



**Innovative Emergency Management®**

**Umatilla CSEPP  
Public Affairs IPT Survey:  
Fall 2002 Final Report**

**January 17, 2003**

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***Prepared For***

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## 1.0 Introduction

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This document is a summary of a public outreach survey that was conducted in the Umatilla, Oregon, Chemical Stockpile Emergency Preparedness Program (CSEPP) community from October 28 through November 5, 2002. This survey effort is an outgrowth of the current work being undertaken by the Umatilla CSEPP Community and the CSEPP Public Affairs Integrated Process Team (IPT).

The Umatilla CSEPP community continues to conduct outreach activities that combine paid advertising with traditional outreach efforts. The success of these outreach efforts is measured in several ways in this telephone survey. Where appropriate, improvements to the survey questionnaire are made to ensure the site public affairs officers continue to elicit meaningful information from the residents within the emergency planning zones.

This document shows comparisons with past survey efforts conducted by the Umatilla Public Information Group in conjunction with Moore Information, Inc. It also includes an introduction to the new questions and the anticipated uses of the data.

## 2.0 Methodology

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The CSEPP Public Affairs IPT developed the survey. Mark Clemens, Washington State Emergency Management Agency Public Information Officer (PIO), chaired the subcommittee that developed the survey. Cheryl Humphrey, Umatilla County CSEPP Public Information Officer, was also instrumental in the questionnaire design, along with other Public Information Officers in the Umatilla community.

Innovative Emergency Management, Inc. (IEM) served as technical advisor to the IPT, assisted in developing the survey, and provided analysis of the results. Natek, Inc., of Chantilly, Virginia, fielded the survey and provided data to IEM for analysis.

A total of 844 residents living within the emergency planning zones responded to the survey, including 30 residents of the Washington State Emergency Planning Zones (EPZs), and 814 residents of the Oregon State EPZs. All statistics presented in this report are weighted back to population proportions to correct for the over-sampling of Washington residents. The survey was developed with the same  $\pm 3.4$  margin of error at the 95% confidence level used in previous Umatilla surveys. Systematic random digit dialing was used to reach telephone households not listed in current directories and to achieve a representative sample of adults living in these planning zones. In addition to using or adapting some of the same questions used in previous surveys, new open-ended questions were designed to record residents' specific knowledge of protective actions.

### 3.0 Trust and Control

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Research indicates that there are two principal strategies for providing a sense of safety to people living near a potentially hazardous facility:

- Provide the public with a sense of control.
- Enhance the public's trust in the management and personnel of the emergency preparedness program.

Two questions on the survey were used to evaluate the levels of trust and control present in residents living in the Umatilla CSEPP emergency planning zones. The responses to these questions were combined to form a trust/control matrix that identifies four distinct groups of Umatilla CSEPP community residents.

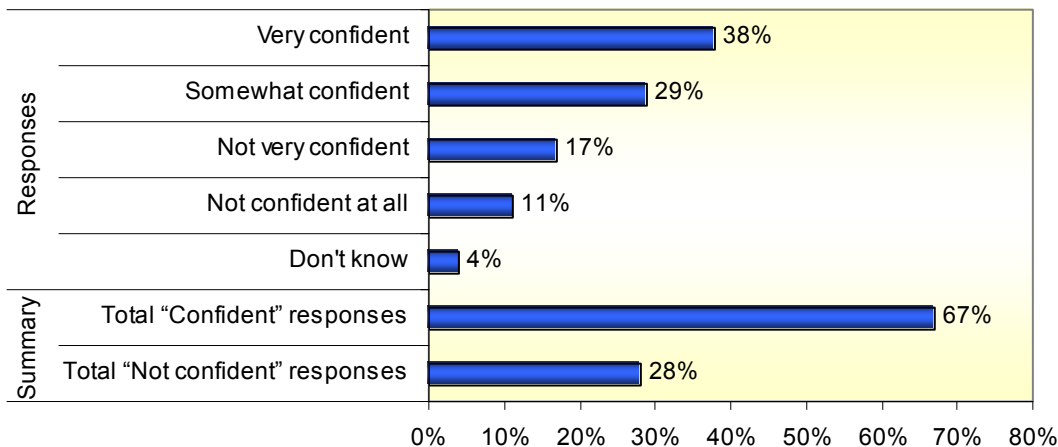
IEM first reported the results of these dimensions in the May 2002 survey report.<sup>1</sup> The same questions were repeated in the October/November 2002 Survey and there are no significant changes in the results. Although the makeup of the various trust and control groups remained the same, the information continues to provide valuable insight that is beneficial to outreach campaign planners.

In order to assess the level of trust that residents have in CSEPP, they were asked a question regarding prompt public notification in the event of a chemical emergency. Those residents who were confident were labeled as having a "High Trust" level, and those who were not were labeled as having a "Low Trust" level, as in the previous survey. These results are illustrated in Figure 1.

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<sup>1</sup> "Umatilla CSEPP Public Affairs IPT Survey: Baseline Report." IEM, Inc. June 19, 2002.

**How confident are you that the public will be notified quickly in case of a chemical emergency at the Umatilla Chemical Depot? (Q23)**

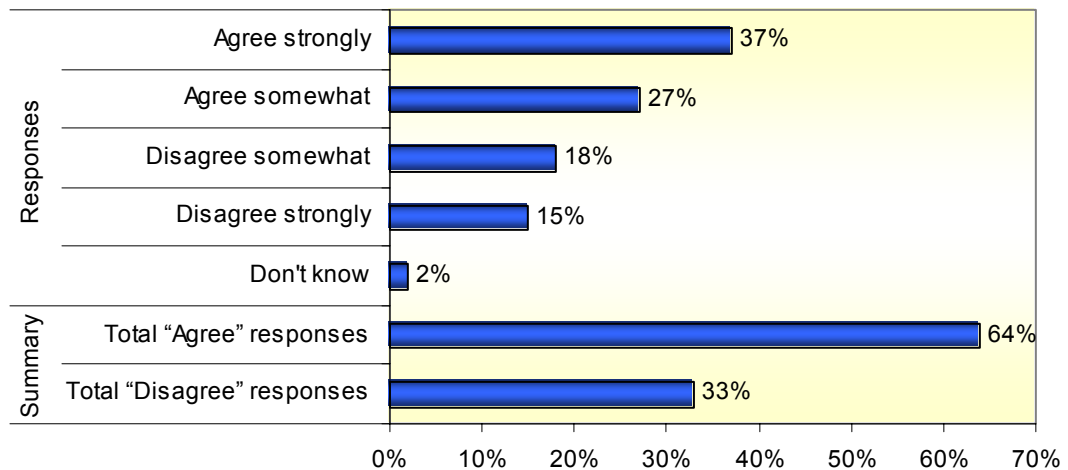


**Figure 1: Confidence in Quick Notification as Trust Dimension**

Sixty-seven percent of the residents in the Umatilla CSEPP community responded that they were confident that they would be notified quickly in case of a chemical emergency at the Umatilla Chemical Depot (38% were very confident). Men more than women were very confident of being notified quickly (46% vs. 37%).

To determine the level of control that residents wish to have in their own preparedness for a potential chemical emergency, they were asked to agree or disagree with the following statement: "I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program." To reduce the complexity of this question as it was posed in the previous survey, it has been condensed. Those residents who agreed were labeled as having a "High Control" level, and those who disagreed were labeled as having a "Low Control" level. Sixty-four percent of residents agree with the statement, and 37% agree strongly. Figure 2 illustrates these results.

**“I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program.” (Q26)**



**Figure 2: Desire for Information as Control Dimension**

Hispanic residents are more likely than non-Hispanics to agree that they are willing to spend time learning about CSEPP (87% agree, 55% strongly vs. 63% agree, 36% strongly). There is also an indication that African-Americans feel strongly about learning more about CSEPP; however, the sample size was not adequate to make definite conclusions.

As age increases, residents are less likely to agree with the above statement. Where 78% (46% strongly agree) of 18-29 year-olds strongly agree, only 63% (32% strongly) of residents over 60 years-old agree. More residents without the Internet (73% agreed, 42% strongly) are willing to spend at least an hour per month learning about CSEPP than those with the Internet (62% agreed, 36% strongly).

The Trust/Control matrix, formed from the intersection of the responses to these two survey items, defines four groups. These groups, shown below in Table 1, provide insight into the responses to this survey. An additional 6% of residents who answered “Don’t know” to either of the previous two survey questions were not assigned to these groups. For comparison, the percentages from the May 2002 survey are shown in parentheses.

**Table 1: Trust/Control Matrix**

	Low Control Level	High Control Level
	Group 1: <b>The Believers</b>	Group 2: <b>The Participants</b>
<b>High Trust Level</b>	23% (24%)	44% (47%)
	Group 3: <b>The Cynics</b>	Group 4: <b>The Watchdogs</b>
<b>Low Trust Level</b>	10% (8%)	18% (16%)

## 4.0 Emergency Preparedness

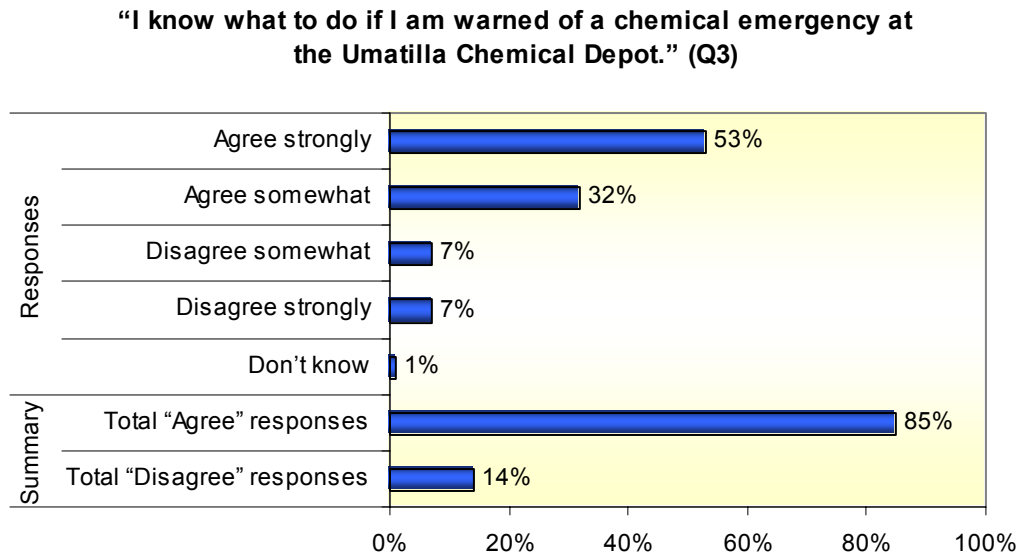
Ninety-two percent of the residents in the Umatilla CSEPP emergency planning zones are aware of the chemical agents stored at the depot. This percentage has significantly decreased since the May 2002 survey where 96% of the residents were aware of chemical agents. More Hispanics are unaware of chemical agents compared to non-Hispanics (17% vs. 6%). This pattern was also evident in the May 2002 survey analysis.

Internet access is associated with higher awareness; 95% of residents with Internet access are aware of chemical agents compared to only 89% of residents that do not have the Internet. Residents who know which emergency zone they live in, compared to those that do not, are more likely to be aware of chemical agents (95% vs. 89%). From the trust/control groups, 89% of the “Watchdogs” are aware of chemical agents, while the other groups have greater than 92% awareness.

There has been a significant improvement in the percentage of residents who know the difference between the sounds the sirens make when being tested versus the sound they make in the event of an actual chemical emergency. This percentage has increased from 30% in May 2002 to 48% in October 2002 and is likely due to specific outreach messages emphasizing the siren sound differences. There is more awareness of the difference between the sounds among those residents who have access to the Internet than among those residents who do not (53% vs. 40%).

If a resident has a first responder living in his household he is more likely to know the difference between the siren sounds, versus a resident that does not have a first responder in his household (64% vs. 47%). Households with depot workers are more likely than households without depot workers to know the difference between the two sounds (74% vs. 46%). Residents that know their emergency zone, opposed to those that do not, are more aware of the different siren sounds (67% vs. 45%). Those individuals with high trust are more likely to know about the two sounds than low trust individuals (53% vs. below 41%).

Eighty-five percent of residents agree (53% strongly) with the statement, “I know what to do if I am warned of a chemical emergency at the Umatilla Chemical Depot.” This result is illustrated in Figure 3. This percentage has slightly increased from May 2002 where 82% of residents agreed (51% strongly) that they know what to do in a chemical emergency. Only 70% (32% strongly) of Hispanics agreed, while 88% (56% strongly) of non-Hispanics agreed with the above statement. This same ethnic discrepancy was evident in the May 2002 survey.



**Figure 3: Confidence in Appropriate Reaction to a Chemical Emergency**

There is a greater degree of agreement among residents that have Internet access (91% agree, 60% strongly agree) than without Internet access (77% agree, 43% strongly agree). More households with employees from the depot know what to do if there is a chemical emergency, compared to other households (96% agree, 85% strongly vs. 85% agree, 51% strongly). If a resident knows which emergency planning zone they live in, they are more likely to know what to do in the event of a chemical emergency when compared to those that do not know their emergency planning zone (94% agree, 70% strongly vs. 84% agree, 51% strongly).

The trust/control group most likely to agree they know what to do in a chemical emergency is the “Believers” (94% agree, 65% strongly), and the least likely group is the “Watchdogs” (70% agree, 30% strongly). This is the same pattern revealed in the May 2002 survey. This result may imply that residents who are the most likely to know what to do in a chemical emergency must already know enough information that they are not willing to spend at least one hour a month learning about CSEPP.

The number of residents that report having an emergency plan has significantly decreased from 48% in May 2002 to 37% in October 2002, despite outreach efforts to encourage the development of such plans. Hispanics are less likely to have an emergency plan than non-Hispanics (27% vs. 38%). Residents with Internet access are more likely to have an emergency plan than those without access (41% vs. 30%). Households with depot employees are more likely to have an emergency plan compared to households without depot employees (57% vs. 35%). Residents who know the emergency zone they live in are more likely to have an emergency plan than residents who don't know their zone (60% vs. 33%).

“Watchdogs” are the least likely of any of the trust/control groups to have an emergency plan (23%), versus the other groups (above 38%). There were other indications of differences in the percentage of families with an emergency plan between Caucasians, African-Americans, Hispanics and Native Americans. However, the sample sizes for African-Americans and Native Americans were not large enough to draw definite conclusions.

Overall, 75% of residents have access to a shelter-in-place kit. This is a significant drop from 79% in May 2002. A more detailed percentage breakdown is shown in Figure 4. Fewer Hispanics have a shelter-in-place kit than other races in the home (46% vs. 55%), at work (3% vs. 6%), or both (11% vs. 18%). Overall, 60% of Hispanics have access to a shelter-in-place kit versus 78% of non-Hispanics. A higher percentage of Hispanics don't know if they have a shelter-in-place kit at work, home, or both (6% vs. 2%). The data also indicate potential differences between other ethnic groups, but as before, definite conclusions cannot be made due to the small sample sizes of particular ethnic groups.

Does your home or business have a shelter in place kit? (Q11)

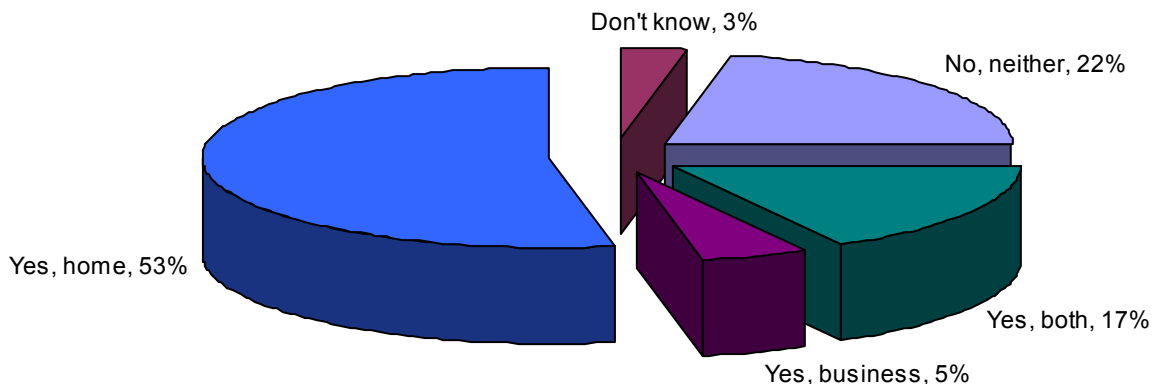
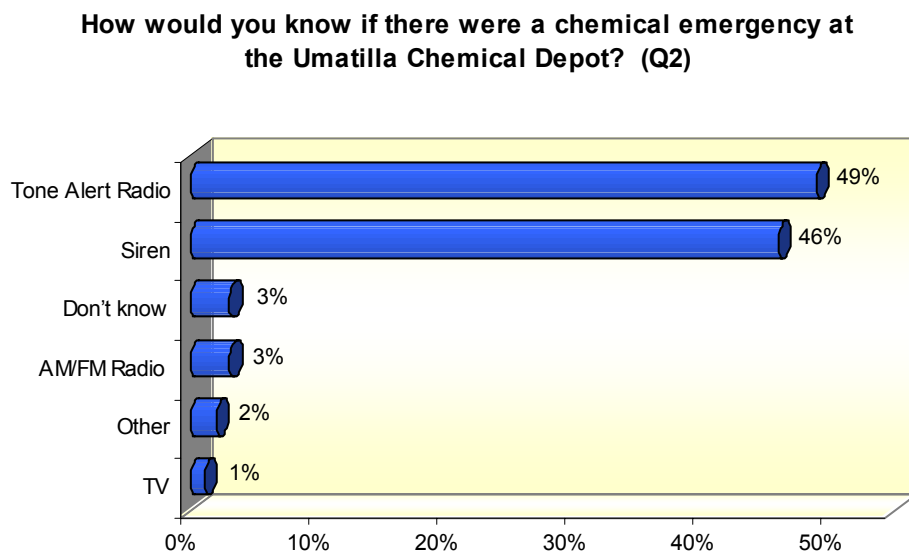


Figure 4: Percentage of Residents with Shelter-in-Place Kits

Residents who have lived in the vicinity of the depot for five years or less are less likely to have a shelter-in-place kit at either their home or business (65%) than residents who have lived in the area six years or more (72% and above). This same pattern is shown in the May 2002 survey results. Residents with Internet access are more likely to have access to a shelter-in-place kit (81% vs. 68%). Individuals that know their emergency planning zone are more apt to have a shelter-in-place kit (87% vs. 74%). Concerning the trust/control groups, 82% of Believers, 78% of Participants, 70% of Cynics, and 68% of Watchdogs have access to a shelter-in-place kit.

## 5.0 Initial Reactions to a Chemical Emergency

The most common way residents intend to learn of a chemical emergency is via tone alert radio (TAR) (49%). A close second method is via siren (46%). Figure 5 illustrates the means through which residents expect to be notified of a chemical emergency at UMCD. The percentages do not sum to 100% because respondents were allowed to give multiple answers.



**Figure 5: Means of Chemical Emergency Notification**

More women (53%) than men (44%) indicate they would find out about an emergency from a tone alert radio. More men (5%) than women (2%) specify they would find out by an “other” source. A larger percentage of Hispanics would find out about an emergency by listening to an AM/FM radio than non-Hispanics (6% vs. 2%). The length of time a resident has lived in the vicinity is associated with indicating tone alert radio. There is a peak at 6-10 years in the vicinity (63%) and

others are below 50%, with a low point at 11-15 yrs with 39%. Those that do not have access to the Internet are more likely not to know through what means they would find out about a chemical emergency, compared to those with Internet access (5% vs. 2%). Only 32% of the “Cynics” indicate they will learn of an emergency via siren, compared to greater than 44% of the other trust/control groups. The “Cynics” are the group most likely to learn of an emergency from “other” sources (10% vs. less than 4%), as well as the group least likely to know how they would find out about an emergency (10% vs. less than 6%).

There is an indication that Native Americans would find out about an emergency by listening to an AM/FM radio more than all other ethnicities; however, these results are inconclusive due to the small sample size of Native Americans.

When asked, “What action would you take if you found out there was a chemical emergency at the Umatilla Chemical Depot,” 46% of residents indicate that they would shelter-in-place. This is a significant increase from 29% in May 2002. Twenty-four percent of residents would evacuate which is consistent with the May 2002 results (25% in May 2002). However, significantly fewer residents said they would await instructions from officials compared to May 2002.

Women are more likely to shelter-in-place (52%) than men (38%), and men are more likely to evacuate (33%) than women (18%). Those residents with Internet access are more likely to shelter-in-place (50%) than those without Internet access (40%). Residents that know their emergency planning zone are more likely to shelter-in-place (52% vs. 45%) or await instructions (24% vs. 14%). Those that don't know their emergency planning zone are more likely to evacuate (25% vs. 17%). Residents that have lived in the area 6-10 years are more likely to await instructions (24%) compared to the rest of the community (16% and below), and less likely to evacuate (17% vs. 22% and above).

As might be expected due to established emergency plans, Washington residents are more likely than Oregon residents to evacuate (48% vs. 23%) or await instructions (38% vs. 15%). Oregon residents are more likely to shelter-in-place than Washington residents (47% vs. 7%). Emergency actions by city are shown in Figure 6.

Least likely to shelter-in-place are the “Watchdogs” (37%), compared to all other trust/control groups (43% and above). The groups with high trust levels are less likely to evacuate (21%) than those with low trust (32%). Only 6% of the “Cynics” intend to wait for instructions, while 13% of the other groups will. The “Cynics” are also more apt to do “other” actions in an emergency than other groups (5% vs. 2% and below).

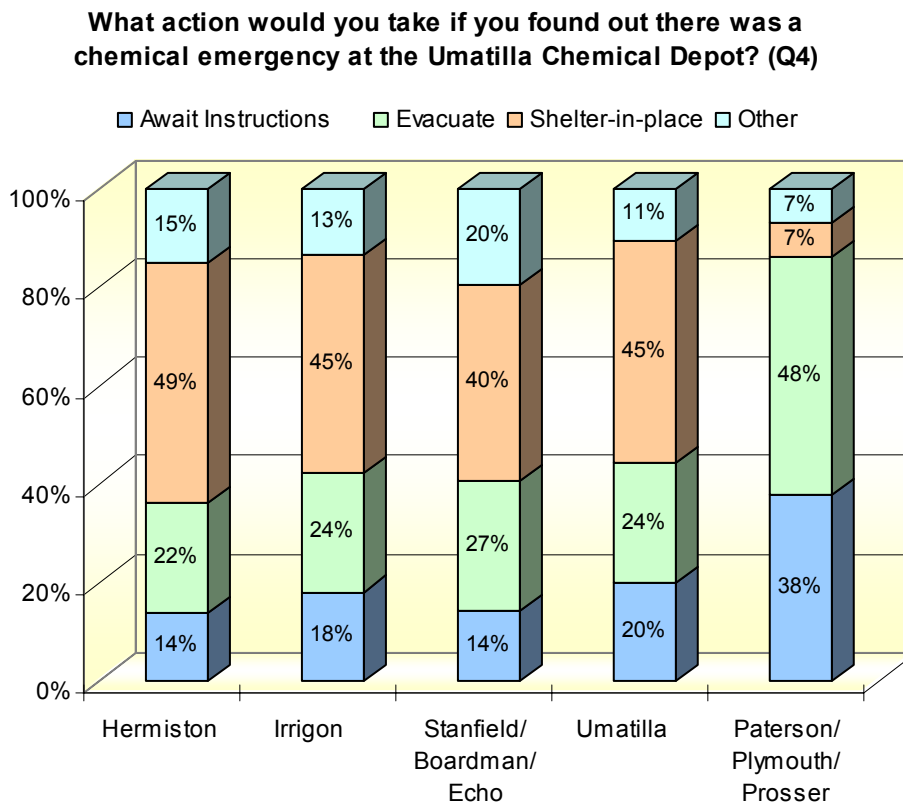


Figure 6: Intended Emergency Response by Geographic Region

## 6.0 Procedural Knowledge of Shelter-in-Place vs. Evacuate

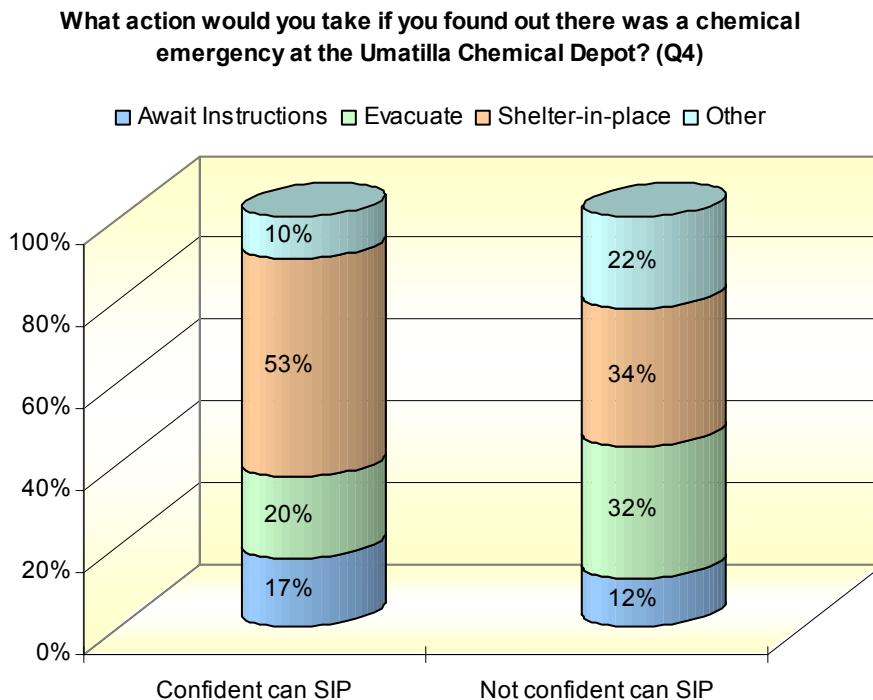
### 6.1 Shelter-in-Place

Sixty-four percent of residents are confident (32% very confident) that they know how to shelter-in-place and make a room safe from chemical vapors in the event of a chemical emergency.

Seventy percent of those residents who are confident they know how to shelter-in-place indicate that they would shelter-in-place (53%) or await official instructions (17%) in the event of a chemical emergency, versus only 46% (34% shelter-in-place and 12% await instructions) of those not confident they know how to shelter-in-place. This same relationship was apparent in the May 2002 analysis. The relationship between residents' confidence in sheltering-in-place and the protective actions residents intend to take is shown in Figure 7.

Confidence about sheltering-in-place increases with age, where 25% of 18-29 year olds are very confident, and 40% of 55 year olds or older are very confident.

Hispanics are less likely to feel confident about sheltering-in-place than non-Hispanics (54% confident, 18% very confident vs. 67% confident, 35% very confident). More individuals with Internet access are confident about sheltering-in-place (70% confident, 37% very confident) than individuals without Internet access (59% confident, 26% very confident). Households with depot employees are more likely to be confident about sheltering-in-place than other households (80% confident, 52% very confident vs. 65 % confident, 31% very confident). Residents that know their emergency zone (80% confident, 50% very) are more confident about sheltering-in-place than residents that don't know their zone (63% confident, 30% very confident).



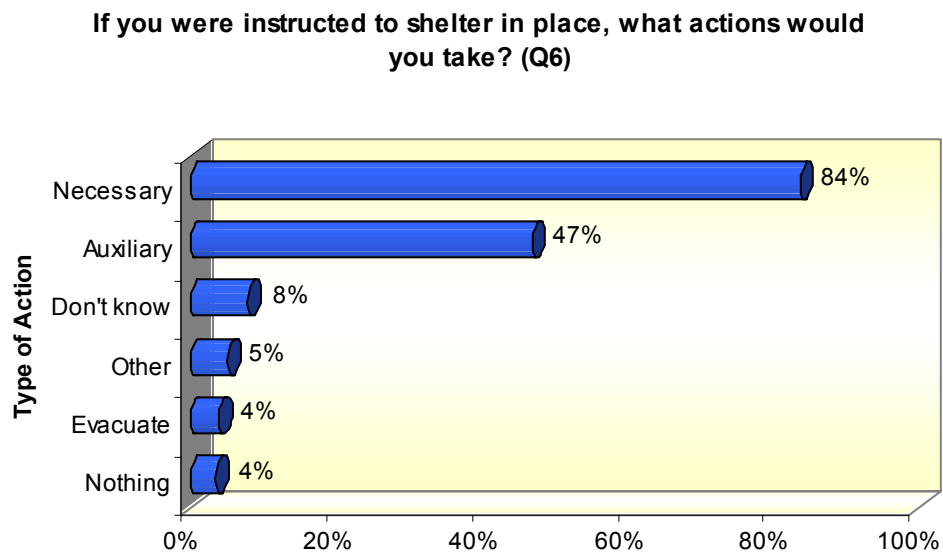
**Figure 7: Intended Emergency Response by Shelter in Place Confidence**

The trust/control group with the most confidence regarding its ability to shelter-in-place is the “Believers” (79% confident, 43% very confident). The next most confident group is the “Participants” (76% confident, 38% very confident), followed by the “Cynics” (47% confident, 27% very confident), and finally, the “Watchdogs” (37% confident, 12% very confident).

Residents were asked what actions they would take to shelter-in-place, if they were instructed to shelter-in-place. Figure 8 illustrates the percentage of residents who can name each type of shelter-in-place action. The percentages do not sum to 100% because respondents were allowed to give multiple answers. Eighty-four percent of residents are able to name at least one action that is necessary to

implement a shelter-in-place protective action successfully, which has increased from 71% in May 2002. Forty-seven percent of residents can name at least one action auxiliary to shelter-in-place, 8% say they didn't know how to shelter-in-place, 5% have "other" responses, 4% say they would evacuate, and 4% say they would do nothing.

Necessary actions to shelter-in-place include such answers as: seal doors and windows of shelter room (69%), close doors and windows (41%), go into shelter room of your home or workplace (37%), turn off heating and air conditioning systems (12%), close heating air conditioning vents (10%), and use the shelter-in-place kit (4%).



**Figure 8: Shelter-in-Place Actions**

As might be expected, 92% of those residents who feel confident in their ability to shelter-in-place and make a room safe from chemical vapors can name a necessary action, versus only 69% of those who are not confident they can shelter-in-place. This finding is consistent with the May 2002 analysis. More residents that are confident they know how to shelter-in-place can also name at least one auxiliary action to shelter-in-place compared to those that are not confident they know how to shelter-in-place (54% vs. 34%).

Residents that are not confident they know how to shelter-in-place are more prone to say they would take no actions to shelter-in-place, compared to those that are confident they know how to shelter-in-place (7% vs. 2%). More residents that are not confident they know how to shelter-in-place are also more apt to say they don't know what actions they would take to shelter-in-place, compared to those that are confident they know how to shelter-in-place (15% vs. 3%).

Ninety percent of residents aged 45-54 years-old can name an action necessary to shelter-in-place. Residents who are 18-29 years-old (73%) and residents 60 years of age and older (79%) are the least likely of all the age groups to name a necessary shelter-in-place action.

Internet users are more likely to know necessary shelter-in-place actions than non-users (87% vs. 78%). Oregon residents are more likely to know a necessary action to shelter-in-place than Washington residents (84% vs. 62%).

From the trust/control groups, the “Participants” are most likely to name a necessary action to shelter-in-place (91%), followed by the “Believers” (85%), “Watchdogs” (79%), and finally the “Cynics” (67%).

Of those who say they don’t know what to do in the event of a chemical emergency or would do nothing, only 51% can name a necessary shelter-in-place action, versus 72% of those who would evacuate, 88% of those who would await instructions, and 94% of those who would shelter-in-place.

Auxiliary actions include: getting food and water (29%), taking a radio or television into the shelter room (20%), listening to a radio or television for further instructions (18%), locating pets (5%), staying inside (1%), or getting supplies (1%). Females are more likely to list an auxiliary need than males (51% vs. 41%). Plymouth was the city with the highest percentage of residents that stated at least one auxiliary action to shelter-in-place (67%), followed by Boardman (66%), Umatilla (52%), Hermiston (46%), Stanfield (41%), Irrigon (40%), Echo (31%), Paterson (28%), and finally, Prosser (13%).

Of the trust/control groups, the “Participants” had the highest percentage of residents that name at least one auxiliary action to shelter-in-place (55%), followed by the “Believers” (45%), “Watchdogs” (42%), and finally the “Cynics” (31%).

Seventeen percent of Washington residents and 3% of Oregon residents would take no actions to shelter-in-place. Thirty-eight percent of the citizens of Prosser and 33% of citizens of Plymouth would take no actions to shelter-in-place, while 6% or less of the residents in the other cities say they would do nothing. The “Cynics” are the most likely trust/control group to do nothing if asked to shelter-in-place (9%) and the “Participants” are the least likely to do nothing (2%).

The 18-29 year-olds (17%) are the most likely age group not to know what actions they would take to shelter-in-place, and the 60 year-olds are the second most likely (10%). The residents that have lived in the area from 11 to 15 years are more likely not to know what actions they would take to shelter-in-place (15%), compared to others (under 11%).

Residents without Internet access are more likely not to know what actions they would take to shelter-in-place opposed to residents with Internet access (12% vs. 5%). No households with depot workers say they don't know what actions they would take to shelter-in-place compared to 8% of households without depot workers.

More men than women say they would evacuate when instructed to shelter-in-place (6% vs. 3%). More residents with Internet access say they would evacuate when instructed to shelter-in-place (5% vs. 2%). In addition, more households with first responders would evacuate when instructed to shelter-in-place (10% vs. 4%). The “Cynics” have the largest percentage of those that would evacuate when instructed to shelter-in-place (11%), compared to the other trust/control groups (3% or under). This is the same pattern in the trust/control groups as in the May 2002 analysis.

## 6.2 Evacuate

In the event of an evacuation, only 15% of residents know which reception or assistance center to go to. This is down from 20% in May 2002. Thirty-eight percent of Washington residents know which reception center they would go to, in contrast to only 15% of Oregon residents. This relationship is shown in Figure 9. This difference between the states is consistent with the May 2002 results.

In the event of an evacuation, do you know which reception or assistance center you should go to? (Q8)

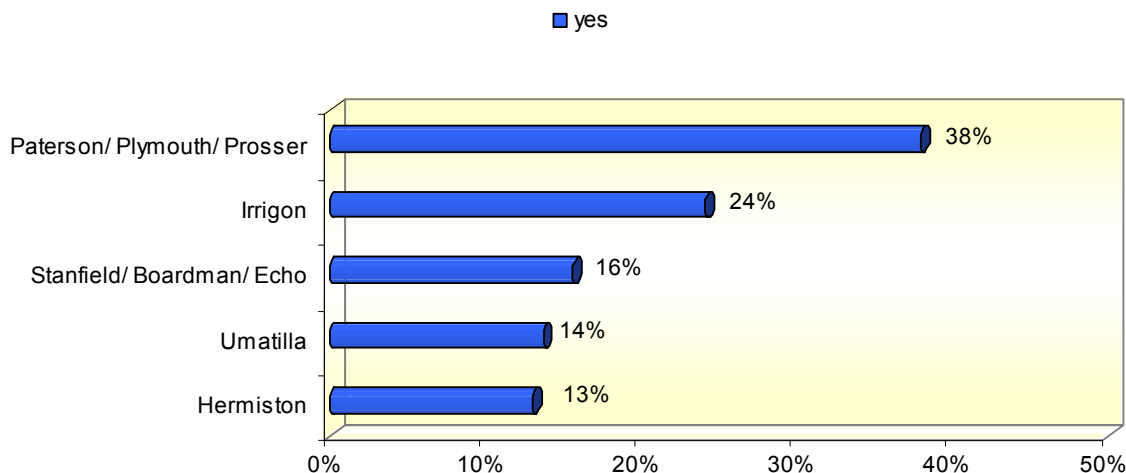
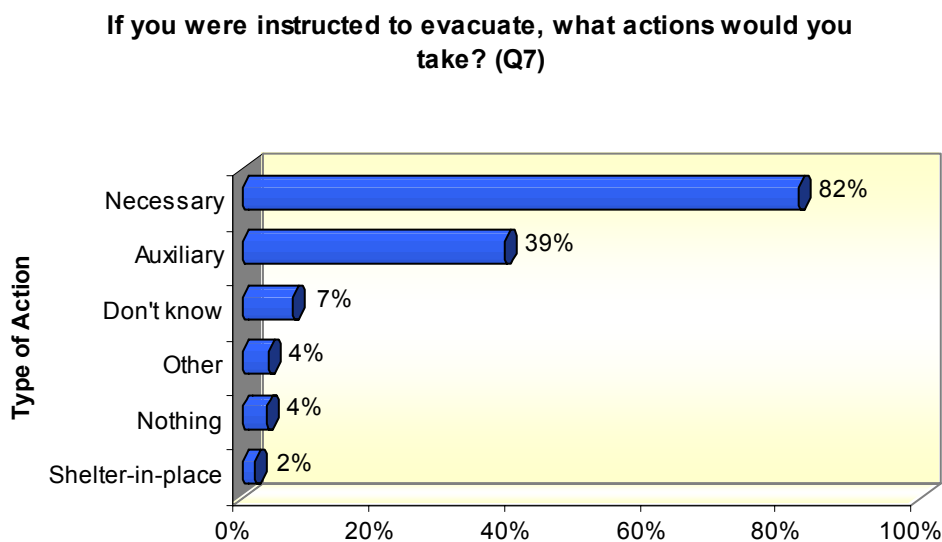


Figure 9: Reception or Assistance Center Knowledge by Geographic Area

Residents between the ages of 18 and 29 are least likely to know their reception center (6%), opposed to other ages groups (above 12%). Those residents with Internet access are more likely to know their assistance center than others (18% vs. 11%). Those with family members working at the depot are more likely to know their assistance center than other residents (28% vs. 14%). Residents that

know their emergency zone are also more likely to know their assistance center (34% vs. 12%). Of the trust/control groups, the “Participants” are most likely to know their reception center (19%), followed by the “Cynics” (17%), “Believers” (12%), and then the “Watchdogs” (10%).

When asked, “If you were instructed to evacuate, what actions would you take,” 34% of residents are able to name at least one action that is necessary to implement an evacuation protective action successfully. Figure 10 illustrates the percentage of residents who can name each type of evacuation action. The sum of these percentages is greater than 100%, as multiple responses were allowed. Necessary actions to evacuate include: leave in the direction of pre-planned place, direction, or route (37%), leave without a pre-planned place, direction, or route (37%), listen to EAS for correct evacuation route (24%), listen to EAS for location of shelter/reception center (5%), await/follow instructions from officials (6%), and turn off heating and air conditioning systems (2%).



**Figure 10: Evacuation Actions**

More men than women can state at least one necessary action to evacuate (88% vs. 78%). More Internet users indicate at least one necessary action to evacuate compared to those that are not Internet users (85% vs. 78%). Residents of Echo are the least likely to name at least one necessary action to evacuate (54%), compared to residents of the other cities (79% and above). Regarding the trust/control groups, the “Believers” are the most likely to name a necessary evacuation action with 85%, followed by the “Participants” and “Watchdogs” (both at 83%), and only 70% of the “Cynics” could name at least one necessary action to evacuate.

Although the “Watchdogs,” those with a low trust level and a high control level, were the most likely to say they would evacuate in the case of a chemical emergency, only 70% of this group could name a necessary action for successfully implementing an evacuation protective action. This percentage is lower than that in any other trust/control group. These same results were found in the May 2002 analysis.

Forty-eight percent of the population knows at least one auxiliary action for an evacuation. Auxiliary actions to evacuate include: leave/check wind direction (17%), tell neighbors and others to evacuate (6%), meet or contact family members before leaving (14%), locate/collect pets (7%), and get supplies (4%). More men than women named at least one auxiliary action to evacuate (87% vs. 79%).

Seven percent of residents don't know what actions they would take if they were instructed to evacuate, a number which has decreased from 18% in May 2002. Four percent of the community said they would do nothing if instructed to evacuate, 4% would do “other” actions, and 2% would shelter-in-place. More women than men said they would take no actions to evacuate (5% vs. 2%). More residents without Internet access said they would take no actions to evacuate, opposed to residents that don't have Internet access (6% vs. 2%). More women than men said they don't know what actions they would take if they were instructed to evacuate (9% vs. 5%). Residents that don't know their emergency zone are more likely not to know what actions they would take to evacuate (8% vs. 2%). The “Cynics” have the largest percentage of any trust/control group that doesn't know what actions they would take if they were instructed to evacuate (17% vs. 7% and below).

Of the 74% of the residents that say they would leave if instructed to evacuate, 51% have a pre-planned direction, route or destination and the other 49% do not. Of those that say they would leave only 29% of Hispanics said they had a pre-planned destination compared to 54% of all other ethnicities. More men than women have a pre-planned direction, route or destination (56% vs 47%). Of those residents that would leave, 58% of those with Internet access have a pre-planned destination compared to only 38% without Internet.

Residents with a member of the household employed by the depot are more likely to have a pre-planned direction, route or destination than others (71% vs 49%). Of the trust/control groups, the “Cynics” are most likely to have a pre-planned direction, route or destination (73% vs. 53% or below).

More residents that are confident they know how to shelter-in-place can name at least one necessary action to evacuate compared to those that are not confident they know how to shelter-in-place (87% vs. 74%). By the same token, more residents that are not confident they know how to shelter-in-place, compared to those that are confident, are more prone to say they would take no actions to

evacuate (6% vs. 2%) or don't know what actions they would take to evacuate (12% vs. 5%).

## 7.0 Information Sources

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### 7.1 *In the Event of a Chemical Emergency*

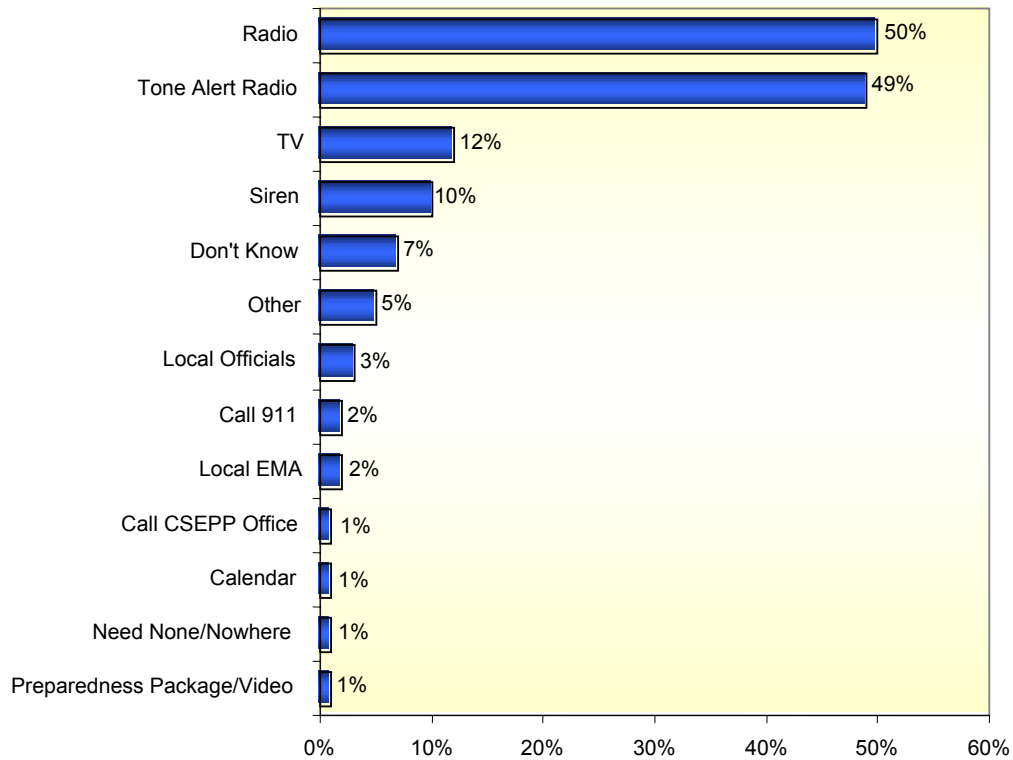
In the October 2002 survey, respondents were allowed to give up to three responses regarding how they would get instructions on how to protect themselves and their families during a chemical emergency. Figure 11 summarizes these results. Forty-nine percent of residents in the Umatilla CSEPP emergency planning zones would get instructions on how to protect themselves and their family during a chemical emergency from their tone alert radio, and 50% from an AM/FM radio. The percentages for TAR and radio have increased since May 2002 (29% and 27% respectively). However, statistical tests of comparison between May and October are not appropriate because respondents in the October 2002 study were allowed to give up to three answers, where in previous surveys they were limited to one.

Residents with Internet access are more likely to get information from a tone alert radio compared to residents without Internet access (53% vs. 43%). Only 29% of Hispanics would get information from a tone alert radio compared to 52% of non-Hispanics. Households with depot workers are more likely to get information from a tone alert radio than the rest of the community (63% vs. 48%). Regarding the trust/control groups, the "Believers" are the most likely to get information from a tone alert radio (58%), followed by the "Participants" (50%), "Cynics" (45%) and then the "Watchdogs" (38%).

Sixty-two percent of residents aged 55-59 would get information in an emergency from an AM/FM radio, while less than 58% of residents from all other age groups indicate radio as a source for this information. Fewer households with depot workers would get information from an AM/FM radio than other households (37% vs. 51%). More households that know their emergency planning zone would get information from an AM/FM radio than other households (62% vs. 49%).

Twelve percent indicated they would get this information from a television, 10% indicate siren, and 7% indicate that they don't know to where to get instructions during a chemical emergency. Regarding the trust/control groups, 15% percent of the "Watchdogs" and 9% of the "Cynics" don't know where they would get information in a chemical emergency, while only 5% or below of the high trust groups don't know.

**If a chemical accident occurred at the Umatilla Chemical Depot, where do you think you would get instructions on how to protect yourself and your family when you hear the warning signals? (Q9)**



**Figure 11: Sources for Instructions during a Chemical Emergency**

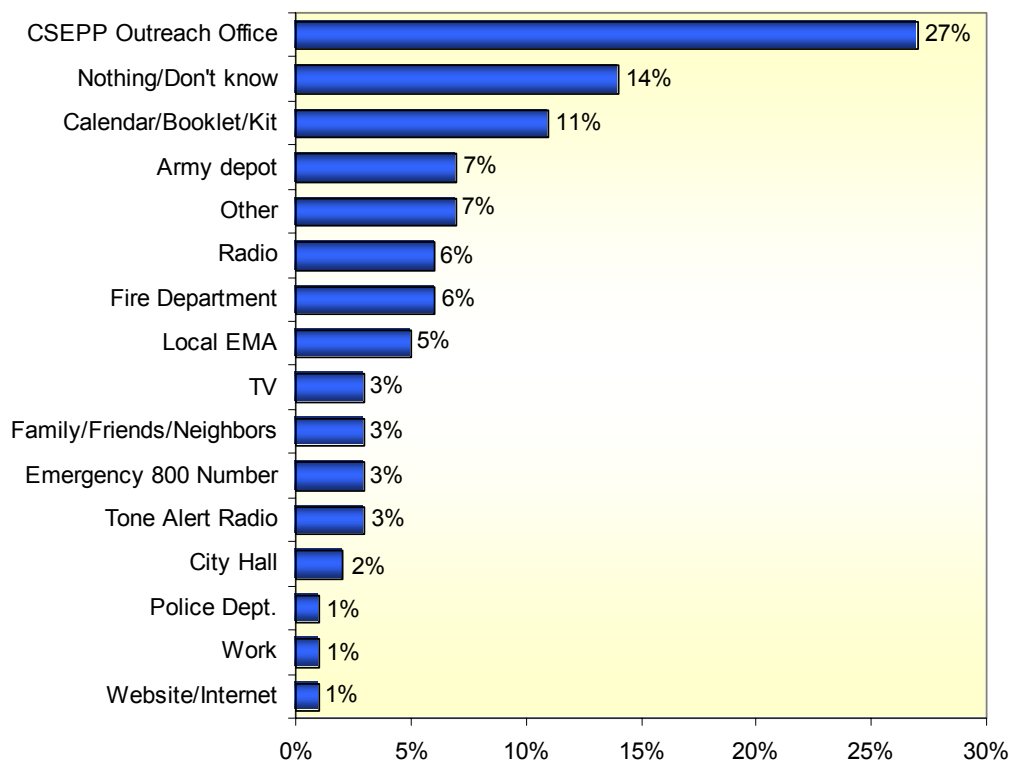
Two percent of the community would get instructions from the local EMA during a chemical emergency, 3% from local officials, 1% from the calendar, and 2% from calling 911. More 30-34 year-olds indicate they would get information from the local EMA (7%) compared to all other ages (4% or below). More residents without Internet access indicate the local EMA (4% vs. 1%), calendar (2% vs. 0%), or local officials (5% vs. 2%), compared to those with Internet access. More Hispanics than non-Hispanics would get information during a chemical emergency from the local EMA (11% vs. 1%), local officials (12% to 2%), or the Calendar (4% to 1%). Households with first responders are more likely to call 911 than other households (5% vs. 2%).

## **7.2 Preparing for a Chemical Emergency**

Residents were asked how they would get information on chemical emergency preparedness. These results are summarized in Figure 12. Twenty-seven percent of residents would most likely get information from the Umatilla CSEPP Outreach office about how to get prepared for a possible chemical accident at the Umatilla Chemical Depot. More residents with Internet access (33%) than without (17%) will get prepared by contacting the CSEPP office. Residents that know their emergency zone are more likely to get information from the CSEPP office

than those that do not know their zone (35% vs. 25%). Fewer Hispanics (14%) than non-Hispanics (28%) would get information from the CSEPP office. There is also an indication that there are differences between other ethnicities with respect to getting emergency preparedness information from the CSEPP office.

**Where would you be most likely to get information about how to get prepared for a possible chemical accident at the Umatilla Chemical Depot? (Q19)**



**Figure 12: Emergency Preparedness Information Sources**

Eleven percent of the community would refer to their calendar, booklet, or preparedness kit to get prepared for a chemical emergency, 6% would consult the fire department, 3% would call an emergency 800 number, 3% would contact family/friends/neighbors, 2% indicate they would get this information from their tone-alert radio, and 1% would consult the Internet. Washington residents are more likely to get information from the fire department than Oregon residents (34% vs. 6%). More households with first responders would get information from the fire department compared to other households (12% vs. 5%). More Hispanics than non-Hispanics would get prepared by calling an emergency 800 number (7% vs. 2%), consulting the fire department (12% vs. 5%), and contacting family, friends, or neighbors (6% vs. 2%). More people without Internet access compared to those with Internet access will get information from an emergency 800 number (5% vs. 2%) and family, friends, or neighbors (5% vs. 1%).

Fourteen percent of all residents indicate they don't know where to get information about how to get prepared for a chemical emergency. Households without first responders are more likely not to know where they would get emergency preparedness information than other households (15% vs. 4%). More residents without Internet access compared to those with Internet access don't know where they would get information about getting prepared for a chemical emergency (20% vs. 11%). Residents with low trust ("Watchdogs" at 23% and "Cynics" at 19%) are more likely not to know how to get information about getting prepared, compared to the residents with high trust ("Believers" and "Participants" both at 10%).

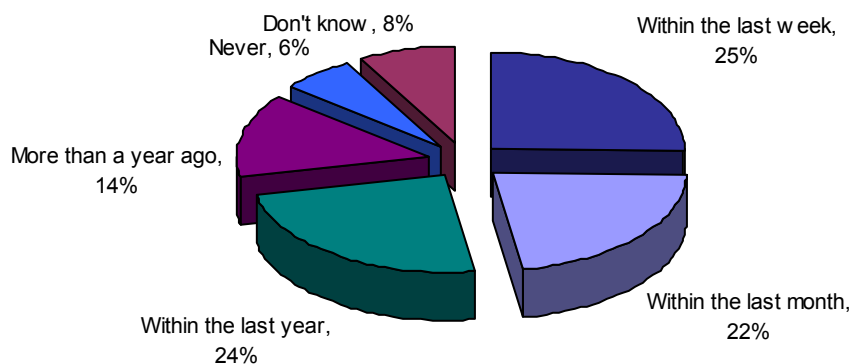
### **7.3 Recent Sources**

At the time of the survey, 25% of residents had heard, seen, or read some information about how to prepare for a chemical emergency within the last week. This percentage has significantly decreased from 33% in May 2002. An additional 22% had done the same within the last month, and 24% within the last year. Only 6% had never heard, seen, or read any chemical emergency preparedness information, but 8% do not know when was the last time that they had heard, seen, or read any such information. These results are illustrated in Figure 13.

Not all residents had the same likelihood of hearing a message about getting prepared for a chemical emergency within the last week. Fewer Hispanics than non-Hispanics heard a message within last week (14% vs. 27%), and month (13% vs. 24%). More residents with Internet access heard or saw information within the last week than those without Internet access (31% vs. 16%). Households with depot workers are more likely to have received information within the last week than other households (46% vs. 24%).

Of the residents who can recall the last time they heard, saw, or read any information about how to get prepared for a chemical emergency, 20% received this information by either an AM/FM radio or tone alert radio, 14% specify a newspaper or magazine, 14% say the television, and 12% site an informational kit or pamphlet. A summary of the CSEPP information media is given in Figure 14. Older residents are more likely to have received information by newspaper or magazine. Only 9% of residents aged 18 to 44 years receive information by newspaper or magazine, versus 24% of residents 60 years of age or older.

**When was the last time you heard, saw, or read any information about how to prepare for a chemical emergency? (Q20)**

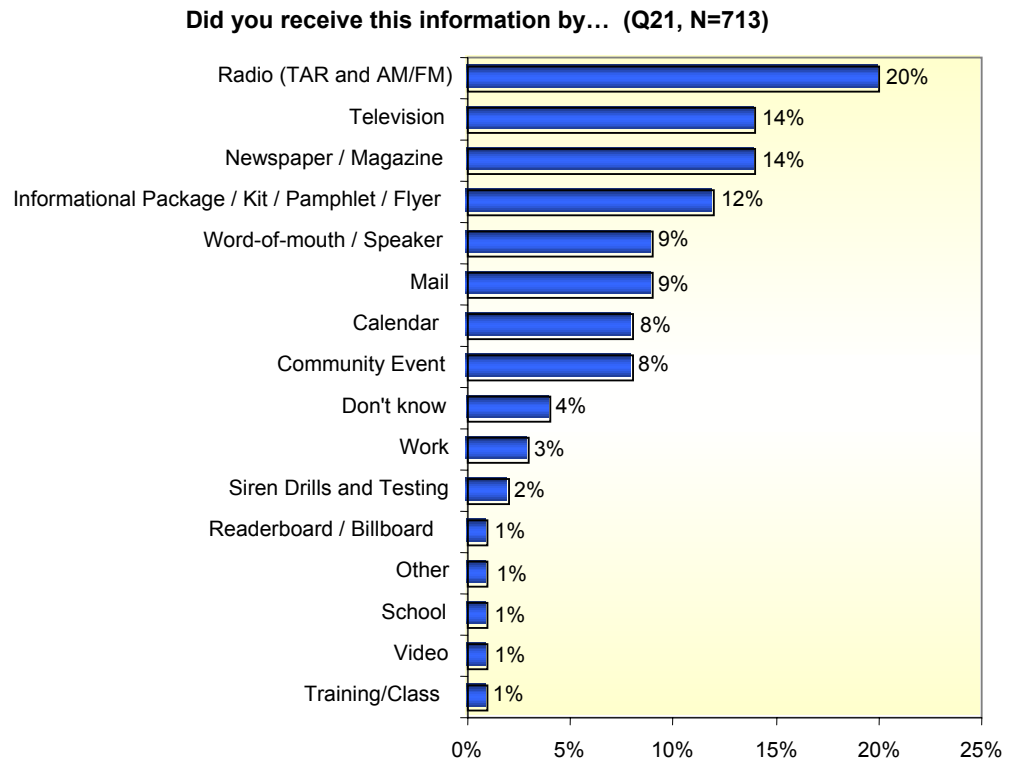


**Figure 13: Timing of Emergency Preparedness Information**

Nine percent of the community receives information from word-of-mouth, 8% from the calendar, and 1% from video. More women than men receive information from a calendar (9% vs. 5%). More Hispanics than non-Hispanics receive information by word-of-mouth or speaker (20% vs. 7%), and by video (7% vs. 1%).

Three percent of the community receives information from work and 1% from training or a class. Households with first responders are more likely to receive information about how to get prepared for a chemical emergency from work, compared other households (14% vs. 3%). More men than women receive information at work (6% vs. 2%). Households with depot workers are more likely than those without to have received information from work (12% vs. 3%), and from a class or training (6% vs. 1%). Nine percent of “Cynics” receive information about getting prepared for a chemical emergency at work, opposed to 3% and below of the other trust/control groups.

Four percent of the residents near UMCD don’t know or remember how they received information on chemical emergency preparedness. More men than women do not remember where they have received information about preparing for a chemical emergency (6% vs. 3%). More Hispanics than non-Hispanics do not remember where they have received information about preparing for a chemical emergency (9% vs. 4%). Eight percent of “Watchdogs” don’t recall where they have received information about getting prepared for a chemical emergency, followed by 4% of “Participants,” 3% of “Believers” and 0% of “Cynics.”



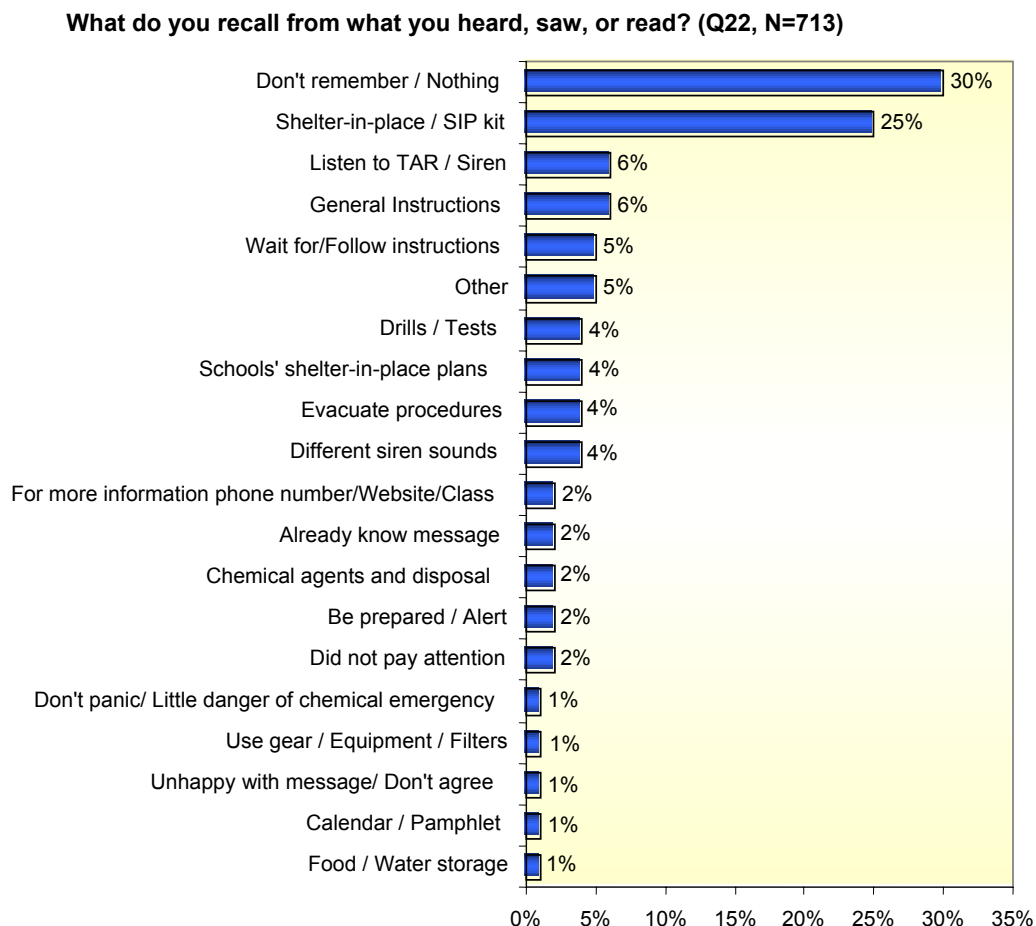
**Figure 14: Summary of Emergency Preparedness Information Media**

Nine percent of the population receives information through the mail. More Washington residents receive information by mail than Oregon residents (33% vs. 9%).

Residents that could recall the last time they heard information about preparing for a chemical emergency were asked what they heard, read, or saw. A summary of these results is given in Figure 15. Thirty percent of those residents could not recall what they heard, read, or saw. This has gone down from 40% in May 2002. However, a statistical test cannot be performed in this situation because the question wording and order have changed from the previous survey. More non-internet users than internet users don't remember what they heard, read or saw (28% vs. 21%). Twenty-five percent of residents recall receiving information on sheltering-in-place or a shelter-in-place kit.

Four percent of the residents recall hearing information about school procedures to shelter-in-place, 4% recall hearing about the two siren sounds, 1% recall information on a calendar/pamphlet, and 5% recall "other" messages. More residents between the ages of 45 and 59 recall hearing about school plans for sheltering-in-place than other ages (9% vs. 4% or less). More Hispanics heard "other" messages compared to non-Hispanics (10% vs. 5%). Residents with Internet access are more likely to have heard a message about sirens making two

different sounds, than residents without the Internet (6% vs. 1%). “Cynics” are the most likely of the trust/control groups to recall information about a calendar/pamphlet (5% vs. the others with less than 1%).



**Figure 15: Messages Residents Recall about Chemical Emergency Preparedness**

Two percent of the community heard a message about how to get more information about CSEPP, 2% said they heard the “same old message,” and 1% recall a message about gear, equipment, and filters. More residents that know their emergency planning zone, opposed to those that do not, heard messages about a phone number, website, or class that would give them more information about how to get prepared (4% vs. 1%). In addition, more residents who know their emergency planning zone compared to those that do not recall messages about equipment, gear, and filters (3% vs. 0%). More households with first responders heard a message about equipment, gear, and filters, than other households (4% vs. 1%). More households with depot workers reported that they heard the “same old message” or they already knew the message, compared to households without depot workers (6% vs. 2%).

Five percent of the population recalls hearing a message about waiting for instructions, and 4% recall hearing about evacuation procedures. More residents who have lived in the area 11-15 years, compared to other residents, recall a message to wait for instructions (12% vs. 7% and lower) and evacuate procedures (11% vs. 4% or below). It is interesting to note that these residents were least likely to receive information regarding CSEPP within the last week.

## 8.0 Confidence in Schools' Abilities to Protect Children

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Eighty-three percent of emergency planning zone residents with children in a school located within a Umatilla CSEPP emergency planning zone were confident (55% very confident) that their child or children would be safe at their school in the event of a chemical emergency at UMCD. These results are illustrated in Figure 16. Parents' confidence has significantly increased from 80% confident and 47% very confident in May 2002. Eighty-six percent of parents with children in overpressurized schools are confident (58% very confident) about their child's safety opposed to 67% (43%, very confident) of parents with children in a non-overpressurized school. This is the same pattern shown in the previous survey.

Parents with Internet access are more likely to be confident (86% confident, 59% confident very) about their child's safety at school than those without Internet access (74% confident, 44% very confident). Parents are more confident in their child's safety when they have high trust (90% and above confident, more than 60% very confident) than low trust (69% and under confident, less than 36% very confident).

Although these levels of confidence in children's safety are high, 34% of residents with a school-aged child characterized themselves as being likely to go to the school to get their child in the event of a chemical emergency (21% very likely). This parallels the result found in May 2002. Over three-fourths (77%) of those parents who are not confident in their children's safety at school said they were likely to go to the school to get their children, versus only 29% of those who were confident. Only thirty-one percent of parents with children in overpressurized schools are likely (20% very likely) to go to the school as opposed to 58% (29% very likely) of parents with children in non-overpressurized schools. There has been a continual decrease in the percentage of parents who consider themselves likely to go to the school to get their child in the event of an emergency. Figure 17 illustrates this result.

Only 31% of parents with children in non-pressurized schools know the location to which their children would be bussed for safety.

How confident are you that your child/children would be safe at their school(s) in the event of a chemical emergency at the Umatilla Chemical Depot? (q16, N=257)

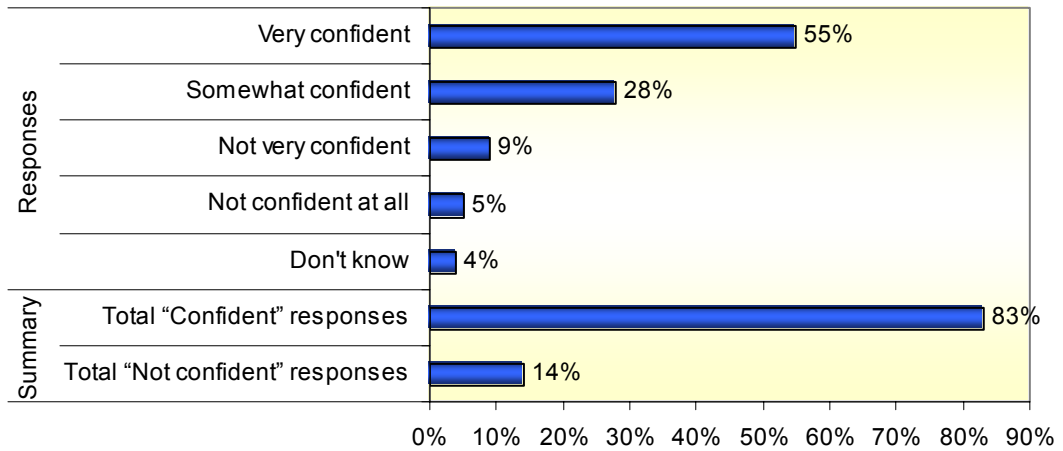


Figure 16: Parent's Confidence in Children's Safety at School

In the event of a chemical emergency at the Umatilla Chemical Depot, are you likely or unlikely to go to the school to get your child/children? (Q17, N=257)

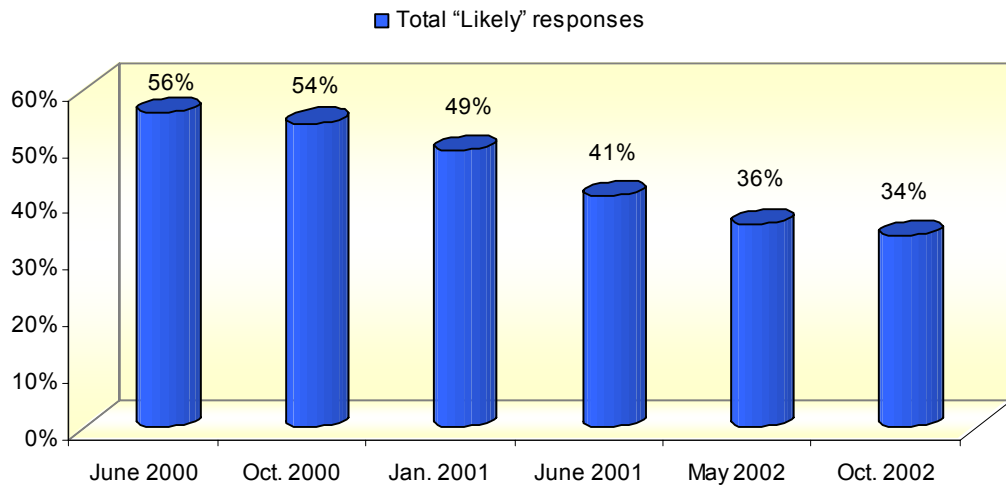


Figure 17: Percentage of Parents Likely to Get Their Children from School over Time

## 9.0 Demographics

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Demographics are important to help target certain segments of the population that may need to be reached through different public outreach media. The analysis showed strong associations between some of the demographic variables.

Caucasians tend to be older than members of other ethnicities, with 62% at least 45 years of age or older. They also they have lived in the vicinity for a long time (49% over 20 years).

Hispanics tend to be younger than non-Hispanics. Sixty-three percent of Hispanics are between the ages of 18 and 34, compared to 20% of non-Hispanics. Hispanics have lived in the vicinity of the Umatilla Chemical Depot a shorter amount of time than non-Hispanics (16% vs. 48% living in the area for more than 20 years). Hispanics are less likely to have households with depot workers than non-Hispanics (2% vs. 7%).

Sixty-one percent of the residents in the Umatilla CSEPP emergency planning zones have access to the Internet. Hispanics are less likely to have Internet access than non-Hispanics (29% vs. 65%). This same relationship was also shown in the May 2002 analysis. Residents that are 65 years of age or older are the least likely age group to have Internet access (36%). A greater percentage of households with first responders (78% vs. 59%) and depot workers (85% vs. 59%) have Internet access compared to their counterparts.

## 10.0 Conclusions and Recommendations

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### ***Recommendation #1: Change the Frequency of Telephone Surveys to Every Six Months***

Umatilla has a mature outreach program with measured improvements. It was important at the start of the pilot media campaign to obtain a “snap shot” of the level of protective action knowledge across the entire CSEPP community. Quarterly telephone surveys accomplished that goal. Telephone surveys provided a baseline, tracked improvements, and identified gaps in knowledge. **A site-wide telephone survey every six months will continue that measurement, but also provide an opportunity for more in-depth study of specific demographics or geographic areas.**

### ***Recommendation #2: Use Additional Forms of Measurement***

Quantitative research obtained through telephone surveys is an important tool in public relations research, but it is not the only tool. Successful campaigns use a combination of research methods to obtain essential information that help form strategy, develop messages and better target segments of the community.

**Focus Groups.** In a series of articles on why quantitative research isn't enough, national pollster, Frank I. Luntz wrote: unfortunately, while we have all the numbers we can crunch, we are severely lacking insight. Unlike traditional quantitative research, focus groups are centrally concerned with *understanding* attitudes rather than *measuring* them.<sup>2</sup>

Analysis of the Umatilla telephone survey results identifies specific areas where valuable campaign information could be obtained from focus groups. The survey data identifies a specific demographic where focus groups would provide additional insight and measurement.

**In addition to helping understand attitudes, focus groups can be used to test outreach messages, radio/television spots and print materials.** IEM can assist the Umatilla public information group identify potential uses of focus groups and provide assistance in the design, implementation and analysis of the focus group information. For example, We have noted in this final analysis of the October 2002 survey that the number of residents who are aware of the differences in the siren sounds has increased significantly since the May 2002 survey. This is likely due to recent outreach efforts to educate the Umatilla CSEPP community about the difference in siren sounds.

**Over-sampling.** The Umatilla CSEPP site already uses over-sampling to increase the number of survey respondents in the State of Washington. **Additional geographic areas of the community can be identified for over-sampling to obtain more detailed information about knowledge of protective actions.** IEM can adjust respondent requirements and work with the call-taker subcontractor to accomplish the over sampling goals.

**Recirculation Filter Distribution.** The recirculation filter distribution currently underway in portions of the Umatilla CSEPP community provides another means of obtaining feedback from residents. Some ideas for consideration include:

- Develop a questionnaire to be used by trained individuals during the home visits. Objective preparedness information can be obtained before the filter installation process begins. Following the data collections, public information can be provided to the residents.
- The database created from residents receiving recirculation filters can be used to recruit focus groups members. Since these individuals live close to the depot, they would provide valuable preparedness information feedback from the residents most at risk.
- Subsequent visits to the residents receiving recirculation filters provide an opportunity to obtain follow-up feedback. After objective information is obtained, officials could then perform follow-up checks to the recirculation filters.

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<sup>2</sup> Lutz, *The Polling Report*. May 16 and May 30, 1994.

**Develop a web-based feedback system.** IEM is recommending that a web-based feedback system be developed for each CSEPP site. Survey data indicate that the majority of residents in CSEPP communities have access to the internet. A recent national survey conducted by the Pew Internet & American Life Project indicates that the majority of Americans with Internet access expect to find government information online.<sup>3</sup> In addition to providing protective action information, a web-based feedback function can be developed to add another vehicle for measuring the wants, needs and attitudes of the residents within the CSEPP protective action footprint.

The combination of the measurement tools listed above with the existing feedback activities already in use will provide the site-comprehensive information needed to target outreach messages.

### ***Recommendation #3: Continue to Monitor Family Plan Outreach***

Survey data indicate continued emphasis on the development of family plans is needed in Umatilla and the other participating CSEPP sites. The current Umatilla outreach initiative to focus on family plans should continue, and its success should be monitored. **IEM is also recommending that the positive lessons learned from the Umatilla family plan outreach program be documented and shared with the other CSEPP communities.**

### ***Recommendation #4: Continue to Focus on Child Safety***

Survey data indicate continued emphasis on school emergency plans is needed. IEM recommends a comprehensive effort to communicate emergency procedures that are in place to keep kids safe. The benefits of this effort will increase the level of trust in the schools' ability to safely care for children during emergencies, and assist emergency management officials to better control traffic flow and implementation of other emergency procedures.

The school outreach plan is an ideal way to convene focus groups aimed at educating parents who continue to say they will go to schools during emergencies.

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<sup>3</sup> About two-thirds of all Americans, roughly 80% of Internet users, and 40% of non-Internet users, said they would expect to find information online about the government, commerce, health, and news. Horrigan, John B. and Lee Rainie. "Counting on the Internet." Pew Internet & American Life Project (2002): 7. Online.  
[http://www.pewinternet.org/reports/pdfs/PIP\\_Expectations.pdf](http://www.pewinternet.org/reports/pdfs/PIP_Expectations.pdf).

## 11.0 Point of Contact

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The primary IEM point of contact for this project is Mark Shull. He may be reached at:

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(410) 569-9553 (fax)  
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(801) 521-8191  
melaney.slater@ieminc.com

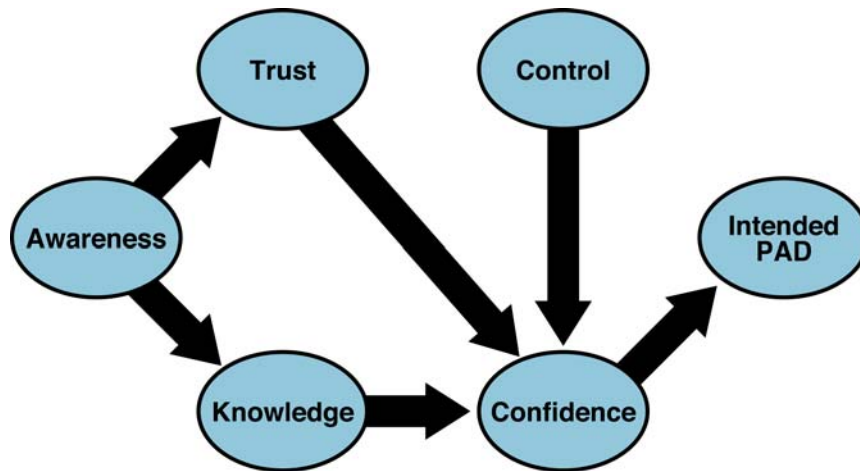
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## Appendix A: Influence Model

IEM introduced the concept of an influence model in the last Umatilla Baseline Report<sup>4</sup>. Using data from this and future surveys for other participating CSEPP sites, IEM is continuing to develop an Influence Model that will provide greater segmentation as well as another tool for public affairs personnel to use in developing site-specific outreach strategies.

The model should predict the relationship between awareness and trust and awareness and knowledge. These anticipated relationships are depicted below in Figure 18.



**Figure 18: Relationships within the Influence Model**

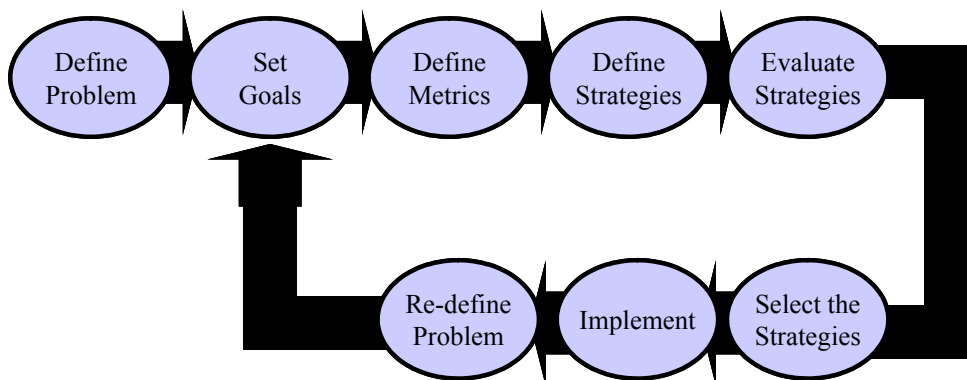
IEM will further develop the Influence Model in consultation with the Umatilla Public Information Group and the CSEPP Public Affairs IPT. Additional information will be provided in a separate document.

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<sup>4</sup> “Umatilla CSEPP Public Affairs IPT Survey: Baseline Report.” IEM, Inc. June 19, 2002.

## Appendix B: Strategy Development

The process of strategy development is shown in Figure 19. It includes the steps necessary to develop targeted outreach strategies and likewise was introduced to the Umatilla community in the last survey report<sup>5</sup>. This strategy development process was briefed to the Public Affairs IPT and is being included in survey reports.



**Figure 19: The Strategy Development Process**

This process can be applied to issues or problems the Umatilla Public Information Group wishes to address.

Greater preparedness should lead to greater trust in the emergency management system. Using research to identify problems and working through a scientific process to reach measurable goals will help the Umatilla CSEPP Community to achieve **a public that will act appropriately upon notification of an emergency at a chemical installation.**

<sup>5</sup> “Umatilla CSEPP Public Affairs IPT Survey: Baseline Report.” IEM, Inc. June 19, 2002.

## Appendix C: Survey Text and Results

Umatilla CSEPP Survey (N=843) taken October 28 – November 5, 2002

Hello, this is (FIRST AND LAST NAME) of Natek, Inc., a public opinion research company. We are conducting a survey among people in your area today. We are not selling anything. Have I reached (PHONE #)? IF NOT: TERMINATE.

Could I speak to a member of the household who is 18 years of age or older? IF UNAVAILABLE SCHEDULE CALLBACK AND TERMINATE.

IF YES: Could you spend a few minutes with me on the phone to answer some questions about the Chemical Stockpile Emergency Preparedness Program, also known as CSEPP (SEE-SEP)?

**Note:** Percentages may not sum to 100% due to rounding.

1. Are you aware of the chemical agents at the Umatilla Chemical Depot?

**Table 2: Responses to Question 1**

Response	Oct. 2002	May 2002
Yes	92%	96%
No	8%	4%

2. How would you know if there were a chemical emergency at the Umatilla Chemical Depot?

**Table 3: Summarized Open-Ended Responses to Question 2**

Response	Oct. 2002	May 2002
Tone Alert Radio	49%	46%
Siren	46%	40%
AM/FM Radio	3%	3%
TV	1%	1%
Other	2%	4%
Called to work	*	2%
Don't know	3%	4%

3. Please tell me if you agree or disagree with the following statement:

"I know what to do if I am warned of a chemical emergency at the Umatilla Chemical Depot."

**Table 4: Responses to Question 3**

Response	Oct. 2002	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Agree strongly	53%	51%	47%	43%	45%	43%
Agree somewhat	32%	31%	34%	35%	32%	30%
Total "Agree" responses	85%	82%	81%	78%	77%	73%
Disagree somewhat	7%	7%	7%	9%	8%	10%
Disagree strongly	7%	9%	8%	10%	10%	14%
Total "Disagree" responses	14%	16%	15%	19%	18%	24%
Don't know	1%	3%	4%	3%	5%	3%

4. What action would you take if you found out there was a chemical emergency at the Umatilla Chemical Depot?

*Question 4 is combined with the verbatim answers given by the respondents.*

**Table 5: Responses of Question 4<sup>6 7</sup> with Verbatims**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Shelter in place	46%	29%	27%	28%	32%	26%
Evacuate	24%	25%	16%	15%	16%	20%
Await / Seek instructions from officials	15%	25%	37%	31%	35%	38%
Seek instructions from others Family/Friends/Work	2%	5%	1%	3%	1%	—
Depends	3%	3%	—	—	—	—
Nothing	2%	3%	5%	5%	2%	—
Other	1%	4%	3%	3%	2%	1%
Don't know	7%	6%	11%	16%	11%	14%

<sup>6</sup> Compared to the survey in June 2001, *Moore Information Umatilla Area Residents Question 2*, “In the event of a chemical accident at the Umatilla Chemical Depot, 62 sirens in the surrounding area would go off and signal to local residents that a chemical accident had occurred. Upon hearing the siren, what is the first thing you would do?” Responses from June 2000–June 2001 were re-categorized from data presented by Moore Information.

<sup>7</sup> \* Less than one-half of one percent.

If the respondent answered “other,” “nothing” or “don’t know” they were asked the following question.

- 4a. Which of the following categories would best describe the action you would take if you found out there was a chemical emergency at the Umatilla Chemical Depot?

**Table 6: Responses of Question 4<sup>8</sup>**

<b>Response</b>	<b>Oct. 2002</b>
Shelter in place	21%
Evacuate	24%
Await instructions from officials	29%
Contact Work/Family/Friends	13%
None	14%

**Table 7: Combined Responses of Question 4 and 4a (excluding verbatims)**

<b>Response</b>	<b>Oct. 2002</b>
Shelter in place	47%
Evacuate	26%
Await instructions from officials	20%
Contact Work/Family/Friends	4%
Other	3%

5. Why do you say that?

<sup>8</sup> \* This question was added to the October 2002 survey.

6. If you were instructed to shelter in place, what actions would you take?

**Table 8: Summarized Open-Ended Responses for Question 6, Actions Taken to Shelter in Place<sup>9 10</sup>**

Response	Oct. 2002	May 2002
Seal doors and windows of shelter room	69%	52%
Close doors and windows	41%	5%
Go into shelter room of your home/workplace	37%	19%
Get food/water supply	29%	4%
Take radio/TV into shelter room	20%	3%
Listen to radio/TV for further instructions	18%	6%
Turn off heating/air conditioning systems	12%	*
Close heating air conditioning vents	10%	—
Don't know	8%	11%
Locate/collect pets	5%	*
Use the kit/shelter in place kit/emergency kit	4%	7%
Evacuate	4%	8%
Nothing	4%	2%
Other	3%	1%
Stay inside/ SIP (general)	1%	2%
Hysterical/panic/die	1%	*
Get supplies (clothes/blankets/cell phone/book/candles/games/medical kit/flashlight)	1%	*
Kneel/Pray	1%	*
Contact/Find family	*	1%
Work (first responders: depot, hospital, fire dept, police, etc.)	*	*
Depends	*	*

<sup>9</sup> Compared to the May 2002 survey, questions 9 and 11, “If you were instructed to shelter in place, what actions would you take?” and question 6, “What actions would you take to shelter in place?” These questions were aggregated.

<sup>10</sup> Percentages sum to greater than 100% due to multiple responses.

\* Less than one-half of one percent.

Response	Oct. 2002	May 2002
Make phone calls	*	*
Family plan/emergency plan	*	—

7. If you were instructed to evacuate, what actions would you take?

**Table 9: Summarized Open-Ended Responses for Questions 7, Regarding Actions Taken to Evacuate<sup>11 12</sup>**

Response	Oct. 2002	May 2002
Leave home or workplace/Get out of town/Get in car and go	74%	38%
Listen to TV/radio/Tone Alert Radio for correct evacuation route	24%	19%
Check wind direction	17%	9%
Wait/Contact for family members before leaving/Get kids/Go to school for kids	14%	5%
Don't know	7%	18%
Locate/collect pets	7%	1%
Tell neighbors and others to evacuate	6%	---
Await/Follow instructions/Listen for help/Do what told (general)	6%	3%
Listen to TV/radio/Tone Alert Radio for location of reception/assistance center	5%	6%
Get stuff/pack/personal items/food/water/gas	4%	7%
Nothing	4%	1%
Other	3%	1%

<sup>11</sup> Compared to the May 2002 survey, questions 7 and 10, “If you were instructed to evacuate, what actions would you take and how would you know where to go?” and question 8, “What actions would you take to evacuate and how would you know where to go?” These questions were aggregated and the second part of the question, “How would you know where to go,” was excluded so that it was not a double question.

<sup>12</sup> Percentages sum to greater than 100% due to multiple responses.

\* Less than one-half of one percent.

Response	Oct. 2002	May 2002
Turn off heating/air conditioning systems	2%	---
Would not evacuate	2%	2%
Depends on circumstances	1%	1%
Go to work/hospital/fire dept/etc. (first responders general)	*	1%
Listen to/Turn on TV/radio/Tone Alert Radio (general)	*	3%
Get/Check preparedness kit/packet/pamphlet/calendar	*	2%

7a. In the event of an evacuation, do you have a pre-planned direction, route or destination?

**Table 10: Responses to Question 7a<sup>13</sup>**

Response	Oct 2002
Yes	51%
No	49%

<sup>13</sup> This question was added to the October 2002 questionnaire.

8. In the event of an evacuation, do you know which reception or assistance center you should go to?

Table 11: Responses to Question 8<sup>14</sup>

Response	Oct. 2002	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	15%	20%	26%	27%	25%	22%
No	85%	80%	74%	73%	75%	78%

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<sup>14</sup> Compared to the survey in June 2001, *Moore Information Umatilla Area Residents* Question 10, “In the event of an evacuation, do you know which shelter or *reception area* you should go to?”

9. If a chemical accident occurred at the Umatilla Chemical Depot, where do you think you would get instructions on how to protect yourself and your family when you hear the warning signals?

Table 12: Summarized Open-Ended Responses to Question 9<sup>15</sup>

Response	Oct. 2002	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Tone Alert Radio	49%	29%	37%	33%	35%	20%
Radio	50%	27%	38%	43%	37%	49%
Don't Know	7%	10%	10%	11%	15%	20%
Other	5%	8%	*	1%	*	*
Preparedness package/video	1%	5%	2%	2%	2%	1%
TV	12%	4%	4%	3%	3%	3%
Pamphlet	*	3%	1%	1%	2%	1%
Need None/Nowhere	1%	3%	*	1%	*	—
Siren	10%	2%	4%	3%	2%	2%
Local EMA	2%	2%	—	—	—	—
Local Officials	3%	2%	2%	1%	1%	2%
Calendar	1%	2%	*	*	*	1%
Call 911	2%	1%	—	—	—	—
Call CSEPP Office	1%	1%	—	—	—	—

<sup>15</sup> Compared to the May 2002 survey question 12, “How would you get instructions on how to protect yourself and your family during a chemical emergency at the Umatilla Chemical Depot?” The wording was changed back to that from June 2001, *Moore Information Umatilla Area Residents* Question 3.

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10. Do you or your family have an emergency plan?

**Table 13: Responses to Question 10<sup>16</sup>**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Yes	37%	48%	44%	44%	42%	37%
No / Don't know	63%	52%	56%	56%	58%	63%

11. Does your home or business have a shelter in place kit?

**Table 14: Responses to Question 11**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Yes, home	53%	51%	61%	64%	63%	56%
Yes, business	5%	4%	2%	2%	2%	2%
Yes, both	17%	24%	18%	18%	14%	14%
No, neither	22%	17%	19%	15%	19%	25%
Don't know	3%	3%	1%	1%	1%	2%

<sup>16</sup> Compared to the June 2001 survey, *Moore Information Umatilla Area Residents* Question 11, “Do you or your family have an emergency plan instructing family members on what to do and where to go in the event that you are asked to evacuate?”

12. How confident are you that you know how to shelter in place, and make a room safe from chemical vapors in the event of a chemical emergency?

**Table 15: Responses to Question 12**

Response	Oct. 2002	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Very confident	32%	34%	37%	33%	34%	30%
Somewhat confident	32%	33%	33%	35%	33%	33%
Total "Confident" responses	64%	67%	70%	68%	67%	63%
Not very confident	18%	13%	14%	13%	15%	16%
Not confident at all	16%	16%	14%	17%	16%	18%
Total "Not confident" responses	34%	30%	28%	30%	31%	34%
Don't know	2%	3%	2%	2%	3%	3%

13. Do you have children in a local school in grades K–12?

**Table 16: Responses to Question 13**

Response	Oct. 2002	May 2002	June 2001	Jan. 2001	Oct. 2000	June 2000
Yes	33%	33%	28%	30%	34%	32%
No	67%	67%	72%	70%	66%	68%

RESPONDENTS WITH CHILDREN IN SCHOOL ANSWER QUESTION 14

14. What school(s) do they attend? (Schools selected = 279)

**Table 17: Responses to Question 14<sup>17</sup>**

School	Overpressurized	Oct. 2002	May 2002
A.C. Houghton Elementary	Yes	7%	5%
Armand Larive Middle School	Yes	9%	10%
Clara Brownell Middle School	Yes	1%	5%
Columbia Middle School	Yes	5%	6%

<sup>17</sup> Percentages sum to greater than 100% due to multiple responses.

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<b>School</b>	<b>Overpressurized</b>	<b>Oct. 2002</b>	<b>May 2002</b>
Desert View Elementary	Yes	4%	7%
Hermiston High School	Yes	23%	15%
Highland Hills Elementary	Yes	6%	7%
McNary Heights Elementary	Yes	4%	11%
Rocky Heights Elementary	Yes	6%	6%
Sandstone Middle School	Yes	10%	12%
Sunset Elementary	Yes	9%	6%
Umatilla High School	Yes	5%	5%
West Park Elementary	Yes	8%	5%
Echo Elementary	No	*	2%
Echo High School	No	*	2%
Hermiston Christian School	No	3%	2%
Hermiston Junior Academy	No	4%	3%
Paterson Elementary	No	1%	1%
Riverside High School	No	7%	10%
Sam Boardman Elementary	No	5%	6%
Stanfield Elementary	No	3%	5%
Stanfield High school	No	3%	2%
Stanfield Middle School	No	1%	1%
Home school	N/A	*	2%
Other	N/A	5%	7%
Don't know	N/A	2%	2%

**Q15 ONLY IF CHILD ATTENDS A NON-OVERPRESSURIZED SCHOOL**

15. In the event of a chemical accident, students in non-overpressurized schools will be bussed to a safe location, where parents can pick up their children. Do you know the location where your child will be bussed to safety? (N=65)

**Table 18: Responses to Question 15**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Yes	31%	39%	20%	25%	26%	18%
No/Don't know	69%	61%	80%	75%	74%	82%

**RESPONDENTS WITH CHILDREN AND RESPONSES TO Q14 OTHER THAN "HOME SCHOOL," "OTHER," AND "DON'T KNOW" ANSWER QUESTIONS 16-18**

16. How confident are you that your child/children would be safe at their school(s) in the event of a chemical emergency at the Umatilla Chemical Depot? (N=257)

**Table 19: Responses to Question 16<sup>18</sup>**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Very confident	55%	47%	42%	40%	32%	29%
Somewhat confident	28%	33%	37%	38%	35%	41%
Total "Confident" responses	83%	80%	79%	78%	67%	70%
Not very confident	9%	8%	11%	13%	15%	13%
Not confident at all	5%	10%	7%	7%	14%	14%
Total "Not confident" responses	14%	18%	18%	20%	29%	27%
Don't know	4%	1%	4%	2%	3%	3%

<sup>18</sup> Compared to the June 2001 survey, *Moore Information Umatilla Area Residents* Question 13, "How confident are you that your children will be safe at school in the event of a chemical accident at the Umatilla Army Depot?"

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17. In the event of a chemical emergency at the Umatilla Chemical Depot, are you likely or unlikely to go to the school to get your child/children? (N=257)

**Table 20: Responses to Question 17**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Very likely	21%	28%	27%	35%	44%	41%
Somewhat likely	13%	8%	14%	14%	10%	15%
Total "Likely" responses	34%	36%	41%	49%	54%	56%
Somewhat unlikely	18%	18%	12%	13%	12%	11%
Very unlikely	44%	40%	40%	31%	27%	29%
Total "Unlikely" responses	62%	58%	52%	44%	39%	40%
Don't know	3%	6%	7%	8%	6%	4%

18. Why do you say that?

19. Where would you be most likely to get information about how to get prepared for a possible chemical accident at the Umatilla Chemical Depot?

**Table 21: Summarized Open-Ended Responses to Question 19<sup>19 20</sup>**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
CSEPP Outreach Office	27%	31%	35%	32%	29%	25%
Nothing/Don't know	14%	15%	23%	26%	30%	29%
Calendar/Booklet/Kit	11%	5%	9%	11%	7%	14%
Other	7%	8%	13%	10%	15%	14%
Army depot	7%	4%	—	2%	2%	1%
Fire Department	6%	2%	4%	3%	3%	4%
Radio	6%	7%	3%	4%	4%	4%
Local EMA	5%	1%	*	—	—	—

<sup>19</sup> Compared to the May 2002 survey question 23, "How would you get information today about how to protect yourself or your family during a possible chemical emergency?" The wording was changed back to that from June 2001, *Moore Information Umatilla Area Residents* Question 17.

<sup>20</sup> Percentages sum to greater than 100% due to multiple responses.

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<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Tone Alert Radio	3%	8%	1%	1%	—	—
Emergency 800 Number	3%	4%	—	1%	—	—
Family/Friends/Neighbors	3%	2%	1%	1%	1%	—
TV	3%	2%	1%	*	1%	*
City Hall	2%	1%	3%	3%	2%	2%
Website/Internet	1%	4%	4%	2%	2%	4%
Work	1%	2%	1%	1%	1%	1%
Police Dept.	1%	2%	2%	2%	2%	1%
School	*	1%	*	1%	1%	1%
Alert Center	*	3%	—	—	—	—

20. When was the last time you heard, saw, or read any information about how to prepare for a chemical emergency?

**Table 22: Responses to Question 20**

Response	Oct. 2002	May 2002
Within the last week	25%	33%
Within the last month	22%	21%
Within the last year	24%	36%
More than a year ago	14%	2%
Never	6%	1%
Don't know	8%	8%

21. Did you receive this information by...(N=713)

**Table 23: Summarized Open-Ended Responses to Question 21<sup>21 22</sup>**

Response	Oct. 2002	May 2002
Radio (TAR and AM/FM)	20%	15%
Newspaper / Magazine	14%	16%
Television	14%	18%
Informational Package / Kit / Pamphlet / Flyer	12%	10%
Mail	9%	2%
Word-of-mouth / Speaker	9%	5%
Community Event / Booth / Fair	8%	2%
Calendar	8%	3%
Don't know	4%	4%
Work	3%	10%
Siren / Loudspeaker / TAR Drills / Testing	2%	3%
Training / Class	1%	--
Video	1%	1%

<sup>21</sup> Compare to May 2002 survey question 23, "IF YES: Where did you hear, see or read it?"

<sup>22</sup> Percentages sum to greater than 100% due to multiple responses.

Response	Oct. 2002	May 2002
School	1%	4%
Other	1%	6%
Readerboard / Billboard	1%	1%
Internet	*	1%

22. What do you recall from what you heard, saw, or read? (N=813)

**Table 24: Summarized Open-Ended Responses to Question 22<sup>23</sup>**

Response	Oct. 2002	May 2002
Don't Know / Don't remember / Nothing	30%	40%
Shelter-in-place/SIP kit	25%	11%
General Instructions / Info on what's best to do	6%	1%
Listen to TAR / Siren	6%	1%
Other	5%	13%
Wait for/Follow instructions / SIP or evacuate depending on situation	5%	*
Different siren/tone sounds	4%	--
Evacuate plan / directions / zones / shelters	4%	1%
Schools SIP plan / children will be safe / don't go to schools	4%	2%
Drills / Tests / Weekly tests / Siren or Alarm tests	4%	15%
Did listen or read/pay attention	2%	--
Be prepared/alert	2%	7%
About Chemical agents/gases and how to dispose	2%	1%
Already know message	2%	1%
For more information phone number/website/class	2%	2%
Food/water storage	1%	--

<sup>23</sup> Compare to May 2002 survey question 23, "Do you recall what you heard, saw, or read?"

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<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>
Calendar/pamphlet	1%	3%
Unhappy with message/ don't agree	1%	--
Use gear/equipment/filters	1%	*
Don't panic/ Little danger/ Don't worry	1%	1%
Start burning chemicals soon/ some want burn other's don't/ Delay burning/ Leaks	*	1%

23. How confident are you that the public will be notified quickly in case of a chemical emergency at the Umatilla Chemical Depot?

**Table 25: Responses to Question 23**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>
Very confident	38%	38%
Somewhat confident	29%	34%
Total "Confident" responses	67%	72%
Not very confident	17%	15%
Not confident at all	11%	11%
Total "Not confident" responses	28%	26%
Don't know	4%	2%

24. Why do you say that?

25. In the event of a chemical emergency at the Depot, sirens will alert residents that an accident has occurred. Sirens make a different sound when they are being tested. Do you know the difference between the two siren sounds?

**Table 26: Responses to Question 29**

Response	Oct. 2002	May 2002
Yes	48%	30%
No/Don't know	52%	70%

26. Please tell me if you agree or disagree with the following statement:

“I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program.”

**Table 27: Responses to Question 30<sup>24</sup>**

Response	Oct. 2002	May 2002
Agree strongly	37%	35%
Agree somewhat	27%	28%
Total “Agree” responses	64%	64%
Disagree somewhat	18%	17%
Disagree strongly	15%	16%
Total “Disagree” responses	33%	33%
Don't know	2%	4%

<sup>24</sup> Compare to May 2002 survey question 30, “Next, please tell me if you agree or disagree with the following statement: “I personally would be willing to spend at least one hour a month learning about the Chemical Stockpile Emergency Preparedness Program and telling the local officials what I think I need to be prepared.” The second part of the question was excluded.

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To conclude, I have a few questions for statistical purposes.

27. What is your approximate age, please?

**Table 28: Responses to Question 27**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
18-29	17%	20%	15%	16%	19%	19%
30-34	8%	7%	8%	7%	8%	9%
35-44	19%	18%	17%	16%	20%	19%
45-54	20%	22%	21%	25%	19%	19%
55-59	9%	10%	7%	8%	7%	9%
60-64	7%	6%	9%	7%	8%	7%
65+	18%	17%	22%	20%	18%	18%
Don't know/ Refused	1%	*	*	1%	1%	1%

28. Gender

**Table 29: Responses to Question 28**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
Male	40%	49%	49%	49%	49%	49%
Female	60%	51%	51%	51%	51%	51%

29. What is your ethnic background?

**Table 30: Responses to Question 29**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
White or Caucasian	81%	86%	86%	87%	83%	83%
Black or African-American	1%	*	N/A	N/A	N/A	N/A
Hispanic	13%	9%	10%	8%	12%	11%
Asian	*	*	*	*	*	*
Native American or Indian	1%	1%	N/A	N/A	N/A	N/A
Other	2%	2%	3%	4%	4%	4%
Don't know/Refused	2%	1%	1%	1%	1%	1%

30. How long have you lived in the vicinity of the Umatilla Chemical Depot?

**Table 31: Responses to Question 30**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>	<b>June 2001</b>	<b>Jan. 2001</b>	<b>Oct. 2000</b>	<b>June 2000</b>
5 years or less	23%	21%	23%	19%	22%	21%
6–10 years	13%	14%	13%	14%	13%	16%
11–15 years	9%	9%	10%	9%	10%	11%
16–20 years	9%	12%	9%	11%	10%	10%
More than 20 years	45%	44%	45%	47%	45%	42%
Don't know/Refused	*	*	—	—	—	—

\* Less than one-half of one percent.

\* Less than one-half of one percent.

31. Do you have access to the Internet?

**Table 32: Responses to Question 31**

<b>Response</b>	<b>Oct. 2002</b>	<b>May 2002</b>
Yes	61%	62%
No	39%	38%

32. Are you, or any member of your household, a member of the local emergency management or first responder community (fire, police, etc.)?

**Table 33: Responses to Question 32<sup>25</sup>**

<b>Response</b>	<b>Oct. 2002</b>
Yes	7%
No	93%

33. Are you, or any member of your household, employed by Umatilla Chemical Depot?

**Table 34: Responses to Question 33<sup>26</sup>**

<b>Response</b>	<b>Oct. 2002</b>
Yes	7%
No	93%

<sup>25</sup> This question was added to the October 2002 questionnaire.

<sup>26</sup> This question was added to the October 2002 questionnaire.

34. Do you know which emergency planning zone you live in?

**Table 35: Responses to Question 34<sup>27</sup>**

Response	Oct. 2002
Yes	13%
No	87%

35. City

**Table 36: Responses to Question 35**

City	Oct. 2002	May 2002
Boardman	8%	9%
Echo	2%	3%
Hermiston	62%	58%
Irrigon	10%	---
Paterson / Plymouth/Prosser <sup>28</sup>	1%	1%
Stanfield	6%	6%
Umatilla	12%	22%

Thanks for your time—we really appreciate it. May I give you two phone numbers to call in case you have more questions about the depot or the Chemical Stockpile Emergency Preparedness Program? IF YES: Those numbers for Oregon questions, 877-367-2737, and for Washington questions, 800-841-7953.

Also, if you have Internet access, and are interested in information on the Internet, please go to [www.csepp.net](http://www.csepp.net).

Thanks again!

<sup>27</sup> This question was added to the October 2002 questionnaire.

<sup>28</sup> Washington State is actually 4% of the sample, but it has been weighted down to its population proportion.