The background of the cover is a faded, grayscale image of the Wisconsin State Capitol building, showing its iconic dome and classical architectural details. At the top of the page, there is a decorative graphic consisting of several wavy, horizontal stripes in red and white, resembling the top portion of the American flag.

Wisconsin Office of Justice Assistance

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Madison, WI 53703

Scott Walker

*Governor*

*Emergency Preparedness  
in Wisconsin Households*

**2011**

*Survey Responses*

*September 2011*



This and other publications

are available at:

[www.oja.wi.gov](http://www.oja.wi.gov)

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U.S. Department of Homeland Security.

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## OVERVIEW

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The ability of citizens to care for themselves, their families, and their communities during a disaster is important to a quick recovery.

Every year, Wisconsin residents face severe thunderstorms, flooding tornadoes, hail, and blizzards. Since 1990, Wisconsin averages approximately twelve winter storms and twenty-one confirmed tornadoes annually. These emergencies can be severe enough to lead to federal disaster declarations, of which there have been twenty-three in the past twenty years. In addition to natural hazards, Wisconsin also faces a range of human-caused risks, such as hazardous materials spills and power outages.

This survey examines the Wisconsin public's awareness of and preparedness for large-scale disasters. Commissioned by Wisconsin Emergency Management (WEM) and the Office of Justice Assistance (OJA), the survey updates the results of a survey conducted in 2009 and provides a current snapshot of household emergency preparedness in Wisconsin.

The survey was conducted by the University of Wisconsin Survey Center. Several of the survey questions were based upon the ReadinessQuotient (RQ) test, ten simple questions developed by the Council for Excellence in Government as part of a national effort to gauge public preparedness. The RQ questions were developed through a collaborative and rigorous validation process. Additional questions were developed by UW Survey Center with input from WEM and OJA.

The University of Wisconsin Survey Center received 556 responses to the telephone survey between June 17 and July 10, 2011. The survey had a response rate of 39.6% and a margin of error of a little over +/- 4%. Fifty-seven percent of the households surveyed had two adults. The average age of those surveyed was 58.

This report will examine three main categories of disaster preparedness (Awareness, Preparedness, and Participation) by taking a representative survey question that most accurately portrays each of the categories. Additional demographic data is available on all survey

questions in Appendix B.

The survey results serve as a measurement tool and a guide for *ReadyWisconsin* and other state and local emergency preparedness campaigns. Launched in September 2008, *ReadyWisconsin* is designed to educate and empower Wisconsin's residents to prepare for and respond to emergencies, including natural and technological disasters, cyber security and potential terrorist attacks.

Funded by a grant provided by the U.S. Department of Homeland Security, *ReadyWisconsin* is a joint initiative of Wisconsin Emergency Management and the Wisconsin Citizen Corps program. The initiative is intended to build upon the many efforts of local emergency management officials and organizations to increase preparedness in their communities. More information about *ReadyWisconsin* can be found at <http://readywisconsin.wi.gov>

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## MAJOR FINDINGS

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Below are the major findings of the survey responses. These findings represent the aggregated data compiled from participants' responses to eleven survey questions regarding emergency preparedness in Wisconsin. Please note that caution should be used when interpreting results that contain only a small number of responses.

- **Awareness** – Less than half of respondents had seen or heard an emergency preparedness message in the past year. The percentage of respondents who had been exposed to an emergency preparedness message was virtually unchanged from 2009.
- **Media Sources** – Television was the most common source for emergency preparedness messages. Exposure to messages on radio and television increased in 2011, while exposure through newspapers decreased significantly. Schools were also an important source of messages in 2011. These results correspond with the recent emphasis by *ReadyWisconsin* on radio and television campaigns, along with the implementation of the Student Tools for Emergency Preparedness (STEP) program.
- **Preparedness** – Approximately one quarter of respondents had taken steps to prepare for an emergency, such as making a kit of emergency supplies, making a plan to communicate with family members, or conducting a home emergency drill. All of these areas saw a slight increase of 1-3% over 2009.
- **Likelihood** – Most Wisconsin residents consider it unlikely that an emergency will occur in their community, resulting in one of the main reasons why residents say they have not taken steps to prepare.
- **Participation** – The number of people that have taken first aid training decreased slightly, from 34% to 30%. The largest decrease was among 18-29 year-olds.
- **Volunteering** – Only about half as many respondents reported having volunteered for an emergency in 2011 versus 2009. This is likely due to the rela-

tively mild flooding in 2010-11 compared to the historic floods of 2008-9.

- **Region** – Exposure to preparedness messages increased significantly in the northwest region and decreased in the northeast. However actual emergency preparedness decreased in the northwest to the state average, while it increased in the northeast. This suggests that regional differences are not overly significant, and trend toward statewide averages over time.
- **Age** – Younger respondents were more likely to have taken first aid courses, volunteered for a major emergency, established a meeting place, made a plan for communication, and conducted a home emergency drill.
- **Geography** – As in 2009, rural residents continue to be the most prepared.
- **Household Income** – Unlike 2009, there does not appear to be a significant difference in preparedness based upon income.
- **Education** – Respondents who never attended college were generally least exposed to preparedness messages, taken the fewest steps to prepare for an emergency, and least likely to participate in emergency volunteer activities.

## EMERGENCY AWARENESS

Federal, state, and local government agencies regularly release emergency preparedness messages. These messages include informing the public about where alerts are broadcast, details on local preparedness plans, and how to design effective family disaster kits. The public messages encourage citizens to take steps to protect themselves, their families, and their communities in the event of an emergency.

Awareness messages come in a variety of forms and are released by an assortment of media outlets. This includes print, radio, television, and the internet, as well as several other less common sources.

According to survey responses, a majority of Wisconsin residents have not recently been exposed to emergency awareness messages. Figure 1 indicates nearly 41% of respondents in 2011 had seen or heard a preparedness message within the past thirty days. This remains consistent to what was found in the 2009 survey.

### Demographics

With respect to gender, a higher percentage of women had been exposed to an emergency message than men (45% and 35%, respectively). This is again corresponds to the previous survey's results, with roughly two-thirds of men indicating no exposure to the messaging.

Divided by age, younger residents answered that they were more aware of emergency messages than any other age group (48%). The 18-29 age group, however, had the fewest respondents in the survey with 23 responding; making it difficult to draw large conclusions from this higher percentage. Respondents between the ages 45 and 59 were the next most likely age group to have been exposed to an emergency message (44%). These numbers are roughly consistent with the previous survey's results.

Geographically, Wisconsin's suburban residents appear to have the greatest exposure to an emergency message. Forty-five percent were exposed, a dramatic increase over the 2009 survey where only 38% of suburban responses were positive. Urban respondents were roughly at the state-wide average (40%), and rural locations had only 37% reporting exposure to an emergency message.

The categorization by education shows that higher educational achievement correlates with higher awareness of

Figure 1: Exposed to Emergency Message

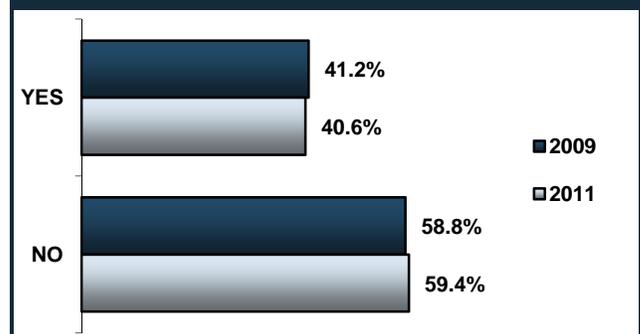


Figure 2: Message Exposure by Demographics

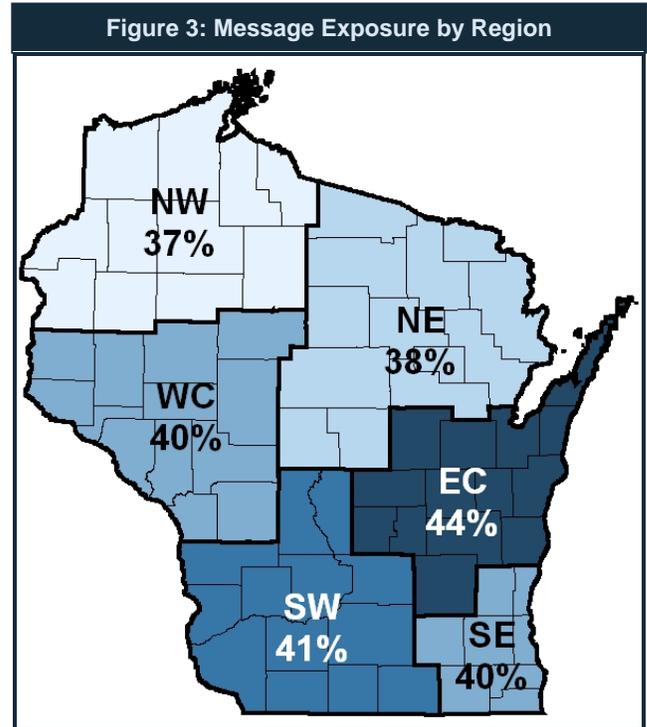
	Yes	No	N
<b>Overall</b>	<b>41%</b>	<b>59%</b>	<b>554</b>
<b>Sex</b>			
Male	35%	65%	243
Female	45%	55%	311
<b>Age</b>			
18-29	48%	52%	23
30-44	35%	65%	74
45-59	44%	56%	182
60+	39%	61%	275
<b>Race</b>			
White	41%	59%	528
Black	57%	43%	7
Native American	25%	75%	4
Asian/Pacific Isl.	33%	67%	3
Other	14%	86%	7
Mixed	33%	67%	3
<b>Geography</b>			
Urban	40%	60%	128
Suburban	45%	55%	201
Rural	37%	63%	225
<b>Income</b>			
< \$40k	40%	60%	196
\$40k - \$80k	40%	60%	167
> \$80k	42%	58%	115
<b>Education</b>			
No College	34%	66%	203
Some College	41%	59%	150
College Grad	48%	52%	197
<b>Politics</b>			
Democrat	43%	57%	174
Republican	33%	67%	145
Independent	41%	59%	161
Other	48%	52%	61

emergency messaging (34%, 41%, and 48% with no college, some college, or a college degree, respectively). This trend did not exist in the previous survey, where the percentages were 40% for no college and 43% for both some college and a degree.

With respect to *politics*, only one in three Republicans reported exposure to emergency messaging within the last 30 days. Forty-one percent of self-identified independents and 43% of Democrats reported recently having heard or seen an emergency message.

**Region**

Figure 3 shows exposure from region to region, showing less regional variation from the previous survey. The 2011 results show the northern part of the state having less message exposure (37% and 38% for the northwest and northeast, respectively), while the lower portion is all above 40%. In the 2009 survey, only 27% of the northwest region’s residents reported hearing an emergency message, while the northeast region’s exposure was 47%.



**Message Exposure**

The message exposure has increased on television and radio media, as seen on Figure 4. Overall, Wisconsin residents reported hearing an emergency message on multiple sources (70%). Television was most common (84%, up from 79% previously), followed by radio (48%, up from 44%) and newspapers (40%, down from 49%). Residents received the message through the Internet 18% of the time, 3% from billboards, and 12% from a school. The message was received 19% through “other” channels.

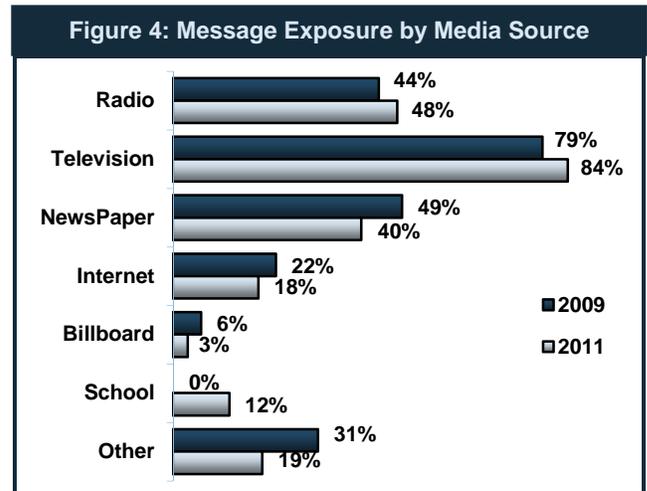
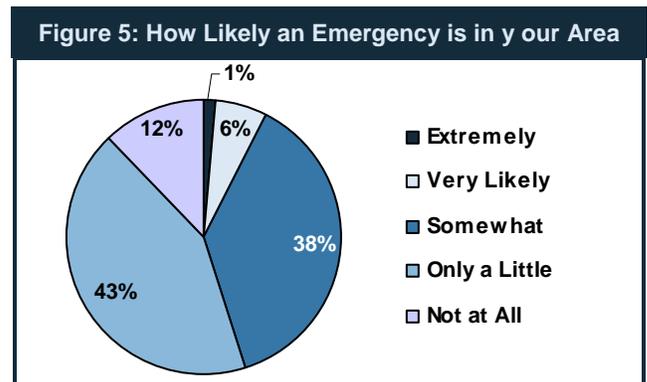


Figure 5 indicates over half of Wisconsin residents estimated an emergency was “only a little” or “not at all” likely to occur in their area.

Three out of every five Wisconsin residents indicated that they had not seen an emergency message. While this figure is fairly consistent, some categories seem to have less exposure, especially males, 30-44 year olds, those without any college, and Republicans. Targeting media for these groups may have a potential of increasing exposure to at least the state-wide average.



## EMERGENCY PREPAREDNESS

According to survey responses, a majority of Wisconsin residents had not prepared a home disaster kit. Consistent to what was found in the 2009 survey, nearly 80% indicated that they had not prepared or resupplied a home disaster supply kit with emergency supplies like water, food and medicine in the past year; only 23% indicated that they had.

### Demographics

Overall, both men and women were relatively similar in their likelihood of preparing a home disaster kit. Twenty-three percent of men, and 22% of women, responded that they had prepared a kit.

Similar to gender, percentages did not differentiate much between the four age groups. The one exception is respondents between the ages of 18 and 29. Only 17% of these respondents had prepared a home disaster kit. It is important to note, though, that the 18-29 age group had the fewest respondents in the survey with 23 responding; making it difficult to draw any large conclusions.

Geographically, Wisconsin's rural residents appear to have the greatest preparedness for an emergency situation. Twenty-eight percent prepared a home disaster kit, compared to 20% of suburban residents and 18% of urban residents. While the 2009 survey found no significant differences among respondents by geographic region, the 2011 survey results seem to suggest that the more rural the region, the more likely residents are to prepare a home disaster kit.

Although all income levels had relatively similar response rates, those in the >\$80,00 group experienced a significant change in 2011 where 23% prepared a home disaster kit compared to only 16% in 2009.

The categorization by education shows that those with some college were more likely to be prepared (28%) than those with no college (21%) or college graduates (20%). This trend did not exist in the previous survey, where all levels of education returned similar results of around 22%.

Politically, Democrats were the least likely to have kits prepared (18%) while those identifying as "other" were most likely prepared (30%). Twenty-one percent of Republicans and 27% of self-identified independents reported preparing or resupplying a home disaster kit.

Figure 6: Prepared Home Disaster Kit

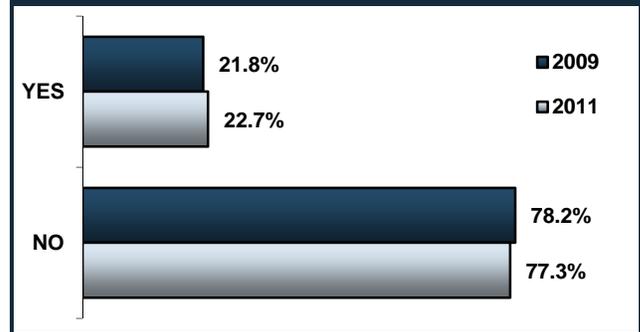


Figure 7: Prepared Home Disaster Kit

	Yes	No	N
<b>Overall</b>	<b>23%</b>	<b>77%</b>	<b>555</b>
<b>Sex</b>			
Male	23%	77%	243
Female	22%	78%	312
<b>Age</b>			
18-29	17%	83%	23
30-44	23%	77%	74
45-59	23%	77%	182
60+	23%	77%	276
<b>Race</b>			
White	22%	78%	529
Black	43%	57%	7
Native American	25%	75%	4
Asian/Pacific Isl.	33%	67%	3
Other	14%	86%	7
Mixed	67%	33%	3
<b>Geography</b>			
Urban	18%	82%	127
Suburban	20%	80%	202
Rural	28%	72%	226
<b>Income</b>			
< \$40k	22%	78%	196
\$40k - \$80k	20%	80%	167
> \$80k	23%	77%	115
<b>Education</b>			
No College	21%	79%	204
Some College	28%	72%	150
College Grad	20%	80%	197
<b>Politics</b>			
Democrat	18%	82%	175
Republican	21%	79%	145
Independent	27%	73%	161
Other	30%	70%	61

**Region**

With regards to disaster kits, percentage rates varied among the six regions for emergency preparedness. As seen in Figure 8, the west-central region was most prepared with 29% of respondents reporting a disaster kit, while the east-central region was least prepared with 17%. These percentages might correlate with the average storm occurrences; more floods, thunderstorms, and tornadoes have occurred along the Mississippi River and the western part of the state than east<sup>1</sup>. However, snowstorms and blizzards more often strike the Lake Superior and Lake Michigan coasts<sup>2</sup>.

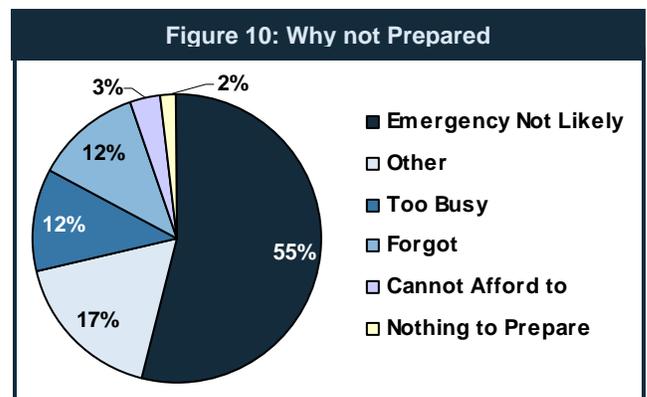
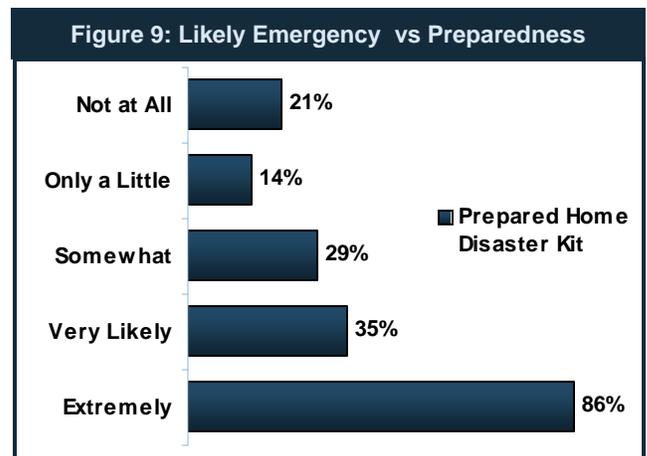
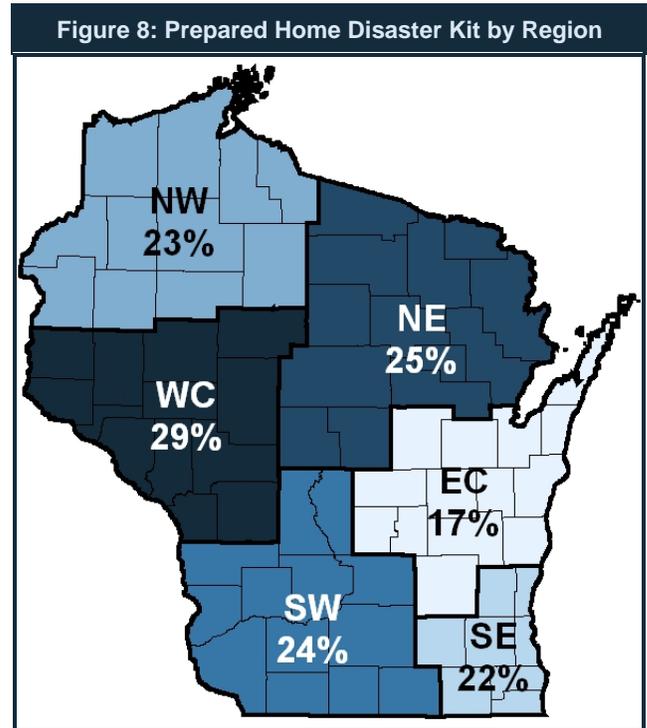
**Preparedness**

Individual's estimation of the risk of a disaster is directly linked to their personal preparedness. Figure 9 shows that, of those who thought a disaster was "extremely likely," 86% had prepared home disaster kits. Of the group that thought an emergency was very likely, over a third had prepared kits. The percentage continues to drop off as the estimation of risk decreases.

The survey directly asked individuals why they had not prepared. Over half responded that a disaster was unlikely to occur. Figure 10 indicates that 17% had another justification and 12% were either too busy or forgot. Only 4% stated they could not afford a disaster kit.

Both perception of risk and messaging exposure create dramatic differences in home disaster preparedness. Increased exposure to emergency messaging has the potential to improve both the estimation of risk and general preparedness. As seen in Figure 11, Wisconsin residents who are exposed to emergency messages are more likely to have made plans for communicating after disasters, have established meeting places, and have conducted emergency drills with their families. Of those surveyed, there is also an increase in volunteering among those exposed to the media.

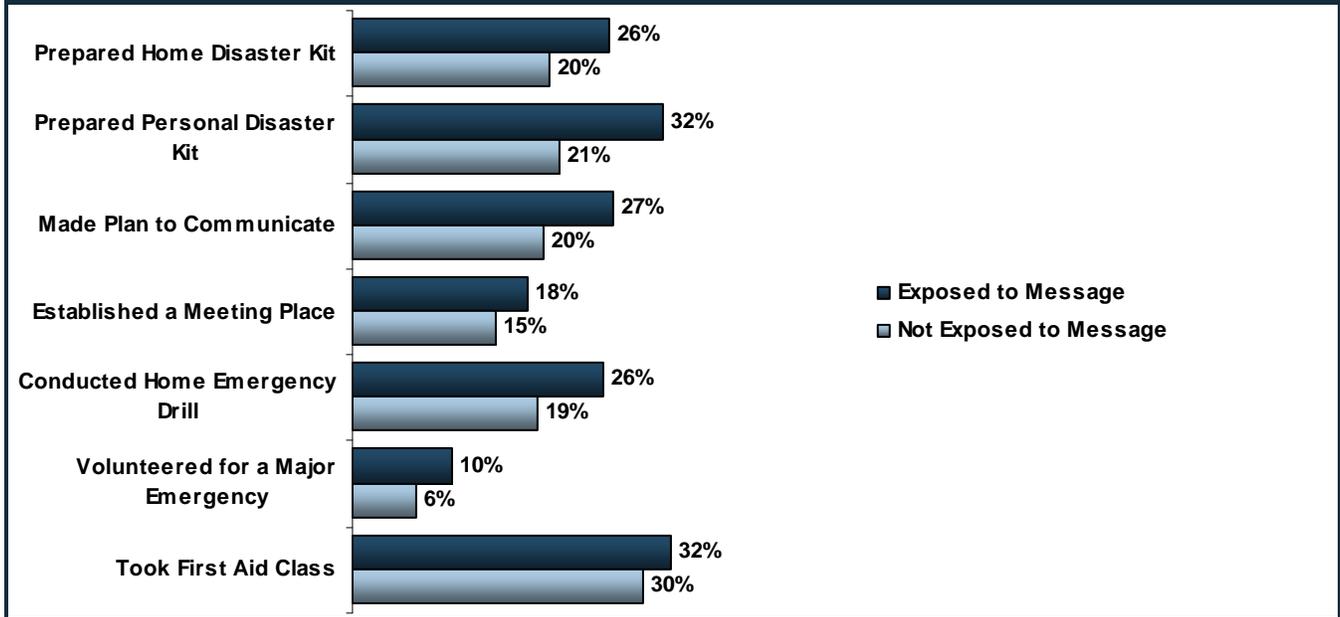
The level of preparedness can dramatically improve disaster response. However, only one of every five has made or resupplied a home preparedness kit .



<sup>1</sup>See *Total Flood Events 1982-2008*, WEM [http://emergencymanagement.wi.gov/awareness/docs/flood\\_map.pdf](http://emergencymanagement.wi.gov/awareness/docs/flood_map.pdf); and *Severe Thunderstorm Winds 1982-2008*, WEM [http://emergencymanagement.wi.gov/awareness/docs/Tstorm\\_winds.pdf](http://emergencymanagement.wi.gov/awareness/docs/Tstorm_winds.pdf).

<sup>2</sup>See *Yearly Average Winter Storms per WI County 1982-83 to 2008-09*, WEM <http://emergencymanagement.wi.gov/awareness/docs>

Figure 11: Emergency Preparedness Indicators and Message Exposure



## EMERGENCY PARTICIPATION

According to the 2011 survey responses, very few Wisconsin residents participate and volunteer in emergency preparedness and response. Only 8% had volunteered to help in a major emergency in the past year. This percentage is significantly lower than the 2009 survey when almost 15% had volunteered.

### Demographics

The demographics of the survey show that more men volunteered than women (10% and 6%, respectively). The 45-59 age bracket had the highest percentage of participation with 12%. The younger brackets had lower percentages of participation, with only 9% for 18-29 year olds and 8% for 30-44 year olds.

These lower participation rates do not correspond to emergency awareness (18-29 year olds had highest awareness of survey respondents with 48%) or emergency preparedness (17% of 18-29 year olds had home disaster kits). Most interestingly, the lack of participation by the 18-29 age bracket is different from the previous survey where 23% reported participating in a major emergency.

The volunteer and training participation varied significantly by geographic location. Figure 13 shows that rural respondents had higher participation than either urban or suburban residents.

With respect to income, those earning over \$80,000 a year reported a higher participation rate than lower income residents. One in ten higher income individuals stated they had participated in a major emergency in the past year, whereas roughly only one in thirteen with lower incomes participated. This result corresponds with college graduates a greater participation percentage (10%) than those with some college education (9%) and those without any college (6%).

When divided by political affiliation, 11% of survey respondents identified as "Independents" and "Others" participated in emergency response or trainings. Both Democrats and Republicans had lower rates of 7% and 6%, respectively.

Figure 12: Volunteered for an Emergency

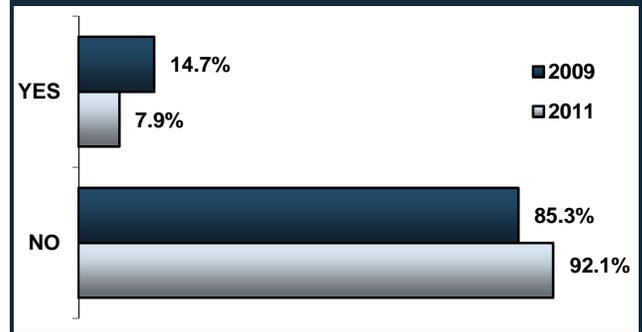


Figure 13: Volunteering by Demographics

	Yes	No	N
<b>Overall</b>	<b>8%</b>	<b>92%</b>	<b>555</b>
<b>Sex</b>			
Male	10%	90%	243
Female	6%	94%	312
<b>Age</b>			
18-29	9%	91%	23
30-44	8%	92%	74
45-59	12%	88%	182
60+	5%	95%	276
<b>Race</b>			
White	8%	92%	529
Black	14%	86%	7
Native American	25%	75%	4
Asian/Pacific Isl.	0%	100%	3
Other	14%	86%	7
Mixed	0%	100%	3
<b>Geography</b>			
Urban	6%	94%	127
Suburban	5%	95%	202
Rural	11%	89%	226
<b>Income</b>			
< \$40k	8%	92%	196
\$40k - \$80k	8%	92%	167
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<b>Education</b>			
No College	6%	94%	204
Some College	9%	91%	150
College Grad	10%	90%	197
<b>Politics</b>			
Democrat	7%	93%	175
Republican	6%	94%	145
Independent	11%	89%	161
Other	11%	89%	61

## Region

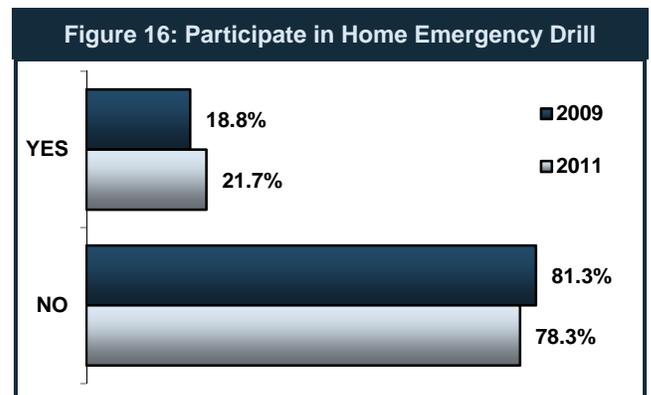
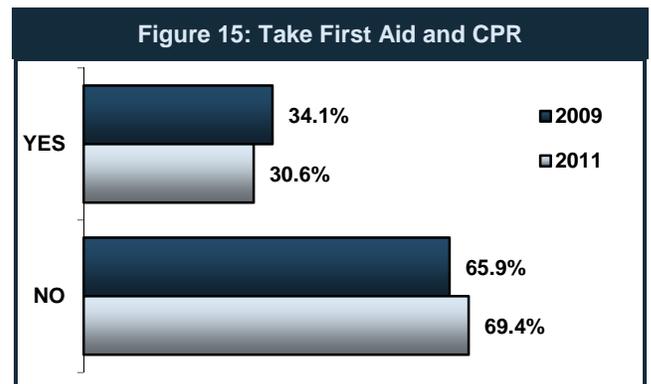
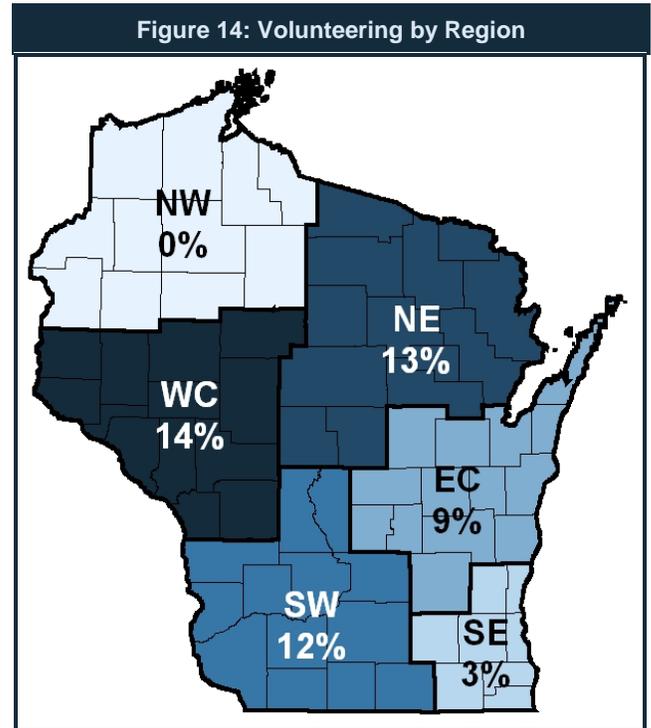
As shown in Figure 14, participation was also concentrated in the middle of the state. The northwest region had no participation, the southeast portion had only 3%, and the east-central region had 9%. The other regions had higher participation of between 12 and 14%. In the previous survey, respondents in the southwest region were most likely to participate (18%) and those in the northwest region were again the least likely to participate (9%).

## Participation

With respect to training, the results show nearly a third of respondents had taken a first aid or CPR class. This response rate is slightly down from 2009, when only 34% took these classes. In addition, one in five respondents had participated in a home emergency drill (21.7%) which also increased from the previous survey.

The emergency participation rates demonstrate some room for improvement. First, the different responses in volunteering between young and older residents could be an area of improvement. The fact that respondents with college education had higher participation suggests that, potentially, colleges could be a forum for increasing participation. Second, the regional and geographic analysis of volunteering demonstrates that gaps exist between locations. Specifically, urban areas and the northwest region have much lower participation than other locations during both surveys.

Finally, almost one in three Wisconsin residents has taken a first aid or CPR class. One in five has run a home emergency drill. These measures indicate that many Wisconsin residents are prepared for the initial moments after an emergency; this moment is one of the most important periods in emergency response, potentially saving lives while first responders travel to the site of the emergency.



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## ABOUT THE STUDY

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Results for this survey are based on landline telephone interviews conducted under the direction of the University of Wisconsin Survey Center (UWSC) among a statewide sample of 556 adults, 18 years of age or older. Interviews were conducted between June 17, 2011 and July 10, 2011. During this time period, the UWSC made 12,552 phone calls to 2,123 telephone numbers of randomly chosen persons with working landline telephones. The response rate for this survey was 39.6%, as defined by the American Association of Public Opinion Research Response Rate 3. The goal of this study was to interview randomly selected men and women in households throughout the state of Wisconsin to learn about their knowledge and preparation regarding emergency situations.

The UWSC obtained a random sample of landline telephone numbers from Wisconsin Households from Survey Sampling Inc (SSI). The sample was then put through SSIs reverse look up to screen for non-household numbers (so they can be removed from calling) and to find listed addresses.

The total sample size delivered by SSI for the production of this project was 4,500 phone numbers, divided into replicates of 50. After non-working and non-household numbers were screened out a total of 2,235 telephone numbers were delivered to the UWSC.

Theoretically, results from this survey have a "margin of error" of a little over +/- 4% (4.02% to be exact). In other words, had every Wisconsin resident been asked these questions at the time the survey was conducted, there would only be a 1 in 20 chance that the answers would differ by more than the margin of error in either direction. There could be differences because of changes in question wording, events occurring in the meantime, or any of the practical difficulties involved in taking a scientific survey. Results based on subgroups are subject to a larger "margin of error". The data have been weighted (weighted to reflect statewide gender by age groups).

When each telephone number was called, UWSC first determined whether or not a working residential telephone number had been reached. Each such number was then screened to verify that it was associated with a house-

hold. Those working residential households were then further screened to determine whether there was at least one household resident who was at least 18 years old. If there was more than one person in the household and they were not of the same gender, UWSC randomly selected the gender. Finally, the person selected to conduct the interview was randomly selected within gender from among those household members age 18 years or older. Only that selected person could be interviewed, no substitutions were allowed.

# APPENDIX A

## Survey Questions

## **SURVEY QUESTIONS**

### **Question 1**

*In the next 12 months, how likely do you think the local area around where you live will be affected by a major emergency, such as an incident that has a large impact on your community like floods and tornados as well as things such as power outages that last several days. Would you say that is: not at all likely, only a little likely, somewhat likely, very likely, or extremely likely?*

### **Question 2**

*In the past 30 days, have you seen or heard and messages that encourage people to take steps to be prepared for emergency situations in your community?*

### **Question 3**

*In an emergency, what is your primary source of information about what to do? Is it the radio, the TV, the internet, social media such as Facebook or Twitter, local police and fire, neighbors, family, friends, or some other source?*

### **Question 4**

*In the last year, have you prepared or resupplied a disaster supply kit with emergency supplies like water, food and medicine that is kept in a designated place in your home?*

### **Question 5**

*In the last year, have you prepared or resupplied a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly?*

### **Question 6**

*In the last year, have you made or updated a specific plan for how your family would communicate in an emergency situation if you were separated?*

### **Question 7**

*In the last year, have you established or updated a specific meeting place to reunite in the event you and your family cannot return home or are evacuated?*

### **Question 8**

*In the last year, have you practiced or drilled on what to do in an emergency at home?*

### **Question 9**

*Which of the following is the main reason that you have not taken any of the emergency preparedness steps I just asked about: you think there is nothing you can do to be prepared; you can't afford to; you were too busy; you meant to, but forgot; or you do not think there will be an emergency in your local area any time soon?*

### **Question 10**

*In the last year, have you volunteered to help prepared for or respond to a major emergency?*

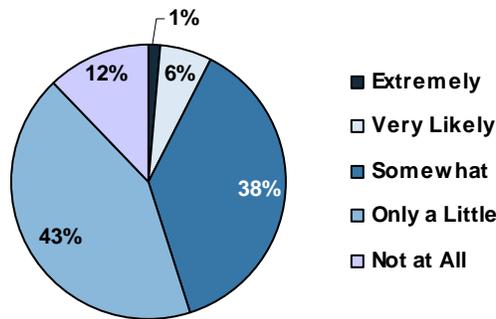
### **Question 11**

*Have you taken first aid training such as CPR in the past five years?*

# APPENDIX B

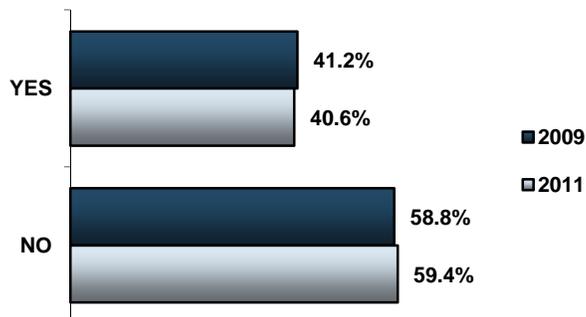
## Survey Responses

## QUESTION 1: How Likely an Emergency in Your Area



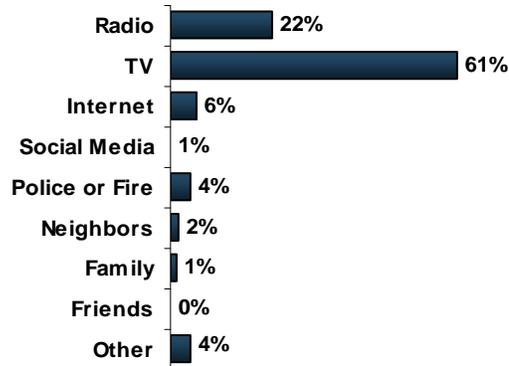
	Extremely	Very	Somewhat	A Little	Not at All	N
<b>Overall</b>	1%	6%	38%	43%	12%	553
<b>Sex</b>						
Male	2%	5%	36%	43%	14%	242
Female	1%	7%	39%	42%	10%	311
<b>Age</b>						
18-29	0%	4%	39%	43%	13%	23
30-44	0%	3%	39%	45%	14%	74
45-59	1%	5%	38%	43%	13%	182
60+	2%	8%	36%	42%	11%	274
<b>Race</b>						
White	1%	6%	37%	44%	12%	527
Black	0%	14%	57%	29%	0%	7
Native American	0%	25%	25%	50%	0%	4
Asian/Pacific Isl.	0%	0%	0%	0%	100%	3
Other	0%	14%	43%	14%	29%	7
Mixed	0%	33%	67%	0%	0%	3
<b>Geography</b>						
Urban	0%	6%	35%	45%	14%	127
Suburban	1%	5%	36%	45%	12%	201
Rural	2%	7%	40%	40%	11%	225
<b>Income</b>						
< \$40k	1%	8%	38%	44%	9%	197
\$40k - \$80k	1%	4%	45%	37%	12%	165
> \$80k	1%	4%	24%	53%	17%	115
<b>Education</b>						
No College	1%	8%	42%	38%	11%	204
Some College	3%	6%	40%	39%	13%	150
College Grad	1%	4%	32%	51%	13%	196
<b>Politics</b>						
Democrat	1%	7%	39%	41%	12%	173
Republican	1%	5%	31%	51%	13%	144
Independent	1%	8%	39%	42%	11%	161
Other	5%	3%	48%	31%	13%	62

## QUESTION 2: Exposed to Emergency Message



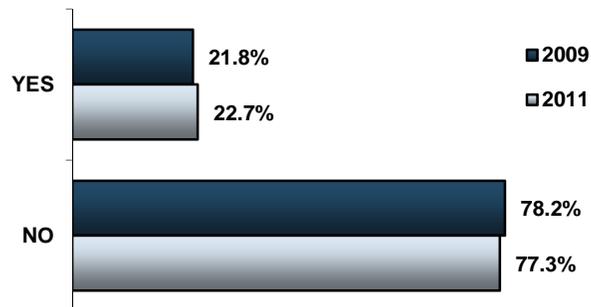
	Yes	No	N
<b>Overall</b>	<b>41%</b>	<b>59%</b>	<b>554</b>
<b>Sex</b>			
Male	35%	65%	243
Female	45%	55%	311
<b>Age</b>			
18-29	48%	52%	23
30-44	35%	65%	74
45-59	44%	56%	182
60+	39%	61%	275
<b>Race</b>			
White	41%	59%	528
Black	57%	43%	7
Native American	25%	75%	4
Asian/Pacific Isl.	33%	67%	3
Other	14%	86%	7
Mixed	33%	67%	3
<b>Geography</b>			
Urban	40%	60%	128
Suburban	45%	55%	201
Rural	37%	63%	225
<b>Income</b>			
< \$40k	40%	60%	196
\$40k - \$80k	40%	60%	167
> \$80k	42%	58%	115
<b>Education</b>			
No College	34%	66%	203
Some College	41%	59%	150
College Grad	48%	52%	197
<b>Politics</b>			
Democrat	43%	57%	174
Republican	33%	67%	145
Independent	41%	59%	161
Other	48%	52%	61

### QUESTION 3: Primary Source for Emergency Info



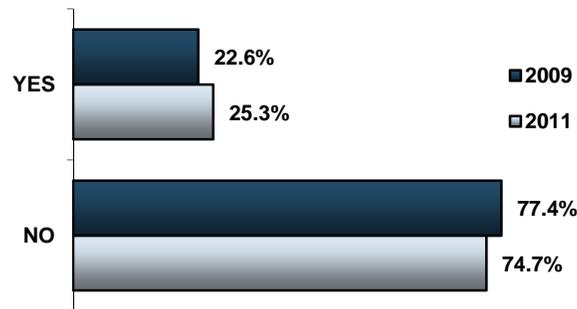
	Radio	TV	Internet	Social Media	Police/ Fire	Neighbors	Family	Friends	Other	N
<b>Overall</b>	22%	61%	6%	1%	4%	2%	1%	1%	4%	552
<b>Sex</b>										
Male	23%	56%	7%	0%	6%	2%	0%	0%	5%	241
Female	20%	64%	5%	1%	3%	1%	2%	0%	4%	311
<b>Age</b>										
18-29	17%	52%	9%	0%	4%	4%	4%	0%	9%	23
30-44	16%	59%	11%	3%	5%	3%	1%	0%	1%	73
45-59	26%	55%	7%	1%	5%	0%	1%	1%	4%	182
60+	20%	65%	3%	0%	3%	2%	1%	0%	5%	274
<b>Race</b>										
White	22%	60%	6%	1%	4%	2%	1%	0%	4%	526
Black	0%	100%	0%	0%	0%	0%	0%	0%	0%	7
Native American	25%	75%	0%	0%	0%	0%	0%	0%	0%	4
Asian/Pacific Isl.	33%	33%	33%	0%	0%	0%	0%	0%	0%	3
Other	14%	71%	0%	0%	0%	0%	0%	0%	14%	7
Mixed	0%	100%	0%	0%	0%	0%	0%	0%	0%	3
<b>Geography</b>										
Urban	23%	61%	5%	2%	4%	2%	0%	0%	5%	128
Suburban	16%	63%	9%	1%	4%	2%	2%	1%	6%	200
Rural	26%	58%	4%	0%	5%	2%	2%	0%	3%	224
<b>Income</b>										
< \$40k	22%	61%	2%	1%	4%	3%	2%	1%	5%	197
\$40k - \$80k	21%	59%	7%	1%	5%	1%	2%	0%	4%	164
> \$80k	22%	57%	10%	1%	5%	2%	0%	0%	3%	115
<b>Education</b>										
No College	20%	65%	3%	0%	3%	1%	1%	0%	4%	205
Some College	26%	59%	3%	0%	3%	1%	1%	1%	6%	148
College Grad	20%	56%	10%	1%	6%	2%	1%	1%	3%	195
<b>Politics</b>										
Democrat	22%	66%	5%	0%	4%	1%	0%	1%	2%	175
Republican	24%	52%	6%	1%	6%	3%	3%	0%	4%	143
Independent	17%	62%	9%	1%	3%	1%	1%	1%	6%	159
Other	24%	60%	0%	2%	3%	2%	3%	0%	6%	62

## QUESTION 4: Prepared Home Disaster Kit



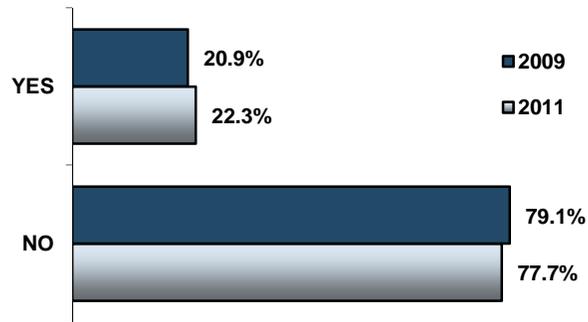
	Yes	No	N
<b>Overall</b>	<b>23%</b>	<b>77%</b>	<b>555</b>
<b>Sex</b>			
Male	23%	77%	243
Female	22%	78%	312
<b>Age</b>			
18-29	17%	83%	23
30-44	23%	77%	74
45-59	23%	77%	182
60+	23%	77%	276
<b>Race</b>			
White	22%	78%	529
Black	43%	57%	7
Native American	25%	75%	4
Asian/Pacific Isl.	33%	67%	3
Other	14%	86%	7
Mixed	67%	33%	3
<b>Geography</b>			
Urban	18%	82%	127
Suburban	20%	80%	202
Rural	28%	72%	226
<b>Income</b>			
< \$40k	22%	78%	196
\$40k - \$80k	20%	80%	167
> \$80k	23%	77%	115
<b>Education</b>			
No College	21%	79%	204
Some College	28%	72%	150
College Grad	20%	80%	197
<b>Politics</b>			
Democrat	18%	82%	175
Republican	21%	79%	145
Independent	27%	73%	161
Other	30%	70%	61

## QUESTION 5: Prepared Personal Disaster Kit



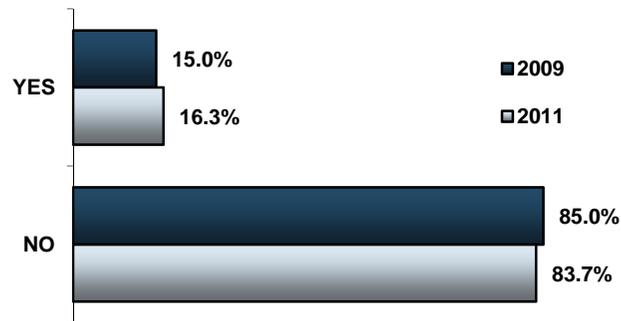
	Yes	No	N
<b>Overall</b>	<b>25%</b>	<b>75%</b>	<b>553</b>
<b>Sex</b>			
Male	25%	75%	242
Female	26%	74%	311
<b>Age</b>			
18-29	30%	70%	23
30-44	29%	71%	73
45-59	24%	76%	182
60+	25%	75%	275
<b>Race</b>			
White	26%	74%	527
Black	29%	71%	7
Native American	0%	100%	4
Asian/Pacific Isl.	0%	100%	3
Other	14%	86%	7
Mixed	33%	67%	3
<b>Geography</b>			
Urban	26%	74%	127
Suburban	23%	77%	201
Rural	27%	73%	225
<b>Income</b>			
< \$40k	23%	77%	196
\$40k - \$80k	23%	77%	167
> \$80k	29%	71%	115
<b>Education</b>			
No College	23%	77%	203
Some College	29%	71%	150
College Grad	25%	75%	197
<b>Politics</b>			
Democrat	20%	80%	174
Republican	24%	76%	145
Independent	29%	71%	161
Other	32%	68%	60

## QUESTION 6: Made Plan to Communicate



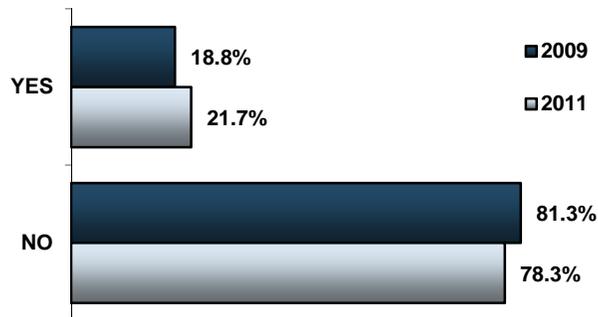
	Yes	No	N
<b>Overall</b>	<b>22%</b>	<b>78%</b>	<b>555</b>
<b>Sex</b>			
Male	25%	75%	243
Female	21%	79%	312
<b>Age</b>			
18-29	39%	61%	23
30-44	23%	77%	74
45-59	18%	82%	183
60+	24%	76%	275
<b>Race</b>			
White	22%	78%	529
Black	14%	86%	7
Native American	25%	75%	4
Asian/Pacific Isl.	0%	100%	3
Other	14%	86%	7
Mixed	67%	33%	3
<b>Geography</b>			
Urban	23%	77%	128
Suburban	23%	77%	201
Rural	21%	79%	226
<b>Income</b>			
< \$40k	23%	77%	197
\$40k - \$80k	23%	77%	167
> \$80k	21%	79%	115
<b>Education</b>			
No College	23%	77%	205
Some College	23%	77%	149
College Grad	21%	79%	197
<b>Politics</b>			
Democrat	19%	81%	175
Republican	20%	80%	144
Independent	24%	76%	161
Other	32%	68%	62

## QUESTION 7: Established a Meeting Place



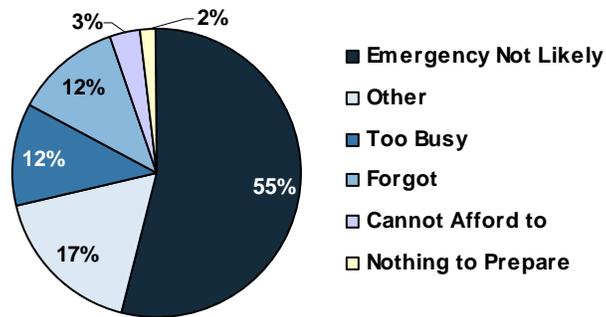
	Yes	No	N
<b>Overall</b>	<b>16%</b>	<b>84%</b>	<b>539</b>
<b>Sex</b>			
Male	17%	80%	242
Female	15%	82%	313
<b>Age</b>			
18-29	39%	61%	23
30-44	20%	78%	74
45-59	19%	79%	183
60+	11%	85%	275
<b>Race</b>			
White	16%	82%	529
Black	0%	100%	7
Native American	25%	75%	4
Asian/Pacific Isl.	0%	100%	3
Other	29%	57%	7
Mixed	67%	33%	3
<b>Geography</b>			
Urban	13%	86%	128
Suburban	15%	82%	201
Rural	19%	78%	226
<b>Income</b>			
< \$40k	14%	82%	196
\$40k - \$80k	13%	86%	167
> \$80k	21%	79%	115
<b>Education</b>			
No College	15%	83%	205
Some College	18%	81%	149
College Grad	15%	80%	197
<b>Politics</b>			
Democrat	11%	85%	175
Republican	18%	81%	145
Independent	14%	83%	160
Other	27%	69%	62

## QUESTION 8: Conducted Home Emergency Drill



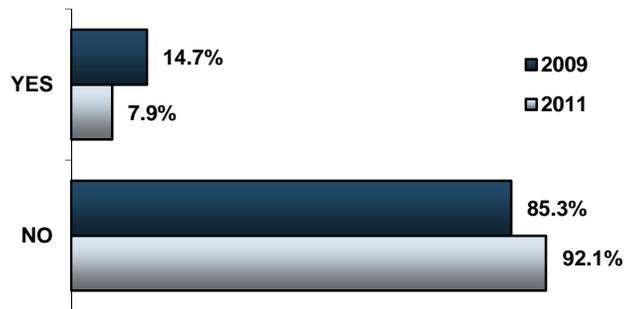
	Yes	No	N
<b>Overall</b>	<b>22%</b>	<b>78%</b>	<b>554</b>
<b>Sex</b>			
Male	17%	83%	242
Female	26%	74%	312
<b>Age</b>			
18-29	26%	74%	23
30-44	38%	62%	73
45-59	18%	82%	183
60+	19%	81%	275
<b>Race</b>			
White	21%	79%	528
Black	43%	57%	7
Native American	0%	100%	4
Asian/Pacific Isl.	0%	100%	3
Other	43%	57%	7
Mixed	33%	67%	3
<b>Geography</b>			
Urban	18%	82%	127
Suburban	22%	78%	201
Rural	23%	77%	226
<b>Income</b>			
< \$40k	19%	81%	196
\$40k - \$80k	22%	78%	166
> \$80k	22%	78%	115
<b>Education</b>			
No College	18%	82%	204
Some College	26%	74%	150
College Grad	22%	78%	196
<b>Politics</b>			
Democrat	20%	80%	175
Republican	17%	83%	145
Independent	25%	75%	160
Other	23%	77%	61

## QUESTION 9: Why not Prepared



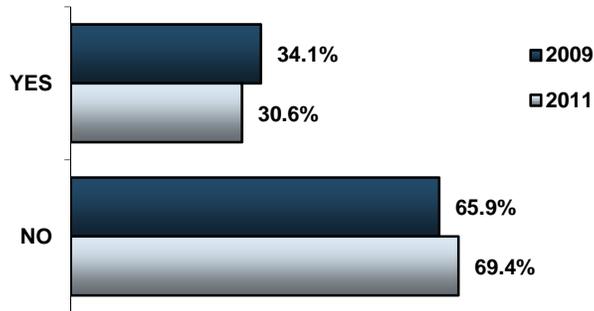
	Emergency Not Likely	Other	Too Busy	Forgot	Cannot Afford to	Nothing to Prepare	N
<b>Overall</b>	<b>55%</b>	<b>16%</b>	<b>12%</b>	<b>12%</b>	<b>4%</b>	<b>2%</b>	<b>281</b>
<b>Sex</b>							
Male	54%	13%	17%	12%	4%	1%	120
Female	55%	18%	9%	12%	3%	2%	161
<b>Age</b>							
18-29	40%	0%	40%	10%	10%	0%	10
30-44	37%	3%	33%	20%	7%	0%	30
45-59	60%	13%	12%	10%	5%	1%	103
60+	56%	22%	6%	12%	1%	3%	138
<b>Race</b>							
White	54%	16%	12%	13%	3%	2%	270
Black	67%	0%	0%	0%	33%	0%	3
Native American	100%	0%	0%	0%	0%	0%	2
Asian/Pacific Isl.	50%	50%	0%	0%	0%	0%	2
Other	100%	0%	0%	0%	0%	0%	2
Mixed	0%	0%	100%	0%	0%	0%	1
<b>Geography</b>							
Urban	52%	13%	7%	17%	7%	4%	71
Suburban	57%	18%	14%	9%	2%	1%	102
Rural	55%	16%	14%	12%	3%	1%	108
<b>Income</b>							
< \$40k	61%	8%	10%	12%	6%	3%	100
\$40k - \$80k	55%	20%	8%	14%	1%	2%	93
> \$80k	50%	15%	27%	7%	2%	0%	60
<b>Education</b>							
No College	58%	10%	11%	12%	7%	3%	103
Some College	57%	23%	6%	10%	3%	1%	69
College Grad	50%	17%	18%	13%	1%	1%	107
<b>Politics</b>							
Democrat	56%	9%	14%	14%	4%	3%	101
Republican	56%	16%	14%	11%	1%	1%	80
Independent	55%	21%	8%	12%	3%	1%	73
Other	48%	26%	13%	4%	9%	0%	23

## QUESTION 10: Volunteered for a Major Emergency

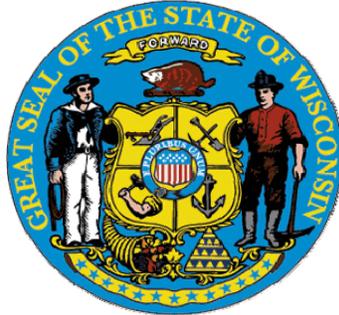


	Yes	No	N
<b>Overall</b>	<b>8%</b>	<b>92%</b>	<b>555</b>
<b>Sex</b>			
Male	10%	90%	243
Female	6%	94%	312
<b>Age</b>			
18-29	9%	91%	23
30-44	8%	92%	74
45-59	12%	88%	182
60+	5%	95%	276
<b>Race</b>			
White	8%	92%	529
Black	14%	86%	7
Native American	25%	75%	4
Asian/Pacific Isl.	0%	100%	3
Other	14%	86%	7
Mixed	0%	100%	3
<b>Geography</b>			
Urban	6%	94%	127
Suburban	5%	95%	202
Rural	11%	89%	226
<b>Income</b>			
< \$40k	8%	92%	196
\$40k - \$80k	8%	92%	167
> \$80k	10%	90%	115
<b>Education</b>			
No College	6%	94%	204
Some College	9%	91%	150
College Grad	10%	90%	197
<b>Politics</b>			
Democrat	7%	93%	175
Republican	6%	94%	145
Independent	11%	89%	161
Other	11%	89%	61

## QUESTION 11: Took First Aid Training



	Yes	No	N
<b>Overall</b>	<b>31%</b>	<b>69%</b>	<b>555</b>
<b>Sex</b>			
Male	32%	68%	242
Female	29%	71%	313
<b>Age</b>			
18-29	26%	74%	23
30-44	42%	58%	74
45-59	37%	63%	182
60+	24%	76%	276
<b>Race</b>			
White	30%	70%	529
Black	14%	86%	7
Native American	50%	50%	4
Asian/Pacific Isl.	67%	33%	3
Other	43%	57%	7
Mixed	67%	33%	3
<b>Geography</b>			
Urban	34%	66%	128
Suburban	27%	73%	201
Rural	32%	68%	226
<b>Income</b>			
< \$40k	20%	80%	196
\$40k - \$80k	37%	63%	167
> \$80k	45%	55%	115
<b>Education</b>			
No College	18%	82%	204
Some College	35%	65%	150
College Grad	40%	60%	197
<b>Politics</b>			
Democrat	30%	70%	175
Republican	28%	72%	144
Independent	34%	66%	161
Other	31%	69%	62



This is a publication of the  
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The logo for the Office of Justice Assistance (OJA) features a stylized black and white map of Wisconsin inside a circle, which is part of the letter 'O'. The letters 'JA' are in a large, bold, serif font. Below the logo is a horizontal line, and underneath the line, the words "OFFICE OF JUSTICE ASSISTANCE" are written in a smaller, all-caps, serif font.  
OFFICE OF JUSTICE ASSISTANCE