

November 16, 2016

To: Jonna Papaefthimiou, Portland Bureau of Emergency Management  
From: DHM Research  
Re: Portland Bureau of Emergency Management Telephone Survey #00455

## INTRODUCTION & METHODOLOGY

From November 10 to November 14, 2016, DHM Research conducted a telephone survey of Portland residents. The purpose of the survey was to assess individual and neighborhood preparedness for natural disasters or large-scale emergencies and to explore possible motivators for preparedness.

**Research Methodology:** The telephone survey consisted of 804 Portland residents and took approximately 10 minutes to complete. This is a sufficient sample size to assess resident opinions generally and to review findings by multiple subgroups, including age, gender, and area of the city.

Respondents were contacted by a live interviewer from a list registered voters, which included cell phones. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by area of the city to ensure a representative sample.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is +/- 3.5%.

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

**Portland Bureau of Emergency Management Telephone Survey**  
**November 10-14, 2016**  
**N=804 Portland residents**  
**Quotas: 4 areas, N=200 in each area**  
**10 minutes; margin of error ±3.5%**  
**DHM Research #00455**

**INTRODUCTION**

Hello, my name is \_\_\_\_\_ from [name of fielding house]. I have some questions about your community and disaster preparedness.

As needed:

- We are not trying to sell you anything.
- The survey should only take a few minutes and I think you will find the questions interesting.
- Your answers are strictly confidential.

**WARM-UP**

In this survey, we will be asking you to think about large-scale emergencies or natural disasters, such as floods or earthquakes.

Following a natural disaster or large-scale emergency, how confident are you that you could count on the following people to provide help within the first three days:

Response Category	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know
1. Other household members	66%	17%	4%	6%	8%
2. Family and friends in the area	58%	27%	7%	6%	2%
3. Neighbors	42%	38%	12%	6%	2%
4. Local emergency responders	37%	46%	10%	5%	2%
5. National relief agency, such as FEMA <b>(If needed: the Federal Emergency Management Agency)</b>	14%	37%	23%	16%	11%

**INDIVIDUAL PREPAREDNESS**

6. How likely do you think it is that a natural disaster or emergency will occur sometime in the next ten years in the Portland area?

Response Category	N=804
Very likely	26%
Somewhat likely	48%
Somewhat unlikely	16%
Very unlikely	6%
<b>(DON'T READ)</b> Don't know	3%

7. What type of natural disaster or emergency are you most concerned about happening here in Portland? **(Open; record response)**

Response Category	N=804
Earthquake	83%
Floods/Rain	11%
Volcanic Eruption	3%
All other responses	2% or less
Not concerned	2%
<b>(DON'T READ)</b> Don't know	3%

There are many steps people may take to prepare for a natural disaster or emergency. Let us know whether you have done, plan to do, or have not done each of the following:

Response Category	Have done	Plan to do	Have not done	Don't know
8. Talked with members of your household about where to meet in case of a natural disaster or emergency	46%	14%	35%	5%
9. Made an emergency kit for your household with basic items like food, water, a battery-powered radio, a flashlight and first-aid kit	52%	22%	25%	1%
10. Developed a plan for what your household would do in case of a natural disaster or emergency that left you without electricity or water for an extended period of time, for example, two weeks	37%	23%	38%	1%

11. **(If “yes” to any of Q8-10)** What motivated you to take steps to prepare for a natural disaster or emergency? **(Open; record response)**

Response Category	N=554
Need to be prepared/Common sense	27%
Chances of possible earthquake/Disaster	21%
Media/Articles about possible future earthquakes	19%
Friends/Family/Coworkers Advice	7%
Took training/Part of job	7%
Prior experience in earthquake/Disasters	6%
All other responses	3% or less
<b>(DON'T READ)</b> Don't know	1%

## NEIGHBORHOOD PREPAREDNESS

How many of your neighbors...

Response Category	Most	Some	Few	One	None	Don't know
12. Do you know by name?	40%	25%	24%	4%	6%	1%
13. Would you feel comfortable asking for a small favor such as yardwork or borrowing a cup of sugar?	45%	22%	16%	6%	11%	1%
14. Could you provide accurate information about the number of people living in their home to first responders in the case of an emergency?	45%	24%	17%	3%	9%	2%

There are many steps neighborhoods may take to prepare for a natural disaster or emergency. Let us know whether individuals in your neighborhood or your neighborhood association have done, plan to do, or have not done each of the following:

Response Category	Have done	Plan to do	Have not done	Don't know
15. Talked with your neighbors about what to do in case of a natural disaster or emergency?	15%	9%	68%	8%
16. Developed and shared a plan for what people in the neighborhood would do in case of a natural disaster or emergency that left your area without electricity or water for an extended period of time, for example, two weeks?	13%	12%	62%	14%

17. (If “yes” to any of Q15-16) What do you think motivated your neighborhood to take steps to prepare for a natural disaster or emergency? (Open; record response)

Response Category	N=162
Media/Articles about possible future earthquakes	19%
Need to be prepared/Common sense	19%
People being aware/educated of the possibility of earthquakes/disasters	11%
Disaster can happen	10%
Good chance of earthquake happening	9%
Had a group/social meeting	8%
Talking to neighbors to prepare	7%
Family concerns	4%
May take time for government to help	4%
All other responses	3% or less
<b>(DON'T READ) Don't know</b>	13%

## DEMOGRAPHICS

18. I identify my gender identity as:

Response Category	N=804
Male	50%
Female	50%
Non-binary or gender non-conforming	N=1

19. Age (**Record from sample**)

Response Category	N=804
18-29	24%
30-44	32%
45-64	31%
65+	13%
<b>(DON'T READ)</b> Refused	N=1

20. Area of the city (**Record from sample**)

Response Category	N=804
Central/NE	16%
East	57%
North	11%
West	16%

21. Which category best describes your 2015 gross household income, before taxes? Remember to include everyone living in your household. Your best estimate will do.

Response Category	N=804
Less than \$25,000	12%
\$25,000 to less than \$50,000	22%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$150,000	10%
\$150,000 or more	6%
<b>(DON'T READ)</b> Refused	20%

22. Which of the following best describes your race or ethnicity? (**Allow for multiple responses**)

Response Category	N=804
African American/Black	5%
Asian/Pacific Islander	3%
Hispanic/Latino	4%
Middle Eastern/North African	N=1
Native American/American Indian	2%
White/Caucasian	79%
Other	6%
<b>(DON'T READ)</b> Refused	3%

23. Including yourself, how many people currently live in your household? **(Record number)**

Response Category	N=804
1	19%
2	33%
3	20%
4	19%
5+	8%
<b>(DON'T READ)</b> Refused	1%
<b>Mean</b>	<b>2.7</b>

24. Do any children under age 18 live in your home?

Response Category	N=804
Yes	29%
No	70%
<b>(DON'T READ)</b> Refused	1%

25. Party **(Record from sample)**

Response Category	N=804
Democrat	61%
Republican	11%
Independent	17%
Other	1%
Non-affiliated	9%

26. Do you live in a single family home or multi-family residence?

Response Category	N=804
Single family	80%
Multi-family	17%
Other <b>(Record)</b>	2%
<b>(DON'T READ)</b> Refused	1%

27. Do you or someone in your household have a physical or mental disability that would create significant challenges or increase your vulnerability in a natural disaster or emergency?

Response Category	N=804
Yes	16%
No	83%
<b>(DON'T READ)</b> Don't know	1%
<b>(DON'T READ)</b> Refused	N=3