

February 3, 2017

To: Jonna Papaefthimiou, Portland Bureau of Emergency Management
From: DHM Research
Re: Portland Bureau of Emergency Management Telephone Survey #00456

INTRODUCTION & METHODOLOGY

DHM Research conducted an online survey of Portland residents from January 5 to January 25, 2017. The purpose of the survey was to assess barriers and motivations to emergency preparedness, including an initial test of messaging concept to aid in communication development.

Research Methodology: From January 5 to January 14, 2017, 399 Portland residents were contacted through a professionally-maintained panel and completed the online survey. The city-wide consisted of 399 Portland residents and took approximately 20 minutes to complete. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups, including age and gender. In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and validation. Quotas were set by age, gender, education and ethnicity to ensure a representative sample. Data was cleaned for duplicate responses, incomplete responses, and invalid data prior to analysis.

The NET sample consisted of 174 residents who have either participated in the City of Portland's Neighborhood Emergency Team (NET) training or have expressed interest and are on the waitlist for the trainings. Residents were invited to participate in the online survey from January 5 to January 25 via communications from the Portland Bureau of Emergency Management office.

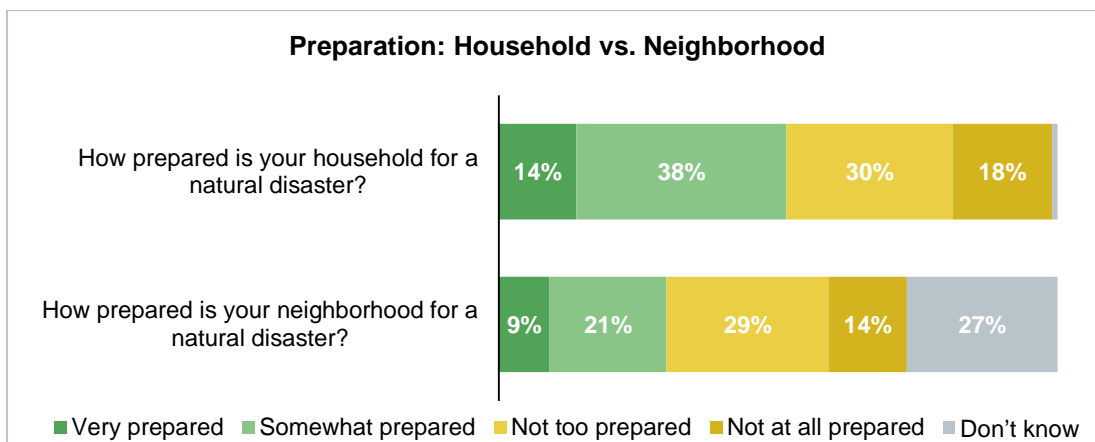
Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that 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 the city-wide sample is +/- 4.9%. There is not a calculated margin of error for the community engagement NET sample.

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.

SUMMARY & OBSERVATIONS

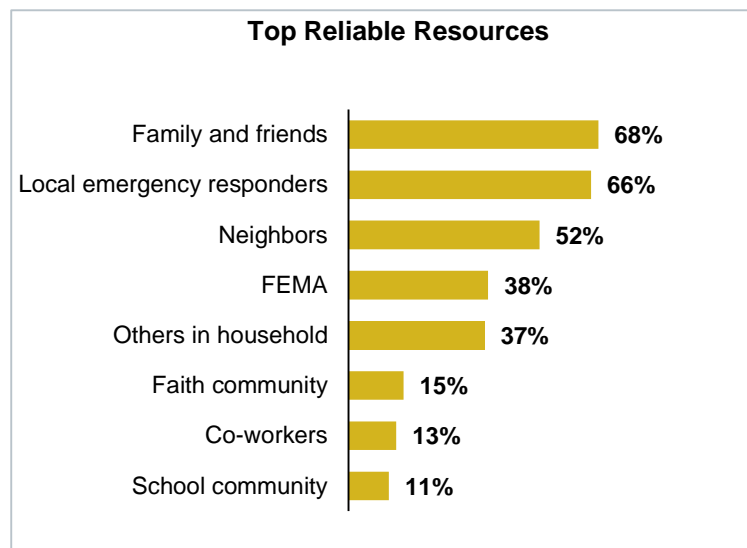
Five in ten residents say their household is prepared for emergencies; three in ten think their neighborhood is prepared.

- Although fewer residents think their neighborhood is prepared than think their household is prepared, this stems primarily from higher uncertainty: 27% do not know if their neighborhood is prepared.
 - Nearly as many say their neighborhood is unprepared (43%) as say their household is unprepared (48%)
- Residents who think their own household is prepared are more likely to say their neighborhood is prepared (49%) as well. Men, people with children in the household, and residents aged 30 to 44 are more prepared themselves and also more likely to say their neighborhood is prepared for a natural disaster or emergency.
- Residents acknowledge their own responsibility to prepare: 56% say they are the person in their household most responsible for preparing for a natural disaster or emergency, 32% share the responsibility with another household member.



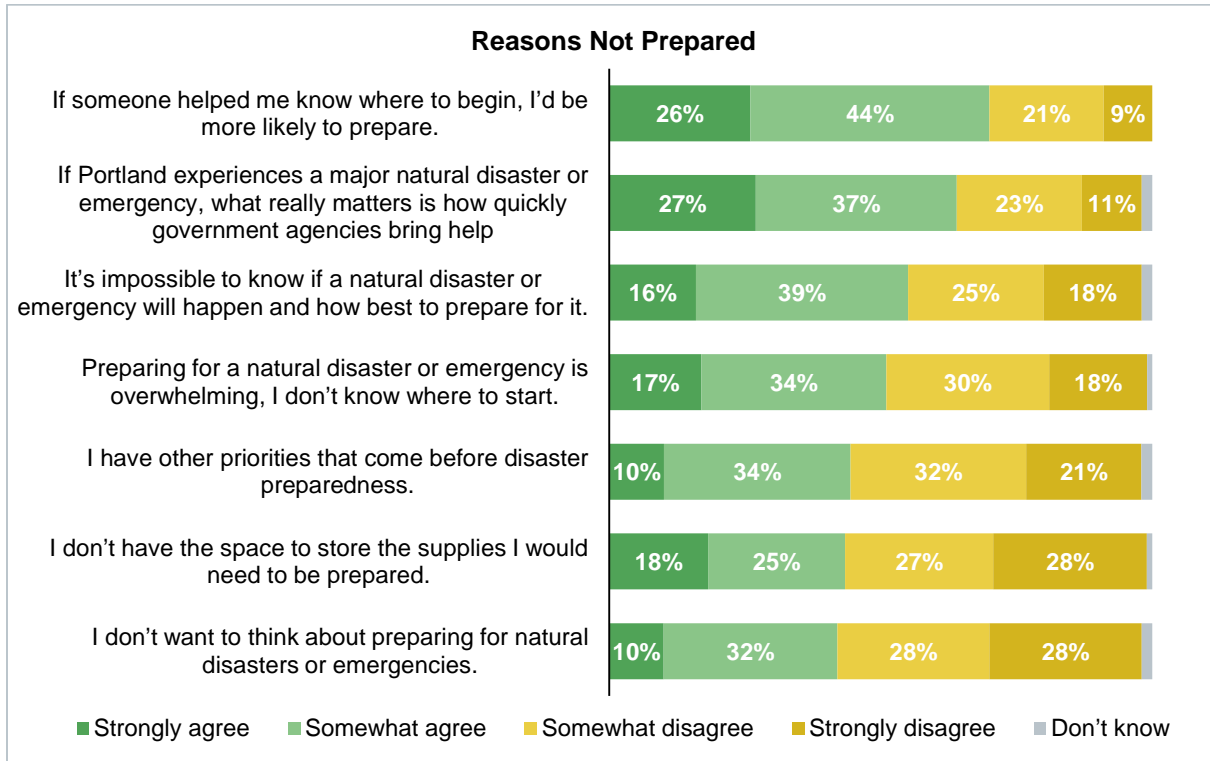
Over six in ten residents expect to rely most on family and friends in the area (68%) and local emergency responders (66%) to provide help in the first three days following a natural disaster or emergency.

- Half expect to rely on neighbors (52%).
- People expect to rely more on local emergency responders than on neighbors—an expectation that may be unrealistic in a large-scale disaster.
- Similarly, FEMA would be unlikely to provide help within three days following a large-scale disaster—yet 38% of residents expect to rely on FEMA.
- These results point to specific gaps in residents' understanding of the importance of neighborhood connections in natural disasters and emergencies.

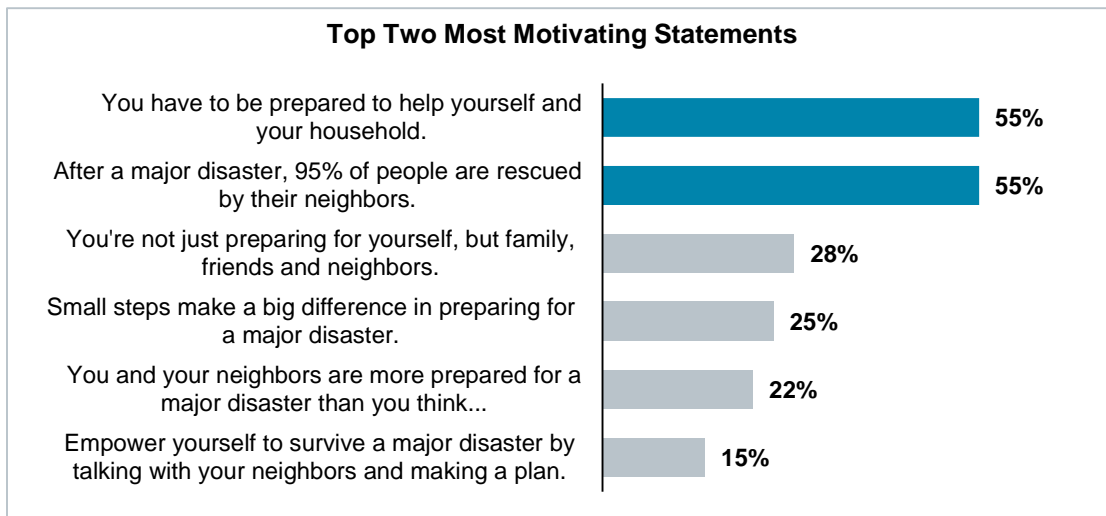


A majority of residents agree that they would be more likely to prepare if they knew where to begin (70%) and that help from government agencies may be more important in a natural disaster or emergency (63%). These attitudes may be barriers to emergency preparedness.

- Over half of residents agree that it is impossible to know if a natural disaster or emergency will happen and how to best prepare for it (55%) and that preparing is overwhelming (51%).
- The top four barriers have in common themes of being overwhelmed by how to start and a sense that preparing may be ineffective.



Residents find a statement that focuses on an individualist perspective (“you have to help yourself”) and one that provides a social proof message (“95% of people are rescued by a neighbor”) the most motivating.



Selected Group Profiles

Within the general population, people with children in the household are more prepared than those without children, and they have a strong sense of responsibility to be prepared.

Nonetheless, they face definite barriers. Many seem to be doubtful about what to do and find it expensive to prepare. These findings suggest that parents would be a group motivated to become prepared and one that could be moved to take specific steps to improve their preparedness.

- 62% of parents say they are prepared for a natural disaster or emergency compared to 47% of those without children in the household.
- More parents say they themselves are most responsible for preparing for a natural disaster or emergency (65% vs 52% of those without children).
- Half of parents say they don't know where to get information about preparing, don't know how to get prepared, or that preparing is too expensive (51%-56%), compared to three in ten of those without children (30%-34%).
- It is notable that a message stating that "small steps make a big difference" performs better among parents. As a whole, results suggest that parents could use support to manage emergency preparedness for their families.

More of the residents who have participated in NET training, or are on the waitlist for the training, say they are prepared for a natural disaster or emergency. They clearly value neighbors as a resource in emergencies, although they may be concerned about their neighborhoods' level of preparedness. Lack of information is less of a barrier for this group. They share similar motivation to get prepared compared to the general population and the messages that work well for the general population work even better for this group.

- 74% of NET participants are prepared for a natural disaster or emergency, compared to the 52% of Portland residents.
- Neighborhood resources are a top resource for NET participants: 51% say they would rely on neighbors first in a natural disaster or emergency, compared to 14% of the general population.
 - But, NET participants think their neighborhood is less prepared than the general population.
 - Their greater education or awareness of emergency preparedness may make them more accurate in assessing gaps in neighborhood-level preparations, although caution must be used in gauging actual preparedness based on these perceptions.
- One quarter say that NET training motivated them to talk to their neighbors about what to do in case of a natural disaster or emergency (27%).
- Over seven in ten of NET participants find the individualist (76%) and social proof (70%) messages the most motivating.

Portland Bureau of Emergency Management Online Survey
January 2017
Portland residents, 20 minutes
City Wide Sample: N=399; margin of error ±4.9%
NET Sample: N=174
DHM Research #00456

LANDING PAGE

Emergency Preparedness Survey

Thank you for taking the time to answer these survey questions. The purpose of the survey is to gather feedback from Portland residents, such as yourself, about our city and how we can all better prepare for large-scale natural disasters or emergencies. Your feedback is very important and will help to inform decisions on issues that are important to the community. We value your candid responses.

This survey may take up to 15 minutes to complete and will be available until January 20, 2017. Your responses are completely confidential and no name or identifying information will be associated with your responses.

Thank you for providing your feedback!

Portland Bureau of Emergency Management

SCREENER

S1. In which area of the city do you live? **[Map image with areas numbered. If they are not Portland, TERM]**

Response Category	City-Wide N=399	NET N=171
West	16%	15%
North	11%	18%
Central/NE	16%	12%
East	57%	56%

[New Page]

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

WARM-UP

1. How concerned are you about a natural disaster or emergency that would leave your household without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very concerned	38%	55%
Somewhat concerned	40%	40%
Not too concerned	18%	6%
Not at all concerned	5%	--
Don't know	0%	--

2. How prepared is your household for a natural disaster or emergency that leaves your household without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very prepared	14%	13%
Somewhat prepared	38%	61%
Not too prepared	30%	21%
Not at all prepared	18%	6%
Don't know	1%	--

3. How prepared is your neighborhood for a natural disaster or emergency that leaves most households without electricity or water for at least two weeks?

Response Category	City-Wide N=399	NET N=174
Very prepared	9%	1%
Somewhat prepared	21%	15%
Not too prepared	29%	39%
Not at all prepared	14%	16%
Don't know	27%	29%

4. In your household, who do you think is most responsible for preparing for a natural disaster or emergency?

Response Category	City-Wide N=399	NET N=174
Myself	56%	70%
Someone else	10%	--
I share responsibility with someone else	32%	30%
Don't know	2%	--

5. In the case of a natural disaster or emergency, where you faced significant hardship such as lack of water or electricity for an extended period of time, who would you rely on first to provide help?

[OPEN]

Response Category	City-Wide N=399	NET N=174
Myself	25%	47%
Family/significant other/partner	23%	16%
Neighbors/neighborhood association	14%	51%
City of Portland/Multnomah County/State government	10%	9%
Red Cross	9%	4%
Firefighters/police/emergency responders	6%	2%
Friends	5%	11%
FEMA/Federal government	3%	6%
Government (general)	2%	3%
Utility company	2%	--
Other	10%	5%
Don't know/Not sure	5%	2%
Invalid response	7%	--

[New Page]

6. From the following list, please identify the three resources you would most rely on to provide you help in the first three days following a natural disaster or emergency? **[RANDOMIZE]**

Response Category	City-Wide N=399	NET N=174
Other household members	68%	60%
Family and friends in the area	66%	72%
Neighbors	52%	89%
Local emergency responders	38%	52%
National relief agency, such as FEMA (the Federal Emergency Management Agency)	37%	13%
School community	15%	5%
Faith community	13%	6%
Co-workers	11%	3%

[New Page]

[ROTATE BARRIERS AND MOTIVATIONS SECTIONS]

Disaster preparedness includes buying disaster kits and making specific plans with family or neighbors, but it also includes participating in training or drills and learning what to do in a natural disaster or emergency situation.

[Barriers]

There may be many reasons people do not take steps to prepare for a natural disaster or emergency. Tell us how strongly you agree that each of the following statements are true for you: **[ROTATE LIST]**

Response Category	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
7. I don't know where to get information about preparing for natural disasters or emergencies.					
City-Wide	12%	26%	31%	28%	3%
NET	2%	6%	20%	72%	--
8. I don't know how to get prepared.					
City-Wide	10%	27%	33%	28%	2%
NET	3%	11%	21%	64%	1%
9. I don't have time to prepare.					
City-Wide	5%	21%	33%	40%	1%
NET	2%	17%	29%	52%	1%
10. Preparing is too expensive.					
City-Wide	14%	26%	31%	25%	4%
NET	8%	39%	24%	30%	--
11. I don't want to think about preparing for natural disasters or emergencies.					
City-Wide	10%	32%	28%	28%	2%
NET	3%	12%	21%	63%	1%
12. I have just never thought about preparing for natural disasters or emergencies.					
City-Wide	9%	26%	28%	36%	1%
NET	2%	2%	12%	84%	1%
13. I don't need training to know how to react in a natural disaster or emergency.					
City-Wide	10%	17%	40%	31%	2%
NET	2%	3%	28%	66%	1%
14. Preparing for a natural disaster or emergency is overwhelming, I don't know where to start.					
City-Wide	17%	34%	30%	18%	1%
NET	6%	25%	21%	48%	1%
15. I have other priorities that come before disaster preparedness.					
City-Wide	10%	34%	32%	21%	2%
NET	6%	37%	34%	22%	--
16. It's impossible to know if a natural disaster or emergency will happen and how best to prepare for it.					
City-Wide	16%	39%	25%	18%	2%
NET	1%	13%	30%	55%	1%
17. If someone helped me know where to begin, I'd be more likely to prepare.					
City-Wide	26%	44%	21%	9%	0%
NET	34%	33%	14%	14%	6%

Response Category	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
18. If Portland experiences a major natural disaster or emergency, being individually prepared won't be enough. What really matters is how quickly government agencies bring help.					
City-Wide	27%	37%	23%	11%	2%
NET	11%	25%	26%	37%	1%
19. I don't have the space to store the supplies I would need to be prepared.					
City-Wide	18%	25%	27%	28%	1%
NET	9%	22%	24%	45%	--
20. In the case of a natural disaster or emergency that left me without electricity or water for at least two weeks, I would leave Portland.					
City-Wide	11%	30%	22%	26%	10%
NET	9%	16%	28%	36%	12%

21. In your own words, what is the most significant reason that prevents you from deciding to prepare for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
Cost/money	19%	28%
Inconvenience/time	12%	20%
Don't think disaster will happen/affect me	11%	3%
Limited storage space	10%	17%
I am prepared already	8%	30%
Lack of knowledge/don't know how	8%	8%
Procrastination/laziness	7%	7%
Unsure how to begin/it's overwhelming	7%	7%
Haven't thought/don't want to think about it	4%	4%
Importance of being prepared	4%	--
Other priorities	3%	13%
Don't know when or what disaster will occur	1%	2%
No good reason/nothing	9%	3%
Other	--	7%
Don't know	2%	--
Invalid response	6%	--

[Motivations]

There may be many reasons people decide to get prepared. Tell us how much each of these statements motivates you to prepare for a natural disaster or emergency.

Response Category	Very Motivating	Somewhat Motivating	Not Too Motivating	Not at All Motivating	Don't know
22. My job, school or another community organization encourages me to have a family disaster plan.					
City-Wide	18%	39%	23%	12%	7%
NET	20%	44%	18%	11%	7%
23. My job, school or another community organization encourages me to take training to prepare for natural disasters or emergencies.					
City-Wide	20%	33%	25%	14%	8%
NET	24%	38%	21%	9%	8%
24. People I know have taken steps to get prepared.					
City-Wide	21%	44%	20%	8%	7%
NET	35%	49%	10%	1%	5%
25. Natural disasters or emergencies in other places make me think about getting prepared.					
City-Wide	33%	45%	18%	3%	1%
NET	44%	48%	6%	1%	1%
26. Natural disasters or emergencies I have experienced make me think about getting prepared.					
City-Wide	23%	43%	16%	10%	8%
NET	31%	28%	21%	5%	16%
27. I feel like it is my responsibility to take care of my family in a natural disaster or emergency.					
City-Wide	52%	37%	7%	2%	2%
NET	80%	16%	3%	--	1%
28. It's my responsibility as a community member to be prepared to help myself and others.					
City-Wide	32%	46%	16%	4%	2%
NET	70%	27%	3%	--	1%
29. If there were a natural disaster or emergency, the police and fire department would not be able to help everyone immediately.					
City-Wide	40%	44%	11%	4%	2%
NET	75%	21%	2%	2%	1%

30. In your own words, what is the most significant reason that encourages you to decide to prepare for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
Family/partner/kids/friends/neighbors	27%	35%
Thoughts of specific disasters in other places/past experience	13%	13%
Sense of personal responsibility/duty/self-sufficiency	11%	33%
Inability or lack of desire to rely on others/emergency services/government	9%	15%
Sense of inevitability/unpredictability of disaster	8%	7%
Survival/not wanting to die	8%	6%
Desire to be prepared for lack of access to resources	7%	8%
Community pressure/encouragement	4%	3%
Nothing/not motivated	3%	--
Fear	2%	4%
Common sense	1%	--
Other	8%	7%
Don't know	3%	1%
Invalid response	6%	1%

[New Page]

NEIGHBORHOOD PREPAREDNESS

31. Have you talked with your neighbors about what to do in case of a natural disaster or emergency?

Response Category	City-Wide N=399	NET N=174
Have done	15%	48%
Plan to do	16%	29%
Have not done	68%	23%
Don't know	1%	--

32. If Q31 **“Have done”**: What motivated you to talk to your neighbors? **[OPEN]**

Response Category	City-Wide N=58	NET N=84
Desire to help others	18%	12%
Self-preservation/mutual benefit	15%	15%
Neighborhood association/community	15%	14%
Thought of disaster/emergency	9%	7%
NET training	--	27%
Other	26%	24%
Don't know	2%	--
Invalid response	15%	--

If Q31 “Plan to do”: What, if anything, has prevented you from having those conversations? [OPEN]

Response Category	City-Wide N=63	NET N=50
Unfamiliar with neighbors	19%	24%
Lack of time/opportunity	17%	32%
Don't want to think about it	6%	6%
Haven't thought about it	5%	2%
Laziness	3%	8%
Lack of information	2%	14%
None/not applicable	18%	2%
Other	11%	10%
Don't know/not sure	6%	2%
Invalid response	14%	--

If Q31 “Have not done”: What might motivate you to have those conversations? [OPEN]

Response Category	City-Wide N=273	NET N=40
A disaster/problem	16%	5%
More familiarity/comfort with neighbors	16%	23%
Gathering/neighborhood meetings	13%	18%
Someone else initiating	8%	5%
More information	4%	8%
This survey	3%	--
Time	1%	5%
Outline of how to start conversation	0%	5%
Nothing	10%	3%
Other	13%	15%
Don't know/not sure	15%	15%
Invalid response	2%	--

[New Page]

[SPLIT SAMPLE A INTRO]

In a natural disaster or emergency, 95% of rescues are done by a neighbor. Knowing this, how likely are you to take each of the following steps to help your neighborhood come together and be prepared for an emergency situation? **[ROTATE LIST]**

Response Category	Already Have Done	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Don't know
33a. Participate in emergency preparedness trainings that give me tools to help my neighborhood.						
City-Wide	8%	32%	30%	25%	4%	1%
NET	67%	20%	9%	3%	--	1%
34a. Talk with my neighbors about my household's plan.						
City-Wide	10%	21%	32%	21%	13%	3%
NET	19%	35%	35%	7%	2%	2%
35a. Talk with my neighbors about developing a plan together to support each other.						
City-Wide	11%	23%	40%	18%	5%	3%
NET	16%	42%	35%	3%	--	3%
36a. Talk with my neighbors to identify people who might need extra help.						
City-Wide	13%	31%	33%	15%	7%	1%
NET	26%	42%	29%	2%	--	1%
37a. Talk with my neighbors to identify which people could provide help.						
City-Wide	9%	25%	37%	20%	6%	2%
NET	25%	41%	30%	2%	--	2%
38a. Participate in community organization efforts to plan for a natural disaster or emergency.						
City-Wide	9%	24%	39%	20%	7%	1%
NET	56%	25%	12%	3%	1%	2%
39a. Lead community organization efforts in my neighborhood to develop a plan.						
City-Wide	9%	14%	22%	33%	20%	2%
NET	26%	23%	26%	16%	5%	2%
40a. Follow a plan other people in my neighborhood have developed.						
City-Wide	10%	30%	38%	12%	6%	4%
NET	14%	56%	16%	4%	1%	8%

[SPLIT SAMPLE B INTRO]

How likely are you to take each of the following steps to help your neighborhood come together and be prepared for an emergency situation? **[ROTATE LIST]**

Response Category	Already Have Done	Very Likely	Somewhat Likely	Not Too Likely	Not at All Likely	Don't know
33b. Participate in emergency preparedness trainings that give me tools to help my neighborhood.						
City-Wide	9%	27%	38%	18%	6%	2%
NET	47%	40%	10%	4%	--	--
34b. Talk with my neighbors about my household's plan.						
City-Wide	7%	12%	35%	27%	15%	5%
NET	18%	35%	29%	12%	5%	1%
35b. Talk with my neighbors about developing a plan together to support each other.						
City-Wide	7%	21%	32%	26%	8%	6%
NET	12%	48%	28%	11%	1%	--
36b. Talk with my neighbors to identify people who might need extra help.						
City-Wide	8%	25%	33%	19%	10%	5%
NET	13%	54%	23%	10%	--	--
37b. Talk with my neighbors to identify which people could provide help.						
City-Wide	8%	22%	34%	21%	10%	5%
NET	12%	52%	24%	12%	--	--
38b. Participate in community organization efforts to plan for a natural disaster or emergency.						
City-Wide	7%	26%	35%	23%	7%	3%
NET	41%	33%	19%	5%	--	2%
39b. Lead community organization efforts in my neighborhood to develop a plan.						
City-Wide	6%	17%	20%	29%	26%	3%
NET	16%	27%	34%	18%	6%	--
40b. Follow a plan other people in my neighborhood have developed.						
City-Wide	7%	30%	43%	10%	5%	4%
NET	8%	59%	24%	4%	1%	4%

MESSAGE CONCEPTS

How motivating are the following statements in moving you to take more steps to prepare for a natural disaster or emergency? **[ROTATE LIST]**

Response Category	Very Motivating	Somewhat Motivating	Not Too Motivating	Not at All Motivating	DK
41. <i>(INDIVIDUALIST)</i> If there is a major disaster in Portland, chances are good that local emergency responders and federal support services like FEMA won't be able to assist you for weeks and maybe even months—you have to be prepared to help yourself and your family or household.					
City-Wide	46%	38%	10%	4%	2%
NET	76%	18%	4%	1%	1%
42. <i>(SOCIAL PROOF)</i> After a major disaster, 95% people are rescued by their neighbors rather than emergency responders. When you and your neighbors prepare together, you can save a life.					
City-Wide	44%	41%	11%	2%	3%
NET	70%	26%	2%	1%	1%
43. <i>(COMMUNITY RELIANCE)</i> You're not just preparing for yourself, but for your family, friends and neighbors. You have the power to be an everyday hero.					
City-Wide	27%	44%	17%	8%	3%
NET	35%	41%	18%	5%	1%
44. <i>(ACTION)</i> Small steps make a big difference in preparing for a major disaster. Take the first step today by making a list of your neighbors, and then visit our website for more quick tips that could save your life.					
City-Wide	23%	46%	21%	6%	3%
NET	29%	49%	17%	2%	2%
45. <i>(EMPOWERMENT)</i> You can be your own hero: empower yourself to survive a major disaster by talking with your neighbors and making a plan.					
City-Wide	27%	42%	20%	8%	2%
NET	33%	42%	18%	6%	1%
46. <i>(EMPOWERMENT)</i> You and your neighbors are more prepared for a major disaster than you think when you work together. Start the conversation today about the resources on your block.					
City-Wide	20%	45%	23%	9%	3%
NET	32%	50%	15%	1%	2%

47. Now, select the **two** statements you find most motivating.

Response Category	City-Wide N=399	NET N=174
Individualist	55%	73%
Social Proof	55%	72%
Community Reliance	28%	11%
Action	25%	17%
Empowerment #1	22%	6%
Empowerment #2	15%	21%

MESSENGERS

48. Who do you trust to give you information about how to prepare for a natural disaster or emergency?
[OPEN]

Response Category	City-Wide N=399	NET N=174
Government (local/state/federal/FEMA)	29%	44%
Emergency responders	18%	17%
Family and friends	17%	4%
Red Cross	9%	26%
News/radio	8%	1%
Neighbors/neighborhood association	7%	5%
Myself/no one	6%	1%
Websites (including "prepper" sites)	6%	5%
Knowledgeable people, leader, professionals	5%	6%
People that have survived disaster	2%	1%
School	2%	1%
Disaster relief organizations/nonprofits	1%	5%
NET trainings/PBEM	1%	51%
Church	1%	1%
Utility companies	1%	--
Outdoor businesses (REI, Cabela's etc.)	0%	1%
Other	7%	9%
Don't know/Not sure	5%	6%
Invalid response	6%	--

49. The City of Portland is trying to determine how best to provide information to residents about preparing for a natural disaster or emergency. They need your help prioritizing the most effective ways to reach you. Choose the three most effective ways for you to receive information about how to help you and your neighborhood prepare for a natural disaster or emergency. [ROTATE LIST]

Response Category	City-Wide N=399	NET N=174
Social media (Twitter, Facebook, Nextdoor)	39%	30%
Traditional news media (Radio, TV, Newspapers, Online)	44%	17%
Videos I can watch at home	28%	30%
Interactive apps or games I can use on my mobile device	15%	9%
Newsletters and pamphlets in other languages to share with friends or family	16%	9%
A workbook I can complete to develop a plan and identify resources	47%	58%
Newsletters and pamphlets I can read at home	42%	29%
Community meetings	28%	57%
Online resource for networking with neighbors	40%	61%

50. Are there any additional ways that the City of Portland should provide information to residents about preparing for a natural disaster or emergency? **[OPEN]**

Response Category	City-Wide N=314	NET N=115
Training: classes, meetings, talks, drills	9%	17%
More information	7%	7%
Community: neighborhood associations, schools, libraries, churches, festivals, fairs	7%	37%
News, TV, social media	6%	10%
Mail/bill inserts/newsletters	5%	8%
Cell phone/text	3%	2%
Website (including for other organizations such as Red Cross)	2%	3%
Billboards	2%	5%
Email	2%	1%
Workbook, kit	1%	3%
Multi-lingual outreach	0%	3%
None	34%	4%
Other	10%	18%
Don't know	8%	7%
Invalid response	9%	--

DEMOGRAPHICS

51. I identify my gender as:

Response Category	City-Wide N=399	NET N=171
Male	48%	34%
Female	52%	66%
Non-binary or gender non-conforming	N=2	--

52. In what year were you born? _____ (collect open end)

Response Category	City-Wide N=399	NET N=168
18-29	24%	3%
30-44	32%	30%
45-64	31%	41%
65+	13%	26%

53. What is the highest level of education that you have completed?

Response Category	City-Wide N=399	NET N=171
Less than high school	1%	1%
High school diploma	25%	2%
Some college	29%	11%
College degree	25%	34%
Graduate/professional school	20%	52%

54. 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	City-Wide N=399	NET N=174
Less than \$25,000	19%	9%
\$25,000 to less than \$50,000	22%	17%
\$50,000 to less than \$75,000	17%	14%
\$75,000 to less than \$100,000	15%	20%
\$100,000 to less than \$150,000	15%	21%
\$150,000 or more	7%	16%
Prefer not to answer	5%	4%

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

Response Category	City-Wide N=399	NET N=173
African American/Black	5%	24%
Asian/Pacific Islander	7%	28%
Hispanic/Latino	6%	81%
Middle Eastern/North African	N=1	--
Native American/American Indian	2%	3%
White/Caucasian	80%	94%
Other	N=1	1%
Prefer not to answer	1%	--

56. Including yourself, how many people currently live in your household? [OPEN]

Response Category	City-Wide N=399	NET N=174
1	15%	24%
2	44%	44%
3	17%	16%
4	18%	12%
5+	7%	5%
Mean	2.7	2.4

57. Do any children under age 18 live in your home? [SKIP IF Q56=1]

Response Category	City-Wide N=399	NET N=174
Yes	30%	28%
No	70%	71%
Prefer not to answer	N=1	1%

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

Response Category	City-Wide N=399	NET N=174
Single family	76%	80%
Multi-family	18%	16%
Other (Record)	4%	3%
Prefer not to answer	1%	1%

59. How many years have you lived in the city of Portland? **[OPEN]**

Response Category	City-Wide N=399	NET N=174
0-5 years	21%	19%
6-10 years	16%	15%
11-20 years	19%	21%
21+ years	44%	45%
Mean	22.0	21.1

60. 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	City-Wide N=399	NET N=174
Yes	19%	12%
No	78%	83%
Don't know	2%	3%
Prefer not to answer	1%	2%