



# Personal Preparedness Survey Report

February 9, 2018



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# Background and Methodology



These are the findings of an Ipsos poll conducted on behalf of the Government of British Columbia.

1,206 adult (18+ years) British Columbians were surveyed online using Ipsos's household panel between December 13 and 20, 2017.

The sample was stratified by region as follows:

- 603 interviews in Metro Vancouver (53% of population)
- 250 interviews on Vancouver Island (17% of population)
- 252 interviews in Southern Interior (23% of population)
- 101 interviews in North (7% of population)

These data were statistically weighted to ensure the sample's region, age and gender composition reflects that of the actual BC population according to Census data.

A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of  $\pm 2.9$  percentage points, 19 times out of 20.

The margin of error is larger within regions and for other sub-groupings of the survey population.

This survey was designed to be Device Agnostic, meaning panelists could complete the survey on a variety of platforms. Completes for this survey break out as follows:

- 823 interviews by laptop/desktop (68% of completes)
- 235 interviews by smartphone (19% of completes)
- 148 interviews by tablet (12% of completes)

An online panel is a group of selected research participants who have agreed to respond to surveys over an extended period of time. Panelists provide additional information about themselves and their household, such as demographics, ownership and lifestyle information. This information is used both to target specific segments of the panel, as well as to ensure that survey samples accurately reflect the makeup of the broader population based on Census and other reliable data.

Ipsos uses a variety of quality procedures to ensure our panelists are:

**Real** - They are who they say (Double Opt-In approach, Country validation via Geo-IP, Mismatch between device settings and geo location)

**Fresh** - They have not participated recently in similar surveys (Strict panel usage rules, Duplicate devices through digital Fingerprinting)

**Engaged** - They complete surveys seriously (Detection of speeders, straight liners, regular purge)

**Unique** - They can only take the survey once (Duplicates, digital Fingerprinting)

A growing number of panelists prefer to take surveys using a mobile device (smartphones, tablets and laptop). For this reason, most Ipsos panel surveys are designed to be Device Agnostic, meaning they can be taken on a variety of platforms including desktops, laptops, smartphones and tablets.

In addition to traditional panels, Ipsos also makes an effort to complete surveys with online respondents who are not necessarily willing to join panels. We use a tool called Ampario to reach out to various websites (social networks, gaming etc.) to help recruit respondents via a reward and bonus system that attracts new survey respondents. This extends our sample reach and improves the representativeness of results.

To find out more about our quality approach, please refer to our answers to the 28 Esomar questions which aim to help researchers to ensure that what they receive meets their expectations. <https://www.ipsos.com/en/ipsos-answers-esomar-28-questions-help-online-research-buyers>

## Summary of Findings



### ***Earthquakes are the top concern, but not everywhere.***

Two-thirds (67%) of British Columbians say they are very or somewhat concerned about an earthquake affecting their household. Next highest province-wide is an extended power outage (59%), followed by severe weather (57%) and wildfire (51%). [see page 12](#)

While earthquakes are a clear top concern in Metro Vancouver and on Vancouver Island, the rest of the province is more concerned about other emergencies. Wildfires are the top concern in Southern Interior and the North, with extended power outage and disease outbreak also in the top three concerns. [see page 13](#)

### ***Many British Columbians do not have insurance for their most concerning emergency.***

Only about half of Metro Vancouver (48%) and Vancouver Island (52%) residents have earthquake insurance. Fewer than half of Southern Interior (45%) and Northern (39%) residents have wildfire insurance. [see page 14](#)

Renters and lower household income residents are less likely to have insurance for most types of emergencies. [see page 15](#)

### ***And most of those with insurance, do not have a very good understanding of their coverage.***

Fewer than three-in-ten of those with coverage for emergencies such as earthquakes, wildfires and floods say that they understand what is covered 'very well'. [see page 16](#)

***A slight majority have an emergency response plan, but few say it is a complete plan or that is written down.***

Overall, 54% of British Columbians say their household has an emergency response plan, although only 13% describe their plan as 'complete'. And among those with a plan, only about one-third (36%) say that at least some of the plan is written down. [see page 17](#)

House owners, older residents and Vancouver Island residents are the most likely to have some type of a plan. Renters, lower income households and single person households are the least likely to have a plan. [see page 18](#)

Among those with a plan, the most common elements include the location of emergency supplies (83%), what to do if told to shelter in place (72%) and family contact information (71%). Only four-in-ten (40%) have neighbourhood contact/planning information. [see page 19](#)

***There are multiple barriers/challenges to creating an emergency response plan.***

The top barriers/challenges to creating a plan are personal laziness (27%), lack of knowledge (26%) and lack of time (22%). Those who have not created any type of plan are much more likely to mention laziness, knowledge and not feeling the risk is worth the effort. [see page 20](#)



***Most households say they have three days of supplies, but a minority have them all in one place.***

Three-quarters (75%) of British Columbians say they have enough food, water and emergency supplies for three days. Younger residents and renters are much less likely to have these supplies. [see page 22](#)

Among those with supplies, only four-in-ten (39%) say that most/all of the supplies are in one easily accessible area. A further four-in-ten (38%) say at least some supplies are in one easily accessible area. [see page 22](#)

***And, many of those with supplies don't really have everything they need.***

Among those who say they have three days of supplies, most (86%) say they have non-perishable food for three days. However, only six-in-ten (60%) say they have at least four litres of water per person per day. Fewer than half have local maps (33%), a dust mask (39%), a whistle (42%), a battery/crank radio (44%) or cash in small bills (47%). [see page 24](#)

***There are multiple barriers/challenges to gathering/organizing these supplies.***

The top barriers/challenges to gathering/organizing supplies are personal laziness (24%), lack of space (23%) and the cost (20%). Those who have not acquired the supplies are much more likely to mention cost, lack of space and lack of knowledge as barriers/challenges. [see page 26](#)

### ***Few British Columbians have a 'grab and go' kit or items like shoes/gloves near their bed.***

Only three-in-ten (30%) British Columbians say they have a separate condensed 'grab and go' kit for an emergency and even fewer (21%) keep items such as shoes, gloves and a dust mask near their bed. [see page 28](#)

Slightly more residents (41%) say they have an emergency kit in their car and the vast majority (87%) report having flashlights around their home. [see page 28](#)

### ***Motivations for taking action differ between those who have taken action and those who have not.***

For those with a plan or supplies, the top prompt is learning about an emergency through a source such as the news (42%). For those without a plan or supplies, the top prompt would be personally experiencing some type of emergency (47%). [see page 32](#)

### ***News media and websites are the most preferred sources of emergency preparedness information.***

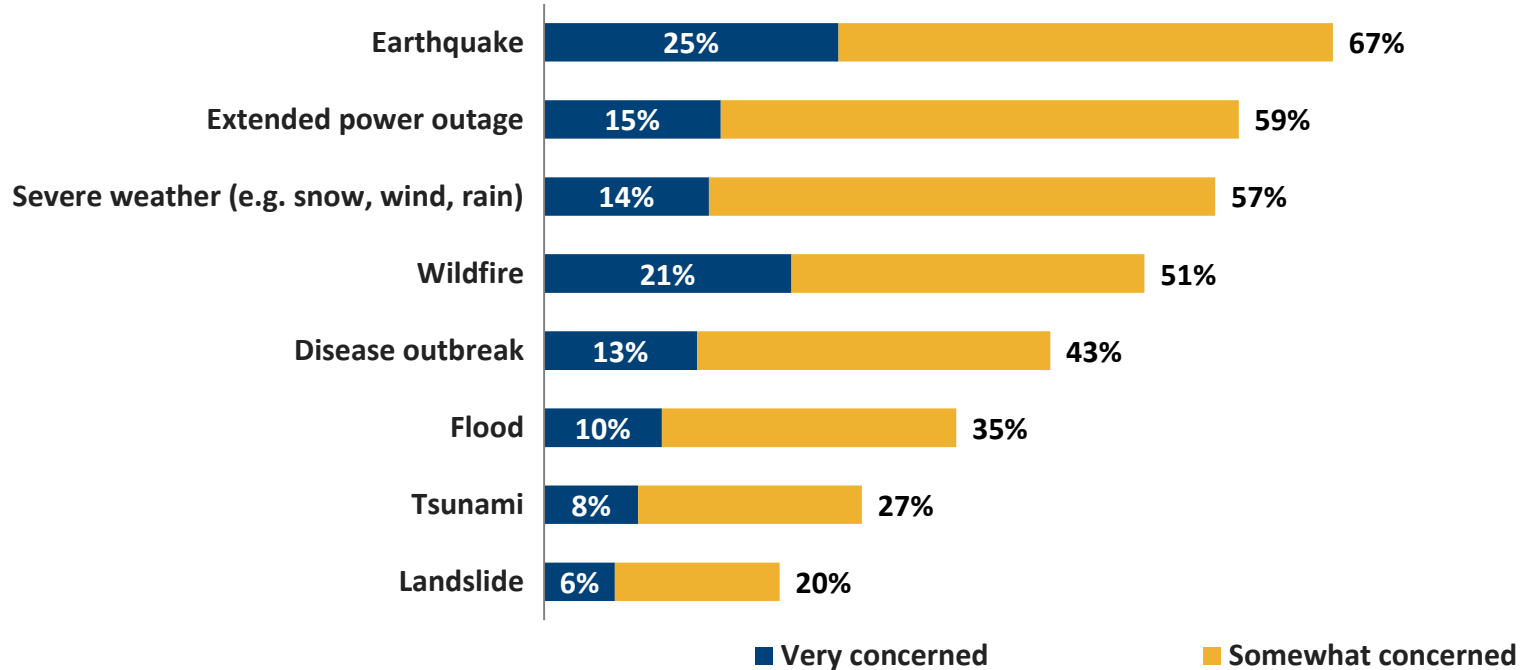
British Columbians say they would most prefer to get emergency preparedness information from news media (55%) and websites (48%). Younger residents and renters, however, place almost as much importance on social media as on news media and websites. [see page 34](#)

## Detailed Results



# Concern About Emergencies

British Columbians are more likely to be concerned about earthquakes than any other emergency. Two-thirds (67%) say they are very or somewhat concerned about an earthquake affecting their household. Other emergencies concerning (very or somewhat) a majority of BC households include extended power outages (59%), severe weather (57%) and wildfires (51%).



Q1. *How concerned are you about each of the following emergencies affecting your household? (Very concerned, Somewhat concerned, Not very concerned, Not at all concerned)*

Base: All respondents (n=1,206)

# Concern About Emergencies by Segments

The level of concern about specific emergencies varies widely by region of the province. Metro Vancouver and Vancouver Island residents have higher levels of concern about earthquakes and tsunamis, while Southern Interior and Northern residents are more concerned about wildfires. Northern residents also stand out for being more concerned about landslides.

Younger residents have the highest concern about wildfires, disease outbreaks and floods. Older residents are the least concerned about many of the tested risks.

## Very + Somewhat Concerned

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
<b>Earthquake</b>	67%	79%	80%	38%	37%	68%	68%	64%	64%	76%	67%	68%	66%	67%	63%	63%	72%
<b>Extended power outage</b>	59%	60%	54%	58%	68%	60%	57%	60%	61%	59%	58%	59%	56%	63%	59%	61%	57%
<b>Severe weather (e.g. snow, wind, rain)</b>	57%	58%	49%	58%	62%	61%	57%	52%	58%	53%	54%	53%	55%	61%	61%	55%	56%
<b>Wildfire</b>	51%	39%	49%	73%	77%	58%	51%	46%	57%	39%	49%	42%	52%	57%	54%	54%	47%
<b>Disease outbreak</b>	43%	46%	37%	40%	46%	50%	42%	38%	42%	46%	43%	42%	41%	45%	49%	43%	38%
<b>Flood</b>	35%	37%	32%	34%	28%	44%	37%	26%	34%	33%	39%	37%	31%	37%	37%	36%	33%
<b>Tsunami</b>	27%	33%	38%	9%	6%	31%	28%	21%	25%	29%	30%	29%	24%	27%	29%	24%	26%
<b>Landslide</b>	20%	20%	14%	21%	30%	24%	20%	16%	24%	12%	18%	20%	16%	23%	21%	21%	19%

5+ points higher than total      5+ points lower than total  
 Underlined if 10+ points higher      Underlined if 10+ points lower

Q1. **How concerned are you about each of the following emergencies affecting your household?** (Very concerned, Somewhat concerned, Not very concerned, Not at all concerned)

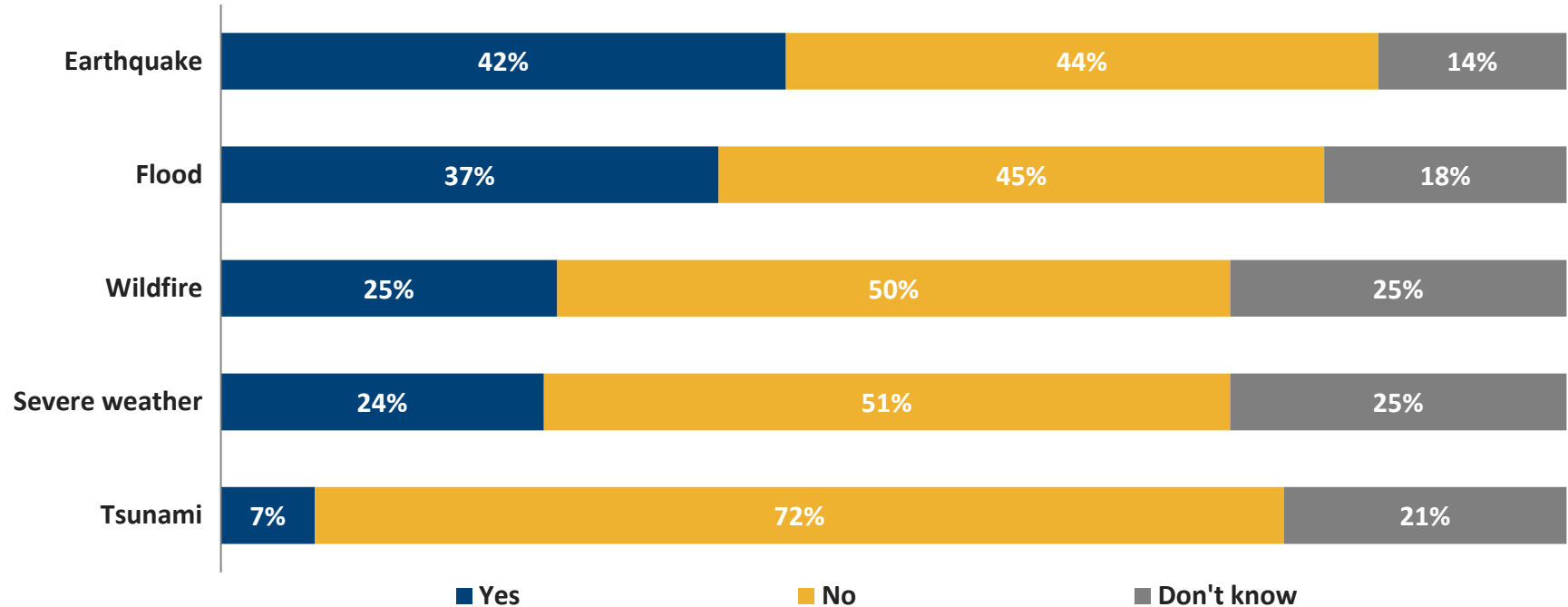
Base: All respondents (n=1,206)



# Insurance for Emergencies

Roughly four-in-ten British Columbians report having insurance for both earthquakes (42%) and floods (37%). About one-quarter have wildfire (25%) and severe weather (24%) insurance. Very few (7%) have tsunami insurance.

The actual rates of having insurance for these emergencies may be higher than reported, as many British Columbians (as high as 25% for wildfires and severe weather) say they don't know if they have insurance for these emergencies.



# Insurance for Emergencies by Segments

Vancouver Island and Metro Vancouver residents are the most likely to have earthquake insurance, while Southern Interior and Northern residents are the most likely to have insurance for wildfires and severe weather.

Renters and lower household income residents are less likely to have most types of emergency insurance coverage.

House owners are by far the most likely to have wildfire insurance. Condo owners are the most likely to have earthquake insurance.

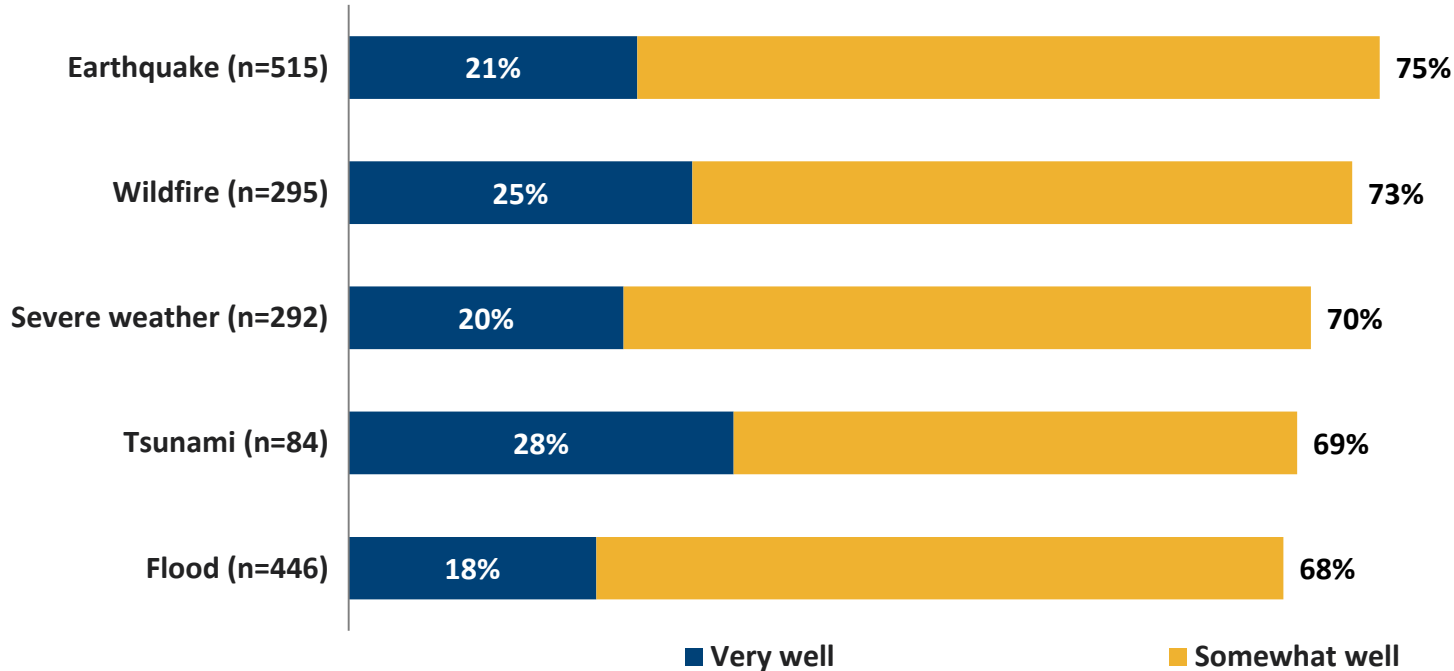
## Have Insurance

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
<b>Earthquake</b>	42%	48%	<u>52%</u>	<u>27%</u>	<u>21%</u>	34%	41%	49%	47%	<u>64%</u>	<u>27%</u>	39%	45%	40%	<u>30%</u>	45%	<u>53%</u>
<b>Flood</b>	37%	36%	35%	39%	38%	33%	37%	39%	44%	46%	<u>23%</u>	31%	38%	39%	<u>22%</u>	43%	46%
<b>Wildfire</b>	25%	17%	22%	<u>39%</u>	<u>45%</u>	26%	21%	28%	<u>37%</u>	16%	<u>14%</u>	19%	27%	27%	17%	31%	29%
<b>Severe weather</b>	24%	20%	23%	<u>30%</u>	<u>35%</u>	23%	21%	28%	<u>31%</u>	25%	<u>15%</u>	19%	25%	27%	18%	27%	<u>29%</u>
<b>Tsunami</b>	7%	8%	10%	3%	4%	9%	7%	6%	9%	9%	5%	6%	7%	8%	5%	8%	10%

5+ points higher than total      5+ points lower than total  
 Underlined if 10+ points higher      Underlined if 10+ points lower

# How Well People Understand What is Covered by Insurance (Among Those With Each Type of Insurance)

Most British Columbians with insurance for emergencies (around seven-in-ten for all types) say they understand their coverage at least somewhat well. However, most admit their knowledge is not extensive, with only between two-in-ten and three-in-ten saying they understand their coverage 'very well'.





# Household Emergency Response Plans

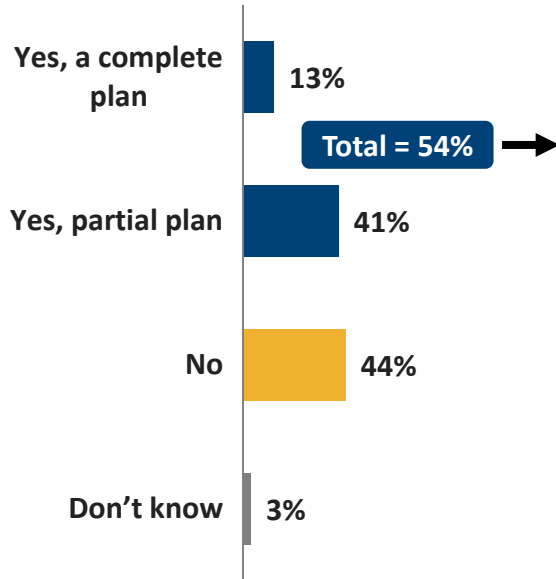
A slight majority (54%) of British Columbians say they have a household emergency response plan, although only 13% describe their plan as 'complete'.

Fewer than four-in-ten (36%) of those with a plan say that is written down and many of those say only some of it is written down. Among those with a written plan (complete or partial), three-quarters (76%) say they do review and practice at least some of the plan with family members.

Among those with a plan that is not written down, nearly eight-in-ten (78%) say they have verbally agreed on some type of response plan with family members.

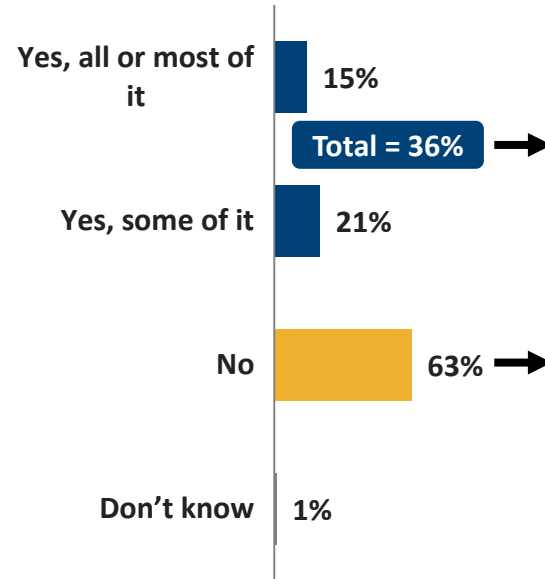
## Have a Plan (All Respondents)

Q4. Does your household have an emergency response plan? (n=1,206)



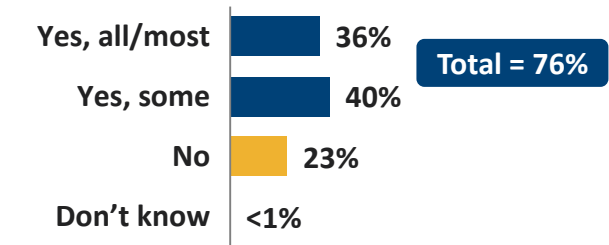
## Written Plan (If Have Plan)

Q5. Is your household's emergency response plan written down? (n= 656)



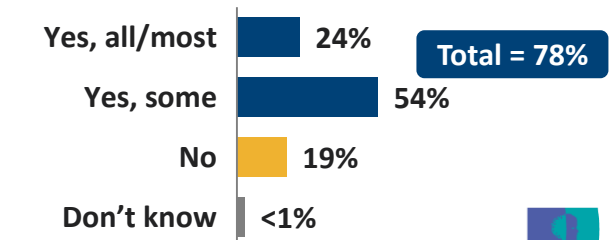
## Review & Practice (If Written Plan)

Q7. Do you review and practice your response plan with family members? (n=233)



## Verbally Agreed (If No Written Plan)

Q6. Have you verbally agreed on a response plan with family members? (n=423)



# Household Emergency Response Plans by Segments

Renters are the demographic segment least likely to have a household emergency plan. Lower income and single person households are also less likely to have an emergency plan.

House owners, older residents and Vancouver Island residents are the most likely to report having an emergency response plan.

## Have Emergency Response Plan

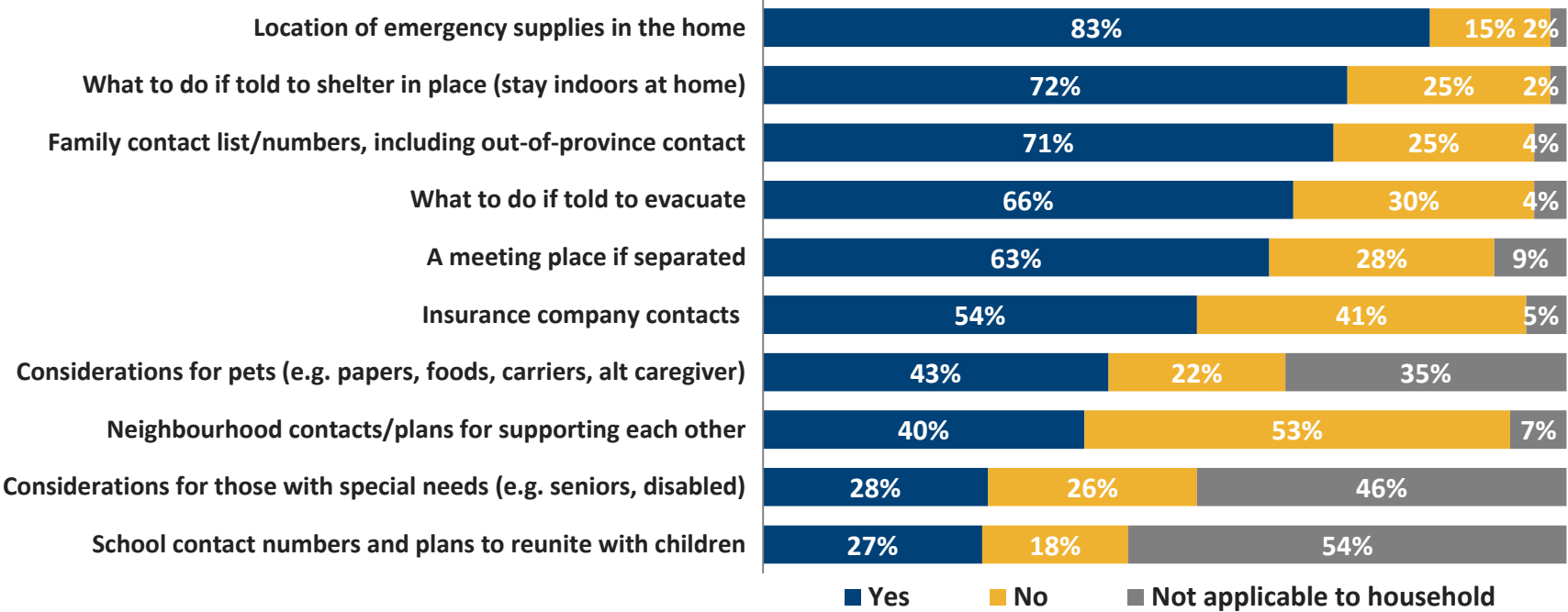
	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
<b>Yes, a complete plan</b>	13%	12%	16%	14%	10%	12%	13%	14%	16%	15%	9%	16%	13%	12%	12%	14%	14%
<b>Yes, partial plan</b>	41%	40%	45%	38%	46%	38%	38%	45%	46%	41%	34%	34%	44%	42%	36%	44%	40%
<b>No</b>	44%	45%	36%	45%	42%	44%	48%	39%	37%	42%	53%	48%	42%	43%	48%	40%	44%
<b>Don't know</b>	3%	2%	3%	3%	2%	6%	1%	1%	1%	2%	4%	2%	2%	3%	3%	2%	2%
<b>TOTAL YES</b>	54%	52%	60%	52%	56%	50%	51%	60%	62%	56%	43%	49%	56%	54%	48%	58%	54%

5+ points higher than total Underlined if 10+ points higher      5+ points lower than total Underlined if 10+ points lower



# Elements in an Emergency Response Plan (Among Those With Plan)

Those respondents with an emergency response plan (complete or partial) were asked to indicate which elements are included (from a list). The most mentioned elements include the location of supplies (83%), what to do if told to shelter in place (72%) and family contact information including an out of province contact (71%). Fewer than half (40%) of those with an emergency response plan say their plan includes neighbourhood contacts or plans for supporting neighbours.



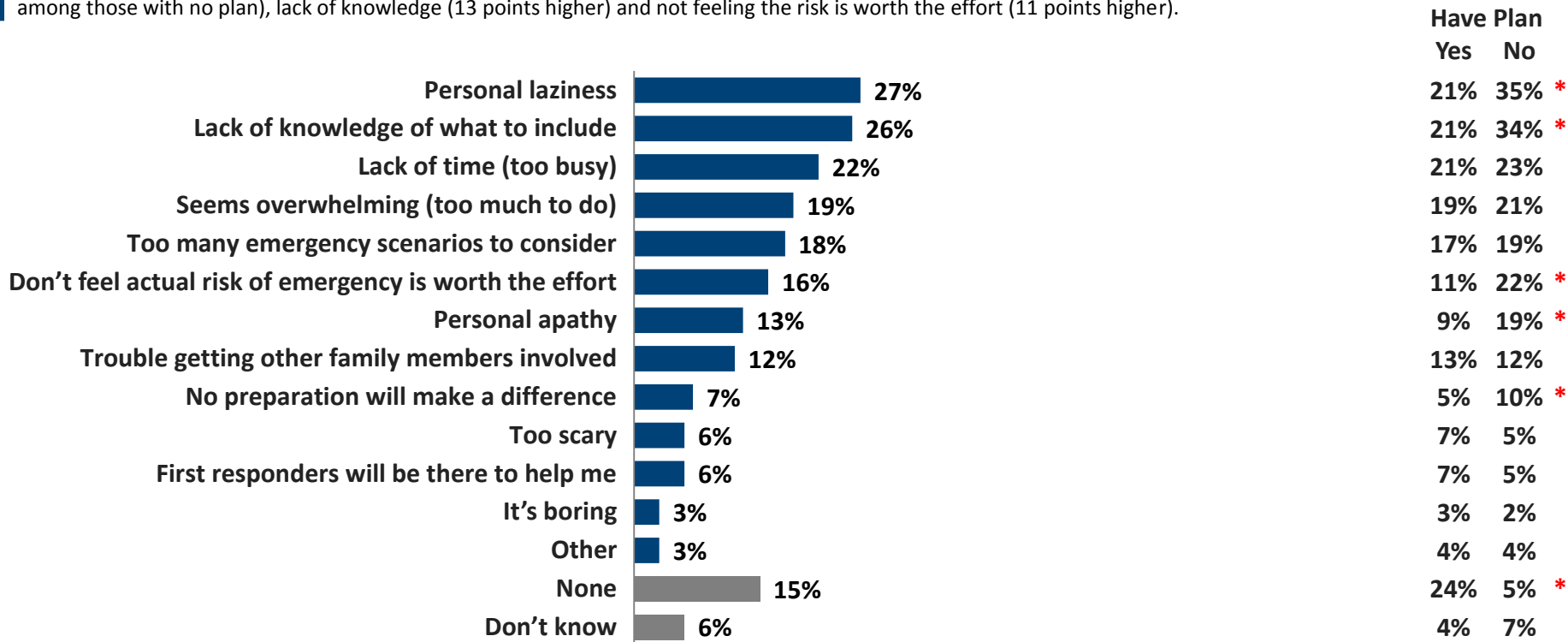
Q8. Which of the following elements have you either included in your household's emergency response plan or have you discussed with other household members?

Base: Have emergency response plan (n=656)

# Barriers/Challenges to Creating an Emergency Response Plan

British Columbians say their top three barriers/challenges to creating an emergency response plan are personal laziness (27%), lack of knowledge (26%) and lack of time (22%).

Not surprisingly, those who have not created a plan are more likely to mention some challenges/barriers. The gaps are biggest for personal laziness (14 points higher among those with no plan), lack of knowledge (13 points higher) and not feeling the risk is worth the effort (11 points higher).



Q9. Which of the following have either prevented you from creating an emergency response plan or been a challenge in creating an emergency response plan?

Base: All respondents (n=1,206)

\* Statistically significant difference (p<.05)



# Barriers/Challenges to Creating an Emergency Response Plan by Segments

Overall, the barriers/challenges to creating an emergency response plan are similar across segments. The biggest differences are among younger residents who are more likely to say that lack of knowledge and lack of time are barriers to creating a plan.

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
Personal laziness	27%	29%	27%	24%	30%	29%	27%	27%	28%	34%	25%	24%	27%	31%	22%	30%	32%
Lack of knowledge of what to include	26%	28%	23%	23%	27%	39%	24%	18%	24%	22%	30%	22%	24%	32%	28%	29%	25%
Lack of time (too busy)	22%	23%	22%	20%	23%	37%	23%	8%	21%	16%	26%	12%	21%	30%	16%	25%	28%
Seems overwhelming (too much to do)	19%	21%	21%	15%	16%	28%	19%	13%	19%	17%	20%	15%	19%	23%	17%	20%	19%
Too many scenarios to consider	18%	21%	17%	15%	10%	24%	17%	15%	18%	18%	17%	18%	16%	21%	16%	19%	19%
Risk not worth the effort	16%	13%	13%	22%	23%	17%	12%	18%	16%	16%	16%	12%	18%	16%	16%	15%	18%
Personal apathy	13%	14%	16%	10%	13%	12%	11%	16%	14%	13%	13%	14%	15%	11%	10%	14%	18%
Getting other family members involved	12%	13%	10%	13%	11%	17%	10%	11%	12%	8%	14%	8%	14%	14%	12%	13%	12%
No preparation will make a difference	7%	8%	9%	5%	7%	8%	5%	8%	8%	7%	7%	8%	7%	7%	9%	7%	6%
Too scary	6%	7%	7%	4%	5%	12%	5%	3%	5%	4%	9%	6%	5%	8%	7%	5%	8%
First responders will be there to help	6%	6%	6%	5%	7%	9%	5%	5%	7%	4%	7%	6%	5%	6%	6%	7%	5%
It's boring	3%	3%	2%	2%	4%	5%	2%	1%	2%	2%	3%	3%	2%	3%	2%	4%	3%
Other	3%	2%	6%	5%	2%	0%	5%	4%	2%	2%	6%	9%	3%	2%	7%	2%	1%
None	15%	13%	18%	20%	15%	6%	14%	24%	18%	15%	11%	18%	18%	10%	15%	15%	14%
Don't know	6%	7%	5%	5%	6%	6%	6%	6%	7%	5%	6%	9%	5%	6%	7%	6%	3%

5+ points higher than total      5+ points lower than total  
 Underlined if 10+ points higher      Underlined if 10+ points lower

Q9. Which of the following have either prevented you from creating an emergency response plan or been a challenge in creating an emergency response plan?

Base: All respondents (n=1,206)

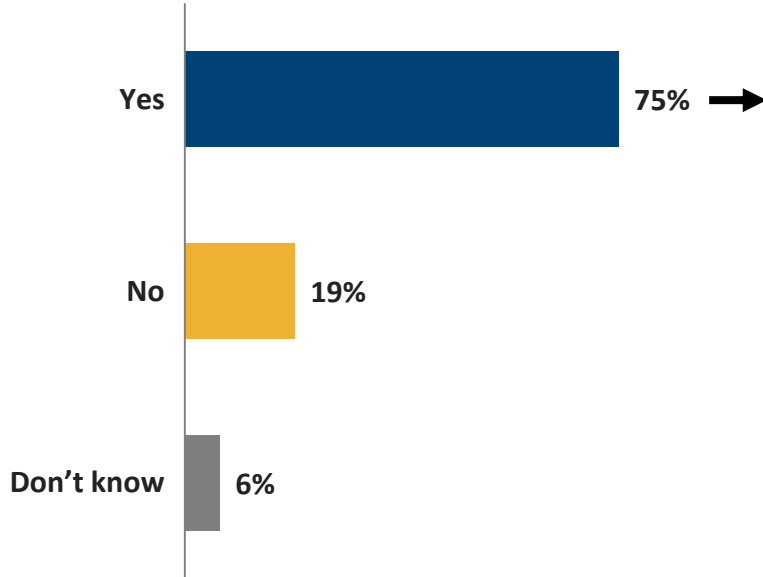
# Three Days of Food, Water and Emergency Supplies

Three-quarters (75%) of British Columbians say their household has enough food, water and emergency supplies to support household members for a minimum of three days.

Among those with supplies, four-in-ten (39%) say that all or most of their supplies are in one easily accessible area, such as in the same place or organized in an emergency kit. A further four-in-ten (38%) say at least some of their supplies are in an easily accessible area.

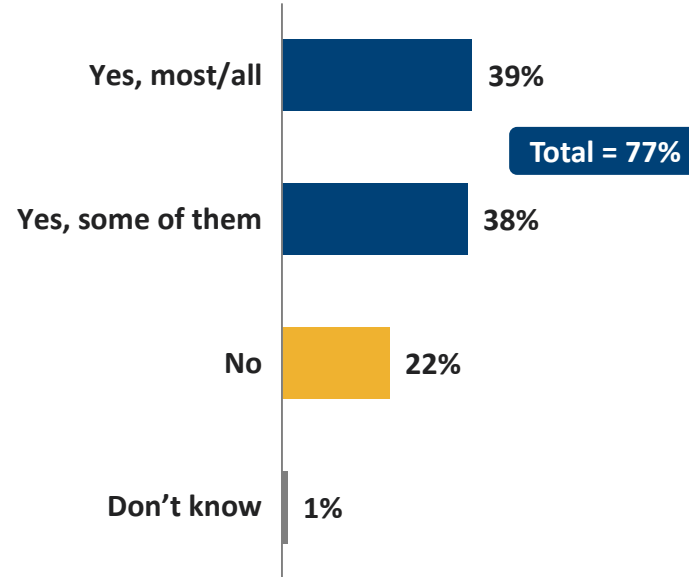
## Three Days Food, Water and Supplies (All Respondents)

Q10. Does your household have enough food, water and emergency supplies to support you and your family for a minimum of three days?  
(n=1,206)



## Supplies Easily Accessible (If Have Three Days of Supplies)

Q12. Are your household emergency supplies all in one easily accessible area – either in the same place or organized in an emergency kit?  
(n=916)



# Three Days of Food, Water and Emergency Supplies by Segments

Renters and younger residents are the least likely to say they have enough food, water and emergency supplies for a minimum of three days. Lower income residents are also less likely to have these supplies. Segments most likely to have supplies include older residents, higher income residents, house owners, Southern Interior residents and two-person households.

Among those with three days of supplies, single person households and condo owners are the most likely to have most/all of the supplies in one easily accessible area.

## Three Days Food, Water and Supplies (All Respondents)

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
Yes	75%	71%	76%	82%	78%	<u>63%</u>	72%	87%	84%	72%	<u>63%</u>	70%	82%	69%	67%	76%	83%

## Supplies Easily Accessible (If Have Three Days of Supplies)

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	916	437	190	208	81	150	347	419	478	143	233	215	419	282	261	278	266
Yes, most/all	39%	43%	38%	35%	30%	41%	39%	39%	38%	48%	38%	49%	37%	36%	38%	42%	37%
Yes, some of them	38%	35%	41%	40%	40%	32%	39%	40%	40%	33%	37%	31%	41%	38%	38%	40%	37%
TOTAL YES	77%	78%	79%	75%	70%	72%	77%	79%	78%	81%	75%	79%	78%	74%	76%	82%	74%

5+ points higher than total Underlined if 10+ points higher 5+ points lower than total Underlined if 10+ points lower

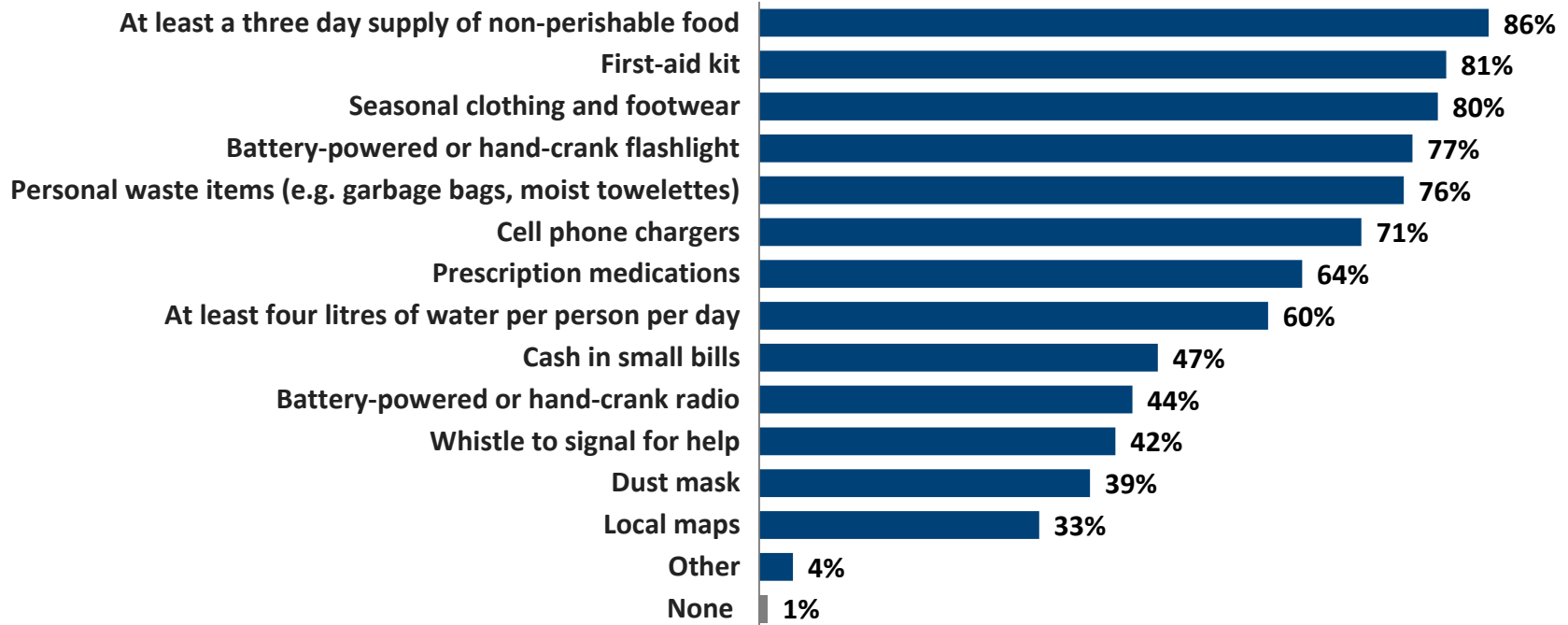
Q10. Does your household have enough food, water and emergency supplies to support you and your family for a minimum of three days?

Q12. Are your household emergency supplies all in one easily accessible area – either in the same place or organized in an emergency kit?

Base: Q10 All respondents (n=1,206); Q12 Have supplies (n=916)

# Emergency Supplies in Household (Among Those With Three Days of Supplies)

Those respondents with three days of supplies were asked to indicate which supplies they have (from a list). The top items include non-perishable food (86%), a first-aid kit (81%) and seasonal clothing and footwear (80%). Fewer than half reported having local maps (33%), a dust mask (39%), a whistle (42%), a battery/crank radio (44%) or cash in small bills (47%).





# Emergency Supplies in Household by Segments (Among Those With Three Days of Supplies)

Northern residents stand out for being the most likely to have all of the emergency supplies tested, but readers should take caution that the sample size of Northern residents is only 81 respondents on this question.

Segments less likely to have many of the supplies include younger residents, lower income households, renters and single person households,

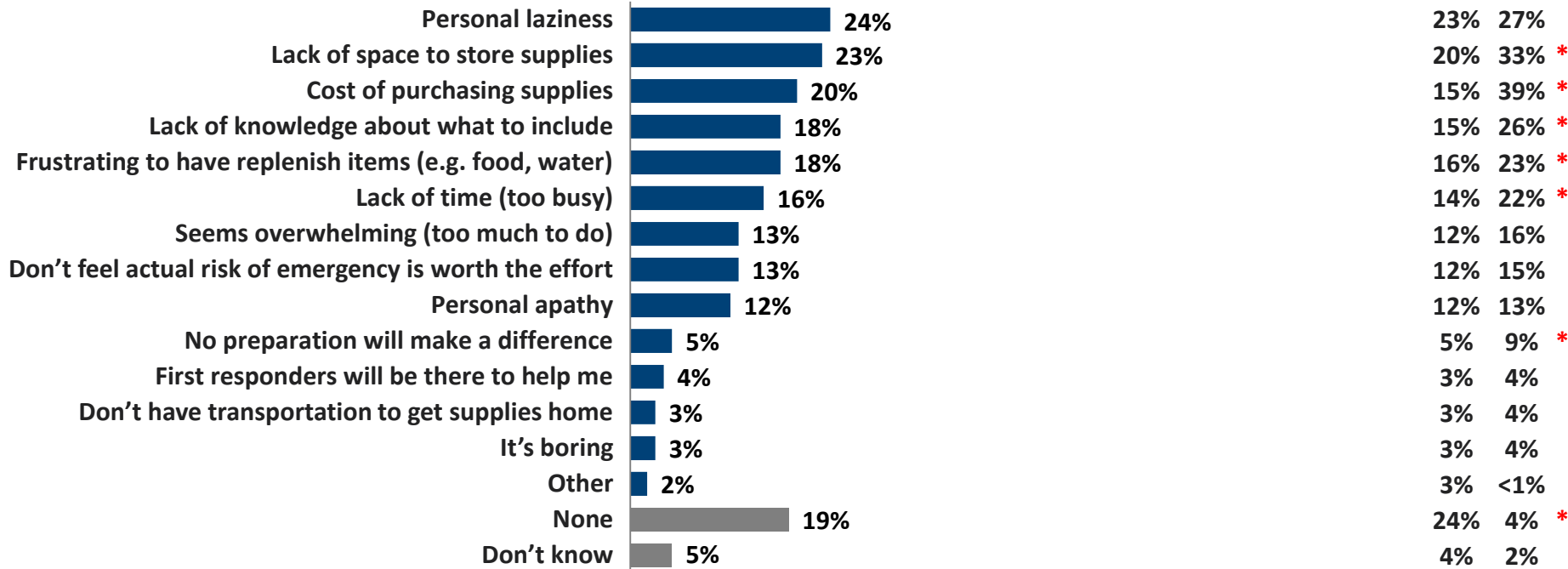
	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	916	437	190	208	81	150	347	419	478	143	233	215	419	282	261	278	266
<b>3 day supply of non-perishable food</b>	86%	82%	91%	88%	95%	78%	85%	92%	87%	84%	84%	82%	89%	84%	82%	88%	88%
<b>First-aid kit</b>	81%	77%	82%	84%	94%	75%	81%	84%	86%	74%	77%	70%	84%	85%	73%	85%	84%
<b>Seasonal clothing and footwear</b>	80%	75%	82%	85%	91%	76%	78%	85%	80%	76%	81%	76%	85%	77%	79%	81%	81%
<b>Battery or hand-crank flashlight</b>	77%	74%	79%	78%	87%	71%	77%	80%	80%	77%	72%	73%	78%	78%	72%	78%	80%
<b>Personal waste items</b>	76%	71%	73%	82%	89%	68%	76%	80%	79%	67%	72%	69%	79%	76%	69%	78%	79%
<b>Cell phone chargers</b>	71%	70%	65%	76%	82%	74%	73%	69%	71%	70%	72%	66%	71%	76%	66%	72%	75%
<b>Prescription medications</b>	64%	59%	63%	69%	80%	47%	56%	80%	65%	63%	61%	55%	71%	59%	66%	61%	61%
<b>4 litres of water per person per day</b>	60%	60%	56%	62%	67%	56%	59%	64%	65%	57%	52%	57%	61%	61%	57%	62%	61%
<b>Cash in small bills</b>	47%	49%	43%	43%	59%	42%	45%	52%	51%	50%	40%	45%	51%	45%	41%	50%	51%
<b>Battery-powered or hand-crank radio</b>	44%	45%	44%	42%	53%	35%	45%	49%	48%	43%	38%	42%	44%	47%	37%	41%	53%
<b>Whistle to signal for help</b>	42%	42%	42%	37%	56%	40%	47%	38%	46%	40%	35%	42%	38%	47%	34%	45%	45%
<b>Dust mask</b>	39%	39%	43%	32%	48%	32%	42%	40%	44%	34%	31%	38%	36%	43%	33%	40%	41%
<b>Local maps</b>	33%	30%	32%	37%	44%	31%	29%	39%	38%	30%	23%	28%	34%	36%	29%	32%	38%
<b>Other</b>	4%	3%	4%	5%	4%	1%	5%	4%	4%	3%	4%	6%	3%	4%	5%	3%	3%
<b>None</b>	1%	1%	0%	1%	0%	0%	1%	1%	0%	2%	0%	1%	0%	1%	0%	0%	1%

5+ points higher than total      5+ points lower than total  
 Underlined if 10+ points higher      Underlined if 10+ points lower

# Barriers/Challenges to Gathering/Organizing Supplies

British Columbians say their top three barriers/challenges to gathering/organizing emergency supplies are personal laziness (24%), lack of space (23%) and the cost of supplies (20%).

Those who have not acquired three-days of supplies are especially more likely to mention barriers/challenges of cost (24 points higher than among those with supplies), lack of space (13 points higher) and lack of knowledge (11 points higher).



Q13. Which of the following have either prevented you from gathering emergency supplies and organizing them into a kit or been a challenge in gathering emergency supplies and organizing them into a kit?

Base: All respondents (n=1,206)

\* Statistically significant difference (p<.05)



# Barriers/Challenges to Gathering/Organizing Supplies by Segments

Overall, the barriers/challenges to gathering supplies are similar across segments. Younger residents are more likely to mention several barriers/challenges, most notably a lack of time. Cost is a bigger issue for renters, lower income households and younger residents.

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
Personal laziness	24%	25%	21%	22%	25%	28%	19%	24%	24%	26%	24%	21%	24%	25%	18%	25%	31%
Lack of space to store supplies	23%	24%	24%	23%	14%	29%	22%	19%	15%	27%	32%	26%	23%	22%	24%	23%	21%
Cost of purchasing supplies	20%	19%	25%	20%	19%	28%	22%	12%	14%	16%	32%	22%	18%	22%	28%	18%	12%
Lack of knowledge	18%	19%	16%	18%	16%	23%	18%	13%	17%	20%	20%	16%	16%	22%	18%	19%	17%
Frustrating to have replenish items	18%	19%	16%	17%	9%	22%	16%	16%	17%	19%	16%	15%	17%	19%	18%	18%	18%
Lack of time (too busy)	16%	17%	16%	12%	19%	26%	17%	7%	15%	13%	18%	9%	12%	25%	11%	18%	21%
Seems overwhelming (too much to do)	13%	16%	11%	10%	12%	18%	13%	10%	14%	15%	11%	11%	11%	17%	12%	12%	15%
Actual risk not worth the effort	13%	12%	10%	16%	18%	15%	12%	13%	13%	12%	13%	11%	14%	13%	11%	16%	13%
Personal apathy	12%	13%	11%	13%	11%	12%	10%	16%	13%	11%	12%	13%	14%	10%	13%	12%	14%
No preparation will make a difference	5%	7%	4%	3%	3%	7%	3%	6%	6%	4%	5%	7%	4%	6%	7%	4%	6%
First responders will be there to help	4%	3%	3%	3%	7%	6%	3%	2%	3%	4%	4%	5%	2%	4%	3%	5%	3%
No transportation to get supplies home	3%	3%	4%	4%	2%	5%	3%	2%	2%	2%	7%	5%	3%	3%	5%	2%	3%
It's boring	3%	3%	2%	2%	2%	4%	2%	2%	3%	3%	2%	3%	2%	3%	1%	4%	3%
Other	2%	3%	1%	3%	1%	1%	1%	4%	3%	2%	1%	3%	2%	2%	2%	2%	1%
None	19%	16%	20%	23%	24%	10%	19%	26%	21%	19%	15%	20%	22%	14%	19%	18%	18%
Don't know	5%	6%	7%	2%	3%	5%	5%	5%	4%	7%	4%	6%	5%	4%	4%	6%	3%

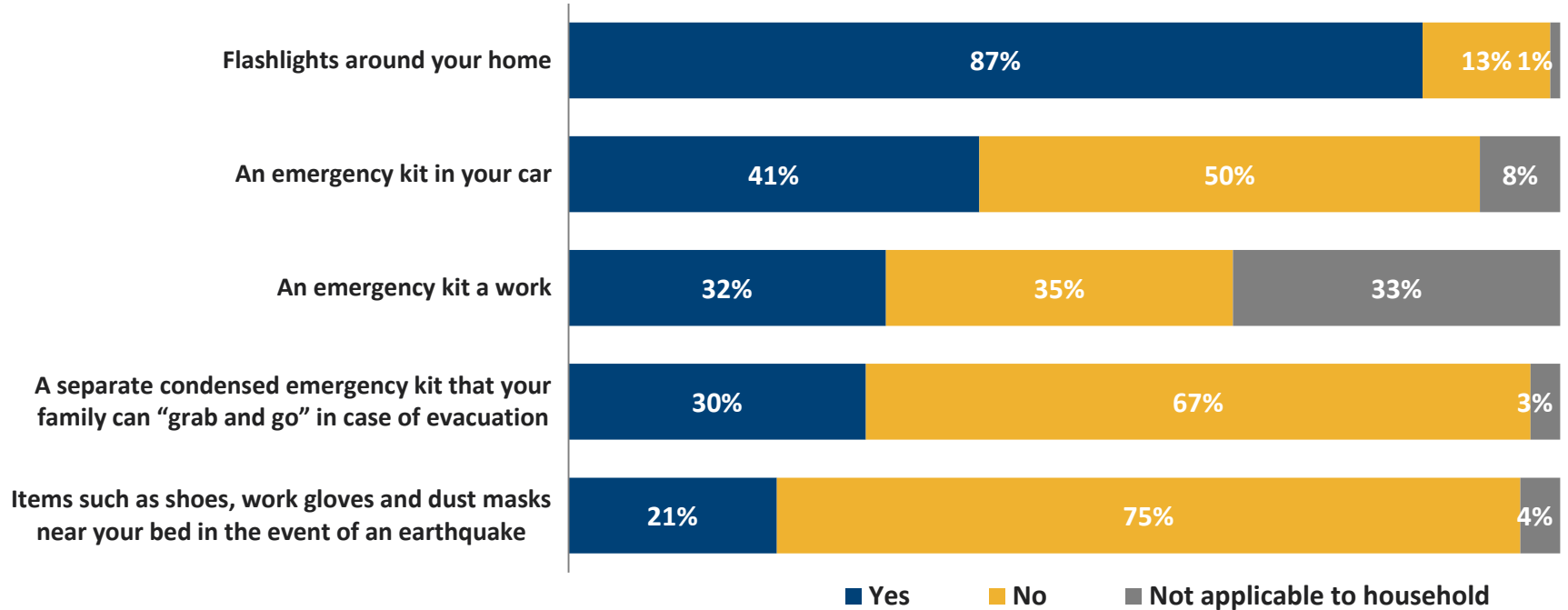
5+ points higher than total Underlined if 10+ points higher | 5+ points lower than total Underlined if 10+ points lower

Q13. Which of the following have either prevented you from gathering emergency supplies and organizing them into a kit or been a challenge in gathering emergency supplies and organizing them into a kit?



# Other Preparedness Items

Nearly nine-in-ten (87%) British Columbians say they have flashlights around their home. Far fewer have an emergency kit in their car (41%) or at work (32%). Three-in-ten (30%) say they have a condensed 'grab and go' kit and two-in-ten (21%) say they have items such as shoes, work gloves and a dust mask near their bed.



# Other Preparedness Items by Segments

A number of differences stand out for this question.

- Southern Interior and Northern residents are more likely to have an emergency kit in their car, but less likely to have shoes/gloves/dust mask near their bed.
- Older residents are more likely to have flashlights around the home.
- House owners are the most likely (and renters least likely) to have an emergency kit in their car, an emergency kit at work and a 'grab and go' kit.
- Lower income households and single person households are less likely to have several of the items tested in this question.

## Yes, Have Items

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
Flashlights around your home	87%	83%	91%	90%	90%	78%	84%	<u>97%</u>	91%	79%	83%	82%	90%	86%	85%	86%	89%
An emergency kit in your car	41%	37%	42%	48%	<u>52%</u>	34%	44%	44%	50%	43%	<u>31%</u>	34%	45%	43%	32%	50%	45%
An emergency kit a work	32%	32%	34%	30%	33%	39%	<u>42%</u>	<u>16%</u>	37%	30%	27%	28%	27%	40%	<u>21%</u>	36%	<u>45%</u>
A separate condensed emergency kit that your family can “grab and go” in case of evacuation	30%	29%	31%	30%	29%	26%	32%	30%	36%	26%	22%	24%	31%	33%	26%	32%	32%
Items such as shoes, work gloves and dust masks near your bed in the event of an earthquake	21%	23%	25%	16%	15%	21%	20%	23%	20%	25%	22%	25%	22%	18%	25%	21%	20%

5+ points higher than total Underlined if 10+ points higher 5+ points lower than total Underlined if 10+ points lower



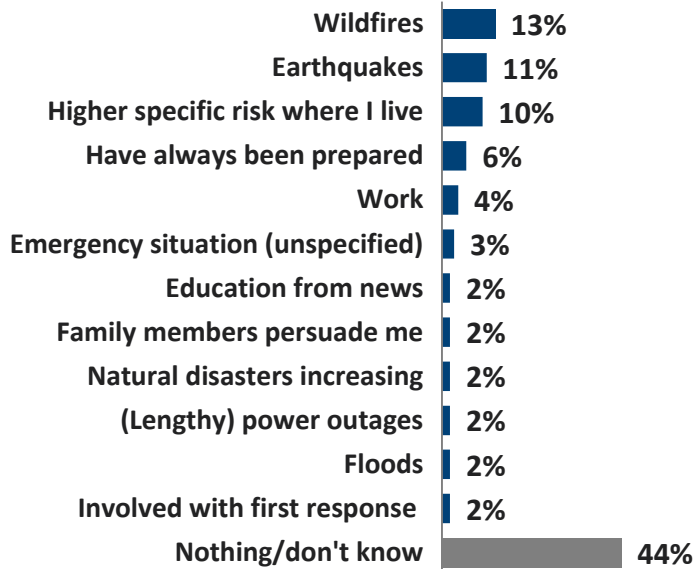
# Top Unaided Reasons for Taking Steps (Coded Open-Ended Responses) Ipsos Public Affairs

Survey respondents were asked, on an open-ended basis, what has or would prompt them to take steps to create an emergency response plan or gather emergency supplies. Among those with an emergency plan or with emergency supplies, the two top prompts were emergency events including wildfires (13%) and earthquakes (11%). A third reason is an understanding that they live in a higher risk region for some type of emergency.

Among those without an emergency plan/supplies, the top things that would prompt them to act are an emergency occurring in/near their region (16%) and having more money/financial support (9%).

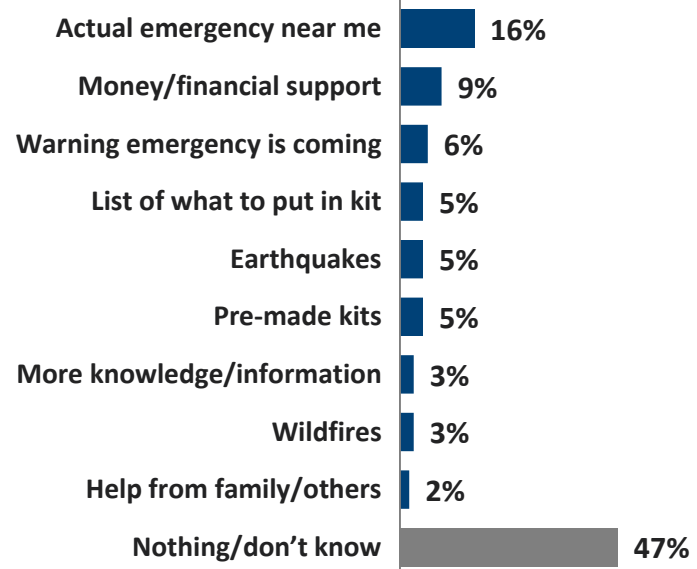
## Among Those With a Plan or Supplies

Q15a. What is something specific that has prompted you to take steps to create an emergency response plan or gather emergency supplies (e.g. an event, an emergency, information)? (n=996)



## Among Those Without a Plan or Supplies

Q16. What is something specific that would prompt you to take steps to create an emergency response plan or gather emergency supplies (e.g. an event, an emergency, information)? (n=210)



# Top Unaided Reasons for Taking Steps by Segments (Coded Open-Ended Responses)

Among those with an emergency plan or with emergency supplies, Southern Interior and Northern residents are the most likely to say they were prompted to act by wildfires.

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	996	479	211	220	86	181	380	435	509	158	263	235	440	321	292	303	279
Wildfires	13%	4%	6%	<u>32%</u>	<u>30%</u>	13%	10%	15%	17%	7%	8%	7%	13%	17%	13%	15%	11%
Earthquakes	11%	14%	15%	4%	3%	11%	10%	12%	10%	12%	10%	10%	11%	11%	9%	11%	13%
Higher specific risk where I live	10%	10%	14%	7%	5%	8%	10%	11%	8%	12%	10%	9%	11%	8%	8%	8%	12%
Have always been prepared	6%	4%	4%	11%	6%	4%	6%	6%	6%	2%	7%	5%	6%	6%	7%	6%	3%
Work	4%	3%	4%	4%	2%	3%	4%	3%	3%	5%	4%	3%	4%	3%	2%	5%	4%
Emergency situation (unspecified)	3%	3%	3%	2%	4%	2%	4%	2%	3%	4%	2%	2%	2%	3%	2%	3%	4%
Education from news	2%	3%	3%	1%	1%	2%	3%	2%	3%	3%	1%	2%	3%	1%	1%	3%	3%
Family members persuade me	2%	3%	2%	2%	0%	3%	2%	2%	2%	3%	3%	2%	2%	3%	1%	1%	5%
Natural disasters increasing	2%	2%	2%	2%	1%	2%	3%	2%	3%	0%	2%	1%	2%	3%	1%	2%	4%
(Lengthy) power outages	2%	2%	1%	1%	3%	0%	3%	1%	2%	3%	2%	3%	1%	2%	2%	2%	2%
Floods	2%	1%	0%	4%	5%	2%	1%	2%	2%	1%	2%	3%	1%	2%	3%	1%	2%
Involved with first response	2%	1%	3%	1%	3%	0%	1%	3%	2%	3%	1%	3%	2%	0%	1%	2%	1%
Nothing/don't know	40%	45%	43%	<u>28%</u>	38%	<u>46%</u>	38%	37%	39%	42%	42%	44%	41%	36%	42%	42%	32%

5+ points higher than total      5+ points lower than total  
 Underlined if 10+ points higher      Underlined if 10+ points lower

Q15a. What is something specific that has prompted you to take steps to create an emergency response plan or gather emergency supplies (e.g. an event, an emergency, information)?

Base: Have a plan or supplies (n=996)

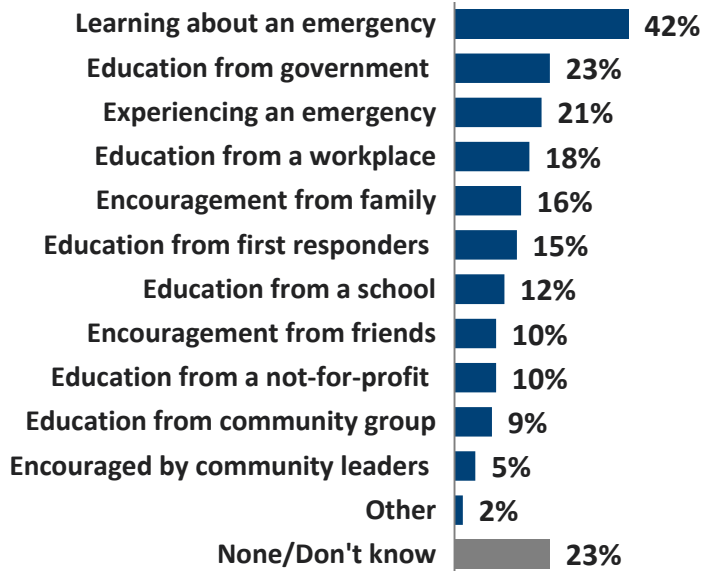
# Top Aided Reasons for Taking Steps

Survey respondents were also asked to select (from a list) the things that have prompted or would prompt them to take steps to create an emergency response plan or gather emergency supplies. For those with a plan or supplies, the top prompt is learning about an emergency through a source such as the news (42%). For those without a plan or supplies, the top prompt would be personally experiencing some type of emergency (47%).

Education from government is a top three response for both segments.

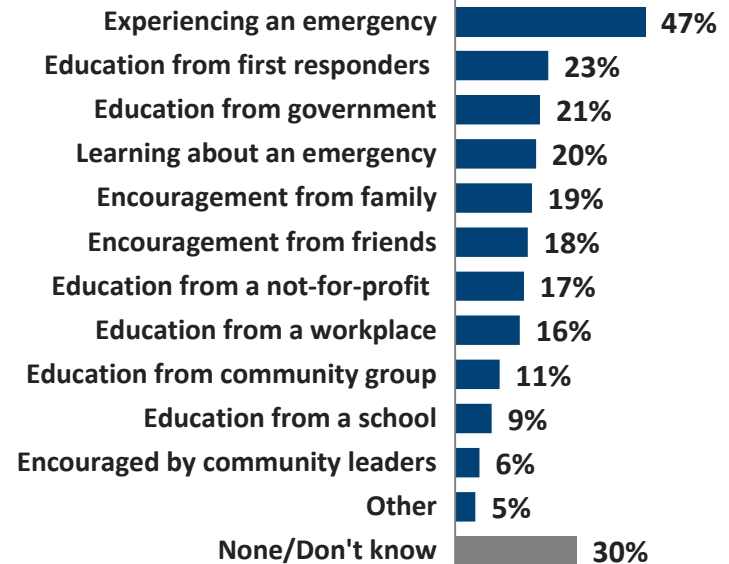
## Among Those With a Plan or Supplies

Q15. Which of the following have prompted you to take steps to create an emergency response plan or gather emergency supplies? (n=996)



## Among Those Without a Plan or Supplies

Q17. Which of the following would be likely to prompt you to take steps to create an emergency response plan or gather emergency supplies? (n=210)





# Top Aided Reasons for Taking Steps by Segments

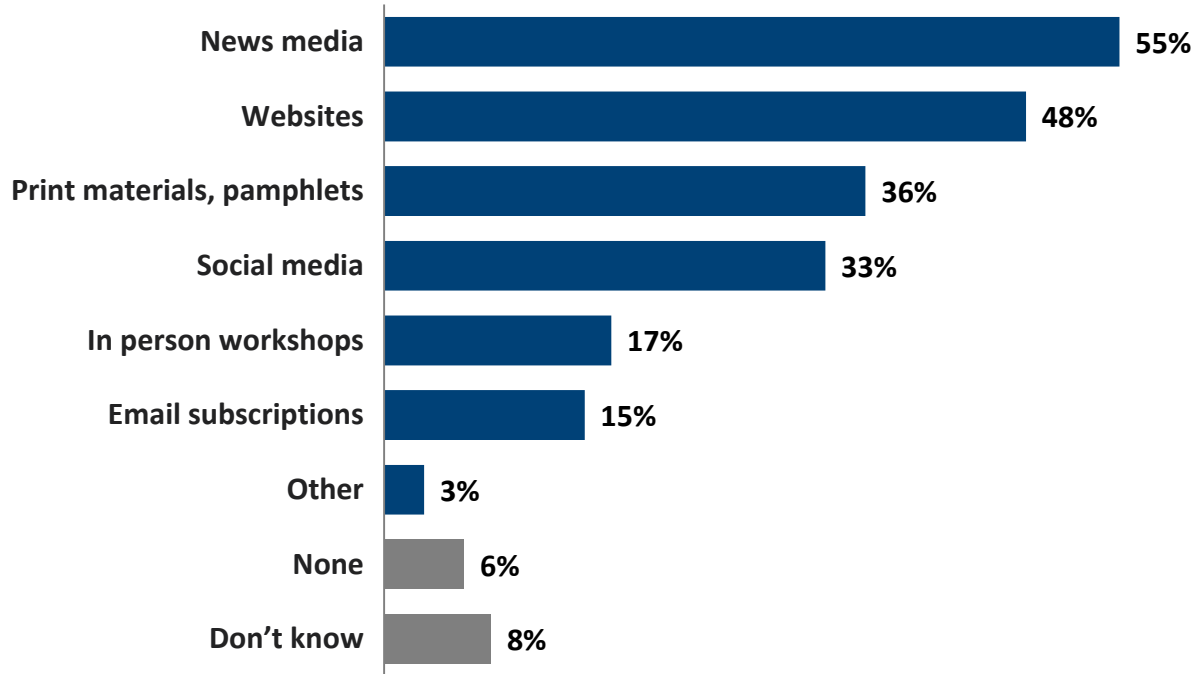
Among those with an emergency plan or with emergency supplies, the motivations for taking action are similar across segments. The biggest differences are that Northern residents are more likely to mention education from first responders and younger residents are more likely to mention education from a school.

	Region					Age			Own or Rent			Household Size			Household Income		
	Total	Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	996	479	211	220	86	181	380	435	509	158	263	235	440	321	292	303	279
Learning about an emergency	42%	42%	39%	42%	46%	41%	37%	46%	44%	36%	37%	35%	42%	46%	41%	42%	44%
Education from government	23%	25%	20%	18%	30%	21%	20%	27%	25%	31%	16%	21%	23%	24%	20%	25%	25%
Experiencing an emergency	21%	18%	17%	26%	30%	24%	21%	19%	21%	18%	23%	20%	18%	24%	23%	21%	21%
Education from a workplace	18%	20%	16%	14%	20%	24%	16%	15%	19%	20%	16%	14%	17%	21%	11%	24%	22%
Encouragement from family	16%	16%	18%	16%	17%	23%	17%	11%	18%	12%	12%	12%	13%	23%	14%	17%	19%
Education from first responders	15%	13%	14%	17%	28%	20%	13%	15%	17%	13%	16%	12%	15%	18%	11%	19%	17%
Education from a school	12%	14%	10%	12%	9%	24%	11%	6%	12%	6%	14%	10%	7%	20%	12%	10%	16%
Encouragement from friends	10%	10%	8%	11%	9%	13%	10%	9%	10%	12%	11%	9%	9%	13%	11%	13%	9%
Education from a not-for-profit	10%	11%	8%	9%	14%	11%	10%	10%	9%	14%	10%	8%	10%	11%	9%	14%	9%
Education from community group	9%	9%	9%	7%	14%	7%	8%	10%	8%	13%	10%	9%	9%	9%	8%	13%	5%
Encouraged by community leaders	5%	6%	4%	6%	5%	8%	5%	4%	6%	1%	5%	4%	4%	9%	6%	4%	7%
Other	2%	2%	4%	3%	1%	2%	2%	3%	2%	2%	3%	4%	2%	1%	3%	2%	2%
None/Don't know	23%	22%	20%	25%	25%	20%	21%	27%	23%	18%	25%	28%	23%	18%	25%	19%	20%

5+ points higher than total Underlined if 10+ points higher      5+ points lower than total Underlined if 10+ points lower

# Top Three Preferred Channels for Information

British Columbians would most prefer to get their emergency preparedness information from news media (55%) and websites (48%). Printed materials (36%) and social media (33%) are next most preferred, followed by in-person workshops (17%) and email subscriptions (15%).



# Top Three Preferred Channels for Information by Segments

Younger residents and renters are the most likely to prefer social media as a channel for receiving emergency preparedness information. Older residents are much higher for news media and for printed materials.

Northern residents are higher than average for news media, websites and social media.

	Total	Region				Age			Own or Rent			Household Size			Household Income		
		Metro Van	Van Island	South Interior	North	18-34	35-54	55+	Own House	Own Condo	Rent	1	2	3+	<\$50K	\$50K-\$90K	\$90K+
Sample Size	1206	603	250	252	101	243	483	480	570	194	359	303	499	404	375	359	320
<b>News media</b>	55%	51%	55%	61%	<u>67%</u>	53%	46%	<u>66%</u>	55%	50%	55%	50%	59%	54%	56%	58%	52%
<b>Websites</b>	48%	47%	47%	46%	<u>59%</u>	52%	47%	44%	48%	45%	48%	<u>38%</u>	48%	<u>53%</u>	46%	50%	50%
<b>Print materials, pamphlets</b>	36%	36%	40%	30%	39%	<u>22%</u>	33%	<u>49%</u>	38%	40%	30%	32%	41%	32%	31%	39%	36%
<b>Social media</b>	33%	30%	33%	37%	<u>43%</u>	<u>45%</u>	33%	24%	31%	<u>22%</u>	<u>43%</u>	30%	29%	<u>39%</u>	<u>41%</u>	31%	29%
<b>In person workshops</b>	17%	19%	13%	15%	15%	15%	19%	16%	18%	19%	15%	13%	16%	21%	14%	21%	17%
<b>Email subscriptions</b>	15%	15%	17%	14%	13%	12%	14%	17%	13%	19%	15%	12%	17%	14%	13%	16%	17%
<b>Other</b>	3%	2%	2%	6%	2%	3%	2%	3%	3%	2%	2%	4%	3%	2%	4%	2%	3%
<b>Nothing/None</b>	6%	5%	5%	6%	5%	7%	6%	4%	5%	5%	6%	8%	5%	4%	8%	4%	5%
<b>Don't know</b>	8%	9%	9%	5%	2%	8%	9%	6%	7%	8%	8%	11%	7%	7%	7%	5%	8%

5+ points higher than total Underlined if 10+ points higher 5+ points lower than total Underlined if 10+ points lower

# Weighted Sample Characteristics



# Weighted Sample Characteristics

Region	
Metro Vancouver	53%
Vancouver Island	17%
Southern Interior	23%
North	7%

Gender	
Female	51%
Male	49%

Age	
18 to 34	29%
35 to 44	36%
55+	35%

Home Ownership	
Own a house	46%
Own a condo/co-op	16%
Rent	31%
Live w/ parents/relatives	6%
Other	1%
Prefer not to answer	1%

Household Size	
1	25%
2	40%
3	16%
4	12%
5+	7%

Kids Under 18 at Home	
Yes	24%
No	76%

Education	
High school or less	20%
Some post-secondary	44%
University graduates	36%

Household Income	
Under \$40K	22%
\$40K to under \$60K	19%
\$60K to under \$80K	15%
\$80K to under \$100K	13%
\$100K to under \$150K	15%
\$150K or more	5%
Don't know/Refused	12%

## CONTACT

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