



Citizens View Survey: Calgary Emergency Preparedness September 2018



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Methodology



Methodology

Ipsos conducted an online survey with Citizens' View panelists.

Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on August 27 to 3695 panelists. A total of 1,009 came to the survey site, among whom 109 (3% of the total outgo) dropped out and 900 (24% of the outgo) panelists completed the survey by September 2, 2018.

The following findings may not be statistically representative of all Calgarians. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without research with a representative sample of citizens.





Overview of Findings





Overview of Findings

- **Eight-in-ten panelists say that their households have been impacted by hazards in the past ten years, most often severe weather, power failures and utility disruptions, and extreme cold or heat. Nine-in-ten tell us that their households have experienced disruptions in the past ten years, including power, internet and television outages.**
- **Despite this first-hand experience, only 8% of panelists would say that they and their households are very prepared if a major emergency or disaster occurred in Calgary, while 55% would say that they are somewhat prepared. Just under four-in-ten would say that they are somewhat or very unprepared.**
 - The key motivators for preparedness are learning about, or experiencing an emergency or disaster.
 - Education from various sources is also important, particularly from government and workplaces.
 - Barriers to taking steps to be prepared are a lack of understanding of the risks, as well as the costs, knowledge and time required.
 - Some don't see the need, while others admit that they just haven't gotten around to it.
- **Only a few panelists state that their household has a complete emergency response plan (6%), and only one-in-ten has a complete 72 hour emergency supply kit.**
 - Around one-half admit that they don't have a plan and over one-third admit that they don't have emergency supplies in a kit or that are easily accessible.
 - Just over one-half have an emergency kit in their car, while around four-in-ten have an emergency kit at work.
- **Most panelists have multiple people that they could turn to for support in an emergency. They are least connected when it comes to financial assistance, where 18% do not have anyone they could turn to in an emergency.**
- **Radio, television and news websites are the primary sources of news and information that panelists would use during an emergency or disaster.**



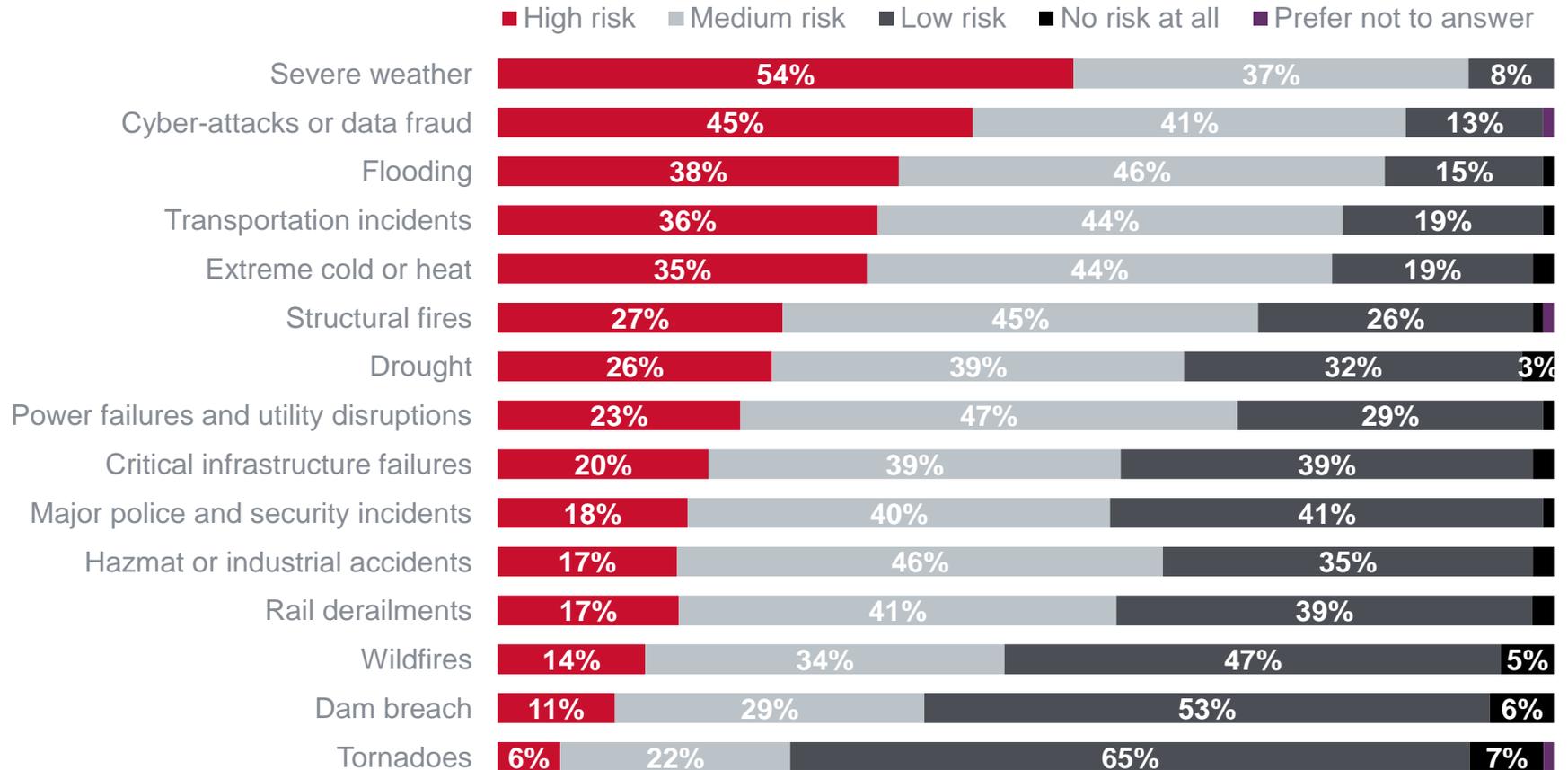
Detailed Findings





Perceptions of Risks in The City of Calgary

Severe weather, Cyber-attack, Flooding, Transportation incidents, and Extreme cold or heat top the list as “high risk” for more than one-third of respondents.

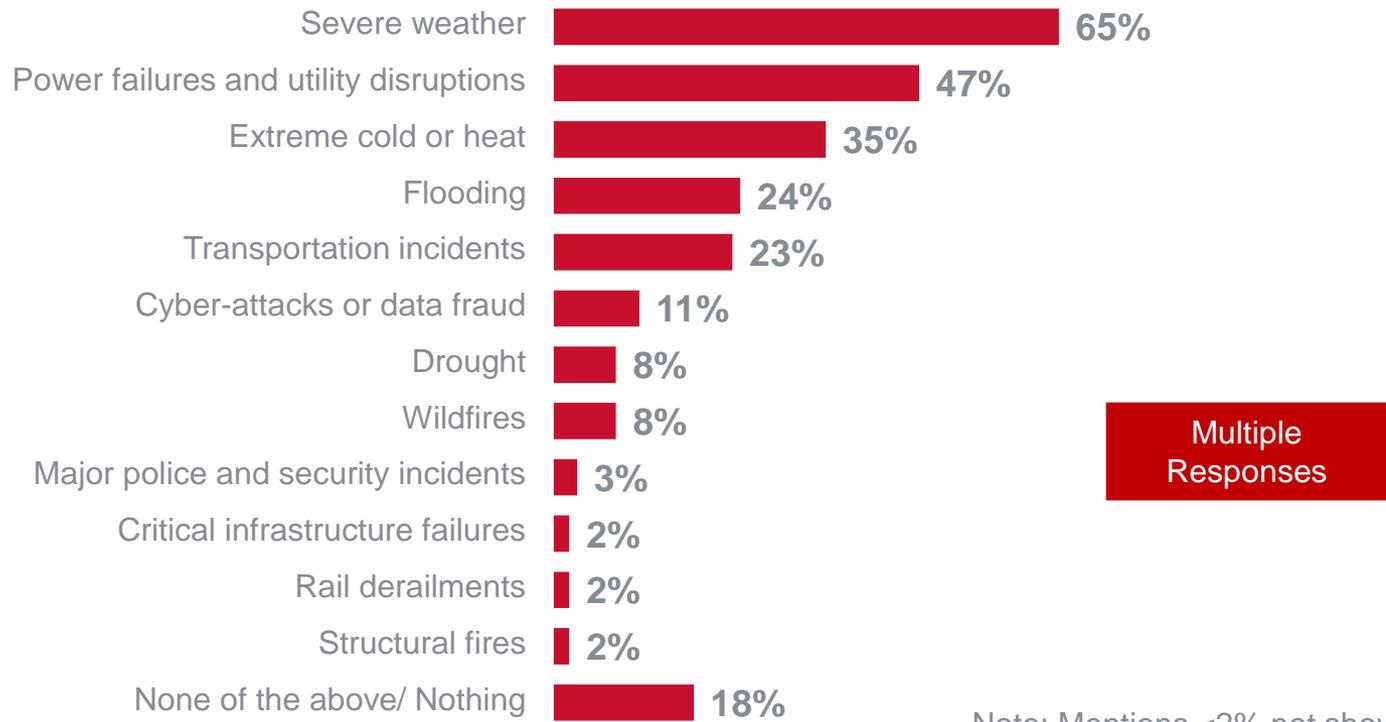


Q1. Please rate the items below in terms of how much risk they present to The City of Calgary
 Base: Total respondents (n=900)



Whether Household has Been Impacted by Hazards in Past 10 Years

Overall, one-third of respondents say their household has been impacted by “severe weather” hazards while almost one-half say they have been impacted by “power failure and utility disruption” hazards.



Multiple Responses

Note: Mentions <2% not shown.

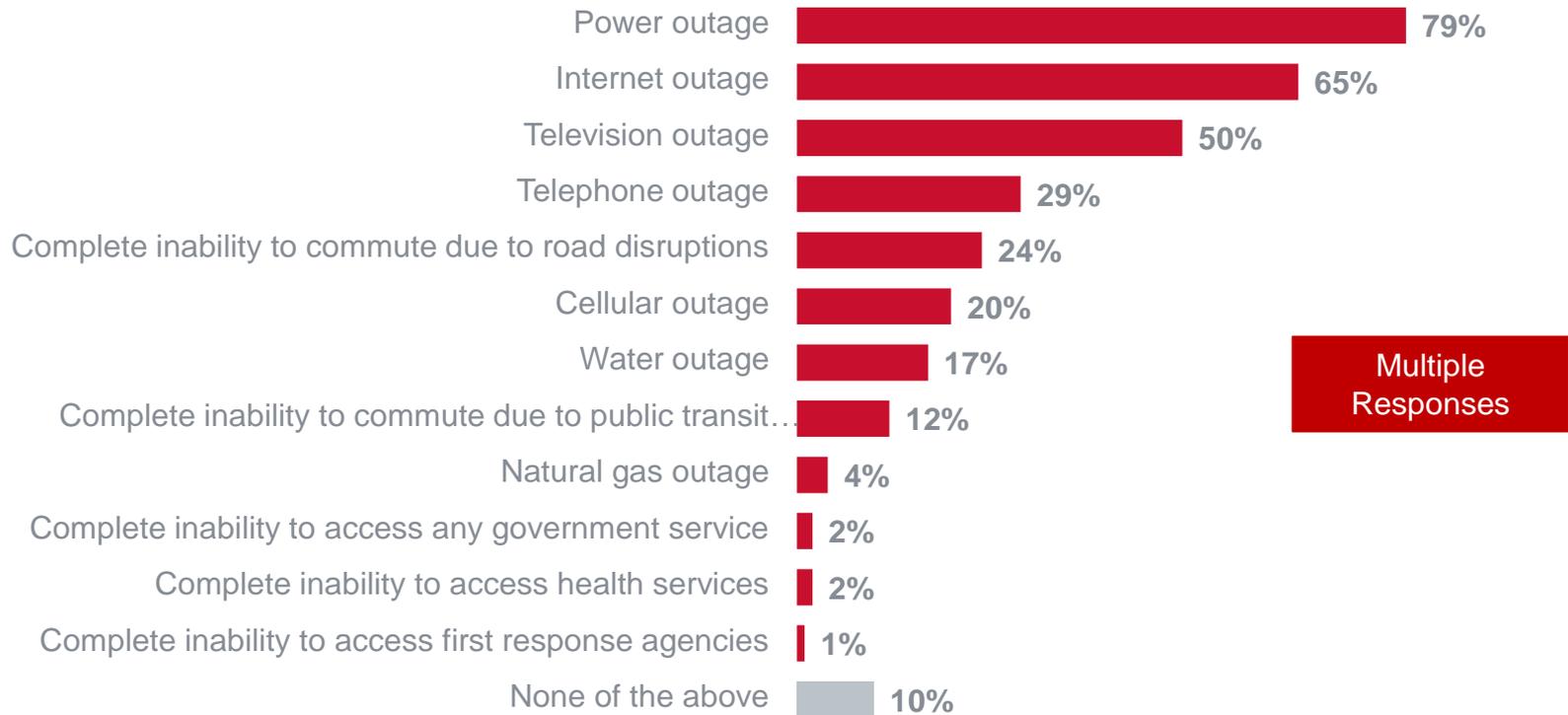
Q2: Has your household been impacted by any of the following hazards in the past 10 years? (select all that apply)

Base: Total respondents (n=900)



Disruptions Household has Experienced in Past 10 Years

Almost eight-in-ten (79%) respondent households have experienced a power outage disruption, while almost two-thirds (65%) have experienced an internet outage. Television outage also tops the list for one-half of respondents experiencing a disruption of some kind.



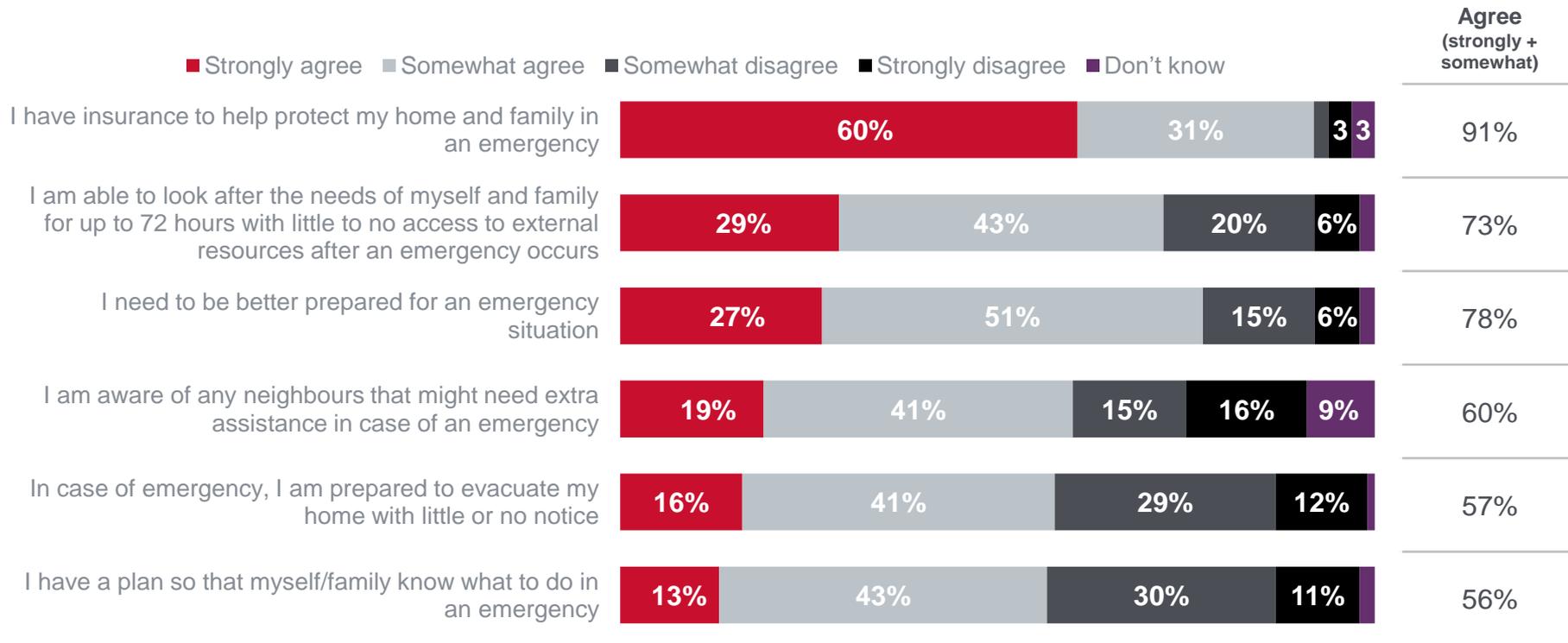
Q3. In the past 10 years, has your household experienced any of the following disruptions? (select all that apply)

Base: Total respondents (n=900)



Agreement with Statements about Preparedness

A majority strongly + somewhat agree (91%) they have insurance to protect their home and family in an emergency; fewer, however, strongly + somewhat agree (56%) they have a plan so that they/their family know what to do in an emergency.



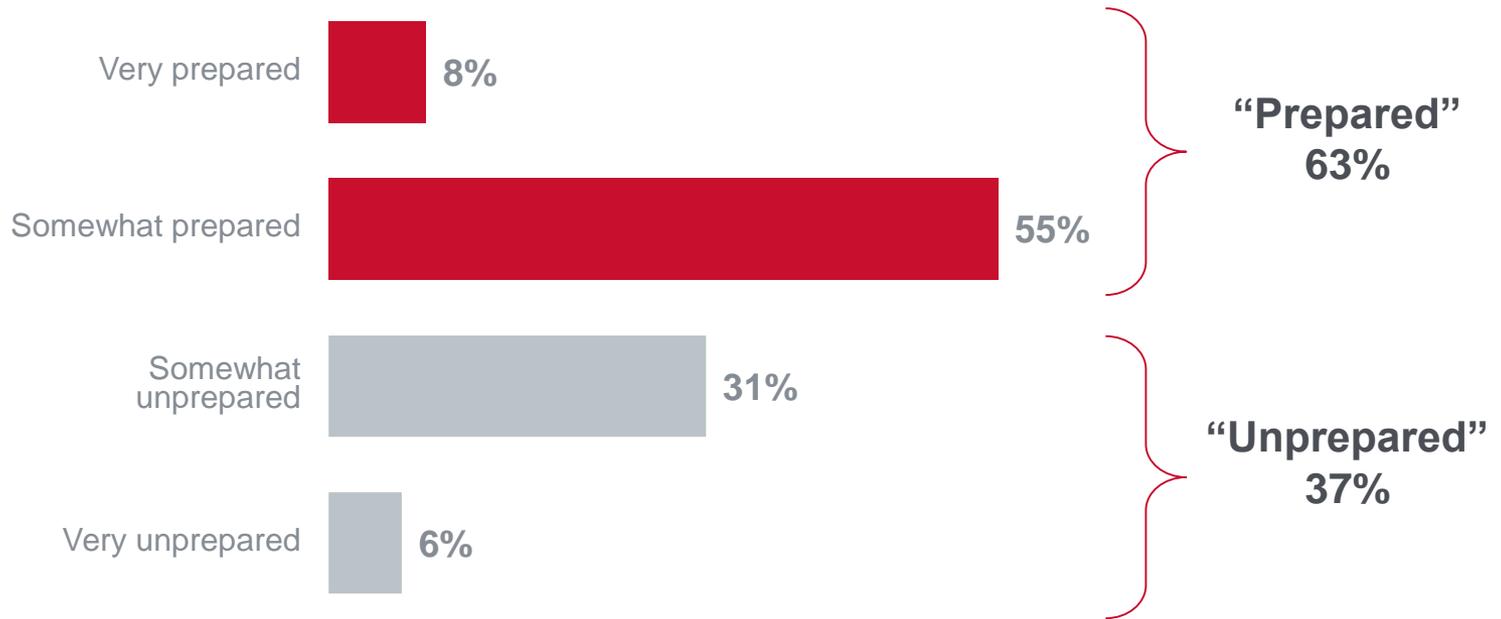
Q4. To what extent do you agree with the following statements?

Base: Total respondents (n=900)



Level of Preparedness of Self and Household Members

Less than two-thirds (63%) of respondents say they would be “prepared” if a major emergency or disaster occurred in Calgary. Of this, less than one-in-ten (8%) say they would be “very prepared” and slightly more than one-half (55%) say they would be “somewhat prepared.”



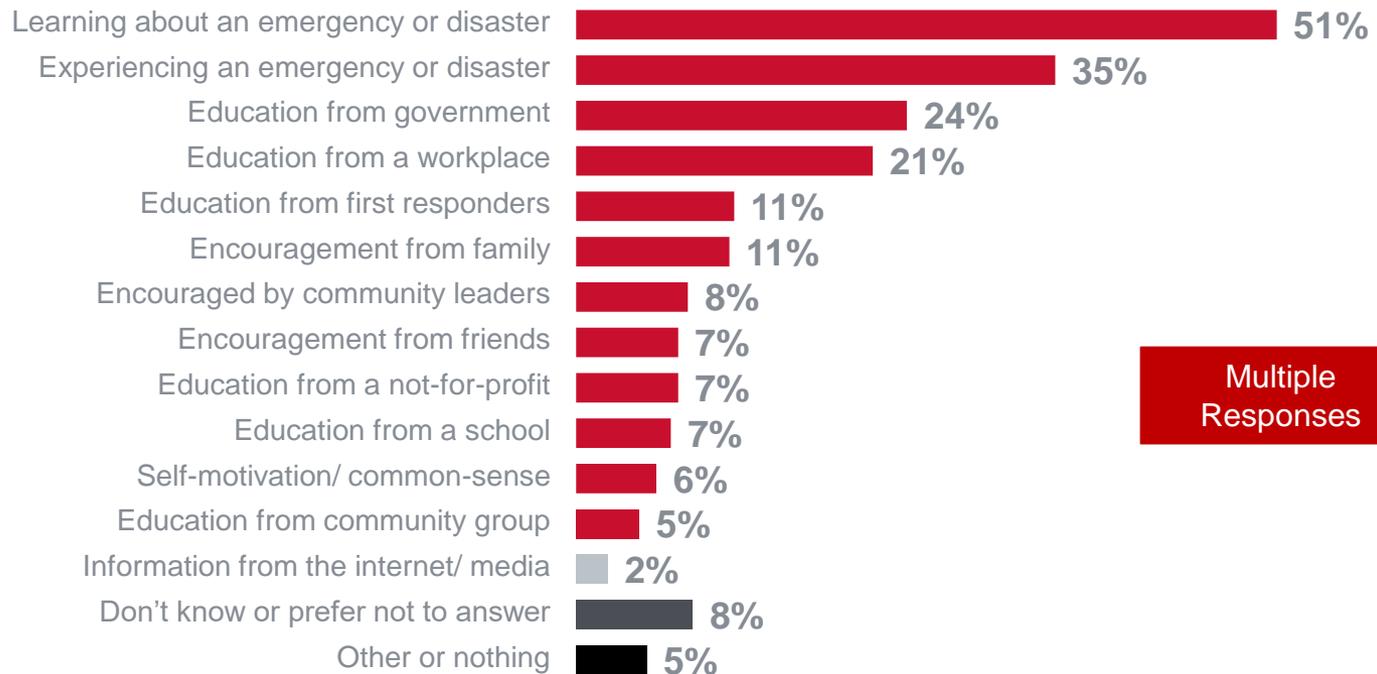
Q5. If a major emergency or disaster occurred in Calgary, would you say that you and other members of your household are ... ?

Base: Total respondents (n=900)



What Prompted Citizens to Take Steps to Be Prepared

Of those who said they were prepared if a major emergency or disaster occurred in Calgary, slightly more than one-half (51%) say they were prompted to be prepared due too learning about an emergency or disaster. Slightly more than one-third (35%) say they were prompted by directly experiencing an emergency or disaster.



Multiple Responses

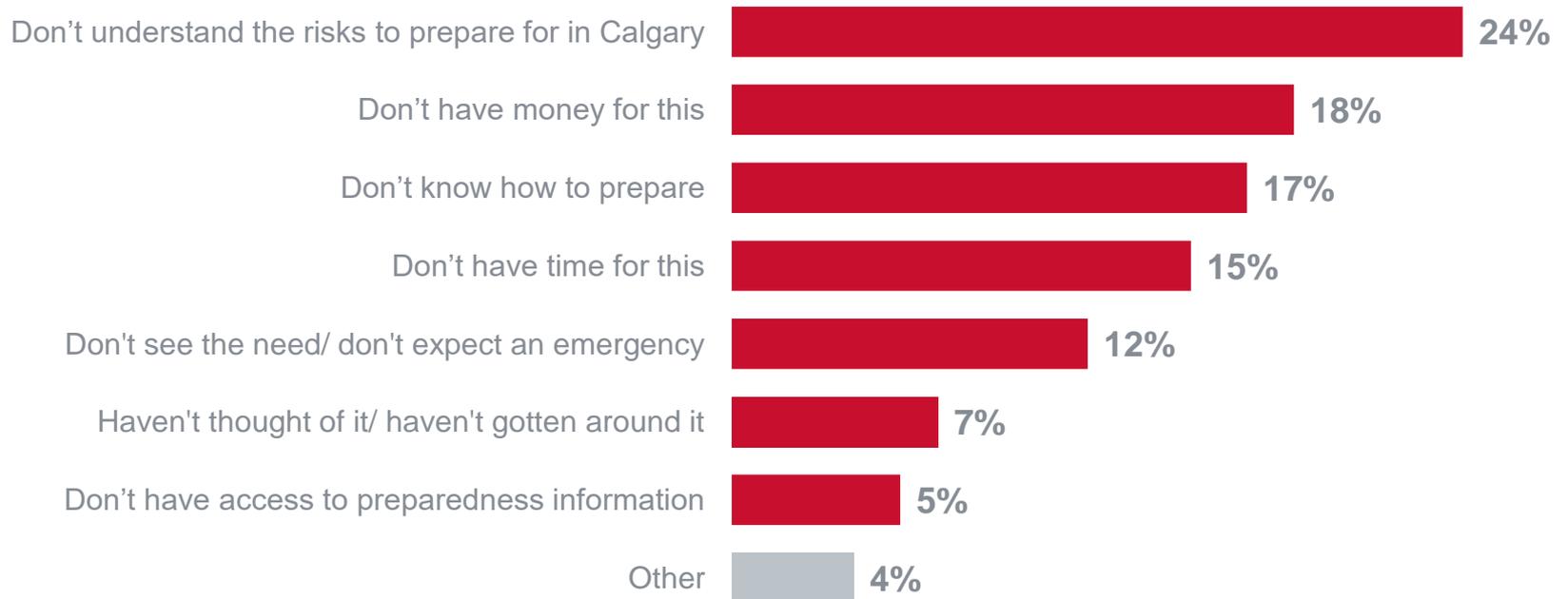
Q6. What prompted you to take steps be prepared? (select all that apply)

Base: Respondents who are 'somewhat prepared' or 'very prepared' (n=568)



Main Reasons Household is Not Prepared

Of those who said they were “unprepared” if a major emergency or disaster occurred in Calgary, one-quarter (24%) say they don’t understand the risks to prepare for; almost two-in-ten (18%) say they don’t have the money, while a similar proportion (17%) say they don’t know how to prepare.



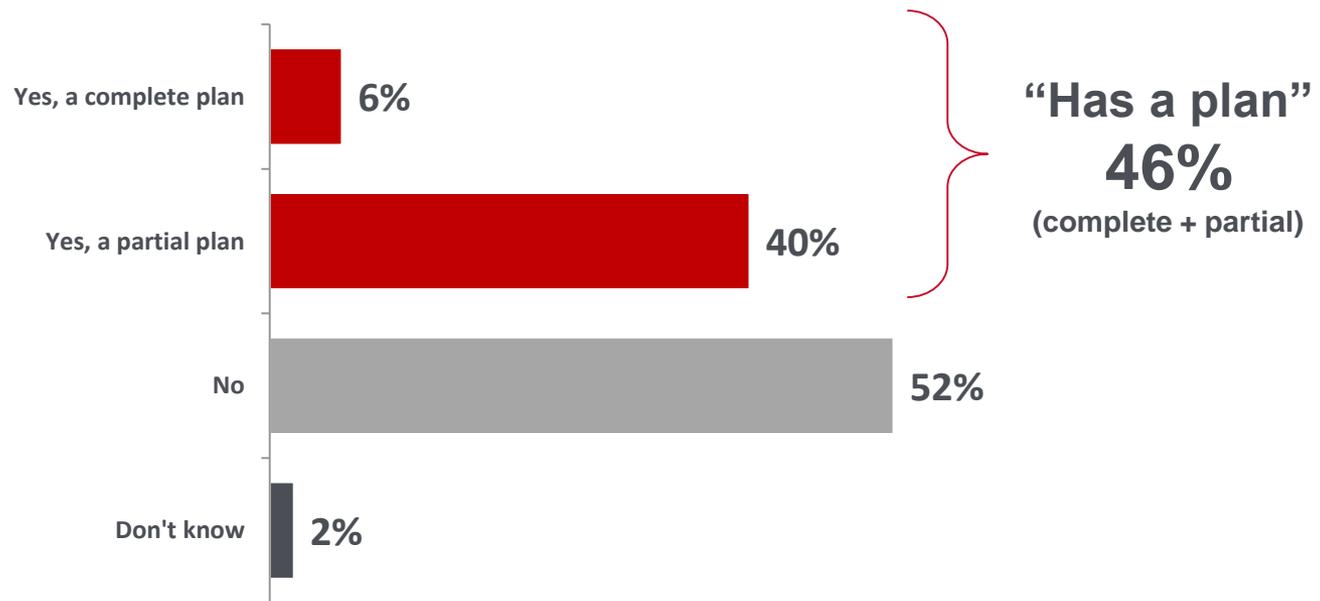
Q7. What would you say is the main reason that your household is not prepared for a disaster or emergency in Calgary?

Base: Respondents who are 'somewhat unprepared' or 'very unprepared' (n=329)



Whether Household has an Emergency Response Plan

Less than one-half (46%) say they have an emergency response plan (complete + partial) while more than one-half (52%) say they do not have any plan.



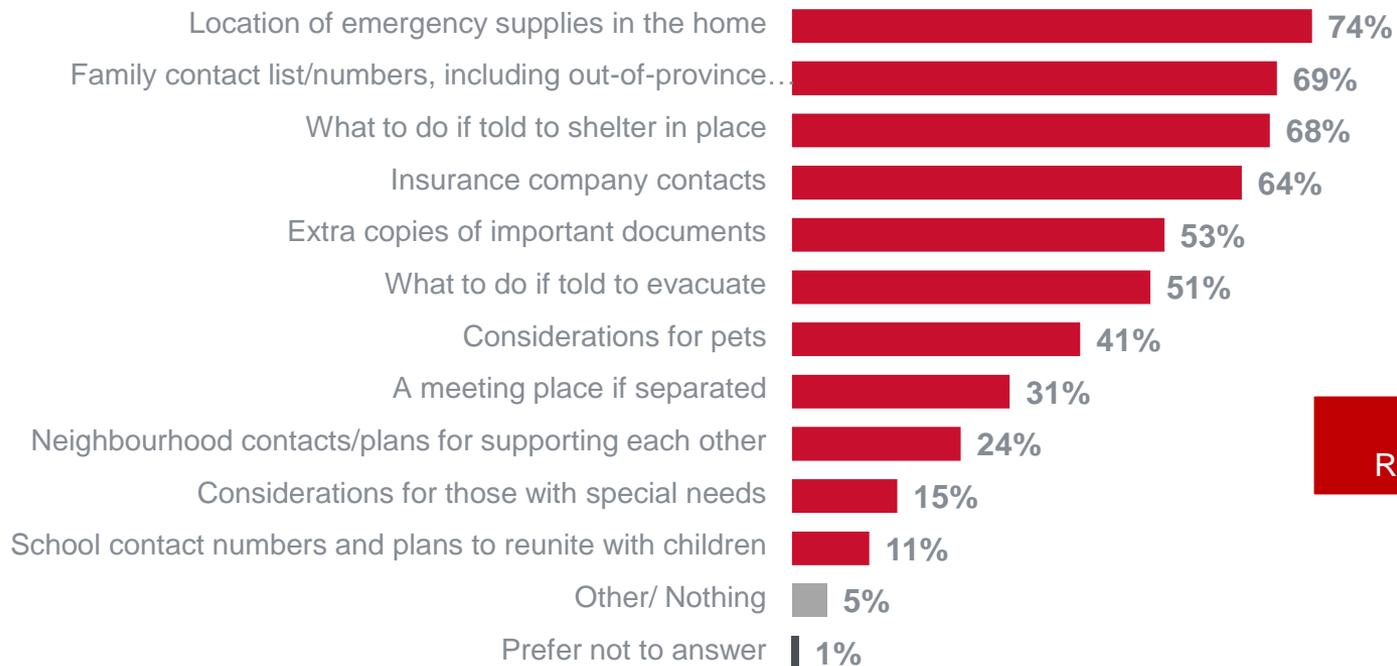
Q8. Does your household have an emergency response plan?

Base: Total respondents (n=900)



Elements Included in Household's Emergency Response Plan

Of those who said they had a partial or complete emergency plan, almost three-quarters (74%) say they have a location for emergency supplies in the home, seven-in-ten (69%) say they have a family contact list, and a similar proportion (68%) say they know what to do if told to shelter in place.



Multiple Responses

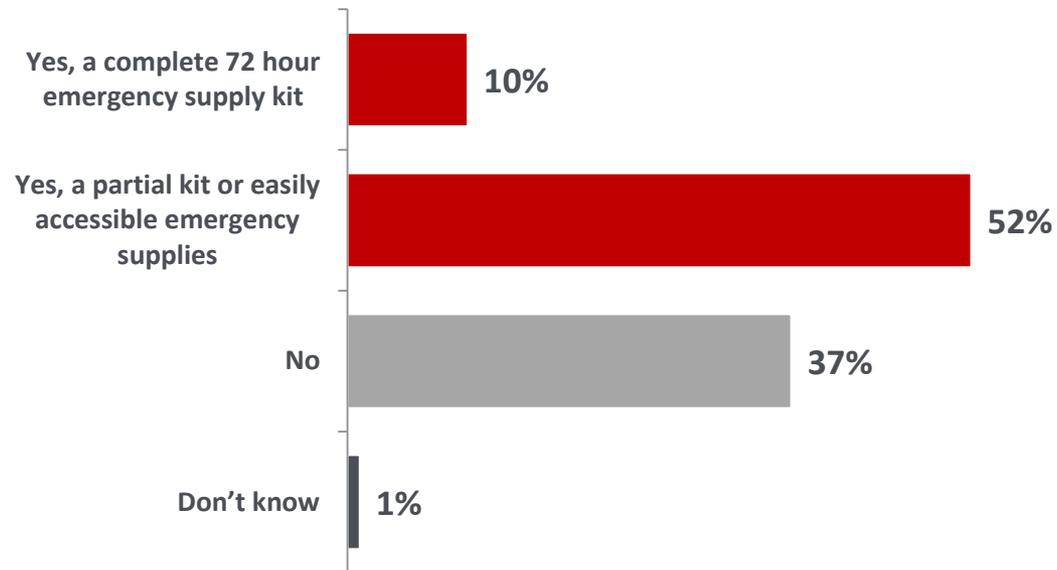
Q9. Which of the following elements have you either included in your household's emergency response plan or have discussed with other household members?

Base: Respondents whose household has a partial or complete emergency response plan (n=411)



Whether Household has a Kit or Easily Accessible Emergency Supplies

One-in-ten (10%) say they have a complete 72 hour emergency kit while slightly more than one-half (52%) has a partial kit or accessible emergency supplies. Almost four-in-ten (37%) say their household does not have emergency supplies either in a kit or that are easily accessible.



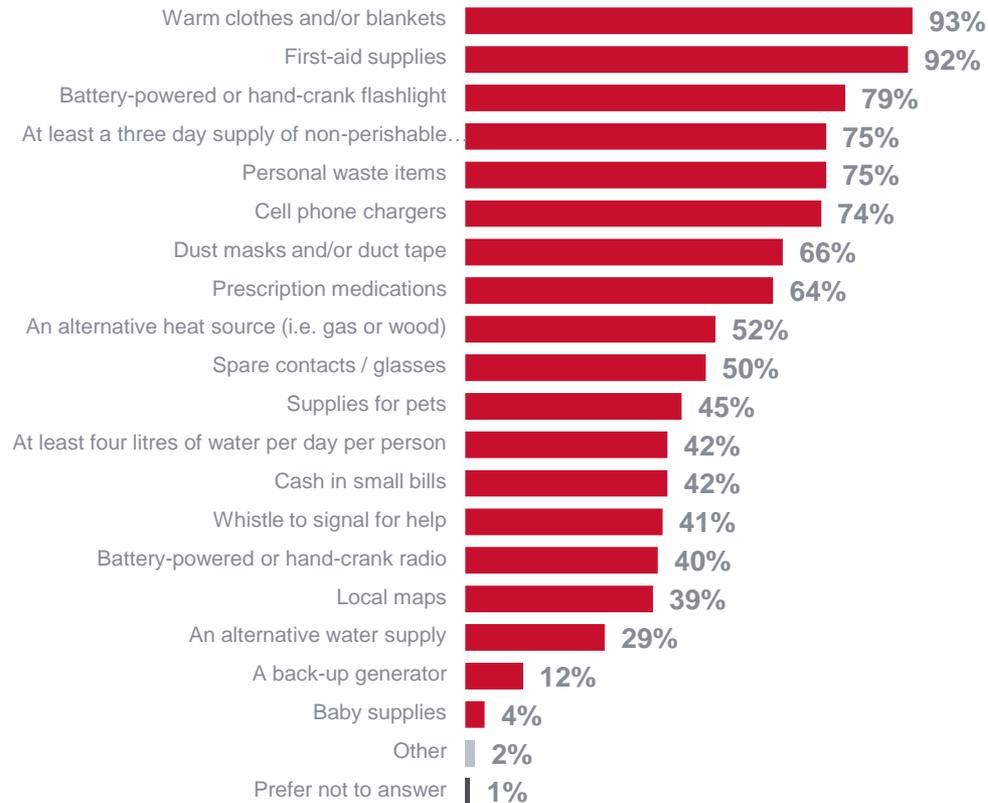
Q10. Does your household have emergency supplies either in a kit or that are easily accessible?

Base: Total respondents (n=900)



Emergency Supplies in Household

Of those respondents who say they have a kit or easily accessible emergency supplies, more than nine-in-ten say they have warm clothes / blankets (93%) and first aid supplies (92%). Less than one-half say they have a back-up generator (12%), alternative water supplies (29%), local maps (39%), battery-powered/hand-crank radios (40%) and other items.



Multiple Responses

Q11. Which of the following household emergency supplies do you have? (select all that apply)

Base: Respondents with a kit or easily accessible emergency supplies (n=561)



Emergency Kit in Car and/or at Work

Overall, more than one-half (56%) have an emergency kit in their cars while four-in-ten (40%) have an emergency kit at work.

**Whether Have an
Emergency Kit in Your Car**



**Whether Have an
Emergency Kit at Work**



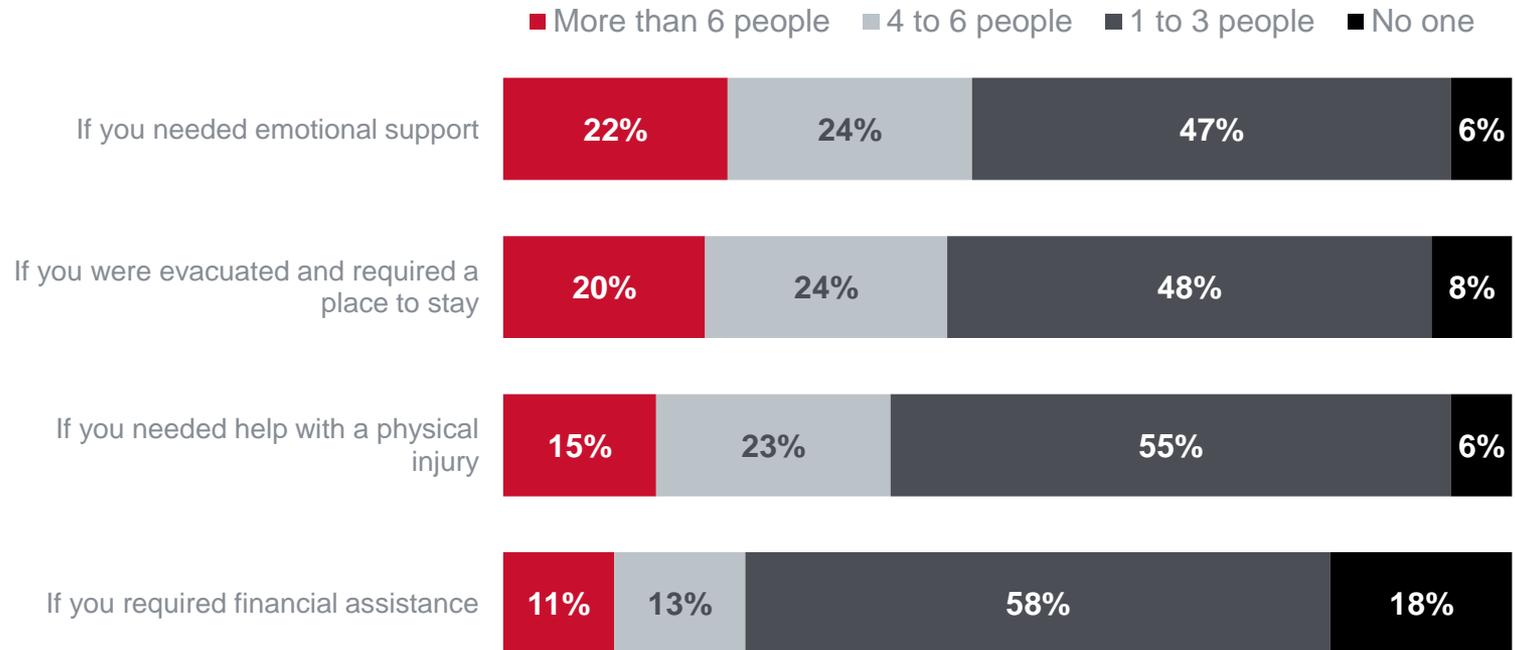
Q12. Aside from an emergency kit at home, do you have any of the following?

Base: Total respondents excluding not applicable and prefer not to answer (Car: n=854; Work n=534)



Support in an Emergency

Most people say they would have someone to turn to for emotional support, a place to stay, and help with a physical injury during an emergency. Fewer say they would have someone to turn to for financial assistance.



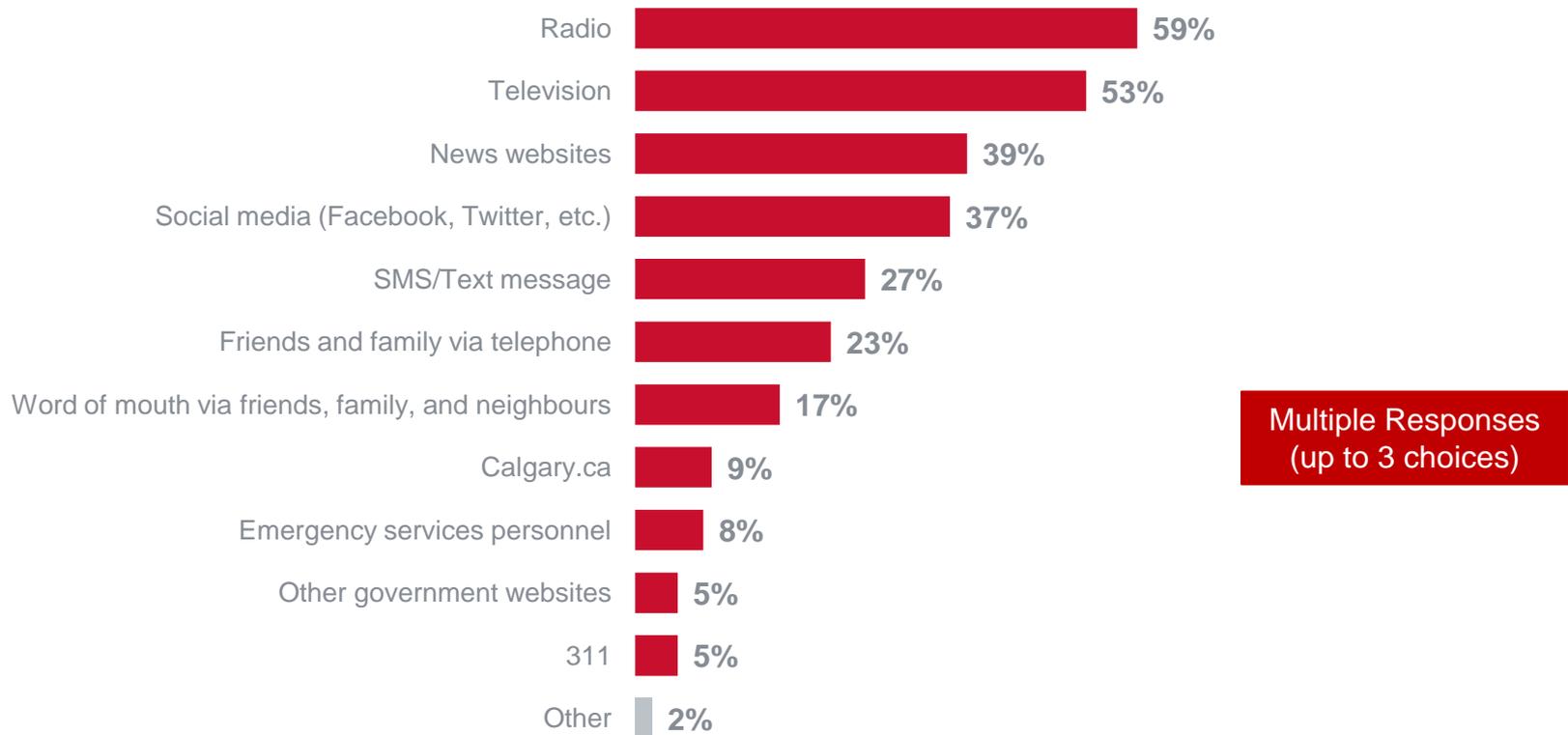
Q13. For each of the following types of help, please indicate the number of people you could turn to during an emergency

Base: Total Respondents (n=900)



Primary Sources of News and Information During an Emergency or Disaster

For many, primary sources of news and information during an emergency / disaster include radio (59%), television (53%), news websites (39%) and social media (37%). Fewer say they would use SMS/text messaging (27%), telephone (23%), word or mouth (17%), the Calgary.ca website (9%) and others.



Q14. During an emergency/disaster, what are your primary sources of news and information? Please select up to 3 sources.

Base: Total Respondents (n=900)



Demographics





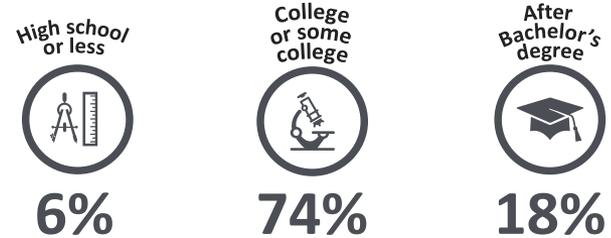
Demographic Characteristics

Gender



(Prefer not to answer 3%)

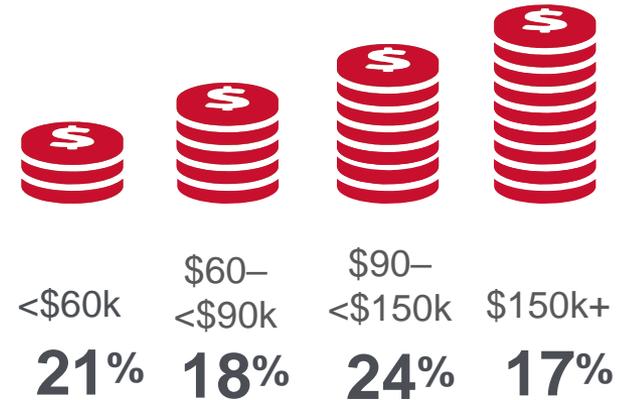
Education



Age



Income



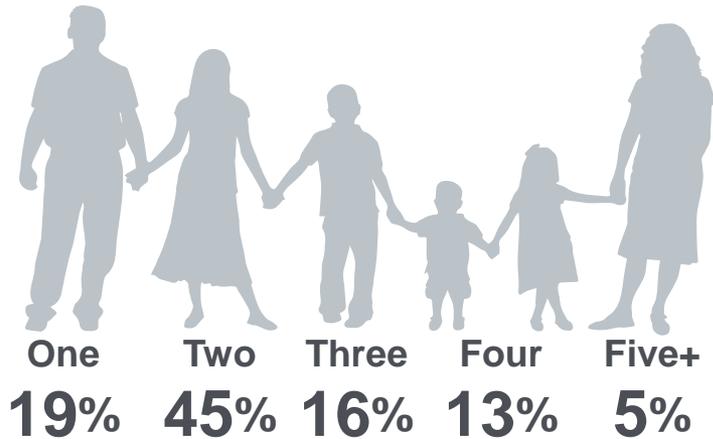
(Prefer not to answer 19%)

Base: Total respondents (n=900)

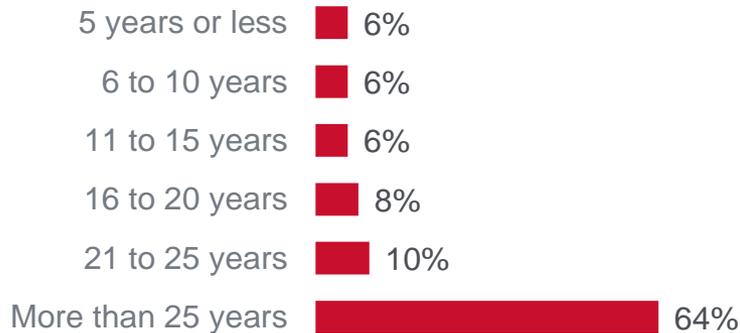


Family Characteristics

Household Size



Lived in The City of Calgary...



Own
86%

Rent
10%

Other
2%

Prefer not
to answer
2%



Base: Total respondents (n=900)