Topline Findings

- The questionnaire ran from May 1 to 21, 2014.
- A total of 679 respondents completed the questionnaire. Responses were gathered through the following channels:
  - Talk Vancouver panel (email invitations were sent out to all Talk Vancouver panel members): 473 completed questionnaires;
  - A link to the questionnaire posted on the Emergency Preparedness page on the City of Vancouver’s website and an anonymous link was made available through Facebook and Twitter: 206 completed questionnaires.

Who did we talk to?

- All age groups were represented, although the youngest and oldest age ranges had the smallest representation (those under 30 represented 14% of all respondents, while those aged 60 or older represented 14%.
- 57% of all respondents are female, 41% of all respondents are male
- 40% have children in their household

- More than half of respondents (53%) are homeowners, while 42% rent
- Respondents live in a mix of housing types: single, detached home (32%), duplex/townhouse (13%), apartment/condo (51%)

Emergencies of greatest concern to Vancouverites:

- 92% of Vancouverites are Very or Somewhat Concerned about an earthquake

Just under half (47%) of Vancouver residents say they are prepared (very or somewhat) for an emergency. Less (40%) think the City of Vancouver is prepared for an emergency.
Topline Findings

- Roughly three-quarters (77%) of Vancouverites have taken some kind of step to prepare for an emergency:
  - The most common emergency preparedness steps that Vancouverites have taken include:
    - Keep emergency food supply at home (50%),
    - Prepare an emergency kit (46%), and
    - Store emergency water rations at home (45%).
- Two-thirds (68%) of Vancouverites say that understanding what services will and will not be provided immediately following an emergency would help them prepare for an emergency situation, however, more than half (60%) say that not making emergency preparedness a priority has kept them from doing more emergency planning.

Sources of information for emergency preparedness information:
- In the event of an emergency, the top information sources that Vancouverites would go to are:
  - Radio (84%)
  - City of Vancouver website (62%)
  - Television (53%)

Spectrum of interest:
- Vancouverites are most likely to be interested in and likely to participate in the following activities related to emergency preparedness:
  - Reading about emergency preparedness on a website
  - Watching an emergency preparedness video online
  - Taking a course on emergency preparedness
Level of Concern for Various Types of Emergencies

Base: All respondents (n=679)

How concerned are you, if at all, about the following types of emergencies?

- Earthquake
  - Very concerned: 51%
  - Somewhat concerned: 41%
  - Not very concerned: 7%
- Pandemic disease (e.g. SARS outbreak)
  - Very concerned: 16%
  - Somewhat concerned: 35%
  - Not very concerned: 36%
  - Not at all concerned: 13%
- Tsunami
  - Very concerned: 14%
  - Somewhat concerned: 30%
  - Not very concerned: 38%
  - Not at all concerned: 17%
- Flooding
  - Very concerned: 9%
  - Somewhat concerned: 34%
  - Not very concerned: 40%
  - Not at all concerned: 17%
- Heat wave
  - Very concerned: 4%
  - Somewhat concerned: 17%
  - Not very concerned: 45%
  - Not at all concerned: 34%
- Ice storm
  - Very concerned: 3%
  - Somewhat concerned: 10%
  - Not very concerned: 42%
  - Not at all concerned: 45%
How Well Prepared Vancouverites Feel They and the City of Vancouver are for an emergency

Base: All respondents (n=679)

How well prepared do you feel you are, if at all, to deal with an emergency situation (such as an earthquake, flood, etc.)?

- Very well prepared: 42%
- Somewhat prepared: 38%
- Not very well prepared: 16%
- Not at all prepared: 5%
- Unsure/don't know: 3%

How well prepared do you feel the City of Vancouver is, if at all, to deal with an emergency situation?

- Very well prepared: 28%
- Somewhat prepared: 37%
- Not very well prepared: 4%
- Not at all prepared: 28%
- Unsure/don't know: 3%
Which of the following emergency preparedness steps, if any, have you taken to prepare for an emergency situation?

- Keep emergency food supply at home: 50%
- Prepared an emergency kit: 46%
- Stored emergency water rations at home: 45%
- Identified potential hazards around your house: 39%
- Attended an emergency preparedness presentation: 28%
- Made a household emergency plan: 24%
- Other (Please specify): 10%
- None of the above: 23%

Older Vancouverites (aged 60 or older) are more likely than those aged 20-39 to have identified potential hazards at home and to keep an emergency food supply at home.

Base: All respondents (n=679)
Barriers to Emergency Preparedness Planning

Haven't made it a priority 60%
Lack of time 27%
Lack of knowledge/Don’t know what to do to prepare for an emergency 26%
Do not have the resources/money to prepare 22%
Too much effort required to prepare for an emergency/can’t be bothered 11%
Belief that your city/town will take care of you in the event of an emergency (not my responsibility to prepare for an emergency) 4%
Do not believe an emergency situation will happen in your city/town 4%
Other (Please specify) 17%

Base: All respondents (n=679)

What is keeping you from doing more emergency planning?
Understanding what services will and will not be provided immediately following an emergency 68%

More information on steps to take to prepare for an emergency 49%

Knowing where to look for information on how to prepare for an emergency 42%

Other (Please specify) 16%

Don’t know/unsure 9%

Nothing would help me prepare for an emergency/I don’t intend to prepare for an emergency 2%

Younger Vancouverites (aged 20 to 39) are more likely than those aged 60 or older to say understanding what services will and will not be provided immediately following an emergency would help them prepare.

Base: All respondents (n=679)

What, if anything, would help you prepare for an emergency situation?
Sources of Information Vancouverites Have or Would Use for Emergency Preparedness

Base: All respondents (n=679)

When preparing for an emergency, please indicate the extent you use each information source listed below.
In the event of an emergency, which sources of information, if any, would you go to for updates and/or information?

Younger Vancouverites (aged 20 to 39) are more likely than those aged 50 or older to say they would use Facebook (their own page) and Twitter (their own account) for updates/information in an emergency.

Base: All respondents (n=679)
How interested are you, if at all, in the following activities related to emergency preparedness?

Reading about emergency preparedness efforts on a website: 35% Very interested, 49% Somewhat interested, 11% Not very interested, 5% Not at all interested

Watching an emergency preparedness video online: 34% Very interested, 41% Somewhat interested, 15% Not very interested, 10% Not at all interested

Taking a course on emergency preparedness (offered free of charge by the City of Vancouver): 32% Very interested, 40% Somewhat interested, 17% Not very interested, 11% Not at all interested

Volunteering with one of the emergency preparedness programs (e.g. Emergency Social Services, Neighbourhood Emergency Assistance Team, Neighbourhood Emergency Preparedness Program): 14% Very interested, 31% Somewhat interested, 30% Not very interested, 25% Not at all interested

‘Liking’ something related to emergency preparedness efforts on Facebook: 11% Very interested, 20% Somewhat interested, 16% Not very interested, 53% Not at all interested

Tweeting or retweeting information about emergency preparedness efforts on Twitter: 7% Very interested, 13% Somewhat interested, 18% Not very interested, 62% Not at all interested

Base: All respondents (n=679)
## Likelihood to Participate in Emergency Preparedness Activities

And how likely are you to get involved in the following activities related to emergency preparedness?

### Reading about emergency preparedness efforts on a website
- **Very likely**: 42%
- **Somewhat likely**: 45%
- **Not very likely**: 7%
- **Not at all likely**: 7%

### Watching an emergency preparedness video online
- **Very likely**: 40%
- **Somewhat likely**: 39%
- **Not very likely**: 10%
- **Not at all likely**: 11%

### Taking a course on emergency preparedness (offered free of charge by the City of Vancouver)
- **Very likely**: 27%
- **Somewhat likely**: 38%
- **Not very likely**: 20%
- **Not at all likely**: 15%

### Volunteering with one of the emergency preparedness programs (e.g. Emergency Social Services, Neighbourhood Emergency Assistance Team, Neighbourhood Emergency Preparedness Program)
- **Very likely**: 13%
- **Somewhat likely**: 27%
- **Not very likely**: 30%
- **Not at all likely**: 30%

### ‘Liking’ something related to emergency preparedness efforts on Facebook
- **Very likely**: 14%
- **Somewhat likely**: 18%
- **Not very likely**: 15%
- **Not at all likely**: 53%

### Tweeting or retweeting information about emergency preparedness efforts on Twitter
- **Very likely**: 9%
- **Somewhat likely**: 12%
- **Not very likely**: 15%
- **Not at all likely**: 64%

**Base**: All respondents (n=679)

*And how likely are you to get involved in the following activities related to emergency preparedness?*
Do Vancouverites Feel They Could go to Neighbours for Help in an Emergency?

Base: All respondents (n=679)

Do you feel that you could go to your neighbours for help in the event of an emergency?

- Yes: 61%
- No: 18%
- Unsure/don’t know: 20%
Demographics: Age

Base: All respondents (n=679)

What age group do you belong to?

- 15-19: 3%
- 20-29: 11%
- 30-39: 25%
- 40-49: 20%
- 50-59: 15%
- 60-69: 9%
- 70-79: 4%
- 80 and over: 1%
- Prefer not to answer: 12%
Demographics: Gender

Base: All respondents (n=679)

Do you primarily identify as...?

- Female: 57%
- Male: 41%
- Transgender: 1%
- Other: 0%
- Prefer not to answer: 1%
Demographics: Dwelling

What type of dwelling do you live in?

- Single, detached house: 32%
- Duplex or townhouse: 13%
- Apartment or condo: 51%
- Other: 4%
- Prefer not to answer: 0%

Do you own or rent your primary residence in the City of Vancouver?

- Rent: 42%
- Own: 53%
- Other: 5%
Base: All respondents (n=679)

Do you have children in your household?
Language Spoken at Home

What language do you speak at home most often?

- English: 83%
- Spanish: 3%
- Tagalog: 3%
- Cantonese: 2%
- French: 2%
- Mandarin: 2%
- Farsi: 1%
- German: <1%
- Italian: <1%
- Japanese: <1%
- Korean: <1%
- Other: 2%