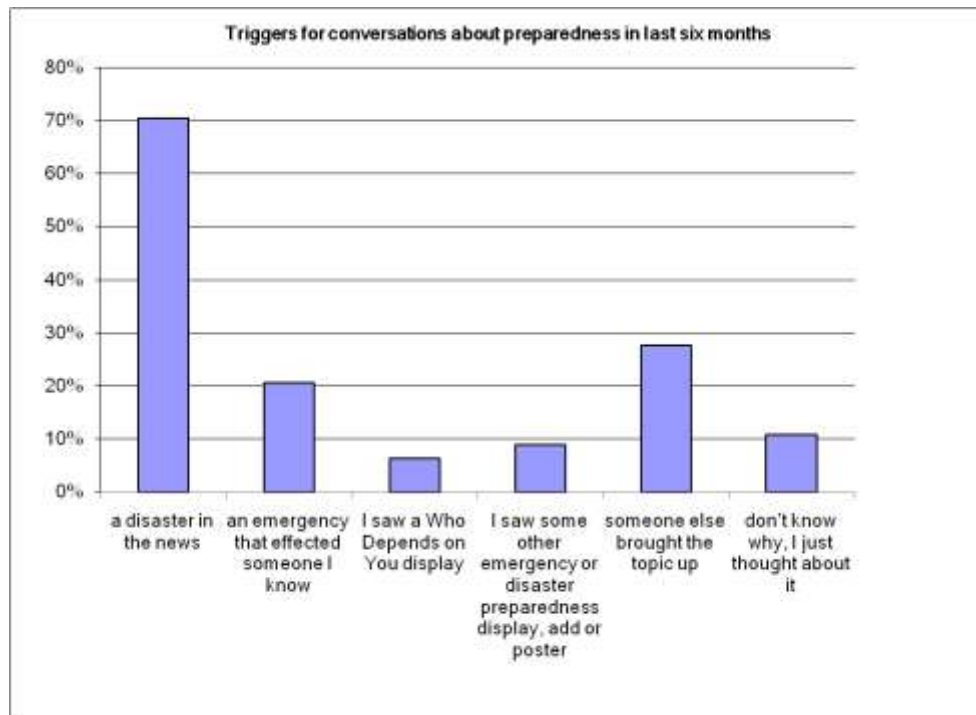
In a cross tabulation with familiarity with the WDOY campaign, the majority of respondents who were familiar with the campaign had discussed disaster preparedness in the last six months. As shown in Table 22, 60.9% of those familiar with WDOY discussed disaster preparedness with others, compared to only 43.1% of people who were unfamiliar with the campaign. The majority of respondents who had not heard of the WDOY campaign, 55.2%, had not discussed household disaster preparedness in the last six months with someone else. However, it is unclear from the survey whether those who were more aware of disaster preparedness and discussing preparedness were more likely to notice the campaign material, or noticing campaign material triggered preparedness discussions. Given that 49% of respondents said the campaign was effective or very effective at getting them to discuss household disaster preparedness, it is likely that campaign exposure was triggering new conversations or reopening conversations on household disaster preparedness for many respondents.

Table 22. Cross tabulation of familiarity with the WDOY campaign and discussions about disaster preparedness, post-survey

Discussed disaster preparedness with friend, colleague, neighbor, or family member in last six months	Familiarity with the WDOY Campaign, Percent (Count)			<i>Response Totals</i>
	Yes	Vaguely/Maybe	No	
Don't Remember	2.2% (1)	7.8% (5)	1.7% (3)	<i>100% (9)</i>
No	37.0% (17)	29.7% (19)	55.2% (96)	<i>100% (132)</i>
Yes	60.9% (28)	62.5% (40)	43.1% (75)	<i>99% (143)</i>

In order to understand what triggered the conversations about household preparedness, a follow-up question asked respondents what triggered recent discussions about disaster preparedness. The question was asked as an open ended question, with coding for six common answers: a disaster in the news; an emergency that affected someone I know; I saw a WDOY display; I saw some other emergency or disaster preparedness display, ad or poster; someone else brought the topic up; don't know why, I just thought about it.

The pattern of responses for each location was very similar (see **Figure 5** for combined responses). In all three areas, hearing about a disaster in the news was clearly the most prevalent reason for discussing household disaster preparedness. However, respondents in Everett were similarly likely to recall “an emergency that affected someone I know” as the reason for discussion as they were to remember someone else bringing up the topic. In Tulalip and Sultan, someone else bringing up the topic was much more likely to trigger a discussion than having someone they knew affected by an emergency.



* Response rate –112 of the 145 (77%) who had conversations about disaster preparedness in the last six months answered this question.

Figure 5. What triggered the discussion on disaster preparedness, post-survey



Household Preparedness Action, Post-Survey

Following the questions about campaign familiarity and effectiveness, the survey questioned respondents about recent actions they had taken to be better prepared for emergencies. Most of the actions reflected in this section of the survey were chosen because they are emphasized in the WDOY materials and were deemed important actions that should be taken in general household disaster preparedness. It is recognized that the actions included are only a small portion of overall preparedness measures, but survey length precluded a more detailed assessment of household preparedness actions.

The section included questions about food and water storage, general emergency plans and provisions, insurance coverage, and specific plans and provisions for vulnerable household members (infants, elderly, disabled, and pets). Where respondents stated they had taken positive preparedness action, the survey asked whether the action had been taken in the previous six months, during the time the WDOY campaign had been actively promoting household disaster preparedness in the target communities. The intent of this survey section was to help further explore relationships between familiarity with the WDOY campaign and actual preparedness actions. The subsections below are broken down into questions about general household preparedness followed by an analysis of questions directed at households with vulnerable household members.

Post-Survey Storing Food and Water

As shown in Table 23, the majority of Sultan and Everett respondents were stocked with food for at least a week, 56% and 58% respectively; however, in Tulalip only 37% had the same amount of stored food. Interestingly, when looking at stored water, all communities were less prepared overall but of those that were prepared; Tulalip respondents were more likely to only have one to five days of stored water (40%) whereas Sultan and Everett were more likely to have a week or more, 39% and 31% respectively. Similarly, Sultan and Everett respondents were slightly more likely to have replenished their stored food or water in the last six months, especially stored water in Everett.

Table 23. Household stored food and water, post-survey

		How many days worth would stored supply last					Response Rate and Count	Of households with food storage, those that replenished supply in the last six months
		Don't know/ 0 days	1-2 days	2-5 days	One week	Two or more weeks*		
Non-perishable food in the household	Everett	4% (4)	10% (9)	28% (27)	25% (24)	33% (31)	96% (95)	41% (32)
	Tulalip	14% (14)	20% (20)	28% (28)	18% (18)	19% (19)	93% (99)	31% (26)
	Sultan	8% (7)	12% (11)	25% (23)	20% (19)	36% (34)	95% (94)	38% (26)
	ALL	9% (25)	14% (40)	27% (78)	21% (61)	29% (84)	95% (288)	36% (84)
Stored water in the household	Everett	42% (40)	10% (9)	18% (17)	14% (13)	17% (16)	96% (95)	52% (25)
	Tulalip	33% (33)	20% (20)	20% (20)	12% (13)	14% (14)	93% (99)	37% (23)
	Sultan	43% (40)	10% (9)	9% (8)	12% (11)	27% (26)	95% (94)	40% (16)
	ALL	39% (113)	13% (38)	16% (45)	13% (36)	19% (56)	95% (288)	43% (64)

*Households with well water with a generator or manual access were combined with stored water for two or more weeks.

As shown in Table 24, respondent’s familiarity with the WDOY campaign had a connection to the amount of food and water they had stored. Respondents familiar with the WDOY campaign were more likely to have stored substantial amounts of food and water and to have replenished these supplies in the last six months than those who were not familiar or only vaguely familiar with the campaign. Of the respondents who were definitely familiar with WDOY, 63% had enough stored food to last a week or more and 52% had enough water for a week or more. Similarly, those that were familiar with the campaign were also more likely to have replenished their stored food and water in the last 6 months; especially water, with 59% of those who were familiar with the campaign replenishing in the last 6 months.

Table 24. Cross tabulation of familiarity with the WDOY campaign and stored supplies, post-survey

Reported Preparedness	Familiarity with WDOY Campaign, Percent (Count)		
	Yes	Vaguely/Maybe	No
Non-perishable food: One week or more	63.1% (29)	40.7% (26)	50.6% (89)
Food replenished in last 6 months	39.0% (16)	36.4% (20)	35.1% (47)
Water: One week or more	52.2% (24)	25% (16)	29% (51)
Water Replenished in last 6 months	58.8% (20)	39.5% (15)	38.2% (29)

Other Preparedness Actions

Preparedness actions taken by the post-survey respondents are shown in Table 25. When looking at other actions taken to be better prepared for emergencies, respondents in Everett were generally more prepared and Tulalip generally less prepared. Across all communities, having a battery operated radio with extra batteries was the most common preparedness action. However, the low rates of replenishments, 30% overall, suggests this is a more common household object and less related to preparedness.

Sultan was least likely to have a family emergency plan, with only 29%. Respondents in that community, however, were most likely to have reviewed their plan in the last six months if they had one, 58%.

Of the respondents who stated they have homeowner or renters insurance, Everett respondents were again most likely to have flood and earthquake riders, 35% and 44% respectively. Sultan was similar with 33% insured respondents having a flood rider and 38% having earthquake. Again, Tulalip was the lowest with only 13% of respondents having flood riders and 18% having earthquake riders on their insurance policies.

Table 25. Preparedness actions taken, post-survey

		Family plan for meeting in emergency	Battery operated radio with extra batteries	Out of area contact	Important documents ready to grab and go	Homeowner or renter insurance policy	Flood insurance rider*	Earthquake rider*
Yes Response	Everett	39% (37)	72% (70)	39% (38)	50% (47)	62% (59)	35% (20)	44% (26)
	Tulalip	34% (34)	60% (59)	26% (26)	30% (29)	68% (67)	13% (9)	18% (12)
	Sultan	29% (27)	65% (61)	37% (35)	35% (34)	71% (67)	33% (21)	38% (24)
	ALL	34% (98)	66% (190)	34% (99)	38% (110)	67% (193)	27% (50)	33% (62)
<i>Response Rate and Count</i>	ALL	94% (287)	95% (290)	96% (292)	95% (289)	94% (287)	98% (189)	98% (189)
Of those having taken action, action was taken in last 6 months	Everett	57% (20)	35% (23)	41% (15)	44% (20)			
	Tulalip	56% (19)	21% (12)	28% (7)	24% (7)			
	Sultan	58% (15)	35% (20)	56% (19)	30% (9)			
	ALL	57% (54)	30% (55)	43% (41)	34% (36)			

**Percents calculated for only those who stated that they do have renters or homeowners insurance*

When looking at preparedness actions and campaign familiarity, respondents who were familiar or vaguely familiar with the campaign have completed more of the preparedness actions. For a family emergency plan, 59% of those familiar with WDOY had one, compared to only 26% of those who were not familiar with the campaign (see Table 26). Respondents familiar with the campaign were also likely to have a battery operated radio, an out of area contact, and extra copies of important documents ready to grab and go (83%, 47% and 55% respectively).

Table 26. Cross tabulation of campaign familiarity and preparedness actions, post-survey

Preparedness Actions	Familiarity with the WDOY Campaign, Percent (Count)		
	Yes	Vaguely/Maybe	No
Family Emergency Plan	58.7% (27)	35.9% (23)	26.3% (46)
Plan reviewed or made in last 6 months	48.1% (13)	69.7% (16)	52.2% (24)
Battery operated radio	83.0% (39)	59.1% (39)	63.4% (111)
Bought or refreshed in last 6 months	43.6% (17)	30.7% (12)	22.5% (25)
Out of area contact	46.8% (22)	28.8% (19)	31.6% (56)
Contact designated or review in last 6 months	59.1% (13)	41.1% (7)	33.9% (19)
Extra copies of documents ready to grab and go	55.3% (26)	29.7% (19)	36.4% (64)
Copies made or updated in last 6 months	26.9% (7)	42.1% (8)	32.8% (21)

Post-Survey Household Preparedness for Vulnerable Household Members

Of the 304 surveys collected, 66% of the households had pets or livestock, 19% had persons with disabilities, 11% had infants, and only 9% had elderly persons (see Table 27). Households with elderly were least likely to have extra supplies specifically for emergencies (23%); households with individuals with disabilities were most likely to have extra emergency supplies for these individuals (41%). In terms of having a designated person to provide care in an emergency, households with infants were most likely to have a plan (69%), followed by households with individuals with disabilities (50%). Again, households with elderly were least likely to have a designated person to provide care, but households with elderly that did have a care plan were most likely to have created or reviewed their plan in the last six months (75%). Interestingly, respondents with vulnerable household members were generally more likely to have discussed disaster preparedness in the last six months.

Table 27. Emergency planning for pets and vulnerable members, post-survey

Household Vulnerability Type	Community	Number households with specified vulnerability	Extra Supplies			Care Plan		
			Have extra supplies for vulnerable members			Emergency supplies purchased or replenished in last six months	Has designated person to provide care if unable	Reviewed plan with designated care provider in last six months
			Specific emergency supplies	Extra supplies but not specific for emergencies	No or do not know			
Households with pets or farm animals	Everett	58% (56)	54% (30)	18% (10)	29% (16)	41% (12)	41% (23)	50% (11)
	Tulalip	65% (64)	16% (10)	38% (24)	45% (29)	20% (2)	31% (20)	20% (4)
	Sultan	76% (72)	26% (19)	34% (25)	40% (29)	44% (8)	41% (30)	50% (15)
	ALL	66% (192)	31% (59)	31% (59)	39% (75)	39% (22)	38% (73)	42% (30)
Households with elderly	ALL	9% (24)	23% (7)	17% (5)	60% (18)	60% (3)	29% (8)	75% (6)
Household with disabled	ALL	19% (53)	41% (24)	26% (15)	33% (19)	67% (16)	50% (29)	59% (17)
Household with infants	ALL	11% (31)	30% (10)	36% (12)	33% (11)	82% (9)	69% (22)	41% (9)

Within the surveys collected, the overall number of respondents with infants, disabled or elderly persons in their household was too small to make differentiation by community valid. However, with 192 pet owners surveyed out of 300 households, a more detailed analysis of households with and without pets could be achieved.

Everett households with pets were most likely to have emergency supplies for their pets (54%), versus Sultan and Tulalip where a smaller percent of respondents had extra supplies but not specifically for emergencies (34% and 38% respectively). Overall, Sultan respondents were more likely to have replenished their emergency pet supplies in the last six months. When looking at having a pet care plan, Everett and Sultan were the same with 41% of respondents

having a designated person to provide care and 50% of those having reviewed or made the plan in the last six months. Tulalip was much lower with only 31% having a plan and 20% updating or making the plan in the last six months.

As shown in Table 28, pet owners were more likely to think the WDOY materials were effective at catching their attention, 44% versus 34%. A higher percentage of pet owners (39%) also found the materials effective at getting them to take action compared to only 33% of non-pet owners. Pet owners were also more likely to find the campaign materials effective in getting them to discuss disaster preparedness with others, though the difference was less pronounced.

Table 28. Campaign effectiveness by pet ownership, post-survey

WDOY Campaign Effectiveness	Percent (count) respondents that found campaign effective or very effective	
	Pets	No Pets
Catching your attention?	44.0% (33)	34.3% (12)
Getting you to think about your household’s disaster preparedness?	49.4% (37)	51.4% (18)
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	44.0% (13)	41.1% (14)
Getting you to take action?	39.2% (29)	33.4% (11)

Pet owners finding the campaign effective was also reflected in their familiarity with the campaign and their tendency to be more prepared for their pets, as shown in Table 29. Respondents that were familiar with the campaign were more likely to have extra emergency supplies for their pets(51%) compared to those that were not familiar or only vaguely familiar with the campaign (27% and 23% respectively). A large majority of pet owners familiar with the campaign had also purchased or replenished their emergency supplies in the last six months, 62.5%, versus only 30% of those who were not familiar or only vaguely familiar with the campaign. This may be a direct result of campaign efforts in the targeted areas. Pet owners were also more likely than non-pet owners to have discussed disaster preparedness with others in the last six months regardless of whether these conversations were triggered by WDOY or other catalysts, as shown in Table 30. This suggests that pet owners may be an important target for not only increasing pet preparedness, but wider community discussion about disaster preparedness.

Table 29. Cross tabulation of pet owner’s campaign awareness and pet preparedness actions, post-survey

Pet-related Preparedness Action	Familiarity with WDOY Campaign, Percent (Count)		
	Yes	Vaguely/Maybe	No
Extra emergency supplies for pet	51.5% (17)	23.3% (10)	27.0% (31)
Supplies purchased or replenished in last 6 months	62.5% (10)	30.0% (3)	30.0% (9)
Designated person to provide care for pet	42.4% (14)	39.5% (17)	35.7% (41)
Plan made or reviewed in last 6 months	42.9% (6)	29.4% (5)	47.5% (19)

Table 30. Cross tabulation of pet owners and discussions with others, post-survey

Discussed disaster preparedness with a friend, colleague, neighbor, or family member in last six months	Pets	No Pets
Don't Remember	3.2% (6)	3.2% (3)
No	42.3% (80)	54.7% (52)
Yes	54.5% (103)	42.1% (40)

PRE- AND POST-SURVEY COMPARISON

Pre- and post-survey responses for campaign familiarity, stored food and water, and other emergency preparedness activities were compared to determine if respondents were recognizing WDOY or acting to increase their emergency preparedness, and if so, whether the WDOY campaign dissemination had impacted preparedness activity. Comparisons were also conducted to determine if WDOY familiarity increased between respondents who rent versus those who own their home. Other pre- and post-survey responses were analyzed to determine if additional differences between the responses in the two surveys existed.

Overall, familiarity with WDOY increased between the pre and post surveys. As shown in Table 31, respondent familiarity increased by 6% between the pre and post surveys among all the neighborhoods. Additionally, there was more than a 10% increase of respondents reported in the post survey who were at least vaguely familiar with the campaign. Sultan had the largest increase in respondents familiar with the campaign between the pre (9.7%) and post (17.5%)

surveys. This may be the result of billboard and bus advertisements of campaign materials on major thoroughfares to and from Sultan.

Table 31. Change in WDOY campaign familiarity, pre and post surveys

	Familiarity with WDOY Campaign, Percent (Count)			
	Pre Survey		Post Survey	
	Yes	Vaguely/Maybe	Yes	Vaguely/Maybe
Everett	15.3% (15)	14.3% (14)	22.2% (22)	18.2% (18)
Tulalip	6.0% (9)	9.4% (11)	8.6% (9)	37.1% (39)
Sultan	9.7% (10)	15.5% (16)	17.5% (17)	15.5% (15)
All	10.1% (32)	12.9% (41)	15.9% (48)	23.9% (72)

Interestingly, the largest increase between pre and post survey was from Tulalip respondents who were vaguely familiar with WDOY. Nearly 9% of Tulalip respondents reported having vague familiarity with the campaign in the pre survey, whereas, 37% of Tulalip respondents in the post survey said they were vaguely familiar with the campaign. It is possible this increase is due to familiarity with WDOY material, other emergency preparedness campaigns, or even the pre-survey itself since the pre-survey was conducted at community events, a tribal craft fair, and tribal dividends distribution where many tribal members would have been present.

An overall increase of respondents who were at least familiar with WDOY from the pre-survey to the post-survey is a likely sign that campaign material dissemination, or even the survey itself, is resonating with residents.

Campaign familiarity among respondents who were renters and those who were owners also increased. In Table 32, renters who were familiar with WDOY increased by more than 8% while those who owned their household increased by 4%. Respondents who stated they owned their home and were vaguely familiar with WDOY increased by nearly 12% and renters by 7%. The larger increase in renter familiarity in the post survey may indicate that the strategies used to disseminate campaign material in the winter of 2010 (billboards, bus sides, and community events) were better at reaching renters than owners.

Table 32. Change in campaign familiarity by residence ownership, pre- and post- survey

	Familiarity with WDOY Campaign, Percent (Count)			
	Pre Survey		Post Survey	
	Yes	Vaguely	Yes	Vaguely
Rent	8.6% (7)	13.6% (11)	17.0% (18)	20.8% (22)
Own	10.4% (23)	13.1% (29)	14.5% (25)	25.6% (44)

While familiarity with the campaign increased between the pre- and post-surveys, unfortunately, storing water and food did not. Table 33 compares rates of stored food and water between respondents from the pre-survey and post-survey. There was a decrease in the overall number of respondents between the two surveys who said they had at least a week worth of food in their home. Respondents who stated they had at least one week of stored water slightly increased between the pre-and post-surveys. The decrease in food storage and the lack of substantial increase in water storage may indicate the campaign effort was ineffective in increasing food and water storage. However, differences in sampling and time of year make a clear determination difficult.

Table 33. Change in food and water storage, pre- and post- survey

	Non-perishable food stored (one week or more)		Stored water in the household (one week or more)	
	Pre	Post	Pre	Post
Everett	71% (71)	58% (55)	34% (34)	31% (29)
Tulalip	54% (62)	37% (37)	31% (36)	26% (27)
Sultan	67% (69)	56% (53)	25% (25)	39% (37)
ALL	63% (201)	50% (145)	30% (95)	32% (92)

Emergency preparedness actions between the pre-and post-surveys were compared to determine if there was an increase in respondents’ preparedness and if that may have been due to WDOY campaign dissemination.

Table 34 shows a 10% increase in overall respondents who have extra copies of important documents that are ready to go. Sultan had the largest increase from 17% percent in the pre survey to 35% in the post survey. Everett respondents who had important “grab and go” documents increased from 39% to 50% in the post survey.

Table 34. Change in preparedness actions, pre- and post-survey respondents

		Family plan for meeting in emergency	Battery operated radio with extra batteries	Out of area contact	Important documents ready to grab and go
Everett	Pre	34% (33)	63% (63)	42% (42)	39% (39)
	Post	39% (37)	72% (70)	39% (38)	50% (47)
Tulalip	Pre	38% (43)	58% (67)	31% (36)	28% (33)
	Post	34% (34)	60% (59)	26% (26)	30% (29)
Sultan	Pre	39% (40)	68% (70)	39% (41)	17% (17)
	Post	29% (27)	65% (61)	37% (35)	35% (34)
ALL	Pre	37% (116)	63% (200)	37% (119)	28% (89)
	Post	34% (98)	66% (190)	34% (99)	38% (110)

Overall, there were little differences between respondent’s emergency preparedness actions in the pre-survey and those in the post-survey. Further comparisons among respondents familiar with WDOY did not show any substantial differences between pre- and post-surveys. Intensive focus group discussions and further surveying of those who were exposed to campaign material is needed to better understand why and how WDOY campaign material affects preparedness actions.

WDOY Website Tracking

Snohomish County EM tracked web traffic to its Who Depends On You? website and found a 45 percent increase in viewership between February 2010 and late June 2010, since the campaign dissemination began. Several factors may have increased public interest in emergency preparedness and the WDOY website. The increase in web traffic could be explained by interest about preparedness because of the 2010 earthquake and ensuing disasters in Haiti and Chile. More than 70% of 112 respondents who stated they had discussed emergency preparedness in



the last six months said the conversation was triggered by a disaster in the news. However, a disaster in the news does not explain why individuals would specifically visit the WDOY website. This could be due to the county's dissemination campaign or interested respondents seeking out further information after being part of the pre-survey. The increase in website traffic does point to the importance of having a clear, informative, and appealing WDOY website.

CONCLUSIONS

After analyzing responses from 628 surveys, 324 pre and 304 post, there is a substantial amount of evidence to support the effectiveness of the WDOY campaign. A summary of conclusions drawn from the information collected can be found below followed by a series of recommendations for greater effectiveness and further expansion of the campaign.

When looking at the overall demographics of the respondents, it is apparent several tendencies exist in the respondents who chose to take the survey. Overall, women were more likely to take the survey, especially in Tulalip. Respondents were also most likely to have education only up through some college. Because of these tendencies, one can conclude women and individuals without advanced education tended to be more interested in taking the survey. While no concrete connection can be made, it can be projected that currently this demographic population is easier to target with campaign materials because they are already showing a higher level of interest by agreeing to take the survey.

This assertion is strengthened from results in Everett where women were much more likely to be familiar with the campaign than men (In Sultan, men had a slightly higher familiarity.) Similarly, those with educational attainments ending after high school were most likely to be familiar with the campaign. These results imply the campaign resonates better with individuals who do not have a college degree, which could be explained by the simple, straightforward style of the messaging and the locations the campaign has been advertised. People riding transit lines often have a lower level of education and are more exposed to bus advertisements, one of the main dissemination techniques used in the WDOY study. Additionally, individuals with at least a college degree or greater may have more expendable income, insurance, and other perceived advantages for emergency situations. These respondents may be less concerned about a disaster because they may have better income security, and thereby less likely to notice and remember the campaign.

Respondents familiar with WDOY were most likely to recognize the campaign from community events, bus advertisements, and billboards. This is in alignment with campaign dissemination

techniques used by Snohomish County EM. Campaign ads were included on bus routes that reach all three communities, billboard ads were placed in prominent locations in Everett and Marysville, and Snohomish County EM attended multiple community events. This indicates people are noticing and remembering the campaign materials, which is the first step in getting people to take action to be better prepared. Interestingly, homeowners were more likely to have noticed the campaign at community events and renters were more likely to have noticed the campaign on billboards or buses. A similar connection can be made as the above comment related to income level.

Overall, the campaign was found to be at least somewhat effective in all the categories mentioned in the survey: catching attention, getting to think, getting to discuss, and getting to act. The campaign materials were found to be most effective at getting individuals to think about household disaster preparedness and least effective at getting individuals to take action. This important distinction implies that campaign materials are catching people's attention but are not yet motivating people to act. Further research using focus group discussions may provide valuable insights into how the campaign might increase preparedness actions.

Respondents who were familiar with the campaign were definitely more likely to have discussed household disaster preparedness in the last six months. When asked, the majority of respondents also stated that a disaster in the news was the trigger for their conversation. However, it is unclear from the survey whether those who were more aware of disaster preparedness and discussing preparedness were more likely to notice the campaign material, or noticing campaign material triggered preparedness discussions. Given that 49% of respondents said the campaign was effective or very effective at getting them to discuss household disaster response, it is likely campaign exposure was triggering new conversations or reopening conversations on household disaster preparedness for many respondents.

There is also a connection between campaign familiarity and general household preparedness, which suggests that there is some positive impact on actions because of WDOY. Respondents familiar with the campaign were more likely to have stored food and water, a family emergency plan, a battery operated radio, an out of area contact, extra copies of important documents ready to grab and go, and were generally more likely to have replenished their supplies in the last six months. The connection between WDOY and preparedness action is reasserted by the results that those who were familiar with the campaign were more likely to have replenished their supplies in the last six months, which was during the time frame campaign material was disseminated most thoroughly.



While there were not enough surveys collected from households with infants, elderly, or persons with a disability to test for a relationship with WDOY, households with pets or livestock were plentiful and showed promising results for the campaign. Pet owners generally found the materials more effective than non-pet owners. Additionally, pet owners who were familiar with the campaign were more likely to have extra emergency supplies and an emergency plan for their pets. This implies that campaign materials are generally effective at targeting this type of vulnerable household member and the theory behind the campaign materials is effective in at least this case. Without greater numbers, it is not possible to discern if this effectiveness applies to other vulnerable household populations, but further research could be valuable in assessing the campaign's affect on households with other vulnerable members.

RECOMMENDATIONS

Based off of the data collected in the pre-survey, increasing WDOY presence at community events in all three locations may warrant the best return on campaign familiarity but bus advertisements and billboards are undoubtedly triggering awareness as well. The authors recommend incorporating more messages in locations where respondents had recognized the campaign, such as the Everett Mall, schools, and work locations like Boeing. Because of the disparity between renters and owners and where they notice the campaign, it is recommended that WDOY materials presented at community events should focus on homeowners, in both images and suggested actions. Whereas advertisements on buses and billboards should target renters through the images and actions suggested for being prepared for a disaster.

Snohomish County EM may consider utilizing messages that specifically target females in the household because they may be more likely to take action or at least be interested in the campaign than males. Females in the United States are culturally more likely to take responsibility for the household purchases. Campaign messages that portray women and those who may be dependent on them in the household would be an effective approach to encourage overall household preparedness activities.

The Institute also recommends targeting Sultan residents with campaign messages that include farm animals that would need care during an emergency, in addition to existing messages with the typical housecat or dog. Targeted messages of emergency pet and farm animal preparedness could be an effective strategy for encouraging Sultan residents to take actions to prepare not only their animals, but also their households.

It is clear from the results of the surveys that people with lower levels of education identify with the campaign better than individuals with college degrees. Therefore, the authors recommend utilizing these results to target individuals with lower levels of education with simple direct messages for emergency preparedness in the WDOY displays. However, awareness of the campaign does not translate to effective action on the part of most respondents no matter the level of education so additional campaign strategies should be incorporated. Given that pre-survey respondents stated time and money as the biggest hindrances in being more prepared, the campaign should directly address these concerns. Storing water, non-perishable food, having emergency contacts, and plans for pets and vulnerable household members are all actions that are low or no cost and have only a short time commitment. The campaign should remind residents many low cost and simple preparedness actions exist and can be important for protecting individuals and those who depend upon them in emergencies.

Incorporating messages that reach households with higher levels of education is important for raising awareness of WDOY among the higher educated demographic. Including evidence-based statistics on preparedness action effectiveness and images reflecting this demographic may be a way to target those with higher education levels. Future focus group studies could be useful in exploring how college educated residents would respond better to campaign materials.

While not specifically addressed in this survey, the authors recommend that WDOY materials should be delivered face to face as much as possible and target grocery stores and home improvement stores. Also, campaign materials should promote cost effective and convenient solutions and provide an easy to read, simple checklist for how to be prepared.

Community Based Social Marketing

The authors also recommend Snohomish County EM consider integrating Community-Based Social Marketing strategies into the existing education materials of the campaign. This model, created and thoroughly tested by McKenzie-Mohr and William (1999), has been successfully used by many organizations and government agencies to foster behavior change. Some specific ideas for the WDOY campaign were based off the model and are outlined below..¹

¹ McKenzie-Mohr, D. and William S. (1999) *Fostering Sustainable Behavior: An introduction to community-based social marketing*. New Society Publishers: Canada. Also available online: www.cbsm.com



Commitment, From Good Intentions to Action:

- Ask residents to make a small commitment (written pledge to buy certain essentials, make a family plan, etc.)
- Promote commitment making or preparing within groups or with neighbors
- Use a local Campfire or Boy/Girl Scouts to help get commitments (see http://www.campfireusa.org/Prepare_Today_Lead_Tomorrow.aspx to learn about Campfire program)
- After small commitments have been introduced, add a larger commitment

Prompts, Remembering to Act Sustainably:

The campaign slogan and signs/posters are already good prompts! Make the prompts more frequent and it will help. Also, consider adding a specific action to posters and signs, giving individuals a specific action they can focus on. Getting people to do one action is the best way to encourage them to do more.

- Make ‘shelf talkers’ that indicate preparedness materials in grocery stores and home improvement stores
- Use fliers- mail, newspaper, library: target specific actions when possible (“Who Depends on You? Are You Prepared for a Disaster? DO YOU HAVE A FAMILY PLAN?”)

Norms, Building Community Support:

- Use statistics to show community support (i.e. 80% of Everett residents have stored drinking water for use in emergency situations. Do you?)
- Create stickers, signs or buttons that residences can wear to show their support for the WDOY campaign (My Dog Depends on Me I’M PREPARED! etc.)

Incentives, Enhancing Motivation to Act:

Incentives could fit easily with the commitment.

- Make commitments publically known (newspaper article listing organizations, troops, schools, etc. of those who have committed)
- Create a community or neighborhood challenge (i.e. art contest)
- Provide coupons or discounts on preparedness supplies after the commitment is fulfilled; get businesses to donate supplies, activities to provide to those that make the commitment
- When mailing out information, include a small supply (flashlight, emergency blank, etc.). A study on water conservation showed that residents who received a pamphlet and a



water flow restrictor (verses just the pamphlet) were not only more likely to install the flow restrictor, but also to engage in many more activities in the pamphlet (McKenzie-Mohr 1999, p. 52).



APPENDIX A. PRE-SURVEY

Introduction

Snohomish County Emergency Management wants your opinion for a survey about household emergency preparedness and improving public education about disasters. **Don't forget to enter the raffle!**

Risk Perception

1. What is your zip code? _____

2. Who would you immediately be concerned about most if a major disaster like an earthquake, flood, fire or major storm happened right now? Does this person live here or elsewhere?

Living in household:

- Spouse
- Young Children
- Live-in Elderly
- Pets
- Self

Living elsewhere:

- Young Children
- Grown Children
- Aging Relative
- Immediate or Extended Family
- Neighbors

Other: _____

3. How difficult would the following situations be for your household? Rank on a scale of 0 to 10, 0 not at all difficult and 10 extremely difficult.

3.a. Jammed telephone and cellular lines for 2 days	not difficult 0 1 2 3 4 5 6 7 8 9 10 ---- ---- ---- ---- ---- ---- ---- ---- ---- ----	extremely difficult
3.b. Loss of power for 1 week	not difficult 0 1 2 3 4 5 6 7 8 9 10 ---- ---- ---- ---- ---- ---- ---- ---- ---- ----	extremely difficult
3.c. Closure of restaurants and grocery stores for 1 week	not difficult 0 1 2 3 4 5 6 7 8 9 10 ---- ---- ---- ---- ---- ---- ---- ---- ---- ----	extremely difficult
3.d. Loss of water for 1 week <i>[note: assume no electricity]</i>	not difficult 0 1 2 3 4 5 6 7 8 9 10 N/A ---- ---- ---- ---- ---- ---- ---- ---- ---- ----	extremely difficult
3.e. Loss of ATM and banking services for 1	not difficult 0 1 2 3 4 5 6 7 8 9 10	extremely difficult



week	---- ---- ---- ---- ---- ---- ---- ---- ---- ----
3.f. Widespread road closures to vehicles for 2 weeks	not difficult 0 1 2 3 4 5 6 7 8 9 10 extremely difficult ---- ---- ---- ---- ---- ---- ---- ---- ---- ----
3.h. Pharmacy closures and limited hospital service for 2 week	not difficult 0 1 2 3 4 5 6 7 8 9 10 extremely difficult ---- ---- ---- ---- ---- ---- ---- ---- ---- ----
3.j. School closure for 1 month	not difficult 0 1 2 3 4 5 6 7 8 9 10 N/A ---- ---- ---- ---- ---- ---- ---- ---- ---- ----
3.m. Loss of income for 2 weeks	not difficult 0 1 2 3 4 5 6 7 8 9 10 extremely difficult ---- ---- ---- ---- ---- ---- ---- ---- ---- ---- N/A Retired — Not Working — Other: —

4. Are there other difficulties your household would deal with during and/or after a major disaster?

—

—

—

—

Preparedness Behavior

Question	Response	Comments
5. Does your family have a plan for where you'll meet in an emergency?	Yes No N/A Don't Know	
6. How many days of non-perishable food do you have in your home?	0 days 1-2 days	



<p><i>[note: no electricity or gas for cooking]</i></p>	<p>2-5 days one week two or more weeks Don't Know</p>	
<p>7. Does your household have stored drinking water? 8. If yes, how long would your supply last your home? <i>[note: beer, soda, juice, etc. are not included, but write comment if this is strategy]</i></p>	<p>Stored: None 1-2 days 2-5 days one week two or more weeks Don't Know</p> <p>Additional source: ___ Well water w/ generator or manual access</p>	
<p>9. Does your household have a battery operated radio with extra batteries?</p>	<p>Yes No N/A Don't Know</p>	
<p>10. Does your household have a designated person to contact out of the region to communicate with in case local telephone lines are jammed?</p>	<p>Yes No N/A Don't Know</p>	
<p>11. Do you have extra supplies and an emergency plan for your pets?</p>	<p>Yes No N/A Don't Know</p>	
<p>12. Do you have an emergency plan for infants, disabled and/or elderly family care?</p>	<p>Yes No N/A Don't Know</p>	
<p>13. Do you have extra copies of important documents that are ready to 'grab and go'?</p>	<p>Yes No N/A Don't Know</p>	
<p>14. Do you have homeowners or renters insurance? No N/A Don't Know Yes -----></p>		



[note: if not positive, mark as Don't Know and write in comment if necessary]	15. Do you have an insurance rider for earthquake damage?	Yes No N/A Don't Know
	16. Do you have an insurance rider for flood damage?	Yes No N/A Don't Know

17. What is your biggest limiting factor for being more prepared? Is it:

time,
money,
you don't know how or what to do,
you don't think it's necessary,
Something else?: _____

Campaign Awareness

18. Are you familiar with the campaign: "Who Depends on You: Are you prepared for a disaster?"

[show example page] No
Vaguely/Maybe
Yes -->

19. If so, where have you noticed or heard of WDOY?

[DO NOT READ List, check all that apply]

- | | | |
|---|--|--|
| <input type="checkbox"/> Schools | <input type="checkbox"/> Public pool facility | <input type="checkbox"/> Government buildings |
| <input type="checkbox"/> Day cares | <input type="checkbox"/> Costco | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Veterinarian offices | <input type="checkbox"/> Boeing facilities | <input type="checkbox"/> Sporting events |
| <input type="checkbox"/> Medical facilities | <input type="checkbox"/> Everett Community College | <input type="checkbox"/> Neighborhood associations or events |
| <input type="checkbox"/> Senior centers | <input type="checkbox"/> Petco | <input type="checkbox"/> Community events |
| <input type="checkbox"/> Apartments | <input type="checkbox"/> Everett Mall | <input type="checkbox"/> Websites |
| <input type="checkbox"/> Retail businesses: | <input type="checkbox"/> Public Transportation | <input type="checkbox"/> Other: _____ |
| _____ | <input type="checkbox"/> Place of worship | |



20. Which of the following ways would you like to learn more about preparedness? Let me know if any of these methods don't apply.

Would you like to learn by:	Response				Comments:
20.a. Radio Ads	Yes	No	Maybe	N/A	
20.b. County or Campaign Specific Website	Yes	No	Maybe	N/A	
20.c. Advertisements on side of bus	Yes	No	Maybe	N/A	
20.d. Fliers at library or in local newspaper	Yes	No	Maybe	N/A	
20.e. School and daycare activities or fliers	Yes	No	Maybe	N/A	
20.f. Billboards	Yes	No	Maybe	N/A	
20.g. Info at doctors and dentist offices	Yes	No	Maybe	N/A	
20.h. Through neighborhood associations	Yes	No	Maybe	N/A	
20.i. Community and/or tribal events (i.e. fairs, parades, conventions or shows, sporting events)	Yes	No	Maybe	N/A	
20.j. Info at home improvement stores, such as Home Depot or Lowes	Yes	No	Maybe	N/A	
20.k. Signs and info at grocery stores, Costco, or Wal-Mart	Yes	No	Maybe	N/A	
20.l. Online social networking sites (i.e. twitter, facebook, myspace, nixel)	Yes	No	Maybe	N/A	
20.m. Through service clubs (i.e. Lions, Chamber of Commerce, Red Cross)	Yes	No	Maybe	N/A	
20.n. Church or other religious establishments	Yes	No	Maybe	N/A	
20.o. Info at youth groups (i.e. girl or boy scouts, campfire, boys and girls club)	Yes	No	Maybe	N/A	
20.p. Info at your place of employment	Yes	No	Maybe	N/A	

21. What other ways could Snohomish County encourage public preparedness for emergencies and disasters?



Demographics

We're almost done. To finish, can I ask a few quick questions about your family?

22. How many adults and children currently live in your household? Do any have physical or mental handicaps?

Type	#	# with diminished capacity
Infants (<5)		
Young (5-15)		
Adults (16-64)		
Mature Adults (>65)		

23. What is your education level?

<input type="checkbox"/>	Less than 9 th grade
<input type="checkbox"/>	9 th grade to 12 th grade, no completion
<input type="checkbox"/>	High school completion (diploma or G.E.D.)
<input type="checkbox"/>	Some college, no degree
<input type="checkbox"/>	Associate Degree
<input type="checkbox"/>	Bachelor's Degree
<input type="checkbox"/>	Master's Degree
<input type="checkbox"/>	Professional Degree
<input type="checkbox"/>	Doctorate
<input type="checkbox"/>	Unknown

24. How many pets in your household would need care during an emergency? _____

25. Do you own or rent this house/apartment/trailer? Rent Own

26. What is your annual household income? *[read categories]*

<input type="checkbox"/>	\$0-\$25,000	<input type="checkbox"/>	\$100,000 or greater
--------------------------	--------------	--------------------------	----------------------

<input type="checkbox"/>	\$25,000-\$50,000	<input type="checkbox"/>	Unknown
<input type="checkbox"/>	\$50,000-\$100,000	<input type="checkbox"/>	Rather not say

27. How long have you lived in this neighborhood? _____

28. What languages, other than English, are spoken in the household? _____

29. Does the household have any tribal affiliations? YES NO



Closing

30. Is there anything that really jumps out at you as something you would do in the next week or two to be more prepared?

Thank you for your time. Would you like a pamphlet on household preparedness?



APPENDIX B. POST-SURVEY

Location: _____

Everett Emergency Management and Snohomish County Emergency Management want your opinion for a survey about household emergency preparedness and improving public education about disasters. **Don't forget to enter the raffle when you're finished!**

1. What is your zip code? _____

2. Are you familiar with the campaign: "Who Depends on You: Are you prepared for a disaster?"

- No →Skip to question 5
- Vaguely/Maybe
- Yes

3. Where have you noticed or heard of WDOY?

[check all that apply]

- | | | |
|--|---|--|
| <input type="checkbox"/> Fall 2009 survey and raffle | <input type="checkbox"/> Community events | <input type="checkbox"/> Costco |
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Presentation | <input type="checkbox"/> Boeing facilities |
| <input type="checkbox"/> Bus Advertisements | <input type="checkbox"/> Websites | <input type="checkbox"/> Everett Community College |
| <input type="checkbox"/> Retail businesses | <input type="checkbox"/> Schools/ Day cares | <input type="checkbox"/> Petco |
| <input type="checkbox"/> Government buildings | <input type="checkbox"/> Veterinarian offices | <input type="checkbox"/> Everett Mall |
| <input type="checkbox"/> Libraries | <input type="checkbox"/> Medical facilities | <input type="checkbox"/> Place of worship |
| <input type="checkbox"/> Sporting events | <input type="checkbox"/> Senior centers | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Neighborhood associations or events | <input type="checkbox"/> Apartments | |
| | <input type="checkbox"/> Public pool facility | |

4. How effective was the "Who Depends on You: Are you prepared for a Disaster" material in:

Catching your attention?	<input type="checkbox"/> Not at all effective	<input type="checkbox"/> Somewhat effective	<input type="checkbox"/> Effective	<input type="checkbox"/> Very effective
Getting you to think about your household's disaster preparedness?	<input type="checkbox"/> Not at all effective	<input type="checkbox"/> Somewhat effective	<input type="checkbox"/> Effective	<input type="checkbox"/> Very effective
Getting you to discuss disaster preparedness with your household, families, friends or neighbors?	<input type="checkbox"/> Not at all effective	<input type="checkbox"/> Somewhat effective	<input type="checkbox"/> Effective	<input type="checkbox"/> Very effective
Getting you to take action?	<input type="checkbox"/> Not at all effective	<input type="checkbox"/> Somewhat effective	<input type="checkbox"/> Effective	<input type="checkbox"/> Very effective



5. Are there any other ways, aside from Who Depends On You: Are You Prepared for a Disaster? campaign, that you have learned about disaster preparedness strategies? If so, list below.

6. In the last six months, have you discussed disaster preparedness with a friend, colleague, neighbor, or family member?

- Don't remember
- No
- Yes → If yes, what triggered your conversation(s) on disaster preparedness?
[check all that apply]

- a disaster in the news
- an emergency that effected someone I know
 - I saw a Who Depends on You display
- I saw some other emergency or disaster preparedness display, add or poster
 - someone else brought the topic up
 - don't know why, I just thought about it
 - Other _____



Preparedness Activity	Response	Done activity in last six months?
<p>7. Does your family have a plan for where you'll meet in an emergency?</p>	<input type="checkbox"/> Not applicable <input type="checkbox"/> Don't Know <input type="checkbox"/> No <input type="checkbox"/> Yes → <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember	<p>7a. Did you make your plan in the last six months?</p>
<p>8. How many days of non-perishable food do you have in your home?</p> <p><i>[note: no electricity or gas for cooking]</i></p>	<input type="checkbox"/> Don't Know <input type="checkbox"/> 0 days <input type="checkbox"/> 1-2 days <input type="checkbox"/> 2-5 days <input type="checkbox"/> one week <input type="checkbox"/> two or more weeks	<p>8a. In the last 6 months, have you added to or replenished your non-perishable food stock specifically to be better prepared for disasters?</p> <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember
<p>9. Does your household have stored drinking water, and how long would this supply last your home?</p> <p><i>[note: beer, soda, juice, etc. are not included because these liquids cannot also be used for cleaning and cooking, but write comment if this is strategy]</i></p>	<p>Stored:</p> <input type="checkbox"/> None <input type="checkbox"/> Don't Know <input type="checkbox"/> 1-2 days <input type="checkbox"/> 2-5 days <input type="checkbox"/> one week <input type="checkbox"/> two + weeks	<p>9a. In the last 6 months, have you added to or replenished your stored drinking water specifically to be better prepared for disasters?</p> <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember
<p>10. Does your household have a battery operated radio with extra batteries?</p>	<input type="checkbox"/> Don't Know <input type="checkbox"/> No <input type="checkbox"/> Yes → <input type="checkbox"/> I have well water w/ generator or manual access	<p>10a. Did you get your battery operated radio</p>



	<p>with extra batteries in the last six months?</p> <p><input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember</p>
<p>11. Does everyone in your household know who to contact out of the region to communicate with in case local telephone lines are down?</p>	<p><input type="checkbox"/> Not applicable <input type="checkbox"/> Don't Know <input type="checkbox"/> No <input type="checkbox"/> Yes → 11a. Did you designate or review this out of region contact in the last six months?</p> <p><input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember</p>
<p>12. Do you have extra copies of important documents that are ready to 'grab and go'? (copies of birth certificates, social security cards, title to house or land, passports, bank records, etc)</p>	<p><input type="checkbox"/> Don't Know <input type="checkbox"/> No <input type="checkbox"/> Yes → 12a. Did you compile or refresh your 'grab and go' copies of important papers in the last six months?</p> <p><input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember</p>
<p>[Do you have pets in your household]</p>	
<p>13. Do you keep extra pet supplies for an emergency or disaster?</p>	<p>No pets No, I don't have extra supplies I have extra supplies, but not specifically for an emergency Don't Know <input type="checkbox"/> Yes, I have extra emergency supplies → 13a. Did you get extra pet supplies specifically to be prepared for a disaster in the last six months?</p> <p><input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember</p>



<p>14. Do you have a designated person to provide care for your pets if you are unable to?</p>	<p> <input type="checkbox"/> No pets <input type="checkbox"/> No, I don't have a designated person <input type="checkbox"/> Don't Know <input type="checkbox"/> 14a. Did you designate a person to provide care or review your emergency plan with that designated person in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember </p>
<p>[Do you have infants in your household]</p>	
<p>15. Do you keep extra infant supplies for an emergency or disaster?</p>	<p> <input type="checkbox"/> No infants <input type="checkbox"/> No, I don't have extra supplies <input type="checkbox"/> I have extra supplies, but not specifically for an emergency <input type="checkbox"/> Don't Know <input type="checkbox"/> Yes, I have extra emergency supplies → <input type="checkbox"/> 15a. Did you get extra infant supplies specifically to be prepared for a disaster in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember </p>
<p>16. Do you have a designated person to provide care for your infant if you are unable to?</p>	<p> <input type="checkbox"/> No infants <input type="checkbox"/> No, I don't have a designated person <input type="checkbox"/> Don't Know <input type="checkbox"/> Yes, I have a designated person → <input type="checkbox"/> 16a. Did you designate a person to provide care or review your emergency plan with that designated person in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember </p>
<p>[Do you have person(s) with disabilities in your household]</p>	
<p>17. Do you have extra supplies including medications?</p>	<p> <input type="checkbox"/> No person with disability <input type="checkbox"/> No, I don't have extra supplies <input type="checkbox"/> I have extra supplies, but not specifically for an emergency <input type="checkbox"/> Don't Know <input type="checkbox"/> Yes, I have extra emergency supplies → <input type="checkbox"/> 17a. Did you get extra supplies, including medication, specifically to be prepared for a disaster in the last six months? </p>



	<input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember
18. Do you have a designated person to provide care to the person with disabilities if you are unable to?	No person with disabilities No, I don't have a designated person Don't Know Yes, I have a designated person → 18a. Did you designate a person to provide care or review your emergency plan with that designated person in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember
[Do you have elderly persons in your household]	
19. Do you have extra supplies including prescription and non-prescription medications?	No elderly No, I don't have extra supplies I have extra supplies, but not specifically for an emergency Don't Know Yes, I have extra emergency supplies including non-prescription medication <input type="checkbox"/> Yes, I have extra emergency supplies not including non-prescription medications → 19a. Did you get extra supplies, including medication, specifically to be prepared for a disaster in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember
20. Do you have a designated person to provide care to the elderly person if you are unable to?	<input type="checkbox"/> No Elderly <input type="checkbox"/> No, I don't have a designated person <input type="checkbox"/> Don't Know <input type="checkbox"/> Yes, I have a designated person → 20a. Did you designate a person to provide care or review your emergency plan with that designated person in the last six months? <input type="checkbox"/> Yes, I think so <input type="checkbox"/> No, don't think so <input type="checkbox"/> Don't remember



21. Do you have homeowners or renters insurance?

No

Not applicable

Don't Know

Yes →

21a. Do you have an insurance rider for flood damage?

Yes

No

Don't Know

21b. Do you have an insurance rider for earthquake damage?

Yes

No

Don't Know

22. In the last six months, have you done anything else to be better prepared for emergency situations?

No

Yes. If yes, list below.

Demographics

Almost done! To finish, here are a couple questions about your household. This survey is anonymous, so any information you offer will not be traceable back to you or your household.

23. How many adults and children currently live in your household? Do any have significant physical or mental disabilities?

Type	#	# with disabilities
Infants (<5)		
Young (5-15)		
Adults (16-64)		
Mature Adults (>65)		

24. What is your education level?

<input type="checkbox"/>	Less than 9 th grade
<input type="checkbox"/>	9 th grade to 12 th grade, no completion
<input type="checkbox"/>	High school completion (diploma or G.E.D.)
<input type="checkbox"/>	Some college, no degree



	Associate Degree
	Bachelor’s Degree
	Master’s Degree
	Professional Degree
	Doctorate
	Unknown/ Rather not say

25. What is your gender? Male Female

26. Age: _____

27. How many pets in your household would need care during an emergency? _____

28. Do you own or rent your house/apartment/trailer?
 Rent Own

29. What is your annual household income?

	\$0-\$25,000		\$100,000 or greater
	\$25,000-\$50,000		Unknown
	\$50,000-\$100,000		Rather not say

30. How long have you lived in your neighborhood? _____

31. What languages, other than English, are spoken in the household? _____

32. Does the household have any tribal affiliations?
 YES NO

Thank you for your time. Please ask if you would you like a pamphlet on household preparedness. And, don’t forget to fill out your raffle ticket!