



<a href="#">1</a>	Q1. What is your age?
<a href="#">2</a>	Q2. What is your gender?
<a href="#">3</a>	Q3. Which of the following provinces do you live in?
<a href="#">4</a>	Q4. What is your preferred way of receiving news about an emergency such as severe weather, a power outage, flash flood, wildfire, hurricane, earthquake, or tornado?
<a href="#">5</a>	Q5. Do you participate in online communities or social media networks, such as Facebook or Twitter?
<a href="#">6</a>	Q6. Which of the following online communities or social networks do you participate in?
<a href="#">7</a>	Q7. How often do you participate in these online communities or social networks?
<a href="#">8</a>	Q8. Do you currently follow the Canadian Red Cross in any social media channels, such as Facebook, Twitter, LinkedIn, or Flickr?
<a href="#">9</a>	Q9. How likely would you be to sign up for emails, text alerts, or smart phone applications to receive information about disaster preparedness when there are official warnings of disaster in your community?
<a href="#">10</a>	Q10. [SUMMARY - TOPBOX (DEFINITELY WOULD)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">11</a>	Q10. [SUMMARY - TOP2BOX (DEFINITELY/ PROBABLY WOULD)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">12</a>	Q10. [SUMMARY - LOW2BOX (PROBABLY/ DEFINITELY WOULD NOT)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">13</a>	Q10. [SUMMARY - LOWBOX (DEFINITELY WOULD NOT)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">14</a>	Q10_1. [Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">15</a>	Q10_2. [How to keep yourself safe during and after an emergency] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">16</a>	Q10_3. [Shelter locations] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">17</a>	Q10_4. [Location of medical services] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">18</a>	Q10_5. [Location of Red Cross reception centres] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">19</a>	Q11. How likely would you be to follow the Canadian Red Cross (for example, by following them on their website, Facebook or Twitter) to receive updates about Red Cross services during an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?
<a href="#">20</a>	Q12. Of the following ways of receiving information related to emergencies (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado), which, if any, do you prefer?
<a href="#">21</a>	Q13. How likely would you be to share the updates you receive about emergencies from emergency response officials with those in your social media networks?
<a href="#">22</a>	Q14. [SUMMARY - TOTAL NUMBER OF DISASTERS EXPERIENCED] Have you ever experienced any of the following disasters personally?
<a href="#">23</a>	Q14. [SUMMARY - YES] Have you ever experienced any of the following disasters personally?
<a href="#">24</a>	Q14_1. [Flooding] Have you ever experienced any of the following disasters personally?
<a href="#">25</a>	Q14_2. [Fire] Have you ever experienced any of the following disasters personally?
<a href="#">26</a>	Q14_3. [An evacuation order as a result of disaster] Have you ever experienced any of the following disasters personally?
<a href="#">27</a>	Q14_4. [Loss of electricity for more than 72 hours] Have you ever experienced any of the following disasters personally?
<a href="#">28</a>	Q14_5. [Hurricanes, tornadoes, or severe storms] Have you ever experienced any of the following disasters personally?
<a href="#">29</a>	Q15. Have you ever experienced a disaster personally and posted information or photos about that event to a social media site?
<a href="#">30</a>	Q16. On which sites did you post this event?
<a href="#">31</a>	Q17. In an area-wide emergency, how likely would you be to use social media channels, such as Facebook or Twitter, to let your friends and family know you are safe?

<a href="#">32</a>	Q18. Before today were you aware that you can contact the Red Cross to help you reconnect with your family in Canada and abroad in the event of a disaster?
<a href="#">33</a>	Q19. [SUMMARY - TOPBOX (STRONGLY AGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">34</a>	Q19. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">35</a>	Q19. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">36</a>	Q19. [SUMMARY - LOWBOX (STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">37</a>	Q19_01. [Emergency responders like fire fighters and the police currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">38</a>	Q19_02. [Disaster response agencies like the Canadian Red Cross currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">39</a>	Q19_03. [Emergency responders like fire fighters and the police should monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">40</a>	Q19_04. [Disaster response agencies like the Canadian Red Cross should monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">41</a>	Q19_05. [Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:
<a href="#">42</a>	Q19_06. [Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:
<a href="#">43</a>	Q19. [SUMMARY - TOPBOX (STRONGLY AGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">44</a>	Q19. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">45</a>	Q19. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">46</a>	Q19. [SUMMARY - LOWBOX (STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:
<a href="#">47</a>	Q19_07. [Emergency responders like fire fighters and the police currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">48</a>	Q19_08. [Disaster response agencies like the Canadian Red Cross currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">49</a>	Q19_09. [Emergency responders like fire fighters and the police should monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">50</a>	Q19_10. [Disaster response agencies like the Canadian Red Cross should monitor social media websites] Please indicate how much you agree or disagree with the following statements:
<a href="#">51</a>	Q19_11. [Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:
<a href="#">52</a>	Q19_12. [Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:
<a href="#">53</a>	Q20. If you posted a request for help to social media website, do you think emergency services, such as police or fire, would send help?
<a href="#">54</a>	Q20. If you posted a request for help to social media website, do you think emergency services, such as police or fire, would send help?
<a href="#">55</a>	Q21_1. [HOURS] How long do you think it would take for help to respond?
<a href="#">56</a>	Q21_2. [MINUTES] How long do you think it would take for help to respond?
<a href="#">57</a>	Q21_3. [TOTAL - MINUTES] How long do you think it would take for help to respond?
<a href="#">58</a>	Q22. How likely are you to sign up for text or email alerts to receive information about general disaster preparedness, such as how to know the risks in your area, make a plan, and build a preparedness kit?
<a href="#">59</a>	Q23. Do you have any of the following?
<a href="#">60</a>	Q24. Have you/you and your family taken steps to prepare yourselves in the event of a disaster?
<a href="#">61</a>	Q25. Why haven't you/you and your family taken steps to prepare yourselves in the event of a disaster?
<a href="#">62</a>	Q26. Do you have any children under 18 currently living in your household?
<a href="#">63</a>	Q27. What is the highest level of formal education that you have completed?
<a href="#">64</a>	Q28. Please indicate which of the following categories best describes the annual household income of all members in your household combined.
<a href="#">65</a>	flang. language
<a href="#">66</a>	
<a href="#">67</a>	
<a href="#">68</a>	
<a href="#">69</a>	
<a href="#">70</a>	
<a href="#">71</a>	
<a href="#">72</a>	
<a href="#">73</a>	
<a href="#">74</a>	

## Q1. What is your age?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
18	10 1%	1 1%	2 2%	1 1%	3 1%	0 -	2 1%	10 3% HIJ	0 -	0 -	0 -	3 1%	6 1%	6 2% O	3 1%	1 0%	9 3% Q	1 0%
19	14 1%	1 1%	1 1%	3 4%	5 1%	2 2%	2 1%	14 5% HIJ	0 -	0 -	0 -	12 2% L	2 0%	6 2% O	7 2% O	0 -	7 2%	7 1%
20	6 1%	0 -	0 -	2 2%	3 1%	0 -	1 1%	6 2% IJ	0 -	0 -	0 -	3 1%	3 1%	4 2% O	2 1%	0 -	4 1%	3 0%
21	11 1%	1 1%	2 2%	0 -	4 1%	2 2%	2 1%	11 4% HIJ	0 -	0 -	0 -	6 1%	4 1%	5 2% O	6 2% O	0 -	6 2%	5 1%
22	7 1%	0 -	1 1%	0 -	2 1%	0 -	3 1%	7 2% IJ	0 -	0 -	0 -	0 -	7 1% K	3 1% O	3 1%	0 -	1 0%	6 1%
23	16 2%	1 1%	3 3%	0 -	6 2%	2 3%	4 1%	16 5% HIJ	0 -	0 -	0 -	8 2%	8 2%	4 2%	6 2%	6 2%	3 1%	13 2%
24	15 2%	4 3%	0 -	1 1%	6 2%	0 -	5 2%	15 5% HIJ	0 -	0 -	0 -	7 2%	8 2%	5 2%	6 2%	5 1%	4 1%	12 2%
25	16 2%	2 2%	3 3%	1 2%	4 1%	1 2%	3 1%	16 5% HIJ	0 -	0 -	0 -	2 1%	14 3% K	2 1%	9 2%	5 1%	8 3%	8 1%
26	19 2%	4 3%	2 2%	1 1%	4 1%	0 -	8 3%	19 6% HIJ	0 -	0 -	0 -	9 2%	9 2%	5 2%	5 1%	10 3%	4 1%	14 2%
27	20 2%	2 2%	2 2%	0 -	11 3%	0 -	5 2%	20 7% HIJ	0 -	0 -	0 -	7 1%	13 3%	3 1%	9 3%	8 2%	9 3%	11 2%
28	19 2%	1 1%	0 -	0 -	10 3%	1 1%	7 3%	19 6% HIJ	0 -	0 -	0 -	6 1%	13 3%	4 2%	3 1%	12 3% N	7 2%	12 2%
29	26 3%	3 2%	4 4%	1 1%	8 2%	4 6%	6 2%	26 9% HIJ	0 -	0 -	0 -	10 2%	16 3%	6 2%	6 2%	13 4%	4 1%	22 3%
30	17 2%	2 2%	2 2%	3 4%	4 1%	0 -	6 3%	17 6% HIJ	0 -	0 -	0 -	9 2%	7 1%	4 2%	1 0%	11 3% N	10 3% Q	6 1%
31	28 3%	4 3%	3 3%	2 4%	13 3%	0 -	6 2%	28 9% HIJ	0 -	0 -	0 -	14 3%	14 3%	6 2%	10 3%	12 3%	14 5% Q	15 2%
32	27 3%	0 -	3 3% A	1 1%	12 3% A	3 4% A	8 3% A	27 9% HIJ	0 -	0 -	0 -	17 3%	11 2%	3 1%	9 3%	15 4% M	14 5% Q	14 2%
33	32 3%	5 4%	5 5%	0 -	13 4%	1 1%	7 3%	32 11% HIJ	0 -	0 -	0 -	15 3%	17 3%	9 4%	9 3%	13 4%	15 5% Q	17 2%
34	19 2%	0 -	2 2%	2 3%	5 1%	2 3%	8 3% A	19 6% HIJ	0 -	0 -	0 -	8 2%	11 2%	4 1%	8 2%	8 2%	8 3%	11 2%
35	13 1%	1 1%	1 1%	1 2%	6 2%	0 -	4 2%	0 -	13 9% GIJ	0 -	0 -	5 1%	8 2%	1 0%	3 1%	9 3% M	5 2%	8 1%
36	11 1%	0 -	0 -	1 2%	3 1%	1 1%	6 2%	0 -	11 8% GIJ	0 -	0 -	5 1%	6 1%	3 1%	3 1%	5 1%	8 3% Q	3 0%
37	14 1%	0 -	2 2%	0 -	7 2%	1 2%	4 2%	0 -	14 9% GIJ	0 -	0 -	4 1%	10 2%	3 1%	4 1%	7 2%	11 4% Q	3 0%
38	16 2%	2 2%	1 1%	1 1%	4 1%	0 -	8 3% D	0 -	16 11% GIJ	0 -	0 -	9 2%	7 1%	2 1%	6 2%	8 2%	7 2%	9 1%

## Q1. What is your age?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

Region										Age				Gender		Education			Presence of Children	
	Total	BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q		
39	13 1%	1 1%	2 2%	2 3%	4 1%	0 -	4 2%	0 -	13 9% GIJ	0 -	0 -	4 1%	9 2%	5 2% N	1 0%	7 2% N	9 3% Q	4 1%		
40	15 2%	1 1%	3 3%	1 2%	7 2%	0 -	3 1%	0 -	15 10% GIJ	0 -	0 -	7 2%	8 2%	6 2%	2 1%	7 2%	11 4% Q	4 1%		
41	14 1%	2 2%	3 3% D	1 2%	2 1%	1 1%	5 2%	0 -	14 10% GIJ	0 -	0 -	9 2%	5 1%	4 2%	5 1%	5 1%	8 3% Q	6 1%		
42	17 2%	4 3%	0 -	0 -	8 2%	2 3%	2 1%	0 -	17 11% GIJ	0 -	0 -	8 2%	9 2%	1 0%	7 2%	8 2%	10 3% Q	7 1%		
43	15 2%	2 2%	1 1%	1 1%	6 2%	2 3%	3 1%	0 -	15 10% GIJ	0 -	0 -	7 2%	8 2%	3 1%	4 1%	8 2%	9 3% Q	6 1%		
44	21 2%	2 2%	1 1%	2 3%	5 1%	3 4%	7 3%	0 -	21 14% GIJ	0 -	0 -	12 2%	9 2%	6 2%	5 1%	9 3%	12 4% Q	8 1%		
45	18 2%	3 2%	0 -	2 3%	6 2%	3 5% B	3 1%	0 -	0 -	18 7% GHJ	0 -	13 3% L	5 1%	2 1%	8 2%	7 2%	6 2%	12 2%		
46	21 2%	3 3%	3 3%	0 -	4 1%	2 3%	9 4% D	0 -	0 -	21 8% GHJ	0 -	7 2%	14 3%	7 3%	4 1%	10 3%	10 3%	11 2%		
47	24 2%	5 4%	2 2%	4 6% EF	10 3%	0 -	3 1%	0 -	0 -	24 9% GHJ	0 -	12 2%	12 2%	5 2%	9 3%	9 3%	10 3%	14 2%		
48	22 2%	2 2%	5 5% F	2 3%	10 3%	0 -	3 1%	0 -	0 -	22 8% GHJ	0 -	14 3%	8 2%	4 2%	11 3%	7 2%	10 3%	12 2%		
49	22 2%	4 3%	4 4%	1 2%	6 2%	2 4%	4 2%	0 -	0 -	22 8% GHJ	0 -	15 3%	7 1%	1 0%	14 4% M	7 2%	11 4% Q	10 1%		
50	26 3%	8 6% CDE	2 2%	0 -	8 2%	0 -	8 3%	0 -	0 -	26 10% GHJ	0 -	11 2%	14 3%	9 4%	11 3%	5 1%	4 1%	22 3%		
51	32 3%	8 6% F	3 3%	3 4%	13 3%	2 3%	3 1%	0 -	0 -	32 12% GHJ	0 -	13 3%	19 4%	11 4% O	15 4% O	4 1%	7 2%	24 4%		
52	32 3%	6 5%	2 2%	0 -	15 4%	1 2%	8 3%	0 -	0 -	32 12% GHJ	0 -	15 3%	17 3%	12 5%	12 3%	7 2%	2 1%	30 4% P		
53	35 4%	4 3%	3 3%	2 3%	14 4%	4 6%	8 3%	0 -	0 -	35 13% GHJ	0 -	17 4%	18 3%	9 3%	13 4%	13 4%	7 2%	28 4%		
54	39 4%	1 1%	6 6% A	4 6% A	17 5%	4 6% A	7 3%	0 -	0 -	39 15% GHJ	0 -	16 3%	23 4%	11 4%	19 5%	9 3%	1 0%	38 6% P		
55	14 1%	1 1%	3 3%	3 4%	4 1%	0 -	4 2%	0 -	0 -	0 -	14 5% GHI	8 2%	6 1%	2 1%	6 2%	7 2%	2 1%	13 2%		
56	8 1%	1 1%	0 -	1 1%	6 1%	0 -	1 0%	0 -	0 -	0 -	8 3% GHI	5 1%	3 1%	2 1%	1 0%	5 1%	2 1%	7 1%		
57	23 2%	4 3%	1 1%	2 3%	8 2%	3 4%	5 2%	0 -	0 -	0 -	23 8% GHI	12 2%	11 2%	4 2%	9 3%	8 2%	3 1%	20 3%		
58	18 2%	3 2%	0 -	2 3%	6 2%	3 4%	5 2%	0 -	0 -	0 -	18 7% GHI	4 1%	14 3% K	6 2%	7 2%	5 1%	3 1%	15 2%		
59	14 1%	1 1%	3 3%	0 -	6 2%	1 1%	3 1%	0 -	0 -	0 -	14 5% GHI	5 1%	9 2%	6 2%	3 1%	3 1%	1 0%	13 2%		
60	21 2%	4 3%	2 2%	3 4%	7 2%	0 -	6 2%	0 -	0 -	0 -	21 8% GHI	6 1%	15 3%	9 3%	5 1%	7 2%	1 0%	20 3%		

## Q1. What is your age?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region							Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F		18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
61	16 2%	3 2%	0 -	1 1%	8 2%	0 -	4 2%		0 -	0 -	0 -	16 6% GHI	9 2%	6 1%	4 1%	5 1%	7 2%	0 -	16 2% P
62	16 2%	1 1%	1 1%	2 3%	8 2%	1 1%	3 1%		0 -	0 -	0 -	16 6% GHI	5 1%	11 2%	4 2%	6 2%	5 2%	1 0%	15 2% P
63	12 1%	0 -	0 -	2 2%	7 2%	2 3%	2 1%		0 -	0 -	0 -	12 4% GHI	5 1%	7 1%	3 1%	5 1%	4 1%	0 -	12 2% P
64	15 2%	3 2%	2 2%	1 1%	3 1%	2 3%	4 2%		0 -	0 -	0 -	15 5% GHI	7 1%	8 2%	3 1%	6 2%	6 2%	0 -	15 2% P
65	10 1%	1 1%	1 1%	1 1%	3 1%	1 1%	3 1%		0 -	0 -	0 -	10 4% GHI	8 2% L	2 0%	2 1%	6 2%	2 1%	0 -	10 1% P
66	14 1%	2 1%	1 1%	0 -	5 1%	3 4%	3 1%		0 -	0 -	0 -	14 5% GHI	4 1%	9 2%	1 1%	7 2%	5 1%	1 0%	13 2%
67	10 1%	0 -	1 1%	2 3%	4 1%	0 -	2 1%		0 -	0 -	0 -	10 3% GHI	5 1%	5 1%	5 2% O	4 1%	1 0%	0 -	10 1% P
68	14 1%	1 1%	0 -	0 -	5 1%	1 1%	7 3%		0 -	0 -	0 -	14 5% GHI	7 1%	8 1%	4 2%	5 1%	5 1%	1 0%	13 2%
69	16 2%	2 1%	1 1%	1 1%	7 2%	2 3%	4 2%		0 -	0 -	0 -	16 6% GHI	10 2%	6 1%	3 1%	6 2%	7 2%	2 1%	14 2%
70	12 1%	5 4% F	1 1%	0 -	5 1%	0 -	1 0%		0 -	0 -	0 -	12 4% GHI	9 2%	3 1%	4 1%	5 1%	4 1%	0 -	12 2% P
71	4 0%	1 1%	0 -	0 -	3 1%	0 -	0 -		0 -	0 -	0 -	4 1%	2 0%	2 0%	2 1%	2 1%	0 -	0 -	4 1%
72	6 1%	1 1%	1 1%	1 1%	2 1%	0 -	2 1%		0 -	0 -	0 -	6 2% GI	3 1%	2 0%	2 1%	2 1%	1 0%	0 -	6 1%
73	4 0%	1 1%	0 -	0 -	1 0%	2 3% D	1 0%		0 -	0 -	0 -	4 2% GI	4 1% L	0 -	0 -	2 1%	3 1%	0 -	4 1%
74	4 0%	1 1%	1 1%	0 -	2 1%	0 -	0 -		0 -	0 -	0 -	4 1% G	3 1%	1 0%	3 1%	1 0%	0 -	0 -	4 1%
75	7 1%	3 2%	0 -	0 -	2 1%	0 -	1 1%		0 -	0 -	0 -	7 2% GI	4 1%	2 1%	3 1%	2 1%	1 0%	1 0%	6 1%
76	3 0%	0 -	0 -	1 1%	1 0%	0 -	1 0%		0 -	0 -	0 -	3 1%	3 1%	0 -	0 -	1 0%	2 1%	0 -	3 0%
77	3 0%	0 -	0 -	0 -	2 1%	0 -	1 0%		0 -	0 -	0 -	3 1%	1 0%	2 1%	1 0%	1 0%	2 1%	0 -	3 1%
78	3 0%	0 -	1 1%	0 -	1 0%	1 1%	0 -		0 -	0 -	0 -	3 1%	1 0%	3 1%	2 1%	1 0%	1 0%	0 -	3 1%
79	4 0%	1 1%	0 -	0 -	2 1%	1 1%	0 -		0 -	0 -	0 -	4 1% G	4 1% L	0 -	3 1% N	0 -	1 0%	0 -	4 1%
80	2 0%	0 -	0 -	0 -	2 0%	0 -	0 -		0 -	0 -	0 -	2 1%	2 0%	0 -	0 -	1 0%	1 0%	0 -	2 0%
81	1 0%	0 -	1 1%	0 -	1 0%	0 -	0 -		0 -	0 -	0 -	1 1%	1 0%	1 0%	0 -	1 0%	0 -	0 -	1 0%
83	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -		0 -	0 -	0 -	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	1 0%

## Q1. What is your age?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
84	2 0%	1 1%	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	2 1%	0 -	2 0%	2 1%	0 -	0 -	0 -	2 0%
85	2 0%	0 -	0 -	1 1%	1 0%	0 -	0 -	0 -	0 -	0 -	2 1%	1 0%	1 0%	1 0%	0 -	1 0%	0 -	2 0%
86	2 0%	0 -	0 -	1 1%	1 0%	0 -	0 -	0 -	0 -	0 -	2 1%	1 0%	1 0%	2 1%	0 -	0 -	0 -	2 0%
87	1 0%	0 -	0 -	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	1 1%	0 -	1 0%	0 -	1 0%	0 -	0 -	1 0%
88	1 0%	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	1 0%
Summary																		
18-34	300 30%	31 24%	37 37% A	17 25%	112 30%	18 25%	85 34% A	300 100% HIJ	0 -	0 -	0 -	136 28%	164 32%	79 30%	102 28%	118 32%	124 41% Q	176 25%
35-44	149 15%	16 13%	13 13%	11 16%	52 14%	11 15%	46 18%	0 -	149 100% GIJ	0 -	0 -	71 15%	78 15%	34 13%	40 11%	74 20% MN	91 30% Q	58 8%
45-54	271 27%	44 34% F	29 29%	19 27%	103 27%	20 29%	56 23%	0 -	0 -	271 100% GHJ	0 -	133 28%	138 27%	71 27%	118 33% O	79 22%	70 23%	201 29%
55+	280 28%	39 30%	20 20%	23 33%	113 30%	22 31%	63 25%	0 -	0 -	0 -	280 100% GHI	139 29%	141 27%	82 31%	102 28%	94 26%	17 6%	263 38% P
Mean (Incl. 0)	45.9	48.3 BF	43.1	47.1	46.6 BF	47.7	44.1	27.7	39.9 G	50.2 GH	64.7 GHI	46.7	45.2	46.7	46.6	44.7	38	49.4 P
Mean (Excl. 0)	45.9	48.3 BF	43.1	47.1	46.6 BF	47.7	44.1	27.7	39.9 G	50.2 GH	64.7 GHI	46.7	45.2	46.7	46.6	44.7	38	49.4 P
Std. Dev.	15.3	15.1	14.8	15.5	15.6	15	14.9	4.6	2.9	2.9	7.2	15.6	15	16.6	15.2	14.3	10.9	15.6
Std. Err.	0.5	1.4	1.5	1.9	0.8	1.8	0.9	0.3	0.2	0.2	0.4	0.7	0.7	1	0.8	0.7	0.6	0.6
Median	47	50	44	48	48	49	44	28	40	51	63	48	46	50	49	43	38	52

**Q2. What is your gender?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Male	480 48%	62 48%	47 47%	37 53%	178 47%	36 52%	120 48%	136 45%	71 48%	133 49%	139 50%	480 100% L	0 -	127 48%	177 49%	172 47%	145 48%	335 48%
Female	520 52%	68 52%	53 53%	33 47%	202 53%	34 48%	130 52%	164 55%	78 52%	138 51%	141 50%	0 -	520 100% K	139 52%	185 51%	194 53%	156 52%	364 52%

## Q3. Which of the following provinces do you live in?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Newfoundland and Labrador	9 1%	0 -	0 -	0 -	0 -	9 14% ABCDF	0 -	3 1%	0 -	1 1%	6 2%	6 1%	4 1%	2 1%	6 2%	2 1%	3 1%	7 1%
Prince Edward Island	3 0%	0 -	0 -	0 -	0 -	3 5% ABDF	0 -	0 -	2 2% GI	0 -	1 0%	1 0%	2 0%	0 -	2 1%	1 0%	1 0%	2 0%
Nova Scotia	25 3%	0 -	0 -	0 -	0 -	25 36% ABCDF	0 -	6 2%	2 1%	9 3%	7 3%	16 3%	9 2%	5 2%	10 3%	10 3%	5 2%	20 3%
New Brunswick	32 3%	0 -	0 -	0 -	0 -	32 46% ABCDF	0 -	9 3%	6 4%	9 4%	7 3%	13 3%	18 4%	10 4%	14 4%	7 2%	11 4%	21 3%
Quebec	250 25%	0 -	0 -	0 -	0 -	0 -	250 100% ABCDE	85 28% I	46 31% I	56 21%	63 23%	120 25%	130 25%	86 32% N	68 19%	95 26% N	69 23%	181 26%
Ontario	380 38%	0 -	0 -	0 -	380 100% ABCEF	0 -	0 -	112 38%	52 35%	103 38%	113 41%	178 37%	202 39%	88 33%	143 39%	149 41%	106 35%	274 39%
Manitoba	47 5%	0 -	0 -	47 67% ABDEF	0 -	0 -	0 -	15 5%	7 5%	12 4%	14 5%	25 5%	22 4%	11 4%	20 6%	16 4%	18 6%	29 4%
Saskatchewan	23 2%	0 -	0 -	23 33% ABDEF	0 -	0 -	0 -	2 1%	4 3%	7 3%	9 3% G	12 3%	11 2%	9 3% O	10 3%	4 1%	8 3%	15 2%
Alberta	100 10%	0 -	100 100% ACDEF	0 -	0 -	0 -	0 -	37 13% J	13 9%	29 11%	20 7%	47 10%	53 10%	29 11%	34 10%	35 10%	39 13%	61 9%
British Columbia	130 13%	130 100% BCDEF	0 -	0 -	0 -	0 -	0 -	31 10%	16 11%	44 16% G	39 14%	62 13%	68 13%	27 10%	56 15%	47 13%	42 14%	88 13%
Summary																		
BC	130 13%	130 100% BCDEF	0 -	0 -	0 -	0 -	0 -	31 10%	16 11%	44 16% G	39 14%	62 13%	68 13%	27 10%	56 15%	47 13%	42 14%	88 13%
Alberta	100 10%	0 -	100 100% ACDEF	0 -	0 -	0 -	0 -	37 13% J	13 9%	29 11%	20 7%	47 10%	53 10%	29 11%	34 10%	35 10%	39 13%	61 9%
Prairies	70 7%	0 -	0 -	70 100% ABDEF	0 -	0 -	0 -	17 6%	11 8%	19 7%	23 8%	37 8%	33 6%	20 8%	30 8%	20 5%	26 9%	44 6%
ON	380 38%	0 -	0 -	0 -	380 100% ABCEF	0 -	0 -	112 38%	52 35%	103 38%	113 41%	178 37%	202 39%	88 33%	143 39%	149 41%	106 35%	274 39%
Atlantic	70 7%	0 -	0 -	0 -	0 -	70 100% ABCDF	0 -	18 6%	11 7%	20 7%	22 8%	36 8%	34 7%	17 6%	32 9%	20 6%	20 7%	50 7%



**Q4. What is your preferred way of receiving news about an emergency such as severe weather, a power outage, flash flood, wildfire, hurricane, earthquake, or tornado?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Text alerts from the local government	82 8%	8 6%	10 10%	7 10%	31 8%	4 5%	23 9%	44 15% HIJ	11 7%	21 8%	7 2%	45 9%	37 7%	13 5%	31 9%	38 10% M	34 11% Q	48 7%
Twitter	8 1%	1 1%	0 -	0 -	2 1%	2 4% D	2 1%	7 2% IJ	1 1%	0 -	0 -	3 1%	4 1%	0 -	2 1%	6 2% M	2 1%	6 1%
Facebook	41 4%	5 4%	4 4%	3 4%	13 3%	4 6%	11 4%	21 7% J	6 4%	9 3%	4 2%	11 2%	29 6% K	15 6%	14 4%	12 3%	18 6% Q	23 3%
Online (e.g. email or website posts)	95 10%	13 10%	8 8%	9 13%	38 10%	4 6%	22 9%	38 13% IJ	20 13%	16 6%	21 7%	44 9%	50 10%	20 8%	30 8%	45 12%	23 8%	71 10%
Online news	77 8%	15 11%	8 8%	6 9%	26 7%	4 6%	19 8%	36 12% IJ	14 10%	16 6%	11 4%	39 8%	38 7%	15 6%	33 9%	29 8%	21 7%	57 8%
TV News	393 39%	45 34%	34 34%	18 26%	160 42% C	23 33%	113 45% AC	82 27%	59 40% G	110 41% G	141 50% GHI	176 37%	217 42%	126 47% NO	133 37%	130 36%	118 39%	275 39%
Local radio station	258 26%	39 30% F	35 35% DF	21 31% F	97 26% F	24 35% F	41 16%	52 17%	33 22%	89 33% GH	84 30% G	135 28%	123 24%	65 24%	100 28%	92 25%	72 24%	186 27%
Other (Specify)	8 1%	0 -	0 -	0 -	3 1%	1 1%	4 2%	5 2%	1 1%	1 0%	1 0%	8 2% L	0 -	2 1%	4 1%	2 1%	4 1%	4 1%
Weather channel	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	1 0%	1 0%	1 1%	0 -	0 -	0 -	1 0%
Cell phone	5 1%	1 1%	0 -	0 -	2 1%	0 -	2 1%	3 1%	0 -	2 1%	1 0%	1 0%	4 1%	1 1%	2 1%	2 1%	1 0%	4 1%
Other mentions	7 1%	0 -	0 -	2 3% AD	1 0%	1 2%	2 1%	1 0%	3 2% J	1 0%	1 0%	5 1%	2 0%	1 1%	3 1%	2 1%	3 1%	3 1%
None	9 1%	2 2%	0 -	0 -	2 1%	0 -	5 2%	5 2%	0 -	3 1%	1 1%	4 1%	5 1%	1 0%	2 1%	6 2%	2 1%	7 1%
Don't know	15 2%	1 1%	1 1%	2 3%	2 1%	2 3%	7 3% D	6 2%	0 -	3 1%	6 2%	7 2%	8 2%	5 2%	8 2%	2 1%	3 1%	12 2%
(DK/NS)	1 0%	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	1 0%	1 0%	0 -	0 -	0 -	1 0%
Summary																		
Electronic medium	308 31%	43 33%	30 30%	25 36%	113 30%	19 27%	78 31%	148 50% HIJ	52 35% IJ	64 24% J	43 16%	144 30%	163 31%	64 24%	112 31%	131 36% M	99 33%	209 30%

**Q5. Do you participate in online communities or social media networks, such as Facebook or Twitter?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Yes	636 64%	77 59%	68 68%	43 62%	237 62%	47 67%	164 66%	252 84% HIJ	107 72% IJ	159 59% J	118 42%	278 58%	358 69% K	152 57%	240 66% M	243 66% M	216 72% Q	420 60% P
No	364 36%	53 41%	32 32%	27 39%	143 38%	23 33%	86 35%	48 16%	42 28% G	112 41% GH	162 58% GHI	202 42% L	162 31%	114 43% NO	123 34%	123 34%	86 28%	278 40% P

## Q6. Which of the following online communities or social networks do you participate in?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Participated in online communities or social media networks	619	74	67	41	237	43	157	225	106	157	131	265	354	148	236	234	205	414
Weighted	636	77*	68*	43*	237	47*	164	252	107	159	118	278	358	152	240	243	216	420
Facebook	615 97%	75 97%	63 93%	42 98%	231 97%	44 95%	159 97%	247 98%	102 96%	152 95%	114 97%	262 94%	353 99% K	149 98%	233 97%	233 96%	207 96%	408 97%
YouTube	264 42%	27 35%	36 53% ACF	13 30%	111 47% F	21 44%	56 34%	132 52% IJ	57 53% IJ	46 29%	29 25%	129 46% L	135 38%	51 34%	99 41%	114 47% M	108 50% Q	156 37%
Twitter	152 24%	17 22%	22 32% F	12 27%	55 23%	13 28%	33 20%	80 32% IJ	29 28% IJ	26 16%	16 14%	68 25%	83 23%	24 16%	58 24%	71 29% M	65 30% Q	87 21%
LinkedIn	146 23%	17 22% C	11 17%	3 7%	73 31% BCE	4 9%	37 23% C	56 22%	28 26%	40 25%	21 18%	75 27% L	71 20%	6 4%	50 21% M	90 37% MN	46 21%	100 24%
Google+	136 21%	17 22%	21 31% F	9 21%	52 22%	9 19%	28 17%	60 24%	23 22%	30 19%	23 20%	65 24%	71 20%	30 20%	52 22%	54 22%	59 27% Q	77 18%
Blogging	52 8%	8 10%	3 5%	5 13%	19 8%	7 14%	10 6%	24 10%	6 6%	11 7%	10 9%	25 9%	27 8%	8 5%	21 9%	23 10%	25 12% Q	27 6%
Pinterest	49 8%	7 9%	11 16% DF	2 6%	17 7%	5 11%	6 4%	20 8%	10 10%	11 7%	7 6%	2 1%	47 13% K	5 3%	22 9% M	22 9% M	18 8%	30 7%
Flickr	24 4%	2 3%	3 4%	1 2%	10 4%	2 3%	5 3%	8 3%	7 7%	5 3%	3 3%	12 4%	12 3%	1 1%	11 5% M	11 5% M	11 5%	12 3%
Foursquare	6 1%	0 -	2 3% F	0 -	4 2%	0 -	0 -	3 1%	1 1%	1 1%	1 1%	3 1%	3 1%	2 1%	1 0%	3 1%	3 1%	3 1%
Myspace	3 1%	0 -	1 2%	0 -	1 0%	0 -	1 1%	2 1%	0 -	1 1%	0 -	2 1%	1 0%	0 -	1 0%	2 1%	1 1%	2 1%
Other Mentions	20 3%	1 1%	2 3%	0 -	7 3%	4 8%	7 4%	9 3%	6 6% I	2 1%	4 3%	14 5% L	6 2%	4 3%	9 4%	7 3%	8 4%	12 3%
Nothing	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%
(DK/NS)	1 0%	0 -	0 -	0 -	0 -	1 3% DF	0 -	0 -	0 -	1 1%	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	1 0%

## Q7. How often do you participate in these online communities or social networks?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Participated in online communities or social media networks	619	74	67	41	237	43	157	225	106	157	131	265	354	148	236	234	205	414
Weighted	636	77*	68*	43*	237	47*	164	252	107	159	118	278	358	152	240	243	216	420
Every day or nearly every day	397 62%	44 58%	40 59%	23 54%	147 62%	32 69%	110 67%	182 72%	66 62%	91 57%	59 50%	155 56%	242 68% K	98 64%	154 64%	145 60%	137 64%	259 62%
A few times a week	136 21%	14 19%	16 23%	12 28%	44 19%	12 27%	37 22%	45 18%	24 22%	34 21%	33 28% G	69 25%	66 19%	33 22%	49 20%	52 22%	41 19%	95 23%
Once a week	46 7%	10 13% F	7 11%	6 13% F	15 7%	1 2%	7 4%	12 5%	6 6%	17 11% G	11 9%	25 9%	21 6%	10 6%	16 7%	20 8%	20 9%	26 6%
A few times a month	36 6%	6 8%	4 6%	1 2%	18 8%	0 -	7 4%	8 3%	3 3%	15 10% GH	9 8%	21 8%	15 4%	7 4%	13 6%	16 7%	7 3%	29 7%
Once a month or less often	22 3%	2 3%	1 1%	1 2%	13 5%	1 3%	3 2%	6 2%	8 8% GI	2 1%	5 5%	8 3%	14 4%	5 3%	8 3%	9 4%	11 5%	11 3%
Summary																		
Daily	397 62%	44 58%	40 59%	23 54%	147 62%	32 69%	110 67%	182 72% IJ	66 62%	91 57%	59 50%	155 56%	242 68% K	98 64%	154 64%	145 60%	137 64%	259 62%
Few times a week	136 21%	14 19%	16 23%	12 28%	44 19%	12 27%	37 22%	45 18%	24 22%	34 21%	33 28% G	69 25%	66 19%	33 22%	49 20%	52 22%	41 19%	95 23%
Once a week or less often	104 16%	18 24% EF	12 18% E	8 18%	46 19% EF	2 5%	17 11%	26 10%	17 16%	35 22% G	26 22% G	54 19%	50 14%	21 14%	37 16%	45 19%	38 18%	66 16%

**Q8. Do you currently follow the Canadian Red Cross in any social media channels, such as Facebook, Twitter, LinkedIn, or Flickr?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Participated in online communities or social media networks	619	74	67	41	237	43	157	225	106	157	131	265	354	148	236	234	205	414
Weighted	636	77*	68*	43*	237	47*	164	252	107	159	118	278	358	152	240	243	216	420
Yes	45 7%	2 3%	0 -	3 6% B	23 10% B	7 14% AB	10 6% B	24 9%	6 6%	9 6%	6 5%	18 6%	27 8%	12 8%	19 8%	13 6%	18 8%	27 7%
No	591 93%	75 97% E	68 100% CDEF	40 94%	214 90%	40 86%	154 94%	229 91%	101 94%	150 94%	111 95%	260 94%	331 92%	140 92%	221 92%	230 95%	198 92%	393 94%

**Q9. How likely would you be to sign up for emails, text alerts, or smart phone applications to receive information about disaster preparedness when there are official warnings of disaster in your community?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Definitely would	211 21%	27 21%	29 29% C	10 14%	78 20%	15 21%	53 21%	59 20%	38 26%	55 20%	58 21%	93 19%	118 23%	40 15%	77 21% M	91 25% M	75 25%	136 20%
Probably would	283 28%	39 30%	34 34% F	25 36% F	112 30%	16 23%	57 23%	97 32% J	41 27%	78 29%	68 24%	120 25%	163 31% K	65 24%	114 32% M	103 28%	97 32%	186 27%
Might or might not	188 19%	21 16%	13 13%	10 15%	79 21%	20 29% AB	45 18%	63 21%	21 14%	59 22% H	45 16%	96 20%	92 18%	52 19%	63 17%	73 20%	47 16%	141 20%
Probably would not	176 18%	26 20%	12 12%	16 23% E	61 16%	7 10%	54 22% E	48 16%	30 20%	42 16%	56 20%	99 21% L	77 15%	54 20%	63 17%	57 16%	46 15%	130 19%
Definitely would not	132 13%	18 14%	12 12%	8 11%	49 13%	12 17%	34 14%	31 10%	18 12%	35 13%	47 17% G	69 14%	63 12%	51 19% NO	42 12%	38 11%	35 11%	97 14%
Don't know	10 1%	0 -	0 -	1 1%	1 0%	1 1%	7 3% D	2 1%	1 1%	1 0%	6 2%	3 1%	7 1%	5 2%	3 1%	2 1%	3 1%	7 1%
Summary																		
TopBox (Definitely would)	211 21%	27 21%	29 29% C	10 14%	78 20%	15 21%	53 21%	59 20%	38 26%	55 20%	58 21%	93 19%	118 23%	40 15%	77 21% M	91 25% M	75 25%	136 20%
Top2Box (Definitely/ Probably would)	494 49%	66 50%	63 63% DEF	35 50%	190 50%	30 44%	111 44%	156 52%	79 53%	134 49%	126 45%	213 44%	281 54% K	105 39%	192 53% M	195 53% M	172 57% Q	322 46%
Low2Box (Probably/ Definitely would not)	308 31%	43 33%	24 24%	24 34%	110 29%	18 26%	88 35% B	79 26%	49 33%	77 29%	103 37% GI	168 35% L	140 27%	105 40% NO	105 29%	96 26%	80 27%	228 33%
LowBox (Definitely would not)	132 13%	18 14%	12 12%	8 11%	49 13%	12 17%	34 14%	31 10%	18 12%	35 13%	47 17% G	69 14%	63 12%	51 19% NO	42 12%	38 11%	35 11%	97 14%

**Q10. [SUMMARY - TOPBOX (DEFINITELY WOULD)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Location of medical services	284 28%	27 21%	35 35% A	17 24%	102 27%	20 29%	82 33% A	80 27%	52 35% I	64 24%	88 31% I	131 27%	153 29%	77 29%	101 28%	103 28%	98 32%	186 27%
How to keep yourself safe during and after an emergency	264 26%	27 20%	32 32%	14 20%	88 23%	18 26%	86 34% ACD	82 27%	45 30% I	55 20%	82 29% I	113 24%	151 29% K	82 31% N	84 23%	97 26%	96 32% Q	168 24%
Shelter locations	243 24%	23 18%	28 28%	17 24%	90 24%	16 24%	68 27%	65 22%	36 24%	56 21%	86 31% GI	100 21%	143 28% K	68 26%	79 22%	95 26%	73 24%	170 24%
Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit	230 23%	22 17%	27 28% C	10 14%	74 20%	19 27%	78 31% ACD	67 22%	38 26%	51 19%	74 27% I	102 21%	129 25%	72 27%	78 21%	78 21%	80 26%	151 22%
Location of Red Cross reception centres	216 22%	24 18%	28 28%	11 15%	73 19%	16 23%	65 26% D	58 19%	31 21%	56 21%	71 25%	92 19%	124 24%	63 24%	73 20%	78 21%	69 23%	147 21%

**Q10. [SUMMARY - TOP2BOX (DEFINITELY/ PROBABLY WOULD)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Location of medical services	599 60%	70 54%	63 63%	36 52%	229 60%	39 56%	161 64%	188 63%	100 67%	148 54%	164 59%	275 57%	324 62%	160 60%	206 57%	231 63%	198 66%	401 58%
How to keep yourself safe during and after an emergency	578 58%	71 55%	60 60%	36 51%	221 58%	41 59%	149 60%	180 60%	88 59%	144 53%	166 59%	254 53%	325 62%	158 59%	207 57%	211 58%	195 65%	383 55%
Shelter locations	553 55%	70 54%	60 60%	34 49%	207 55%	35 50%	147 59%	174 58%	83 56%	144 53%	151 54%	229 48%	324 62%	133 50%	194 53%	223 61%	177 59%	375 54%
Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit	512 51%	59 46%	51 51%	32 46%	194 51%	36 51%	140 56%	151 50%	78 52%	134 50%	149 53%	227 47%	285 55%	132 50%	189 52%	188 51%	167 56%	345 49%
Location of Red Cross reception centres	511 51%	64 50%	55 55%	27 39%	201 53%	37 53%	126 51%	147 49%	82 55%	138 51%	144 51%	214 45%	297 57%	124 47%	188 52%	196 54%	165 55%	345 49%



**Q10. [SUMMARY - LOW2BOX (PROBABLY/ DEFINITELY WOULD NOT)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit	283 28%	42 32%	28 28%	22 32%	111 29%	16 23%	64 26%	83 28%	43 29%	75 28%	82 29%	158 33% L	125 24%	78 29%	98 27%	104 29%	77 26%	206 30%
Location of Red Cross reception centres	282 28%	44 34%	26 26%	30 43% BDF	99 26%	19 28%	63 25%	85 28%	34 23%	73 27%	90 32% H	158 33% L	124 24%	81 30%	111 31%	90 25%	75 25%	206 30%
Shelter locations	267 27%	38 29%	25 25%	25 36%	100 26%	19 28%	60 24%	74 25%	33 22%	72 27%	89 32% H	154 32% L	113 22%	81 31% O	105 29% O	79 22%	72 24%	196 28%
Location of medical services	247 25%	35 27%	19 19%	26 37% BF	97 26%	17 25%	53 21%	64 21%	29 20%	70 26%	84 30% GH	132 27%	115 22%	70 26%	91 25%	84 23%	63 21%	184 26%
How to keep yourself safe during and after an emergency	247 25%	38 29%	23 23%	20 29%	96 25%	17 24%	53 21%	67 22%	31 21%	72 27%	77 27%	139 29% L	108 21%	71 27%	87 24%	88 24%	56 19%	191 27% P

**Q10. [SUMMARY - LOWBOX (DEFINITELY WOULD NOT)] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Shelter locations	117 12%	15 11%	10 10%	7 9%	46 12%	9 13%	32 13%	30 10%	15 10%	28 10%	44 16% G	67 14% L	50 10%	42 16% O	42 12%	33 9%	29 10%	88 13%
Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit	109 11%	15 12%	8 8%	6 9%	43 11%	8 11%	29 12%	29 10%	13 9%	27 10%	41 15%	65 14% L	45 9%	36 14%	31 9%	42 12%	29 10%	80 12%
Location of Red Cross reception centres	109 11%	13 10%	9 9%	7 9%	39 10%	11 16%	31 12%	26 9%	12 8%	29 11%	42 15% GH	67 14% L	42 8%	40 15% O	38 10%	32 9%	28 9%	81 12%
How to keep yourself safe during and after an emergency	99 10%	13 10%	7 7%	7 9%	36 10%	10 14%	26 10%	25 8%	8 6%	25 9%	40 14% GH	54 11%	44 9%	33 13%	32 9%	32 9%	17 6%	82 12% P
Location of medical services	95 10%	14 11%	7 7%	7 9%	35 9%	9 13%	24 9%	21 7%	7 5%	27 10%	40 14% GH	53 11%	42 8%	31 12%	33 9%	31 9%	19 6%	76 11% P

**Q10\_1. [Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Preparedness information such as how to know the risks in your area, make a plan, and build a preparedness kit																		
Definitely would	230 23%	22 17%	27 28% C	10 14%	74 20%	19 27%	78 31% ACD	67 22%	38 26%	51 19%	74 27% I	102 21%	129 25%	72 27%	78 21%	78 21%	80 26%	151 22%
Probably would	282 28%	37 29%	24 24%	22 31%	120 32%	17 25%	62 25%	84 28%	40 27%	83 31%	75 27%	126 26%	156 30%	60 23%	111 31% M	109 30% M	88 29%	194 28%
Might or might not	205 21%	29 22%	21 21%	16 22%	75 20%	18 26%	46 18%	66 22%	28 19%	62 23%	49 18%	94 20%	110 21%	56 21%	75 21%	74 20%	57 19%	148 21%
Probably would not	174 17%	26 20%	20 20%	16 23%	68 18%	9 12%	35 14%	55 18%	30 20%	48 18%	41 15%	93 20%	80 15%	42 16%	67 19%	62 17%	48 16%	126 18%
Definitely would not	109 11%	15 12%	8 8%	6 9%	43 11%	8 11%	29 12%	29 10%	13 9%	27 10%	41 15%	65 14% L	45 9%	36 14%	31 9%	42 12%	29 10%	80 12%
Summary																		
TopBox (Definitely would)	230 23%	22 17%	27 28% C	10 14%	74 20%	19 27%	78 31% ACD	67 22%	38 26%	51 19%	74 27% I	102 21%	129 25%	72 27%	78 21%	78 21%	80 26%	151 22%
Top2Box (Definitely/ Probably would)	512 51%	59 46%	51 51%	32 46%	194 51%	36 51%	140 56%	151 50%	78 52%	134 50%	149 53%	227 47%	285 55% K	132 50%	189 52%	188 51%	167 56%	345 49%
Low2Box (Probably/ Definitely would not)	283 28%	42 32%	28 28%	22 32%	111 29%	16 23%	64 26%	83 28%	43 29%	75 28%	82 29%	158 33% L	125 24%	78 29%	98 27%	104 29%	77 26%	206 30%
LowBox (Definitely would not)	109 11%	15 12%	8 8%	6 9%	43 11%	8 11%	29 12%	29 10%	13 9%	27 10%	41 15%	65 14% L	45 9%	36 14%	31 9%	42 12%	29 10%	80 12%

**Q10. 2. [How to keep yourself safe during and after an emergency] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
How to keep yourself safe during and after an emergency																		
Definitely would	264 26%	27 20%	32 32%	14 20%	88 23%	18 26%	86 34% ACD	82 27%	45 30% I	55 20%	82 29% I	113 24%	151 29% K	82 31% N	84 23%	97 26%	96 32% Q	168 24%
Probably would	314 31%	45 35%	28 28%	22 31%	133 35% F	23 33%	63 25%	98 33%	43 29%	89 33%	84 30%	141 29%	173 33%	76 29%	123 34%	114 31%	99 33%	215 31%
Might or might not	172 17%	21 16%	17 17%	13 19%	63 17%	12 17%	46 19%	53 18%	30 20% J	53 20% J	35 12%	87 18%	85 16%	37 14%	67 19%	67 18%	51 17%	121 17%
Probably would not	148 15%	24 19% F	16 16%	14 19%	59 16%	7 10%	28 11%	42 14%	23 15%	48 18%	36 13%	84 18% L	64 12%	38 14%	55 15%	56 15%	39 13%	109 16%
Definitely would not	99 10%	13 10%	7 7%	7 9%	36 10%	10 14%	26 10%	25 8%	8 6%	25 9%	40 14% GH	54 11%	44 9%	33 13%	32 9%	32 9%	17 6%	82 12% P
(DK/NS)	3 0%	0 -	0 -	1 2%	1 0%	0 -	1 1%	0 -	0 -	1 0%	2 1%	1 0%	3 1%	1 1%	2 1%	0 -	0 -	3 1%
Summary																		
TopBox (Definitely would)	264 26%	27 20%	32 32%	14 20%	88 23%	18 26%	86 34% ACD	82 27%	45 30% I	55 20%	82 29% I	113 24%	151 29% K	82 31% N	84 23%	97 26%	96 32% Q	168 24%
Top2Box (Definitely/ Probably would)	578 58%	71 55%	60 60%	36 51%	221 58%	41 59%	149 60%	180 60%	88 59%	144 53%	166 59%	254 53%	325 62% K	158 59%	207 57%	211 58%	195 65% Q	383 55%
Low2Box (Probably/ Definitely would not)	247 25%	38 29%	23 23%	20 29%	96 25%	17 24%	53 21%	67 22%	31 21%	72 27%	77 27%	139 29% L	108 21%	71 27%	87 24%	88 24%	56 19%	191 27% P
LowBox (Definitely would not)	99 10%	13 10%	7 7%	7 9%	36 10%	10 14%	26 10%	25 8%	8 6%	25 9%	40 14% GH	54 11%	44 9%	33 13%	32 9%	32 9%	17 6%	82 12% P

**Q10.3. [Shelter locations] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
<b>Shelter locations</b>																		
Definitely would	243 24%	23 18%	28 28%	17 24%	90 24%	16 24%	68 27%	65 22%	36 24%	56 21%	86 31% GI	100 21%	143 28% K	68 26%	79 22%	95 26%	73 24%	170 24%
Probably would	309 31%	46 36%	32 32%	17 25%	117 31%	18 26%	79 32%	109 36% J	48 32% J	88 32% J	65 23%	128 27%	181 35% K	65 24% M	115 32% M	128 35% M	104 35%	205 29%
Might or might not	177 18%	22 17%	15 15%	10 14%	72 19%	16 23%	41 16%	52 17%	32 22% J	54 20% J	38 14%	96 20%	81 16%	51 19%	62 17%	64 17%	53 17%	124 18%
Probably would not	150 15%	23 18%	15 15%	18 26% DF	54 14%	11 15%	28 11%	43 14%	18 12%	44 16%	45 16%	87 18% L	63 12%	40 15%	63 17%	46 13%	42 14%	107 15%
Definitely would not	117 12%	15 11%	10 10%	7 9%	46 12%	9 13%	32 13%	30 10%	15 10%	28 10%	44 16% G	67 14% L	50 10%	42 16% O	42 12%	33 9%	29 10%	88 13%
(DK/NS)	3 0%	0 -	0 -	1 2% D	0 -	0 -	2 1%	0 -	0 -	1 0%	2 1%	1 0%	3 1%	1 0%	3 1%	0 -	0 -	3 1%
<b>Summary</b>																		
TopBox (Definitely would)	243 24%	23 18%	28 28%	17 24%	90 24%	16 24%	68 27%	65 22%	36 24%	56 21%	86 31% GI	100 21%	143 28% K	68 26%	79 22%	95 26%	73 24%	170 24%
Top2Box (Definitely/ Probably would)	553 55%	70 54%	60 60%	34 49%	207 55%	35 50%	147 59%	174 58%	83 56%	144 53%	151 54%	229 48%	324 62% K	133 50%	194 53%	223 61% MN	177 59%	375 54%
Low2Box (Probably/ Definitely would not)	267 27%	38 29%	25 25%	25 36%	100 26%	19 28%	60 24%	74 25%	33 22%	72 27%	89 32% H	154 32% L	113 22%	81 31% O	105 29% O	79 22%	72 24%	196 28%
LowBox (Definitely would not)	117 12%	15 11%	10 10%	7 9%	46 12%	9 13%	32 13%	30 10%	15 10%	28 10%	44 16% G	67 14% L	50 10%	42 16% O	42 12%	33 9%	29 10%	88 13%

**Q10\_4. [Location of medical services] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Location of medical services																		
Definitely would	284 28%	27 21%	35 35% A	17 24%	102 27%	20 29%	82 33% A	80 27%	52 35% I	64 24%	88 31% I	131 27%	153 29%	77 29%	101 28%	103 28%	98 32%	186 27%
Probably would	315 32%	43 33%	29 29%	20 28%	127 33%	19 27%	78 31%	108 36% J	48 32%	83 31%	76 27%	144 30%	171 33%	83 31%	104 29%	128 35%	101 33%	215 31%
Might or might not	154 15%	25 19%	18 18%	8 11%	53 14%	13 19%	37 15%	48 16%	20 13%	54 20% J	32 12%	73 15%	81 16%	36 14%	66 18%	51 14%	41 14%	113 16%
Probably would not	152 15%	21 16%	12 12%	19 28% BDEF	62 16%	8 12%	29 12%	43 14%	22 15%	43 16%	43 16%	78 16%	73 14%	39 15%	59 16%	53 15%	43 14%	108 16%
Definitely would not	95 10%	14 11%	7 7%	7 9%	35 9%	9 13%	24 9%	21 7%	7 5%	27 10%	40 14% GH	53 11%	42 8%	31 12%	33 9%	31 9%	19 6%	76 11% P
Summary																		
TopBox (Definitely would)	284 28%	27 21%	35 35% A	17 24%	102 27%	20 29%	82 33% A	80 27%	52 35% I	64 24%	88 31% I	131 27%	153 29%	77 29%	101 28%	103 28%	98 32%	186 27%
Top2Box (Definitely/ Probably would)	599 60%	70 54%	63 63%	36 52%	229 60%	39 56%	161 64%	188 63%	100 67% I	148 54%	164 59%	275 57%	324 62%	160 60%	206 57%	231 63%	198 66% Q	401 58%
Low2Box (Probably/ Definitely would not)	247 25%	35 27%	19 19%	26 37% BF	97 26%	17 25%	53 21%	64 21%	29 20%	70 26%	84 30% GH	132 27%	115 22%	70 26%	91 25%	84 23%	63 21%	184 26%
LowBox (Definitely would not)	95 10%	14 11%	7 7%	7 9%	35 9%	9 13%	24 9%	21 7%	7 5%	27 10%	40 14% GH	53 11%	42 8%	31 12%	33 9%	31 9%	19 6%	76 11% P

**Q10.5. [Location of Red Cross reception centres] How likely would you be to sign up for emails, text alerts, or smart phone applications that would provide you with the following specific types of information in an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Location of Red Cross reception centres																		
Definitely would	216 22%	24 18%	28 28%	11 15%	73 19%	16 23%	65 26% D	58 19%	31 21%	56 21%	71 25%	92 19%	124 24%	63 24%	73 20%	78 21%	69 23%	147 21%
Probably would	295 30%	41 31%	27 27%	17 24%	128 34% F	21 31%	62 25%	89 30%	51 34%	82 30%	73 26%	122 26%	172 33% K	61 23%	114 32% M	117 32% M	96 32%	199 29%
Might or might not	204 20%	22 17%	19 19%	12 18%	79 21%	13 19%	59 24%	68 23% J	32 21%	59 22%	44 16%	107 22%	97 19%	60 22%	63 17%	79 22%	61 20%	143 21%
Probably would not	172 17%	31 24% DF	17 17%	24 34% BDEF	60 16%	8 12%	32 13%	59 20%	22 15%	43 16%	48 17%	91 19%	81 16%	41 15%	73 20%	58 16%	47 16%	125 18%
Definitely would not	109 11%	13 10%	9 9%	7 9%	39 10%	11 16%	31 12%	26 9%	12 8%	29 11%	42 15% GH	67 14% L	42 8%	40 15% O	38 10%	32 9%	28 9%	81 12%
(DK/NS)	4 0%	0 -	0 -	0 -	2 1%	0 -	2 1%	0 -	1 1%	1 0%	2 1%	2 0%	2 1%	2 1%	1 0%	2 1%	0 -	4 1%
Summary																		
TopBox (Definitely would)	216 22%	24 18%	28 28%	11 15%	73 19%	16 23%	65 26% D	58 19%	31 21%	56 21%	71 25%	92 19%	124 24%	63 24%	73 20%	78 21%	69 23%	147 21%
Top2Box (Definitely/ Probably would)	511 51%	64 50%	55 55% C	27 39%	201 53% C	37 53%	126 51%	147 49%	82 55%	138 51%	144 51%	214 45%	297 57% K	124 47%	188 52%	196 54%	165 55%	345 49%
Low2Box (Probably/ Definitely would not)	282 28%	44 34%	26 26%	30 43% BDF	99 26%	19 28%	63 25%	85 28%	34 23%	73 27%	90 32% H	158 33% L	124 24%	81 30%	111 31%	90 25%	75 25%	206 30%
LowBox (Definitely would not)	109 11%	13 10%	9 9%	7 9%	39 10%	11 16%	31 12%	26 9%	12 8%	29 11%	42 15% GH	67 14% L	42 8%	40 15% O	38 10%	32 9%	28 9%	81 12%

**Q11. How likely would you be to follow the Canadian Red Cross (for example, by following them on their website, Facebook or Twitter) to receive updates about Red Cross services during an emergency (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado)?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Definitely would	195 20%	18 14%	22 22%	9 13%	67 18%	15 22%	63 25% ACD	62 21%	33 22%	49 18%	51 18%	82 17%	113 22%	59 22%	65 18%	71 19%	72 24% Q	122 18%
Probably would	313 31%	40 31%	35 35%	18 26%	123 33%	22 31%	75 30%	96 32%	54 37%	80 30%	83 30%	137 29%	176 34%	70 26%	123 34% M	117 32%	111 37% Q	203 29%
Might or might not	207 21%	31 24%	17 17%	22 31% BF	78 21%	15 21%	44 18%	74 25% J	31 21%	56 21%	46 17%	106 22%	101 19%	56 21%	66 18%	84 23%	62 21%	145 21%
Probably would not	176 18%	29 22%	18 18%	14 20%	66 17%	11 16%	38 15%	44 15%	17 12%	55 20% H	59 21% GH	93 19%	83 16%	45 17%	69 19%	61 17%	34 11%	142 20% P
Definitely would not	97 10%	10 8%	7 7%	6 8%	40 11%	6 8%	28 11%	22 7%	10 7%	30 11%	35 12% G	55 11%	42 8%	34 13% O	35 10%	28 8%	20 7%	77 11% P
Don't know	10 1%	1 1%	1 1%	1 1%	4 1%	1 1%	2 1%	2 1%	2 1%	1 0%	5 2%	5 1%	5 1%	3 1%	3 1%	4 1%	2 1%	8 1%
(DK/NS)	2 0%	1 1%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	1 0%	1 0%	1 0%	1 0%	0 -	1 0%	1 0%	0 -	2 0%
Summary																		
TopBox (Definitely would)	195 20%	18 14%	22 22%	9 13%	67 18%	15 22%	63 25% ACD	62 21%	33 22%	49 18%	51 18%	82 17%	113 22%	59 22%	65 18%	71 19%	72 24% Q	122 18%
Top2Box (Definitely/ Probably would)	508 51%	58 45%	57 57% C	27 39%	191 50%	37 53%	138 55% C	158 53%	88 59% IJ	129 48%	134 48%	219 46%	289 56% K	129 48%	188 52%	188 51%	183 61% Q	325 47%
Low2Box (Probably/ Definitely would not)	273 27%	39 30%	25 25%	20 28%	106 28%	17 24%	66 26%	67 22%	28 19%	85 31% GH	94 34% GH	148 31% L	125 24%	79 30%	104 29%	89 24%	55 18%	218 31% P
LowBox (Definitely would not)	97 10%	10 8%	7 7%	6 8%	40 11%	6 8%	28 11%	22 7%	10 7%	30 11%	35 12% G	55 11%	42 8%	34 13% O	35 10%	28 8%	20 7%	77 11% P



**Q12. Of the following ways of receiving information related to emergencies (such as severe weather, a power outage, flash flood, hurricane, earthquake, or tornado), which, if any, do you prefer?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emails	394 39%	46 35%	35 35%	22 32%	152 40%	26 38%	114 45% C	106 35%	59 40%	97 36%	132 47% GI	191 40%	204 39%	110 41%	139 38%	144 39%	117 39%	277 40%
Texts	245 25%	34 26%	30 31%	18 26%	97 25%	12 17%	54 22%	101 34% IJ	43 29% J	67 25% J	34 12%	110 23%	135 26%	58 22%	88 24%	98 27%	89 30% Q	155 22%
Smart phone applications	131 13%	13 10%	23 23% ADF	8 11%	46 12%	11 16%	30 12%	57 19% IJ	24 16% J	28 10%	22 8%	64 13%	67 13%	29 11%	46 13%	55 15%	57 19% Q	74 11%
None of the above	197 20%	27 20% B	9 9%	19 28% B	76 20% B	17 25% B	48 19% B	27 9%	22 15%	66 24% GH	83 30% GH	100 21%	97 19%	60 22%	76 21%	61 17%	35 12%	163 23% P
Don't know	28 3%	9 7% DF	2 2%	3 4%	8 2%	3 4%	3 1%	9 3%	1 1%	10 4%	8 3%	14 3%	14 3%	8 3%	14 4%	6 2%	4 1%	24 3%
(DK/NS)	5 1%	1 1%	1 1%	0 -	1 0%	0 -	1 1%	0 -	0 -	3 1%	1 1%	2 0%	3 1%	2 1%	1 0%	1 0%	0 -	5 1%

**Q13. How likely would you be to share the updates you receive about emergencies from emergency response officials with those in your social media networks?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Participated in online communities or social media networks	619	74	67	41	237	43	157	225	106	157	131	265	354	148	236	234	205	414
Weighted	636	77*	68*	43*	237	47*	164	252	107	159	118	278	358	152	240	243	216	420
Definitely would	211 33%	22 29%	27 39%	16 36%	79 33%	18 39%	50 31%	73 29%	37 35%	56 35%	46 39%	86 31%	125 35%	58 38%	88 37%	66 27%	83 39%	128 31%
Probably would	189 30%	20 25%	20 29%	8 18%	84 35%	14 30%	44 27%	84 33%	29 27%	41 26%	34 29%	67 24%	122 34%	40 27%	64 27%	84 35%	60 28%	129 31%
Might or might not	120 19%	19 24%	14 20%	7 17%	34 15%	6 12%	40 25%	51 20%	22 21%	29 18%	18 15%	62 23%	58 16%	30 20%	46 19%	44 18%	42 19%	78 19%
Probably would not	54 9%	5 6%	6 9%	5 11%	20 9%	7 15%	11 7%	18 7%	12 11%	14 9%	9 8%	36 13%	18 5%	4 3%	19 8%	29 12%	13 6%	41 10%
Definitely would not	10 2%	1 1%	1 2%	3 7%	4 2%	0 -	1 1%	3 1%	2 2%	3 2%	2 1%	3 1%	7 2%	4 3%	2 1%	4 2%	6 3%	4 1%
I would not sign up to receive updates about emergencies from emergency response officials	45 7%	11 14%	1 2%	4 9%	12 5%	2 5%	15 9%	20 8%	4 4%	13 8%	7 6%	22 8%	22 6%	15 10%	20 8%	10 4%	11 5%	34 8%
Don't know	6 1%	0 -	0 -	1 2%	4 2%	0 -	1 1%	2 1%	0 -	2 1%	2 2%	1 0%	5 1%	1 1%	1 0%	4 2%	1 1%	5 1%
(DK/NS)	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	1 1%	0 -	1 0%
<b>Summary</b>																		
TopBox (Definitely would)	211 33%	22 29%	27 39%	16 36%	79 33%	18 39%	50 31%	73 29%	37 35%	56 35%	46 39%	86 31%	125 35%	58 38%	88 37%	66 27%	83 39%	128 31%
Top2Box (Definitely/ Probably would)	400 63%	42 54%	46 68%	23 54%	163 69%	32 68%	94 58%	157 62%	66 62%	97 61%	80 68%	153 55%	247 69%	98 64%	152 63%	150 62%	143 66%	257 61%
Low2Box (Probably/ Definitely would not)	64 10%	6 7%	8 11%	8 18%	24 10%	7 15%	12 7%	21 9%	14 13%	17 11%	11 9%	39 14%	25 7%	9 6%	21 9%	33 14%	20 9%	44 11%
LowBox (Definitely would not)	10 2%	1 1%	1 2%	3 7%	4 2%	0 -	1 1%	3 1%	2 2%	3 2%	2 1%	3 1%	7 2%	4 3%	2 1%	4 2%	6 3%	4 1%

**Q14. [SUMMARY - TOTAL NUMBER OF DISASTERS EXPERIENCED] Have you ever experienced any of the following disasters personally?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

		Region						Age				Gender		Education			Presence of Children	
	Total	BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
>1	351 35%	40 31%	27 27%	22 32%	157 41% ABF	25 36%	79 32%	87 29%	52 35%	103 38% G	108 39% G	175 37%	176 34%	91 34%	140 39%	118 32%	103 34%	248 36%
3	90 9%	8 6%	8 8%	10 14%	36 10%	5 8%	22 9%	16 6%	14 9%	35 13% G	25 9%	53 11% L	37 7%	23 9%	39 11%	26 7%	29 10%	61 9%
4	22 2%	3 2%	0 -	2 3%	11 3%	1 1%	5 2%	7 2%	2 2%	5 2%	8 3%	11 2%	11 2%	5 2%	7 2%	10 3%	4 1%	18 3%
5	15 2%	5 4% D	1 1%	0 -	4 1%	1 1%	4 2%	4 1%	3 2%	3 1%	5 2%	8 2%	8 2%	5 2%	5 2%	5 1%	5 2%	10 1%

**Q14. [SUMMARY - YES] Have you ever experienced any of the following disasters personally?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Loss of electricity for more than 72 hours	411 41%	35 27% B	14 14%	11 16%	196 52% ABCE	27 38% BC	129 52% ABC	104 35%	62 42%	118 44% G	127 45% G	194 41%	217 42%	116 43%	142 39%	152 42%	112 37%	299 43%
Hurricanes, tornadoes, or severe storms	376 38%	40 31%	42 42% F	33 47% AF	164 43% AF	34 48% AF	63 25%	94 31%	48 32%	118 44% GH	116 42% G	191 40%	185 36%	94 35%	152 42% O	127 35%	110 37%	265 38%
Flooding	158 16%	23 18%	13 13%	24 34% ABDEF	54 14%	7 10%	37 15%	46 15%	32 22%	43 16% J	37 13%	79 17%	79 15%	40 15%	64 18%	53 14%	56 18%	103 15%
Fire	120 12%	23 18% F	15 15%	6 9%	45 12%	10 14%	21 9%	35 12%	15 10%	37 14%	34 12%	61 13%	60 11%	28 11%	53 15%	37 10%	35 11%	86 12%
An evacuation order as a result of disaster	88 9%	16 12% E	8 8%	4 6%	35 9%	2 3%	23 9%	20 7%	14 9%	24 9%	30 11%	48 10%	40 8%	16 6%	34 9%	38 10%	28 9%	60 9%

**Q14\_1. [Flooding] Have you ever experienced any of the following disasters personally?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
<b>Flooding</b>																		
Yes	158 16%	23 18%	13 13%	24 34% ABDEF	54 14%	7 10%	37 15%	46 15%	32 22% J	43 16%	37 13%	79 17%	79 15%	40 15%	64 18%	53 14%	56 18%	103 15%
No	842 84%	107 82% C	87 88% C	46 66%	326 86% C	63 90% C	213 85% C	254 85%	117 78%	228 84%	243 87% H	401 84%	441 85%	226 85%	298 82%	313 86%	246 82%	595 85%

**Q14\_2. [Fire] Have you ever experienced any of the following disasters personally?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
<b>Fire</b>																		
Yes	120 12%	23 18% F	15 15%	6 9%	45 12%	10 14%	21 9%	35 12%	15 10%	37 14%	34 12%	61 13%	60 11%	28 11%	53 15%	37 10%	35 11%	86 12%
No	879 88%	107 82%	85 85%	64 91%	334 88%	60 86%	229 91% A	264 88%	134 90%	235 87%	246 88%	419 87%	459 88%	238 89%	309 85%	327 90%	266 88%	613 88%
Don't know	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -

**Q14\_3. [An evacuation order as a result of disaster] Have you ever experienced any of the following disasters personally?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
An evacuation order as a result of disaster																		
Yes	88 9%	16 12% E	8 8%	4 6%	35 9%	2 3%	23 9%	20 7%	14 9%	24 9%	30 11%	48 10%	40 8%	16 6%	34 9%	38 10%	28 9%	60 9%
No	911 91%	114 88%	92 92%	66 94%	344 91%	68 98% A	227 91%	279 93%	135 91%	247 91%	250 89%	432 90%	479 92%	251 94% O	329 91%	327 89%	274 91%	637 91%
Don't know	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%

**Q14\_4. [Loss of electricity for more than 72 hours] Have you ever experienced any of the following disasters personally?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Loss of electricity for more than 72 hours																		
Yes	411 41%	35 27% B	14 14%	11 16%	196 52% ABCE	27 38% BC	129 52% ABC	104 35%	62 42%	118 44% G	127 45% G	194 41%	217 42%	116 43%	142 39%	152 42%	112 37%	299 43%
No	586 59%	95 73% DF	86 87% ADEF	59 84% DEF	182 48%	43 62% D	121 48%	195 65% IJ	87 59%	153 56%	151 54%	285 59%	301 58%	149 56%	221 61%	213 58%	188 62%	398 57%
(DK/NS)	3 0%	0 -	0 -	0 -	2 1%	0 -	1 0%	1 0%	0 -	0 -	1 1%	1 0%	2 0%	1 1%	0 -	1 0%	1 0%	1 0%



**Q14\_5. [Hurricanes, tornadoes, or severe storms] Have you ever experienced any of the following disasters personally?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Hurricanes, tornadoes, or severe storms																		
Yes	376 38%	40 31%	42 42% F	33 47% AF	164 43% AF	34 48% AF	63 25%	94 31%	48 32%	118 44% GH	116 42% G	191 40%	185 36%	94 35%	152 42% O	127 35%	110 37%	265 38%
No	619 62%	90 69% CDE	57 57%	36 51%	214 56%	36 52% BCDE	186 75% BCDE	202 68% IJ	101 68% I	153 57%	163 58%	288 60%	331 64%	173 65%	208 57%	237 65% N	191 63%	428 61%
Don't know	5 1%	0 -	1 1%	1 1%	2 1%	0 -	1 0%	4 1%	0 -	0 -	1 0%	1 0%	4 1%	0 -	3 1%	2 1%	0 -	5 1%

**Q15. Have you ever experienced a disaster personally and posted information or photos about that event to a social media site?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Participated in online communities or social media networks	619	74	67	41	237	43	157	225	106	157	131	265	354	148	236	234	205	414
Weighted	636	77*	68*	43*	237	47*	164	252	107	159	118	278	358	152	240	243	216	420
Yes	48 8%	5 6%	12 18% ACDF	2 4%	20 8%	3 6%	7 5%	24 10%	9 9%	7 4%	7 6%	22 8%	26 7%	9 6%	17 7%	22 9%	18 8%	30 7%
No	589 93%	72 94% B	56 82%	42 96% B	218 92% B	44 95%	156 96% B	228 90%	98 92%	152 96%	110 94%	256 92%	333 93%	143 94%	223 93%	221 91%	198 92%	391 93%

**Q16. On which sites did you post this event?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC	Alberta	Prairies	ON	Atlantic	Quebec	18-34	35-44	45-54	55+	Male	Female	High School or less	Some Post-Secondary	University or higher	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: Experienced a disaster personally and posted information or photos	45	4	12	1	19	2	7	21	9	7	8	20	25	8	16	21	16	29
Weighted	48*	5**	12**	2**	20**	3**	7**	24**	9**	7**	7**	22**	26**	9**	17**	22**	18**	30**
Facebook	42 87%	5 100%	9 74%	2 100%	17 85%	3 100%	7 100%	22 91%	9 100%	6 86%	4 60%	19 87%	22 88%	9 100%	16 94%	17 77%	15 84%	27 89%
YouTube	5 11%	0 -	1 8%	0 -	2 12%	0 -	2 28%	2 9%	2 22%	1 15%	0 -	3 14%	2 9%	1 13%	2 12%	2 9%	1 6%	4 14%
Blog	4 8%	0 -	1 8%	0 -	2 10%	0 -	1 14%	2 8%	0 -	0 -	2 27%	1 5%	3 12%	0 -	3 18%	1 5%	2 11%	2 7%
Google+	3 6%	0 -	1 8%	0 -	1 5%	0 -	1 14%	1 4%	0 -	1 15%	1 13%	2 9%	1 4%	0 -	2 12%	1 5%	1 6%	2 7%
Twitter	2 5%	1 24%	0 -	0 -	1 5%	0 -	0 -	1 4%	0 -	1 16%	0 -	0 -	2 8%	0 -	1 7%	1 5%	1 6%	1 4%
Other Mentions	5 11%	0 -	3 26%	0 -	2 10%	0 -	0 -	1 5%	1 11%	1 14%	2 27%	2 9%	3 12%	0 -	0 -	5 24%	2 11%	3 11%

**Q17. In an area-wide emergency, how likely would you be to use social media channels, such as Facebook or Twitter, to let your friends and family know you are safe?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Definitely would	294 29%	30 23%	40 40% AD	18 26%	99 26%	22 32%	84 34% AD	110 37% IJ	57 38% IJ	69 25%	59 21%	109 23%	185 36% K	91 34%	105 29%	98 27%	110 37% Q	184 26%
Probably would	243 24%	33 26%	23 23%	19 27%	86 23%	18 26%	64 26%	95 32% IJ	39 26%	56 21%	54 19%	120 25%	123 24%	54 20%	95 26%	93 26%	83 28%	160 23%
Might or might not	142 14%	19 15%	13 13%	9 12%	54 14%	9 13%	39 16%	46 15%	17 12%	47 17%	32 12%	67 14%	75 14%	31 12%	56 16%	54 15%	44 15%	99 14%
Probably would not	147 15%	23 18% F	14 14%	15 21% F	62 16% F	9 13%	25 10%	24 8%	17 11%	52 19% GH	54 19% GH	84 18% L	63 12%	30 11%	55 15%	61 17%	29 10%	118 17% P
Definitely would not	162 16%	22 17%	10 10%	9 14%	74 20% B	11 16%	35 14%	24 8%	19 13%	42 16% G	76 27% GHI	94 20% L	68 13%	56 21% N	48 13%	57 16%	34 11%	128 18% P
Don't know	11 1%	2 2%	0 -	0 -	5 1%	1 1%	3 1%	2 1%	0 -	5 2%	4 1%	5 1%	6 1%	4 2%	4 1%	2 1%	2 1%	9 1%
(DK/NS)	1 0%	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	0 -	1 0%	0 -	1 0%	1 0%	0 -	0 -	0 -	1 0%
Summary																		
TopBox (Definitely would)	294 29%	30 23%	40 40% AD	18 26%	99 26%	22 32%	84 34% AD	110 37% IJ	57 38% IJ	69 25%	59 21%	109 23%	185 36% K	91 34%	105 29%	98 27%	110 37% Q	184 26%
Top2Box (Definitely/ Probably would)	537 54%	63 49%	63 63% AD	37 52%	185 49%	40 58%	148 59% D	204 68% IJ	96 65% IJ	124 46%	112 40%	229 48%	308 59% K	144 54%	200 55%	192 53%	194 64% Q	343 49%
Low2Box (Probably/ Definitely would not)	309 31%	46 35% F	24 24%	24 34%	136 36% BF	20 28%	60 24%	48 16%	36 24%	95 35% GH	130 47% GHI	178 37% L	130 25%	86 32%	103 28%	118 32%	62 21%	246 35% P
LowBox (Definitely would not)	162 16%	22 17%	10 10%	9 14%	74 20% B	11 16%	35 14%	24 8%	19 13%	42 16% G	76 27% GHI	94 20% L	68 13%	56 21% N	48 13%	57 16%	34 11%	128 18% P

**Q18. Before today were you aware that you can contact the Red Cross to help you reconnect with your family in Canada and abroad in the event of a disaster?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Yes	486 49%	62 48%	54 54%	33 48%	184 48%	37 52%	117 47%	98 33%	69 47%	146 54%	172 62%	214 45%	272 52%	134 50%	175 48%	174 48%	139 46%	347 50%
No	514 51%	68 53%	46 46%	37 52%	196 52%	33 48%	133 53%	202 67%	79 53%	125 46%	108 38%	266 55%	248 48%	133 50%	187 52%	192 53%	163 54%	351 50%

**Q19. [SUMMARY - TOPBOX (STRONGLY AGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	290 29%	36 28%	31 31%	16 23%	98 26%	26 37%	83 33% D	91 30%	52 35% I	67 25%	80 29%	126 26%	164 32%	99 37% NO	96 27%	93 25%	102 34% Q	188 27%
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	268 27%	35 27%	31 31%	13 18%	100 26%	19 27%	71 29%	69 23%	49 33% GI	62 23%	88 31% GI	117 24%	151 29%	90 34% NO	86 24%	91 25%	89 30%	179 26%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	266 27%	28 21%	29 29%	20 28%	96 25%	19 28%	74 30%	82 28%	43 29%	63 23%	78 28%	126 26%	140 27%	90 34% NO	82 23%	92 25%	90 30%	175 25%
Emergency responders like fire fighters and the police should monitor social media websites	263 26%	32 25%	32 32% C	12 18%	94 25%	16 23%	76 30% C	73 24%	48 32% I	63 23%	79 28%	114 24%	149 29%	94 35% NO	81 22%	87 24%	93 31% Q	170 24%
Emergency responders like fire fighters and the police currently monitor social media websites	200 20%	19 15%	23 23%	16 23%	74 19%	16 22%	52 21%	59 20%	38 26%	48 18%	55 20%	97 20%	103 20%	72 27% NO	64 18%	63 17%	81 27% Q	119 17%
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	180 18%	16 12%	22 23% A	15 22%	60 16%	16 22%	51 21% A	48 16%	34 23%	45 17%	53 19%	87 18%	93 18%	59 22% O	64 18%	55 15%	68 23% Q	112 16%

**Q19. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	676 68%	81 63%	66 66%	47 67%	246 65%	48 68%	188 75% AD	203 68%	115 77% GI	161 59%	198 71% I	309 64%	367 71% K	209 79% NO	235 65%	229 63%	221 73% Q	455 65%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	670 67%	81 62%	67 67%	41 58%	245 65%	46 65%	191 76% ACD	205 68%	115 77% IJ	164 60%	186 67%	314 66%	355 68%	202 76% NO	226 62%	240 66%	221 73% Q	449 64%
Emergency responders like fire fighters and the police should monitor social media websites	658 66%	81 62%	64 64%	40 57%	248 65%	37 53%	188 75% ABCDE	201 67% I	117 79% GIJ	157 58%	183 66%	304 63%	354 68%	205 77% NO	214 59%	237 65%	217 72% Q	441 63%
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	630 63%	74 57%	63 63%	42 61%	234 62%	35 50%	182 73% ADE	182 61%	108 72% GI	154 57%	186 66% I	291 61%	339 65%	199 75% NO	217 60%	211 58%	206 68% Q	424 61%
Emergency responders like fire fighters and the police currently monitor social media websites	549 55%	63 49%	53 53%	31 44%	209 55%	39 55%	153 61% AC	159 53%	101 68% GIJ	137 51%	151 54%	264 55%	285 55%	184 69% NO	177 49%	185 51%	187 62% Q	361 52%
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	542 54%	58 44%	58 58% A	37 54%	196 52%	37 53%	156 62% AD	168 56%	95 64% IJ	131 48%	148 53%	270 56%	272 52%	180 68% NO	175 48%	184 50%	188 62% Q	353 51%

**Q19. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	299 30%	45 35% F	35 35% F	20 28% F	120 32% F	28 40% F	52 21% F	104 35% J	39 26% J	96 35% J	61 22% J	148 31% J	151 29% J	46 17% J	121 33% M	130 36% M	85 28% M	214 31% M
Emergency responders like fire fighters and the police should monitor social media websites	266 27%	40 31% F	31 31% F	22 31% F	106 28% F	25 36% F	42 17% F	82 27% HJ	29 20% HJ	87 32% HJ	68 24% HJ	137 29% HJ	129 25% HJ	40 15% HJ	117 32% M	106 29% M	73 24% M	193 28% M
Disaster response agencies like the Canadian Red Cross should monitor social media websites	249 25%	38 29% F	27 27% F	20 28% F	107 28% F	16 23% F	42 17% F	76 26% HJ	30 20% HJ	81 30% HJ	62 22% HJ	124 26% HJ	126 24% HJ	43 16% HJ	104 29% M	100 27% M	69 23% M	181 26% M
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	242 24%	36 28% F	32 32% F	16 23% F	103 27% F	14 21% F	41 17% F	79 26% J	30 20% J	85 31% HJ	48 17% HJ	124 26% HJ	118 23% HJ	32 12% HJ	99 27% M	109 30% M	65 22% M	177 25% M
Emergency responders like fire fighters and the police currently monitor social media websites	211 21%	30 23% F	25 25% F	14 20% F	72 19% F	17 25% F	52 21% F	80 27% J	30 21% J	54 20% J	46 17% J	107 22% J	103 20% J	32 12% J	84 23% M	92 25% M	67 22% M	143 21% M
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	179 18%	30 23% CF	17 17% CF	8 11% CF	76 20% CF	11 16% CF	36 15% CF	60 20% CF	27 18% CF	50 18% CF	42 15% CF	90 19% CF	89 17% CF	29 11% CF	76 21% M	72 20% M	52 17% M	127 18% M



**Q19. [SUMMARY - LOWBOX (STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	106 11%	14 11%	15 15% F	8 11%	46 12% F	8 12%	14 6%	35 12% H	8 6%	37 14% H	26 9%	61 13% L	45 9%	18 7%	44 12% M	44 12% M	29 10%	77 11%
Emergency responders like fire fighters and the police should monitor social media websites	100 10%	15 11% F	14 14% F	9 13% F	42 11% F	9 12% F	12 5%	38 13% H	7 5%	30 11% H	25 9%	56 12%	44 9%	22 8%	35 10%	42 12%	30 10%	71 10%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	76 8%	7 6%	12 12% F	7 11%	33 9% F	5 7%	11 5%	25 8% H	4 3%	26 10% H	21 7% H	46 10% L	30 6%	16 6%	31 9%	28 8%	23 8%	54 8%
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	74 7%	9 7%	13 13% F	3 4%	33 9%	3 5%	13 5%	26 9% H	4 3%	28 10% HJ	16 6%	43 9%	31 6%	9 3%	31 9% M	33 9% M	21 7%	53 8%
Emergency responders like fire fighters and the police currently monitor social media websites	69 7%	7 6%	12 12% D	4 6%	22 6%	7 9%	17 7%	30 10% HJ	6 4%	21 8%	12 4%	43 9% L	26 5%	16 6%	25 7%	28 8%	23 8%	46 7%
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	49 5%	9 7%	6 6%	1 2%	22 6%	2 3%	9 3%	20 7% H	3 2%	15 6%	11 4%	28 6%	21 4%	10 4%	19 5%	19 5%	13 4%	36 5%

**Q19\_01. [Emergency responders like fire fighters and the police currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - GH/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emergency responders like fire fighters and the police currently monitor social media websites																		
Strongly agree	200 20%	19 15%	23 23%	16 23%	74 19%	16 22%	52 21%	59 20%	38 26%	48 18%	55 20%	97 20%	103 20%	72 27% NO	64 18%	63 17%	81 27% Q	119 17%
Somewhat agree	349 35%	44 34%	30 30%	15 21%	135 36% C	23 33%	102 41% C	100 33%	63 42%	89 33%	96 35%	167 35%	181 35%	112 42% NO	113 31%	123 34%	106 35%	242 35%
Somewhat disagree	142 14%	23 18%	13 13%	10 14%	50 13%	11 15%	35 14%	50 17%	24 16%	33 12%	35 12%	64 13%	78 15%	16 6%	58 16% M	64 18% M	45 15%	97 14%
Strongly disagree	69 7%	7 6%	12 12% D	4 6%	22 6%	7 9%	17 7%	30 10% HJ	6 4%	21 8%	12 4%	43 9% L	26 5%	16 6%	25 7%	28 8%	23 8%	46 7%
Don't know	203 20%	29 22%	19 19%	20 29% F	82 22%	13 19%	39 16%	53 18% H	13 9%	70 26% GH	67 24% H	91 19%	112 22%	48 18%	89 25% O	66 18%	33 11%	170 24% P
(DK/NS)	38 4%	7 6%	3 3%	5 7%	17 5%	1 1%	5 2%	8 3%	4 3%	10 4%	16 6%	18 4%	20 4%	3 1%	13 4% M	22 6% M	14 5%	24 3%
Summary																		
TopBox (Strongly agree)	200 20%	19 15%	23 23%	16 23%	74 19%	16 22%	52 21%	59 20%	38 26%	48 18%	55 20%	97 20%	103 20%	72 27% NO	64 18%	63 17%	81 27% Q	119 17%
Top2Box (Strongly/ Somewhat agree)	549 55%	63 49%	53 53%	31 44%	209 55%	39 55%	153 61% AC	159 53%	101 68% GIJ	137 51%	151 54%	264 55%	285 55%	184 69% NO	177 49%	185 51%	187 62% Q	361 52%
Low2Box (Somewhat/ Strongly disagree)	211 21%	30 23%	25 25%	14 20%	72 19%	17 25%	52 21% J	80 27% J	30 21%	54 20%	46 17%	107 22%	103 20%	32 12%	84 23% M	92 25% M	67 22%	143 21%
LowBox (Strongly disagree)	69 7%	7 6%	12 12% D	4 6%	22 6%	7 9%	17 7%	30 10% HJ	6 4%	21 8%	12 4%	43 9% L	26 5%	16 6%	25 7%	28 8%	23 8%	46 7%

**Q19\_02. [Disaster response agencies like the Canadian Red Cross currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Disaster response agencies like the Canadian Red Cross currently monitor social media websites																		
Strongly agree	180 18%	16 12%	22 23% A	15 22%	60 16%	16 22%	51 21% A	48 16%	34 23%	45 17%	53 19%	87 18%	93 18%	59 22% O	64 18%	55 15%	68 23% Q	112 16%
Somewhat agree	362 36%	42 32%	36 36%	22 32%	136 36%	21 31%	104 42%	119 40%	61 41%	86 32%	95 34%	182 38%	179 34%	121 45% NO	111 31%	130 35%	120 40%	242 35%
Somewhat disagree	130 13%	21 16%	11 11%	6 9%	55 14%	9 13%	28 11%	41 14%	24 16%	35 13%	30 11%	63 13%	68 13%	18 7%	57 16% M	52 14% M	39 13%	91 13%
Strongly disagree	49 5%	9 7%	6 6%	1 2%	22 6%	2 3%	9 3%	20 7% H	3 2%	15 6%	11 4%	28 6%	21 4%	10 4%	19 5%	19 5%	13 4%	36 5%
Don't know	217 22%	30 23%	19 19%	19 28%	80 21%	18 26%	50 20%	59 20% H	17 11%	74 27% GH	67 24% H	98 20%	119 23%	53 20%	89 25%	75 21%	41 14%	176 25% P
(DK/NS)	62 6%	12 9% F	5 5%	6 8%	28 7% F	4 5%	7 3%	13 4%	9 6%	17 6%	23 8% G	22 5%	40 8% K	5 2%	22 6% M	35 10% M	20 7%	42 6%
Summary																		
TopBox (Strongly agree)	180 18%	16 12%	22 23% A	15 22%	60 16%	16 22%	51 21% A	48 16%	34 23%	45 17%	53 19%	87 18%	93 18%	59 22% O	64 18%	55 15%	68 23% Q	112 16%
Top2Box (Strongly/ Somewhat agree)	542 54%	58 44%	58 58% A	37 54%	196 52%	37 53%	156 62% AD	168 56%	95 64% IJ	131 48%	148 53%	270 56%	272 52%	180 68% NO	175 48%	184 50%	188 62% Q	353 51%
Low2Box (Somewhat/ Strongly disagree)	179 18%	30 23% CF	17 17%	8 11%	76 20%	11 16%	36 15%	60 20%	27 18%	50 18%	42 15%	90 19%	89 17%	29 11% M	76 21% M	72 20% M	52 17%	127 18%
LowBox (Strongly disagree)	49 5%	9 7%	6 6%	1 2%	22 6%	2 3%	9 3%	20 7% H	3 2%	15 6%	11 4%	28 6%	21 4%	10 4%	19 5%	19 5%	13 4%	36 5%

**Q19\_03. [Emergency responders like fire fighters and the police should monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - GH/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emergency responders like fire fighters and the police should monitor social media websites																		
Strongly agree	263 26%	32 25%	32 32% C	12 18%	94 25%	16 23%	76 30% C	73 24%	48 32% I	63 23%	79 28%	114 24%	149 29%	94 35% NO	81 22%	87 24%	93 31% Q	170 24%
Somewhat agree	395 40%	49 38%	32 32%	27 39%	154 41%	21 29%	112 45% BE	128 43%	69 46% I	94 35%	104 37%	190 40%	205 39%	112 42%	133 37%	150 41%	123 41%	272 39%
Somewhat disagree	165 17%	25 19%	17 17%	12 18%	65 17%	17 24% F	30 12%	44 15%	22 15%	57 21%	42 15%	81 17%	85 16%	18 7% M	82 23% M	64 17% M	43 14%	122 18%
Strongly disagree	100 10%	15 11% F	14 14% F	9 13% F	42 11% F	9 12% F	12 5% F	38 13% H	7 5% H	30 11% H	25 9%	56 12%	44 9%	22 8%	35 10% O	42 12% O	30 10%	71 10%
Don't know	68 7%	8 6%	5 5%	9 13% D	20 5%	8 11%	18 7%	15 5%	3 2% H	24 9% H	26 9% GH	36 8%	32 6%	20 8%	31 9% O	17 5%	10 3%	58 8% P
(DK/NS)	9 1%	1 1%	0 -	0 -	6 2%	0 -	2 1%	2 1%	0 -	3 1%	3 1%	3 1%	5 1%	1 1%	1 0% N	6 2% N	2 1%	6 1%
Summary																		
TopBox (Strongly agree)	263 26%	32 25%	32 32% C	12 18%	94 25%	16 23%	76 30% C	73 24%	48 32% I	63 23%	79 28%	114 24%	149 29%	94 35% NO	81 22%	87 24%	93 31% Q	170 24%
Top2Box (Strongly/ Somewhat agree)	658 66%	81 62%	64 64%	40 57%	248 65%	37 53%	188 75% ABCDE	201 67% I	117 79% GIJ	157 58%	183 66%	304 63%	354 68%	205 77% NO	214 59%	237 65%	217 72% Q	441 63%
Low2Box (Somewhat/ Strongly disagree)	266 27%	40 31% F	31 31% F	22 31% F	106 28% F	25 36% F	42 17% F	82 27%	29 20%	87 32% HJ	68 24%	137 29%	129 25%	40 15% M	117 32% M	106 29% M	73 24%	193 28%
LowBox (Strongly disagree)	100 10%	15 11% F	14 14% F	9 13% F	42 11% F	9 12% F	12 5% F	38 13% H	7 5% H	30 11% H	25 9%	56 12%	44 9%	22 8%	35 10% O	42 12% O	30 10%	71 10%

**Q19\_04. [Disaster response agencies like the Canadian Red Cross should monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Disaster response agencies like the Canadian Red Cross should monitor social media websites																		
Strongly agree	266 27%	28 21%	29 29%	20 28%	96 25%	19 28%	74 30%	82 28%	43 29%	63 23%	78 28%	126 26%	140 27%	90 34% NO	82 23%	92 25%	90 30%	175 25%
Somewhat agree	404 40%	53 41%	38 38%	21 30%	149 39%	26 38%	117 47% C	123 41%	72 48% I	101 37%	109 39%	188 39%	216 42%	112 42%	143 40%	148 40%	130 43%	274 39%
Somewhat disagree	173 17%	31 24% F	15 15%	12 17%	73 19% F	12 17%	30 12%	51 17%	26 18%	55 20%	41 15%	78 16%	95 18%	26 10% M	73 20% M	71 20% M	46 15%	127 18%
Strongly disagree	76 8%	7 6%	12 12% F	7 11%	33 9% F	5 7%	11 5%	25 8% H	4 3%	26 10% H	21 7% H	46 10% L	30 6%	16 6%	31 9%	28 8%	23 8%	54 8%
Don't know	71 7%	10 8%	5 5%	10 14% BDF	22 6%	8 11%	16 7%	15 5%	3 2%	24 9% H	29 10% GH	37 8%	34 7%	20 8%	32 9%	19 5%	8 3%	63 9% P
(DK/NS)	10 1%	1 1%	1 1%	0 -	6 2%	0 -	1 1%	4 1%	1 1%	2 1%	3 1%	5 1%	5 1%	2 1%	1 0%	7 2%	4 1%	5 1%
Summary																		
TopBox (Strongly agree)	266 27%	28 21%	29 29%	20 28%	96 25%	19 28%	74 30%	82 28%	43 29%	63 23%	78 28%	126 26%	140 27%	90 34% NO	82 23%	92 25%	90 30%	175 25%
Top2Box (Strongly/ Somewhat agree)	670 67%	81 62%	67 67%	41 58%	245 65%	46 65%	191 76% ACD	205 68%	115 77% IJ	164 60%	186 67%	314 66%	355 68%	202 76% NO	226 62%	240 66%	221 73% Q	449 64%
Low2Box (Somewhat/ Strongly disagree)	249 25%	38 29% F	27 27% F	20 28% F	107 28% F	16 23%	42 17%	76 26%	30 20%	81 30% HJ	62 22%	124 26%	126 24%	43 16% M	104 29% M	100 27% M	69 23%	181 26%
LowBox (Strongly disagree)	76 8%	7 6%	12 12% F	7 11% F	33 9% F	5 7%	11 5%	25 8% H	4 3%	26 10% H	21 7% H	46 10% L	30 6%	16 6%	31 9%	28 8%	23 8%	54 8%

**Q19\_05. [Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks																		
Strongly agree	268 27%	35 27%	31 31%	13 18%	100 26%	19 27%	71 29%	69 23%	49 33% GI	62 23%	88 31% GI	117 24%	151 29%	90 34% NO	86 24%	91 25%	89 30%	179 26%
Somewhat agree	362 36%	39 30%	32 32%	30 42% E	134 35% E	16 23%	110 44% ABDE	113 38%	59 39%	92 34%	98 35%	174 36%	187 36%	109 41% O	131 36%	120 33%	117 39%	245 35%
Somewhat disagree	193 19%	31 24% F	20 20%	12 17%	73 19%	20 28% F	37 15%	69 23% J	31 21% J	59 22% J	35 12%	86 18%	107 21%	27 10% M	77 21% M	86 24% M	55 18%	138 20%
Strongly disagree	106 11%	14 11%	15 15% F	8 11%	46 12% F	8 12%	14 6%	35 12% H	8 6%	37 14% H	26 9%	61 13% L	45 9%	18 7%	44 12% M	44 12% M	29 10%	77 11%
Don't know	66 7%	10 8%	2 2%	8 11% B	23 6%	7 10% B	16 7%	14 5%	2 1%	20 7% H	30 11% GH	38 8%	28 5%	21 8%	25 7%	20 6%	11 4%	55 8% P
(DK/NS)	5 1%	1 1%	0 -	0 -	3 1%	0 -	1 0%	0 -	0 -	1 0%	4 1% G	3 1%	2 0%	1 0%	0 -	4 1% N	0 -	5 1%
Summary																		
TopBox (Strongly agree)	268 27%	35 27%	31 31%	13 18%	100 26%	19 27%	71 29%	69 23%	49 33% GI	62 23%	88 31% GI	117 24%	151 29%	90 34% NO	86 24%	91 25%	89 30%	179 26%
Top2Box (Strongly/ Somewhat agree)	630 63%	74 57%	63 63%	42 61%	234 62%	35 50%	182 73% ADE	182 61%	108 72% GI	154 57%	186 66% I	291 61%	339 65%	199 75% NO	217 60%	211 58%	206 68% Q	424 61%
Low2Box (Somewhat/ Strongly disagree)	299 30%	45 35% F	35 35% F	20 28%	120 32% F	28 40% F	52 21%	104 35% J	39 26%	96 35% J	61 22%	148 31%	151 29%	46 17%	121 33% M	130 36% M	85 28%	214 31%
LowBox (Strongly disagree)	106 11%	14 11%	15 15% F	8 11%	46 12% F	8 12%	14 6%	35 12% H	8 6%	37 14% H	26 9%	61 13% L	45 9%	18 7%	44 12% M	44 12% M	29 10%	77 11%

**Q19\_06. [Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks																		
Strongly agree	290 29%	36 28%	31 31%	16 23%	98 26%	26 37%	83 33% D	91 30%	52 35% I	67 25%	80 29%	126 26%	164 32%	99 37% NO	96 27%	93 25%	102 34% Q	188 27%
Somewhat agree	386 39%	45 35%	35 35%	31 44%	148 39%	21 31%	105 42%	112 37%	62 42%	94 35%	118 42%	183 38%	203 39%	110 41%	139 38%	137 37%	119 40%	266 38%
Somewhat disagree	168 17%	27 21% F	19 19%	13 19%	70 19% F	11 16%	28 11%	53 18% J	26 18% J	57 21% J	32 11%	81 17%	87 17%	23 9% M	68 19% M	76 21% M	44 15%	124 18%
Strongly disagree	74 7%	9 7%	13 13% F	3 4%	33 9%	3 5%	13 5%	26 9% H	4 3%	28 10% HJ	16 6%	43 9%	31 6%	9 3%	31 9% M	33 9% M	21 7%	53 8%
Don't know	72 7%	11 9% B	2 2%	7 10% B	25 7%	8 11% B	19 8% B	17 6%	4 3%	22 8% H	29 10% GH	41 9%	31 6%	23 9%	27 7%	21 6%	12 4%	60 9% P
(DK/NS)	10 1%	2 1%	1 1%	0 -	6 2%	0 -	2 1%	1 0%	0 -	3 1%	5 2%	6 1%	4 1%	3 1%	1 0%	6 2% N	3 1%	7 1%
Summary																		
TopBox (Strongly agree)	290 29%	36 28%	31 31%	16 23%	98 26%	26 37%	83 33% D	91 30%	52 35% I	67 25%	80 29%	126 26%	164 32%	99 37% NO	96 27%	93 25%	102 34% Q	188 27%
Top2Box (Strongly/ Somewhat agree)	676 68%	81 63%	66 66%	47 67%	246 65%	48 68%	188 75% AD	203 68%	115 77% GI	161 59%	198 71% I	309 64%	367 71% K	209 79% NO	235 65%	229 63%	221 73% Q	455 65%
Low2Box (Somewhat/ Strongly disagree)	242 24%	36 28% F	32 32% F	16 23%	103 27% F	14 21%	41 17%	79 26% J	30 20%	85 31% HJ	48 17%	124 26%	118 23%	32 12% M	99 27% M	109 30% M	65 22%	177 25%
LowBox (Strongly disagree)	74 7%	9 7%	13 13% F	3 4%	33 9%	3 5%	13 5%	26 9% H	4 3%	28 10% HJ	16 6%	43 9%	31 6%	9 3%	31 9% M	33 9% M	21 7%	53 8%

**Q19. [SUMMARY - TOPBOX (STRONGLY AGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC	Alberta	Prairies	ON	Atlantic	Quebec	18-34	35-44	45-54	55+	Male	Female	High School or less	Some Post-Secondary	University or higher	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	290 32%	36 31%	31 32%	16 25%	98 28%	26 42%	83 36% D	91 32%	52 36%	67 27%	80 33%	126 29%	164 34%	99 41% NO	96 29%	93 27%	102 36%	188 30%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	266 29%	28 23%	29 31%	20 33%	96 27%	19 31%	74 32%	82 29%	43 29%	63 26%	78 31%	126 29%	140 29%	90 37% NO	82 25%	92 27%	90 31%	175 28%
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	268 29%	35 29%	31 31%	13 20%	100 28%	19 30%	71 31%	69 24%	49 34% G	62 25%	88 36% GI	117 27%	151 31%	90 37% NO	86 25%	91 27%	89 31%	179 28%
Emergency responders like fire fighters and the police should monitor social media websites	263 29%	32 27%	32 34%	12 20%	94 26%	16 26%	76 33%	73 26%	48 33%	63 26%	79 32%	114 26%	149 31%	94 38% NO	81 25%	87 25%	93 32%	170 27%
Emergency responders like fire fighters and the police currently monitor social media websites	200 26%	19 21%	23 30%	16 36%	74 26%	16 28%	52 25%	59 25%	38 29%	48 25%	55 28%	97 26%	103 27%	72 34% NO	64 24%	63 23%	81 32% Q	119 24%
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	180 25%	16 18%	22 30%	15 34%	60 22%	16 32%	51 27%	48 21%	34 28%	45 25%	53 28%	87 24%	93 26%	59 28%	64 26%	55 21%	68 28%	112 23%



**Q19. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	542 75%	58 66%	58 77%	37 83% A	196 72%	37 76%	156 81% AD	168 74%	95 78%	131 72%	148 78%	270 75%	272 75%	180 86% NO	175 70%	184 72%	188 78%	353 74%
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	676 74%	81 69%	66 68%	47 74%	246 71%	48 77%	188 82% ABD	203 72%	115 79% I	161 65%	198 81% GI	309 71%	367 76%	209 87% NO	235 70%	229 68%	221 77%	455 72%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	670 73%	81 68%	67 71%	41 67%	245 70%	46 74%	191 82% ABCD	205 73%	115 79% I	164 67%	186 75% I	314 72%	355 74%	202 83% NO	226 69%	240 71%	221 76%	449 71%
Emergency responders like fire fighters and the police currently monitor social media websites	549 72%	63 68%	53 68%	31 69%	209 74%	39 69%	153 75%	159 67%	101 77% G	137 72%	151 77% G	264 71%	285 73%	184 85% NO	177 68%	185 67%	187 74%	361 72%
Emergency responders like fire fighters and the police should monitor social media websites	658 71%	81 67%	64 68%	40 65%	248 70%	37 60%	188 82% ABCDE	201 71%	117 80% I	157 64%	183 73% I	304 69%	354 73%	205 84% NO	214 65%	237 69%	217 75%	441 70%
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	630 68%	74 62%	63 64%	42 68%	234 66%	35 56%	182 78% ABDE	182 64%	108 73% I	154 62%	186 75% GI	291 66%	339 69%	199 81% NO	217 64%	211 62%	206 71%	424 66%

**Q19. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC	Alberta	Prairies	ON	Atlantic	Quebec	18-34	35-44	45-54	55+	Male	Female	High School or less	Some Post-Secondary	University or higher	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	299 32%	45 38% F	35 36% F	20 32% F	120 34% F	28 44% F	52 22% F	104 36% J	39 27% HJ	96 38% HJ	61 25% J	148 34% K	151 31% L	46 19% M	121 36% M	130 38% M	85 29% P	214 34% Q
Emergency responders like fire fighters and the police should monitor social media websites	266 29%	40 33% F	31 32% F	22 35% F	106 30% F	25 40% F	42 18% F	82 29% HJ	29 20% HJ	87 36% HJ	68 27% J	137 31% K	129 27% L	40 16% M	117 35% M	106 31% M	73 25% P	193 30% Q
Emergency responders like fire fighters and the police currently monitor social media websites	211 28%	30 32% F	25 32% F	14 31% F	72 26% F	17 31% F	52 26% F	80 34% HJ	30 23% HJ	54 28% HJ	46 24% J	107 29% K	103 27% L	32 15% M	84 32% M	92 33% M	67 26% P	143 28% Q
Disaster response agencies like the Canadian Red Cross should monitor social media websites	249 27%	38 32% F	27 29% F	20 33% F	107 30% F	16 26% F	42 18% F	76 27% HJ	30 21% HJ	81 33% HJ	62 25% J	124 28% K	126 26% L	43 18% M	104 32% M	100 29% M	69 24% P	181 29% Q
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	242 26%	36 31% F	32 32% F	16 26% F	103 30% F	14 23% F	41 18% F	79 28% J	30 21% HJ	85 35% HJ	48 20% J	124 29% K	118 24% L	32 13% M	99 30% M	109 32% M	65 23% P	177 28% Q
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	179 25%	30 34% CF	17 23% F	8 17% F	76 28% F	11 24% F	36 19% F	60 26% HJ	27 22% HJ	50 28% HJ	42 22% J	90 25% K	89 25% L	29 14% M	76 30% M	72 28% M	52 22% P	127 26% Q

**Q19. [SUMMARY - LOWBOX (STRONGLY DISAGREE)] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC	Alberta	Prairies	ON	Atlantic	Quebec	18-34	35-44	45-54	55+	Male	Female	High School or less	Some Post-Secondary	University or higher	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks	106 11%	14 12%	15 15% F	8 13%	46 13% F	8 13%	14 6%	35 12% H	8 6%	37 15% H	26 11%	61 14% L	45 9%	18 7%	44 13% M	44 13% M	29 10%	77 12%
Emergency responders like fire fighters and the police should monitor social media websites	100 11%	15 12% F	14 14% F	9 15% F	42 12% F	9 14% F	12 5%	38 13% H	7 5%	30 12% H	25 10%	56 13%	44 9%	22 9%	35 11%	42 12%	30 10%	71 11%
Emergency responders like fire fighters and the police currently monitor social media websites	69 9%	7 8%	12 15% D	4 10%	22 8%	7 12%	17 8%	30 13% HJ	6 5%	21 11%	12 6%	43 12% L	26 7%	16 7%	25 10%	28 10%	23 9%	46 9%
Disaster response agencies like the Canadian Red Cross should monitor social media websites	76 8%	7 6%	12 13% F	7 12% F	33 10% F	5 8%	11 5%	25 9% H	4 3%	26 11% H	21 8% H	46 11% L	30 6%	16 7%	31 10%	28 8%	23 8%	54 9%
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks	74 8%	9 8%	13 13% F	3 5%	33 9%	3 6%	13 6%	26 9% H	4 3%	28 11% H	16 7%	43 10% L	31 6%	9 4%	31 9% M	33 10% M	21 7%	53 8%
Disaster response agencies like the Canadian Red Cross currently monitor social media websites	49 7%	9 10%	6 8%	1 3%	22 8%	2 5%	9 5%	20 9% H	3 3%	15 8% H	11 6%	28 8%	21 6%	10 5%	19 8%	19 8%	13 6%	36 7%

**Q19\_07. [Emergency responders like fire fighters and the police currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents - Excluding 'Don't know'	757	89	79	43	289	52	205	208	130	186	233	363	394	217	259	276	242	515
Weighted	759	94*	78*	45*	281	56*	206	239	131	191	198	371	388	216	261	278	255	504
Emergency responders like fire fighters and the police currently monitor social media websites																		
Strongly agree	200 26%	19 21%	23 30%	16 36%	74 26%	16 28%	52 25%	59 25%	38 29%	48 25%	55 28%	97 26%	103 27%	72 34% NO	64 24%	63 23%	81 32% Q	119 24%
Somewhat agree	349 46%	44 47%	30 38%	15 33%	135 48%	23 41%	102 49%	100 42%	63 48%	89 47%	96 49%	167 45%	181 47%	112 52%	113 44%	123 44%	106 42%	242 48%
Somewhat disagree	142 19%	23 25%	13 17%	10 21%	50 18%	11 19%	35 17%	50 21%	24 19%	33 17%	35 18%	64 17%	78 20%	16 8%	58 22% M	64 23% M	45 18%	97 19%
Strongly disagree	69 9%	7 8%	12 15% D	4 10%	22 8%	7 12%	17 8%	30 13% HJ	6 5%	21 11%	12 6%	43 12% L	26 7%	16 7%	25 10%	28 10%	23 9%	46 9%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	200 26%	19 21%	23 30%	16 36%	74 26%	16 28%	52 25%	59 25%	38 29%	48 25%	55 28%	97 26%	103 27%	72 34% NO	64 24%	63 23%	81 32% Q	119 24%
Top2Box (Strongly/ Somewhat agree)	549 72%	63 68%	53 68%	31 69%	209 74%	39 69%	153 75%	159 67%	101 77% G	137 72%	151 77% G	264 71%	285 73%	184 85% NO	177 68%	185 67%	187 74%	361 72%
Low2Box (Somewhat/ Strongly disagree)	211 28%	30 32%	25 32%	14 31%	72 26%	17 31%	52 26%	80 34% HJ	30 23%	54 28%	46 24%	107 29%	103 27%	32 15%	84 32% M	92 33% M	67 26%	143 28%
LowBox (Strongly disagree)	69 9%	7 8%	12 15% D	4 10%	22 8%	7 12%	17 8%	30 13% HJ	6 5%	21 11%	12 6%	43 12% L	26 7%	16 7%	25 10%	28 10%	23 9%	46 9%

**Q19\_08. [Disaster response agencies like the Canadian Red Cross currently monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents - Excluding 'Don't know'	718	83	76	43	279	45	192	198	121	176	223	352	366	209	249	255	228	490
Weighted	721	88*	76*	46*	272	48*	192	228	123	180	190	360	361	209	251	256	241	480
Disaster response agencies like the Canadian Red Cross currently monitor social media websites																		
Strongly agree	180 25%	16 18%	22 30%	15 34%	60 22%	16 32%	51 27%	48 21%	34 28%	45 25%	53 28%	87 24%	93 26%	59 28%	64 26%	55 21%	68 28%	112 23%
Somewhat agree	362 50%	42 48%	36 47%	22 49%	136 50%	21 44%	104 54%	119 52%	61 50%	86 48%	95 50%	182 51%	179 50%	121 58% N	111 44%	130 51%	120 50%	242 50%
Somewhat disagree	130 18%	21 24%	11 15%	6 14%	55 20%	9 19%	28 15%	41 18%	24 20%	35 19%	30 16%	63 17%	68 19%	18 9%	57 23% M	52 21% M	39 16%	91 19%
Strongly disagree	49 7%	9 10%	6 8%	1 3%	22 8%	2 5%	9 5%	20 9% H	3 3%	15 8% H	11 6%	28 8%	21 6%	10 5%	19 8%	19 8%	13 6%	36 7%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	180 25%	16 18%	22 30%	15 34%	60 22%	16 32%	51 27%	48 21%	34 28%	45 25%	53 28%	87 24%	93 26%	59 28%	64 26%	55 21%	68 28%	112 23%
Top2Box (Strongly/ Somewhat agree)	542 75%	58 66%	58 77%	37 83% A	196 72%	37 76%	156 81% AD	168 74%	95 78%	131 72%	148 78%	270 75%	272 75%	180 86% NO	175 70%	184 72%	188 78%	353 74%
Low2Box (Somewhat/ Strongly disagree)	179 25%	30 34% CF	17 23%	8 17%	76 28% F	11 24%	36 19%	60 26%	27 22%	50 28%	42 22%	90 25%	89 25%	29 14%	76 30% M	72 28% M	52 22%	127 26%
LowBox (Strongly disagree)	49 7%	9 10%	6 8%	1 3%	22 8%	2 5%	9 5%	20 9% H	3 3%	15 8% H	11 6%	28 8%	21 6%	10 5%	19 8%	19 8%	13 6%	36 7%

**Q19\_09. [Emergency responders like fire fighters and the police should monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents - Excluding 'Don't know'	923	116	96	59	364	58	230	250	144	239	290	433	490	247	330	341	276	647
Weighted	924	121	95*	61*	354	62*	230	283	146	244	251	441	483	245	331	342	290	634
Emergency responders like fire fighters and the police should monitor social media websites																		
Strongly agree	263 29%	32 27%	32 34%	12 20%	94 26%	16 26%	76 33%	73 26%	48 33%	63 26%	79 32%	114 26%	149 31%	94 38% NO	81 25%	87 25%	93 32%	170 27%
Somewhat agree	395 43%	49 40%	32 34%	27 45%	154 44%	21 33%	112 49% BE	128 45%	69 47%	94 39%	104 41%	190 43%	205 42%	112 46%	133 40%	150 44%	123 43%	272 43%
Somewhat disagree	165 18%	25 21%	17 18%	12 20%	65 18%	17 27% F	30 13%	44 16%	22 15%	57 23% G	42 17%	81 18%	85 18%	18 7%	82 25% M	64 19% M	43 15%	122 19%
Strongly disagree	100 11%	15 12% F	14 14% F	9 15% F	42 12% F	9 14% F	12 5%	38 13% H	7 5%	30 12% H	25 10%	56 13%	44 9%	22 9%	35 11%	42 12%	30 10%	71 11%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	263 29%	32 27%	32 34%	12 20%	94 26%	16 26%	76 33%	73 26%	48 33%	63 26%	79 32%	114 26%	149 31%	94 38% NO	81 25%	87 25%	93 32%	170 27%
Top2Box (Strongly/ Somewhat agree)	658 71%	81 67%	64 68%	40 65%	248 70%	37 60%	188 82% ABCDE	201 71%	117 80% I	157 64%	183 73% I	304 69%	354 73%	205 84% NO	214 65%	237 69%	217 75%	441 70%
Low2Box (Somewhat/ Strongly disagree)	266 29%	40 33% F	31 32% F	22 35% F	106 30% F	25 40% F	42 18%	82 29%	29 20%	87 36% HJ	68 27%	137 31%	129 27%	40 16% M	117 35% M	106 31% M	73 25%	193 30%
LowBox (Strongly disagree)	100 11%	15 12% F	14 14% F	9 15% F	42 12% F	9 14% F	12 5%	38 13% H	7 5%	30 12% H	25 10%	56 13%	44 9%	22 9%	35 11%	42 12%	30 10%	71 11%

**Q19\_10. [Disaster response agencies like the Canadian Red Cross should monitor social media websites] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents - Excluding 'Don't know'	919	114	95	58	362	58	232	249	143	240	287	431	488	246	329	339	276	643
Weighted	919	119	94*	60*	352	62*	232	281	145	245	248	438	481	245	329	340	289	630
Disaster response agencies like the Canadian Red Cross should monitor social media websites																		
Strongly agree	266 29%	28 23%	29 31%	20 33%	96 27%	19 31%	74 32%	82 29%	43 29%	63 26%	78 31%	126 29%	140 29%	90 37% NO	82 25%	92 27%	90 31%	175 28%
Somewhat agree	404 44%	53 45%	38 41%	21 35%	149 42%	26 42%	117 50% C	123 44%	72 50%	101 41%	109 44%	188 43%	216 45%	112 46%	143 44%	148 44%	130 45%	274 44%
Somewhat disagree	173 19%	31 26% F	15 16%	12 20%	73 21% F	12 19%	30 13%	51 18%	26 18%	55 23%	41 17%	78 18%	95 20%	26 11%	73 22% M	71 21% M	46 16%	127 20%
Strongly disagree	76 8%	7 6%	12 13% F	7 12% F	33 10% F	5 8%	11 5%	25 9% H	4 3%	26 11% H	21 8% H	46 11% L	30 6%	16 7%	31 10%	28 8%	23 8%	54 9%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	266 29%	28 23%	29 31%	20 33%	96 27%	19 31%	74 32%	82 29%	43 29%	63 26%	78 31%	126 29%	140 29%	90 37% NO	82 25%	92 27%	90 31%	175 28%
Top2Box (Strongly/ Somewhat agree)	670 73%	81 68%	67 71%	41 67%	245 70%	46 74%	191 82% ABCD	205 73%	115 79% I	164 67%	186 75% J	314 72%	355 74%	202 83% NO	226 69%	240 71%	221 76%	449 71%
Low2Box (Somewhat/ Strongly disagree)	249 27%	38 32% F	27 29% F	20 33% F	107 30% F	16 26%	42 18%	76 27%	30 21%	81 33% HJ	62 25%	124 28%	126 26%	43 18%	104 32% M	100 29% M	69 24%	181 29%
LowBox (Strongly disagree)	76 8%	7 6%	12 13% F	7 12% F	33 10% F	5 8%	11 5%	25 9% H	4 3%	26 11% H	21 8% H	46 11% L	30 6%	16 7%	31 10%	28 8%	23 8%	54 9%

**Q19\_11. [Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC	Alberta	Prairies	ON	Atlantic	Quebec	18-34	35-44	45-54	55+	Male	Female	High School or less	Some Post-Secondary	University or higher	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
Base: All respondents - Excluding 'Don't know'	928	114	99	60	363	59	233	253	145	245	285	431	497	246	337	340	277	651
Weighted	929	119	98*	62*	354	63*	233	286	147	250	246	439	490	245	338	342	291	638
Emergency responders like fire fighters and the police should be prepared to respond to calls for help that are posted in social media networks																		
Strongly agree	268 29%	35 29%	31 31%	13 20%	100 28%	19 30%	71 31%	69 24%	49 34% G	62 25%	88 36% GI	117 27%	151 31%	90 37% NO	86 25%	91 27%	89 31%	179 28%
Somewhat agree	362 39%	39 33%	32 33%	30 48% E	134 38%	16 25%	110 47% ABDE	113 40%	59 40%	92 37%	98 40%	174 40%	187 38%	109 44% O	131 39%	120 35%	117 40%	245 38%
Somewhat disagree	193 21%	31 26% F	20 21%	12 19%	73 21%	20 31% F	37 16% J	69 24% J	31 21%	59 24% J	35 14%	86 20%	107 22%	27 11%	77 23% M	86 25% M	55 19%	138 22%
Strongly disagree	106 11%	14 12%	15 15% F	8 13%	46 13% F	8 13%	14 6%	35 12% H	8 6%	37 15% H	26 11%	61 14% L	45 9%	18 7%	44 13% M	44 13% M	29 10%	77 12%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	268 29%	35 29%	31 31%	13 20%	100 28%	19 30%	71 31%	69 24%	49 34% G	62 25%	88 36% GI	117 27%	151 31%	90 37% NO	86 25%	91 27%	89 31%	179 28%
Top2Box (Strongly/ Somewhat agree)	630 68%	74 62%	63 64%	42 68%	234 66%	35 56%	182 78% ABDE	182 64%	108 73% I	154 62%	186 75% GI	291 66%	339 69%	199 81% NO	217 64%	211 62%	206 71%	424 66%
Low2Box (Somewhat/ Strongly disagree)	299 32%	45 38% F	35 36% F	20 32%	120 34% F	28 44% F	52 22% J	104 36% J	39 27%	96 38% HJ	61 25%	148 34%	151 31%	46 19%	121 36% M	130 38% M	85 29%	214 34%
LowBox (Strongly disagree)	106 11%	14 12%	15 15% F	8 13%	46 13% F	8 13%	14 6%	35 12% H	8 6%	37 15% H	26 11%	61 14% L	45 9%	18 7%	44 13% M	44 13% M	29 10%	77 12%



**Q19\_12. [Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks] Please indicate how much you agree or disagree with the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents - Excluding 'Don't know'	917	112	98	61	359	58	229	249	143	241	284	425	492	242	334	337	273	644
Weighted	918	117	97*	63*	349	62*	229	282	145	246	246	433	485	241	335	339	287	632
Disaster response agencies like the Canadian Red Cross should be prepared to respond to calls for help that are posted in social media networks																		
Strongly agree	290 32%	36 31%	31 32%	16 25%	98 28%	26 42% D	83 36% D	91 32%	52 36%	67 27%	80 33%	126 29%	164 34%	99 41% NO	96 29%	93 27%	102 36%	188 30%
Somewhat agree	386 42%	45 39%	35 36%	31 49%	148 43%	21 35%	105 46%	112 40%	62 43%	94 38%	118 48% I	183 42%	203 42%	110 46%	139 42%	137 40%	119 42%	266 42%
Somewhat disagree	168 18%	27 23% F	19 20%	13 21%	70 20% F	11 18%	28 12%	53 19%	26 18%	57 23% J	32 13%	81 19%	87 18%	23 9%	68 21% M	76 22% M	44 15%	124 20%
Strongly disagree	74 8%	9 8%	13 13% F	3 5%	33 9%	3 6%	13 6%	26 9% H	4 3%	28 11% H	16 7%	43 10% L	31 6%	9 4%	31 9% M	33 10% M	21 7%	53 8%
Don't know	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary																		
TopBox (Strongly agree)	290 32%	36 31%	31 32%	16 25%	98 28%	26 42% D	83 36% D	91 32%	52 36%	67 27%	80 33%	126 29%	164 34%	99 41% NO	96 29%	93 27%	102 36%	188 30%
Top2Box (Strongly/ Somewhat agree)	676 74%	81 69%	66 68%	47 74%	246 71%	48 77% ABD	188 82% ABD	203 72%	115 79% I	161 65%	198 81% GI	309 71%	367 76%	209 87% NO	235 70%	229 68%	221 77%	455 72%
Low2Box (Somewhat/ Strongly disagree)	242 26%	36 31% F	32 32% F	16 26%	103 30% F	14 23%	41 18%	79 28% J	30 21%	85 35% HJ	48 20%	124 29%	118 24%	32 13%	99 30% M	109 32% M	65 23%	177 28%
LowBox (Strongly disagree)	74 8%	9 8%	13 13% F	3 5%	33 9%	3 6%	13 6%	26 9% H	4 3%	28 11% H	16 7%	43 10% L	31 6%	9 4%	31 9% M	33 10% M	21 7%	53 8%

**Q20. If you posted a request for help to social media website, do you think emergency services, such as police or fire, would send help?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Yes	250 25%	23 18%	22 23%	16 24%	97 26%	18 26%	72 29%	70 23%	47 32%	54 20%	79 28%	122 25%	128 25%	98 37%	78 21%	74 20%	97 32%	153 22%
No	472 47%	65 50%	47 47%	30 43%	184 48%	33 47%	113 45%	178 59%	74 49%	127 47%	94 34%	227 47%	245 47%	84 32%	181 50%	205 56%	146 49%	326 47%
Don't know	234 23%	35 27%	30 30%	18 26%	78 21%	16 23%	56 23%	43 14%	24 16%	79 29%	88 31%	109 23%	125 24%	76 29%	95 26%	60 16%	46 15%	188 27%
Not applicable/I would not post such a request/use social media	17 2%	2 2%	0 -	3 4%	9 2%	1 1%	2 1%	3 1%	1 1%	3 1%	10 4%	12 2%	6 1%	4 1%	2 1%	11 3%	4 1%	13 2%
(DK/NS)	27 3%	4 3%	1 1%	2 3%	12 3%	2 3%	6 2%	6 2%	3 2%	8 3%	10 3%	11 2%	16 3%	5 2%	7 2%	15 4%	9 3%	18 3%

**Q20. If you posted a request for help to social media website, do you think emergency services, such as police or fire, would send help?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents excluding 'Don't know/Not applicable'	719	84	70	45	288	47	185	217	119	176	207	340	379	183	258	276	230	489
Weighted	722	89*	69*	47*	281	51*	185	248	121	181	172	349	373	182	258	279	243	478
Yes	250 35%	23 26%	22 33%	16 35%	97 35%	18 36%	72 39% A	70 28%	47 39% G	54 30%	79 46% GI	122 35%	128 34%	98 54% NO	78 30%	74 27%	97 40% Q	153 32%
No	472 65%	65 74% F	47 67%	30 65%	184 65%	33 64%	113 61%	178 72% HJ	74 61%	127 70% J	94 54%	227 65%	245 66%	84 46%	181 70% M	205 73% M	146 60%	326 68% P

## Q21\_1. [HOURS] How long do you think it would take for help to respond?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Police or fire, would send help (Rebased)	256	22	24	16	102	17	75	60	46	52	98	122	134	102	80	74	91	165
Weighted	250	23**	22**	16**	97*	18**	72*	70*	47*	54*	79*	122	128	98*	78*	74*	97*	153
HOURS																		
0	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	1 1%	0 -
1	43 17%	5 23%	1 4%	5 32%	18 19%	3 16%	10 13%	10 14%	10 21%	11 21%	12 15%	19 16%	24 18%	16 16%	12 15%	15 20%	15 15%	28 18%
2	18 7%	2 9%	4 17%	0 -	5 6%	1 6%	6 8%	8 12%	1 3%	6 11%	3 3%	10 8%	8 7%	6 7%	4 5%	8 10%	12 12% Q	6 4%
3	9 4%	0 -	2 9%	0 -	5 5%	0 -	2 3%	4 6%	1 2%	3 6%	1 1%	4 3%	5 4%	2 2%	2 3%	5 7%	4 4%	5 3%
4	4 2%	0 -	0 -	0 -	1 1%	0 -	3 4%	2 3%	1 2%	1 2%	0 -	2 2%	2 2%	3 3%	1 1%	0 -	1 1%	3 2%
5	4 2%	1 4%	0 -	0 -	2 2%	0 -	1 1%	0 -	1 2%	0 -	3 3%	3 2%	1 1%	1 1%	0 -	3 4%	1 1%	3 2%
6	2 1%	0 -	0 -	0 -	1 1%	0 -	1 2%	2 3%	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	2 3%	0 -	2 2%
8	1 1%	0 -	0 -	0 -	0 -	1 7%	0 -	0 -	0 -	1 2%	0 -	1 1%	0 -	0 -	1 2%	0 -	0 -	1 1%
10	2 1%	0 -	0 -	0 -	2 2%	0 -	0 -	1 1%	0 -	0 -	1 1%	1 1%	1 1%	0 -	1 1%	1 1%	1 1%	1 1%
12	5 2%	0 -	1 5%	0 -	4 4%	0 -	0 -	2 3%	2 4%	1 2%	0 -	1 1%	4 3%	3 3%	0 -	2 3%	4 4%	1 1%
24	7 3%	0 -	1 4%	0 -	4 4%	0 -	2 3%	3 5%	1 2%	1 2%	2 2%	4 3%	3 3%	2 2%	2 2%	3 4%	2 2%	5 3%
48	3 1%	0 -	0 -	0 -	0 -	2 9%	1 2%	3 4%	0 -	0 -	0 -	2 1%	1 1%	2 2%	0 -	1 2%	3 3% Q	0 -
60	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	1 1%	0 -	0 -	1 1%
(DK/NS)	151 60%	15 64%	14 61%	11 68%	54 55%	11 62%	46 63%	35 49%	29 62%	29 55%	58 73% GI	74 61%	76 59%	63 64% O	55 70% O	33 45%	53 55%	97 64%
Summary																		
Mean (Incl. 0)	5.9	1.7	5.9	1	6	13	6.3	8.8	4	3.3	5.8	5.8	6.1	6.2	5.7	5.8	6.9	5.1
Mean (Excl. 0)	6	1.7	5.9	1	6.2	13	6.3	8.8	4.2	3.3	5.8	5.8	6.2	6.2	5.7	5.9	7.1	5.1
Std. Dev.	10.6	1.3	7.7	0	9.9	20.6	11.3	13.5	6.3	5.1	12.2	10	11.3	11	11.8	9.8	12.3	9.2
Std. Err.	1.1	0.5	2.6	0	1.5	8.4	2.3	2.4	1.5	1	2.4	1.5	1.6	1.9	2.4	1.6	1.9	1.2
Median	2	1	2	1	2	2	2	3	1	2	1	2	2	2	1	2	2	2

## Q21 2. [MINUTES] How long do you think it would take for help to respond?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Police or fire, would send help (Rebased)	256	22	24	16	102	17	75	60	46	52	98	122	134	102	80	74	91	165
Weighted	250	23**	22**	16**	97*	18**	72*	70*	47*	54*	79*	122	128	98*	78*	74*	97*	153
MINUTES																		
1	2 1%	0 -	0 -	0 -	1 1%	0 -	1 1%	1 2%	0 -	1 2%	0 -	1 1%	1 1%	0 -	1 1%	1 2%	2 2%	0 -
2	3 1%	1 4%	0 -	0 -	1 1%	1 5%	0 -	0 -	1 2%	0 -	2 2%	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	2 1%
3	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
4	1 0%	0 -	0 -	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	0 -	1 1%
5	15 6%	1 5%	0 -	0 -	4 4%	0 -	10 14% D	4 6%	2 4%	4 8%	5 6%	6 5%	9 7%	5 6%	4 6%	5 7%	8 8%	7 5%
6	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -	1 1%
7	2 1%	0 -	1 3%	0 -	0 -	1 7%	0 -	0 -	0 -	1 2%	1 1%	2 2%	0 -	1 1%	1 2%	0 -	1 1%	1 1%
8	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
9	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	1 1%	0 -	1 1%
10	23 9%	2 9%	2 7%	3 18%	9 10%	1 6%	6 8%	5 7%	3 7%	3 6%	12 15%	11 9%	12 10%	13 13% O	8 10% O	2 2%	6 7%	16 11%
15	27 11%	1 5%	3 11%	3 18%	10 10%	0 -	11 15%	3 4%	10 22% GI	4 7%	10 13% G	21 17% L	7 5%	13 13%	9 12%	5 7%	9 10%	18 12%
17	2 1%	0 -	2 7%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	2 1%	0 -	2 2%	0 -	0 -	2 1%
20	24 10%	3 13%	2 11%	2 13%	12 13% F	2 11%	2 3%	6 9%	3 7%	5 9%	10 12%	10 8%	15 11%	5 5%	9 11%	11 15% M	7 7%	17 11%
25	2 1%	0 -	0 -	0 -	0 -	0 -	2 2%	0 -	0 -	0 -	2 2%	0 -	2 1%	1 1%	1 1%	0 -	0 -	2 1%
26	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
30	32 13%	4 16%	5 21%	1 7%	10 10%	4 20%	9 13%	11 15%	5 11%	5 10%	11 14%	19 16%	13 10%	16 16%	10 13%	6 9%	11 11%	21 14%
45	2 1%	0 -	0 -	0 -	0 -	1 7%	1 2%	1 2%	0 -	1 2%	0 -	1 1%	1 1%	0 -	2 3%	0 -	0 -	2 2%
(DK/NS)	110 44%	11 48%	9 39%	6 39%	48 49%	8 44%	28 38%	37 53% J	21 45%	28 52% J	24 31%	50 41%	60 47%	40 41%	28 36%	42 57% MN	48 50%	62 41%
Summary																		
Mean (Incl. 0)	17.3	17.9	20.2	15.5	16.7	22.3	16.3	19.7	16.3	16.9	16.6	17.9	16.7	17	18	16.8	15.6	18.2
Mean (Excl. 0)	17.3	17.9	20.2	15.5	16.7	22.3	16.3	19.7	16.3	16.9	16.6	17.9	16.7	17	18	16.8	15.6	18.2
Std. Dev.	9.7	10.1	8.1	7.4	8.6	13.5	10.6	11	8.4	11.2	8.7	9.6	9.9	9.4	10.6	9.1	9.8	9.6
Std. Err.	0.8	3.1	2.1	2.3	1.2	4.3	1.5	2.1	1.7	2.2	1	1.1	1.2	1.2	1.5	1.6	1.4	1

Q21 2. [MINUTES] How long do you think it would take for help to respond?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

		Region						Age				Gender		Education			Presence of Children	
	Total	BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Median	15	20	20	15	15	20	15	20	15	15	15	15	15	15	15	20	15	15

## Q21\_3. [TOTAL - MINUTES] How long do you think it would take for help to respond?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Police or fire, would send help (Rebased)	256	22	24	16	102	17	75	60	46	52	98	122	134	102	80	74	91	165
Weighted	250	23**	22**	16**	97*	18**	72*	70*	47*	54*	79*	122	128	98*	78*	74*	97*	153
TOTAL - MINUTES																		
0	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	1 1%	0 -
1	2 1%	0 -	0 -	0 -	1 1%	0 -	1 1%	1 2%	0 -	1 2%	0 -	1 1%	1 1%	0 -	1 1%	1 2%	2 2%	0 -
2	3 1%	1 4%	0 -	0 -	1 1%	1 5%	0 -	0 -	1 2%	0 -	2 2%	1 1%	2 1%	1 1%	1 1%	1 1%	1 1%	2 1%
3	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 2%	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
4	1 0%	0 -	0 -	1 5%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	0 -	1 1%
5	15 6%	1 5%	0 -	0 -	4 4%	0 -	10 14% D	4 6%	2 4%	4 8%	5 6%	6 5%	9 7%	5 6%	4 6%	5 7%	8 8%	7 5%
6	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -	1 1%
7	2 1%	0 -	1 3%	0 -	0 -	1 7%	0 -	0 -	0 -	1 2%	1 1%	2 2%	0 -	1 1%	1 2%	0 -	1 1%	1 1%
8	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
9	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	0 -	1 1%	0 -	1 1%
10	23 9%	2 9%	2 7%	3 18%	9 10%	1 6%	6 8%	5 7%	3 7%	3 6%	12 15%	11 9%	12 10%	13 13% O	8 10% O	2 2%	6 7%	16 11%
15	27 11%	1 5%	3 11%	3 18%	10 10%	0 -	11 15%	3 4%	10 22% GI	4 7%	10 13% G	21 17% L	7 5%	13 13%	9 12%	5 7%	9 10%	18 12%
17	2 1%	0 -	2 7%	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	2 1%	0 -	2 2%	0 -	0 -	2 1%
20	24 10%	3 13%	2 11%	2 13%	12 13% F	2 11%	2 3%	6 9%	3 7%	5 9%	10 12%	10 8%	15 11%	5 5%	9 11%	11 15% M	7 7%	17 11%
25	2 1%	0 -	0 -	0 -	0 -	0 -	2 2%	0 -	0 -	0 -	2 2%	0 -	2 1%	1 1%	1 1%	0 -	0 -	2 1%
26	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	1 1%	0 -
30	32 13%	4 16%	5 21%	1 7%	10 10%	4 20%	9 13%	11 15%	5 11%	5 10%	11 14%	19 16%	13 10%	16 16%	10 13%	6 9%	11 11%	21 14%
45	2 1%	0 -	0 -	0 -	0 -	1 7%	1 2%	1 2%	0 -	1 2%	0 -	1 1%	1 1%	0 -	2 3%	0 -	0 -	2 2%
60	43 17%	5 23%	1 4%	5 32%	18 19%	3 16%	10 13%	10 14%	10 21%	11 21%	12 15%	19 16%	24 18%	16 16%	12 15%	15 20%	15 15%	28 18%
120	18 7%	2 9%	4 17%	0 -	5 6%	1 6%	6 8%	8 12%	1 3%	6 11%	3 3%	10 8%	8 7%	6 7%	4 5%	8 10%	12 12% Q	6 4%
180	9	0	2	0	5	0	2	4	1	3	1	4	5	2	2	5	4	5

## Q21\_3. [TOTAL - MINUTES] How long do you think it would take for help to respond?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
	4%	-	9%	-	5%	-	3%	6%	2%	6%	1%	3%	4%	2%	3%	7%	4%	3%
240	4 2%	0 -	0 -	0 -	1 1%	0 -	3 4%	2 3%	1 2%	1 2%	0 -	2 2%	2 2%	3 3%	1 1%	0 -	1 1%	3 2%
300	4 2%	1 4%	0 -	0 -	2 2%	0 -	1 1%	0 -	1 2%	0 -	3 3%	3 2%	1 1%	1 1%	0 -	3 4%	1 1%	3 2%
360	2 1%	0 -	0 -	0 -	1 1%	0 -	1 2%	2 3%	0 -	0 -	0 -	1 1%	1 1%	0 -	0 -	2 3%	0 -	2 2%
480	1 1%	0 -	0 -	0 -	0 -	1 7%	0 -	0 -	0 -	1 2%	0 -	1 1%	0 -	0 -	1 2%	0 -	0 -	1 1%
600	2 1%	0 -	0 -	0 -	2 2%	0 -	0 -	1 1%	0 -	0 -	1 1%	1 1%	1 1%	0 -	1 1%	1 1%	1 1%	1 1%
720	5 2%	0 -	1 5%	0 -	4 4%	0 -	0 -	2 3%	2 4%	1 2%	0 -	1 1%	4 3%	3 3%	0 -	2 3%	4 4%	1 1%
1440	7 3%	0 -	1 4%	0 -	4 4%	0 -	2 3%	3 5%	1 2%	1 2%	2 2%	4 3%	3 3%	2 2%	2 2%	3 4%	2 2%	5 3%
2880	3 1%	0 -	0 -	0 -	0 -	2 9%	1 2%	3 4%	0 -	0 -	0 -	2 1%	1 1%	2 2%	0 -	1 2%	3 3%	0 -
3600	1 0%	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%	0 -	1 1%	0 -	0 -	1 1%
(DK/NS)	11 4%	3 12%	0 -	1 7%	4 5%	1 6%	1 2%	1 2%	3 7%	3 6%	3 4%	3 2%	8 6%	5 5%	4 6%	1 2%	4 5%	6 4%
Summary																		
Mean (In minutes - Incl. 0)	157.8	51.5	151.1	30.9	177.9	328.7	150.2	282.4 J	108.5	105.8	107.6	148.8	166.8	151.3	121.2	202.9	204	128.7
Mean (In minutes - Excl. 0)	158.5	51.5	151.1	30.9	179.8	328.7	150.2	282.4 J	111	105.8	107.6	148.8	168.2	151.3	121.2	205.8	206.2	128.7
Std. Dev.	442.1	64.2	325.8	22.7	440.1	841	445.5	631.3	260.9	228.6	406.1	410.3	473.3	438.1	420.8	469.7	541.6	365.6
Std. Err.	28.3	14.7	66.5	5.9	44.9	210.3	51.8	82.2	40.3	32.7	41.9	37.6	42.3	44.5	48.3	55.7	58.4	29.1
Mean (In hours - Incl. 0)	2.63	0.86	2.52	0.52	2.96	5.48	2.5	4.71 J	1.81	1.76	1.79	2.48	2.78	2.52	2.02	3.38	3.4	2.15
Mean (In hours - Excl. 0)	2.64	0.86	2.52	0.52	3	5.48	2.5	4.71 J	1.85	1.76	1.79	2.48	2.8	2.52	2.02	3.43	3.44	2.15
Median	30	30	30	20	30	30	30	60	30	45	20	30	30	30	20	60	30	30



**Q22. How likely are you to sign up for text or email alerts to receive information about general disaster preparedness, such as how to know the risks in your area, make a plan, and build a preparedness kit?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Definitely would	157 16%	9 7%	18 18% A	6 9%	56 15% A	14 20% A	54 22% ACD	48 16%	31 21% I	33 12%	46 16%	72 15%	86 17%	51 19%	53 15%	51 14%	61 20% Q	96 14%
Probably would	292 29%	39 30%	28 28%	23 32%	114 30%	19 27%	69 27%	85 28%	50 34%	77 29%	79 28%	126 26%	166 32% K	63 24%	113 31% M	115 32% M	98 33%	193 28%
Might or might not	225 23%	36 28%	21 21%	17 25%	77 20%	15 21%	58 23%	79 26% HJ	26 18%	69 25% J	51 18%	113 24%	111 21%	62 23%	77 21%	83 23%	62 21%	163 23%
Probably would not	179 18%	21 16%	21 21% F	16 22% F	79 21% F	13 18%	30 12%	55 18%	27 18%	51 19%	46 16%	83 17%	96 18%	37 14%	73 20% M	70 19%	47 15%	132 19%
Definitely would not	134 13%	22 17%	12 12%	9 12%	49 13%	9 13%	33 13%	32 11%	15 10%	38 14%	49 18% GH	82 17% L	52 10%	47 18% O	44 12%	42 11%	33 11%	101 15%
Don't know	10 1%	2 2%	0 -	0 -	2 1%	1 1%	5 2%	1 0%	0 -	3 1%	6 2% G	4 1%	6 1%	5 2% N	1 0%	4 1%	1 0%	9 1%
(DK/NS)	4 0%	0 -	0 -	0 -	2 1%	0 -	1 1%	0 -	0 -	0 -	4 1% G	1 0%	3 1%	1 1%	1 0%	1 0%	0 -	4 1%
Summary																		
TopBox (Definitely would)	157 16%	9 7%	18 18% A	6 9%	56 15% A	14 20% A	54 22% ACD	48 16%	31 21% I	33 12%	46 16%	72 15%	86 17%	51 19%	53 15%	51 14%	61 20% Q	96 14%
Top2Box (Definitely/ Probably would)	449 45%	49 37%	46 46%	29 41%	170 45%	33 47%	122 49% A	133 44%	81 54% I	111 41%	125 45%	197 41%	252 48% K	114 43%	167 46%	166 46%	159 53% Q	289 41%
Low2Box (Probably/ Definitely would not)	313 31%	43 33%	33 33%	24 35%	128 34% F	21 31%	63 25%	87 29%	42 28%	89 33%	95 34%	165 34% L	148 29%	84 32%	117 32%	111 30%	80 26%	233 33% P
LowBox (Definitely would not)	134 13%	22 17%	12 12%	9 12%	49 13%	9 13%	33 13%	32 11%	15 10%	38 14%	49 18% GH	82 17% L	52 10%	47 18% O	44 12%	42 11%	33 11%	101 15%

## Q23. Do you have any of the following?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Food and water to last you/you and your family 72 hours in the event of an emergency in which there was no electricity at your home	621 62%	93 71% BF	58 58%	46 65%	238 63%	47 68%	139 56%	149 50%	90 61% G	181 67% G	201 72% GH	309 64%	311 60%	154 58%	248 69% MO	216 59%	187 62%	433 62%
Disaster Kit in Home/Car (Net)	404 40%	64 49% D	43 43%	26 37%	139 37%	32 45%	101 41%	118 39%	63 42%	110 41%	113 41%	209 44%	196 38%	104 39%	152 42%	147 40%	144 48% Q	260 37%
A disaster preparedness kit in your home	299 30%	53 41% BCD	25 25%	15 21%	104 28%	24 35%	77 31%	80 27%	46 31%	79 29%	93 33%	155 32%	143 28%	85 32%	106 29%	107 29%	93 31%	206 30%
A disaster preparedness kit in your car	259 26%	32 25%	32 32%	20 29%	90 24%	19 27%	65 26%	75 25%	36 24%	72 27%	75 27%	133 28%	126 24%	58 22%	104 29%	96 26%	97 32% Q	162 23%
None of the above	279 28%	24 19%	31 31% A	20 29%	104 28%	17 24%	82 33% A	106 35% IJ	44 29%	63 23%	66 24%	127 26%	152 29%	82 31%	87 24%	109 30%	71 24%	208 30%
(DK/NS)	3 0%	0 -	0 -	0 -	3 1%	0 -	0 -	0 -	2 1%	1 0%	0 -	1 0%	2 0%	1 0%	2 1%	0 -	1 0%	2 0%

**Q24. Have you/you and your family taken steps to prepare yourselves in the event of a disaster?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Yes	340 34%	57 44% F	37 37% F	22 31% F	132 35% F	32 46% F	61 24%	84 28%	51 34%	103 38% G	102 36% G	171 36%	169 33%	89 34%	131 36%	117 32%	109 36%	231 33%
No	658 66%	72 56%	63 63%	48 69%	248 65%	38 54%	189 76% ABDE	216 72% IJ	98 66%	168 62%	177 63%	307 64%	351 68%	176 66%	231 64%	248 68%	193 64%	466 67%
(DK/NS)	2 0%	1 1%	0 -	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	2 1%	2 0%	0 -	1 0%	0 -	1 0%	0 -	2 0%

**Q25. Why haven't you/you and your family taken steps to prepare yourselves in the event of a disaster?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: Haven't taken steps to prepare in the event of a disaster	658	70	63	47	254	36	188	194	97	166	201	303	355	177	231	247	185	473
Weighted	658	72*	63*	48*	248	38*	189	216	98*	168	177	307	351	176	231	248	193	466
This type of disaster rarely occurs/ unlikely to occur in my area	175 27%	14 20%	23 37% A	13 27%	65 26%	12 32%	47 25%	62 29%	24 24%	37 22%	52 29%	89 29%	86 25%	48 27%	55 24%	70 28%	48 25%	127 27%
Never thought about it	140 21%	12 16%	13 21%	8 17%	59 24%	6 16%	42 22%	52 24%	24 25%	30 18%	34 19%	58 19%	82 23%	42 24%	46 20%	52 21%	46 24%	94 20%
No time/ never got around to it	79 12%	14 19%	5 7%	11 22% BDF	27 11%	6 17%	17 9%	29 14%	17 18%	19 11%	14 8%	32 10%	47 13%	13 7%	41 18% MO	25 10%	30 16%	49 10%
Unnecessary/ no need	71 11%	8 11%	11 18% E	5 10%	28 11% E	0 -	19 10% E	25 11%	9 9%	15 9%	23 13%	40 13%	31 9%	21 12%	17 7%	32 13% N	16 8%	55 12%
Already prepared/ know what to do	49 8%	9 12% F	10 16% EF	3 5%	21 8% F	1 3%	6 3%	11 5%	5 5%	16 9%	18 10%	25 8%	25 7%	8 4%	22 10%	19 8%	12 6%	37 8%
Not concerned/ don't care	44 7%	7 9% F	5 8% F	4 8%	21 8% F	3 9%	4 2%	12 6%	6 6%	17 10%	9 5%	21 7%	23 7%	10 6%	20 9%	15 6%	13 7%	31 7%
Should consider/ begin to be prepared	18 3%	3 4%	4 6%	0 -	8 3%	0 -	3 2%	8 4% J	2 2%	8 5% J	0 -	5 2%	13 4%	5 3%	7 3%	6 2%	9 5%	9 2%
Feel safe/ secure	18 3%	2 2%	3 5%	2 4%	5 2%	0 -	5 3%	11 5% J	1 1%	6 4% J	0 -	8 3%	10 3%	5 3%	3 1%	9 4%	8 4%	10 2%
Preparations are (partially) underway/ still being implemented	16 2%	5 7% DF	1 1%	1 2%	5 2%	2 5%	2 1%	3 1%	1 1%	6 4%	7 4%	7 2%	10 3%	4 2%	7 3%	5 2%	4 2%	12 3%
No plan in place/ don't know what to do	15 2%	1 2%	4 6% F	2 5%	6 2%	0 -	2 1%	5 3%	4 4%	3 2%	3 2%	6 2%	9 3%	1 1%	7 3%	7 3%	9 5% Q	6 1%
No reason	22 3%	1 1%	1 2%	1 2%	5 2%	1 3%	13 7% D	6 3%	4 4%	4 2%	8 5%	10 3%	12 3%	7 4%	10 4%	5 2%	8 4%	14 3%
Other mention	62 9%	4 6%	2 3%	2 4%	18 7%	5 14%	31 16% ABCD	21 10%	9 9%	15 9%	17 10%	28 9%	33 10%	17 9%	15 7%	29 12%	10 5%	52 11% P
(DK/NS)	52 8%	6 8%	4 7%	3 7%	23 10%	3 8%	13 7%	18 8%	5 5%	14 8%	15 9%	21 7%	31 9%	14 8%	22 10%	17 7%	13 7%	39 8%

**Q26. Do you have any children under 18 currently living in your household?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Yes	302 30%	42 32%	39 39% DF	26 37%	106 28%	20 29%	69 28%	124 41% IJ	91 61% GIJ	70 26% J	17 6%	145 30%	156 30%	88 33%	97 27%	116 32%	302 100% Q	0 -
No	698 70%	88 68%	61 61%	44 63%	274 72% B	50 71%	181 73% B	176 59% H	58 39%	201 74% GH	263 94% GHI	335 70%	364 70%	179 67%	266 73%	250 68%	0 -	698 100% P

**Q27. What is the highest level of formal education that you have completed?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Grade school or some high school	60 6%	8 6%	3 3%	5 7%	18 5%	1 1%	25 10% BDE	18 6%	9 6%	11 4%	21 8%	28 6%	32 6%	60 23% NO	0 -	0 -	18 6%	42 6%
Complete high school	207 21%	19 15%	25 26% A	15 22%	69 18%	16 23%	62 25% A	60 20%	25 17%	60 22%	61 22%	99 21%	108 21%	207 78% NO	0 -	0 -	70 23%	137 20%
Technical, vocational post-secondary, College	247 25%	36 27%	21 22%	23 32% F	96 25%	21 30%	50 20%	48 16%	35 23%	90 33% GH	74 26% G	113 24%	133 26%	0 -	247 68% MO	0 -	66 22%	180 26%
Some university	116 12%	20 16% F	13 13%	7 11%	47 12% F	11 16% F	18 7%	54 18% HIJ	6 4%	28 10% H	28 10% H	64 13%	52 10%	0 -	116 32% MO	0 -	31 10%	86 12%
Complete university degree	227 23%	26 20%	21 21%	13 18%	95 25%	15 22%	59 24% IJ	76 26% IJ	51 34% IJ	49 18%	52 18%	104 22%	123 24%	0 -	0 -	227 62% MN	73 24%	155 22%
Post graduate degree	138 14%	22 17%	14 14%	7 10%	54 14%	5 7%	37 15%	42 14%	23 16%	31 11%	43 15%	67 14%	71 14%	0 -	0 -	138 38% MN	44 14%	95 14%
Prefer not to respond	3 0%	0 -	2 2% F	0 -	1 0%	0 -	0 -	1 0%	0 -	1 0%	1 0%	2 0%	1 0%	0 -	0 -	0 -	1 0%	2 0%
(DK/NS)	2 0%	0 -	0 -	0 -	0 -	1 2% D	1 0%	0 -	0 -	1 1%	1 0%	1 0%	1 0%	0 -	0 -	0 -	0 -	2 0%
Summary																		
High School or less	267 27%	27 21%	29 29%	20 29%	88 23%	17 24%	86 35% AD	79 26%	34 23%	71 26%	82 29%	127 27%	139 27%	267 100% NO	0 -	0 -	88 29%	179 26%
Some Post-Secondary	363 36%	56 43% F	34 35%	30 43% F	143 38% F	32 46% F	68 27%	102 34%	40 27%	118 44% GH	102 36%	177 37%	185 36%	0 -	363 100% MO	0 -	97 32%	266 38%
University or higher	366 37%	47 36%	35 35%	20 28%	149 39%	20 29%	95 38%	118 39% I	74 50% GIJ	79 29%	94 34%	172 36%	194 37%	0 -	0 -	366 100% MN	116 39%	250 36%

**Q28. Please indicate which of the following categories best describes the annual household income of all members in your household combined.**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Under \$10,000	33 3%	3 3%	2 2%	1 1%	13 3%	2 3%	11 5%	16 5% HI	2 1%	5 2%	10 4%	11 2%	22 4%	14 5% O	11 3%	8 2%	9 3%	24 3%
\$10,000 to just under \$20,000	60 6%	7 5%	4 4%	4 5%	21 6%	1 1%	23 9%	20 7%	9 6%	13 5%	17 6%	20 4%	40 8% K	26 10% O	23 7% O	10 3%	15 5%	45 6%
\$20,000 to just under \$30,000	81 8%	15 11% B	2 2%	5 7%	27 7%	8 12% B	24 10% B	28 9%	7 5%	24 9%	23 8%	37 8%	44 9%	30 11% O	33 9% O	18 5%	16 5%	65 9% P
\$30,000 to just under \$40,000	85 9%	8 6%	10 10%	3 4%	32 8%	11 15% AC	22 9%	38 13% HIJ	8 6%	18 7%	21 7%	35 7%	50 10%	33 12% O	30 8%	22 6%	20 7%	64 9%
\$40,000 to just under \$50,000	85 9%	8 7%	5 5%	4 6%	29 8%	5 8%	33 13% BD	25 8%	18 12%	21 8%	21 8%	37 8%	47 9%	32 12% O	30 8%	23 6%	24 8%	61 9%
\$50,000 to just under \$60,000	95 10%	11 9%	7 7%	9 13%	37 10%	5 7%	26 11%	28 9%	13 8%	22 8%	32 12%	48 10%	47 9%	33 12% O	37 10%	25 7%	31 10%	64 9%
\$60,000 to just under \$70,000	67 7%	11 8%	7 8%	6 8%	18 5%	5 7%	20 8%	12 4%	11 8%	18 7%	25 9% G	37 8%	29 6%	16 6%	25 7%	26 7%	17 6%	50 7%
\$70,000 to just under \$80,000	54 5%	7 5%	5 5%	6 9%	21 6%	2 3%	13 5%	14 5%	14 9%	13 5%	14 5%	26 6%	28 5%	12 4%	15 4%	27 7%	19 6%	35 5%
\$80,000 to just under \$100,000	102 10%	9 7%	11 11%	6 9%	46 12%	7 10%	23 9%	40 13% J	19 13% J	26 10%	17 6%	56 12%	46 9%	18 7%	34 9%	50 14% M	37 12%	64 9%
\$100,000 and over	208 21%	30 23% F	29 29% F	20 29% F	90 24% F	12 17%	27 11%	50 17% GJ	40 27% GJ	76 28% GJ	41 15%	118 25% L	90 17%	25 9%	71 20% M	111 30% MN	83 27% Q	125 18%
Prefer not to respond	77 8%	9 7%	9 9%	6 8%	27 7%	7 10%	19 8%	23 8% H	2 1%	19 7% H	33 12% H	34 7%	43 8%	15 6%	30 8%	30 8%	14 5%	63 9% P
(DK/NS)	54 5%	12 9% CF	9 9% CF	1 1%	19 5%	6 9% CF	8 3%	6 2%	6 4%	16 6% G	26 9% GH	21 4%	34 7%	13 5%	23 7%	16 4%	16 5%	39 6%
Summary																		
<\$40K	259 26%	33 25%	18 18%	12 18%	93 25%	22 31%	81 33% BCD	102 34% HIJ	26 18%	60 22%	71 25%	102 21%	156 30% K	103 39% NO	98 27% O	58 16%	61 20%	198 28% P
\$40K -<\$80K	300 30%	37 29%	24 24%	25 36%	105 28%	16 24%	92 37% BDE	79 26%	55 37% GI	74 27%	92 33%	149 31%	151 29%	93 35%	107 30%	101 28%	91 30%	209 30%
\$80K+	309 31%	39 30% F	40 40% F	26 37% F	136 36% F	19 27%	49 20%	90 30% J	59 40% GJ	102 38% J	58 21%	174 36% L	136 26%	43 16%	105 29% M	161 44% MN	120 40% Q	190 27%

## flang. language

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Base: All respondents	1000	125	101	68	390	66	250	267	147	266	320	473	527	268	362	365	288	712
Weighted	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
English	795 80%	126 97% EF	98 98% DEF	68 97% EF	351 92% EF	58 82% F	94 38%	227 76%	110 74%	233 86% GH	225 81%	390 81%	405 78%	190 71%	315 87% MO	286 78% M	248 82%	547 78%
French	205 21%	4 3%	2 2%	2 3%	29 8% B	12 18% ABCD	156 62% ABCDE	73 24% I	39 26% I	38 14%	55 20%	90 19%	115 22%	77 29% NO	47 13%	80 22% N	54 18%	151 22%



Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Region BC	130	130	0	0	0	0	0	31	16	44	39	62	68	27	56	47	42	88
	13%	100% BCDEF	-	-	-	-	-	10%	11%	16% G	14%	13%	13%	10%	15%	13%	14%	13%
Region Alberta	100	0	100	0	0	0	0	37	13	29	20	47	53	29	34	35	39	61
	10%	-	100% ACDEF	-	-	-	-	13% J	9%	11%	7%	10%	10%	11%	10%	10%	13%	9%
Region Prairies	70	0	0	70	0	0	0	17	11	19	23	37	33	20	30	20	26	44
	7%	-	-	100% ABDEF	-	-	-	6%	8%	7%	8%	8%	6%	8%	8%	5%	9%	6%
Region ON	380	0	0	0	380	0	0	112	52	103	113	178	202	88	143	149	106	274
	38%	-	-	-	100% ABCEF	-	-	38%	35%	38%	41%	37%	39%	33%	39%	41%	35%	39%
Region Atlantic	70	0	0	0	0	70	0	18	11	20	22	36	34	17	32	20	20	50
	7%	-	-	-	-	100% ABCDF	-	6%	7%	7%	8%	8%	7%	6%	9%	6%	7%	7%
Region Quebec	250	0	0	0	0	0	250	85	46	56	63	120	130	86	68	95	69	181
	25%	-	-	-	-	-	100% ABCDE	28% I	31% I	21%	23%	25%	25%	32% N	19%	26% N	23%	26%
Age 18-34	300	31	37	17	112	18	85	300	0	0	0	136	164	79	102	118	124	176
	30%	24% A	37% A	25%	30%	25%	34% A	100% HIJ	-	-	-	28%	32%	30%	28%	32%	41% Q	25%
Age 35-44	149	16	13	11	52	11	46	0	149	0	0	71	78	34	40	74	91	58
	15%	13%	13%	16%	14%	15%	18%	-	100% GIJ	-	-	15%	15%	13%	11%	20% MN	30% Q	8%
Age 45-54	271	44	29	19	103	20	56	0	0	271	0	133	138	71	118	79	70	201
	27%	34% F	29%	27%	27%	29%	23%	-	-	100% GHJ	-	28%	27%	27%	33% O	22%	23%	29%
Age 55+	280	39	20	23	113	22	63	0	0	0	280	139	141	82	102	94	17	263
	28%	30%	20%	33%	30%	31%	25%	-	-	-	100% GHI	29%	27%	31%	28%	26%	6%	38% P
Gender Male	480	62	47	37	178	36	120	136	71	133	139	480	0	127	177	172	145	335
	48%	48%	47%	53%	47%	52%	48%	45%	48%	49%	50%	100% L	-	48%	47%	47%	48%	48%
Gender Female	520	68	53	33	202	34	130	164	78	138	141	0	520	139	185	194	156	364
	52%	52%	53%	47%	53%	48%	52%	55%	52%	51%	50%	-	100% K	52%	51%	53%	52%	52%
Education High School or less	267	27	29	20	88	17	86	79	34	71	82	127	139	267	0	0	88	179
	27%	21%	29%	29%	23%	24%	35% AD	26%	23%	26%	29%	27%	27%	100% NO	-	-	29%	26%
Education Some Post-Secondary	363	56	34	30	143	32	68	102	40	118	102	177	185	0	363	0	97	266
	36%	43% F	35%	43% F	38% F	46% F	27%	34%	27%	44% GH	36%	37%	36%	-	100% MO	-	32%	38%
Education University or higher	366	47	35	20	149	20	95	118	74	79	94	172	194	0	0	366	116	250
	37%	36%	35%	28%	39%	29%	38%	39% I	50% GIJ	29%	34%	36%	37%	-	-	100% MN	39%	36%
Presence of Children Yes	302	42	39	26	106	20	69	124	91	70	17	145	156	88	97	116	302	0
	30%	32%	39% DF	37%	28%	29%	28%	41% IJ	61% GIJ	26% J	6%	30%	30%	33%	27%	32%	100% Q	-
Presence of Children No	698	88	61	44	274	50	181	176	58	201	263	335	364	179	266	250	0	698
	70%	68%	61%	63%	72% B	71%	73% B	59% H	39%	74% GH	94% GHI	70%	70%	67%	73%	68%	-	100% P

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Participate in Social Media Yes	636 64%	77 59%	68 68%	43 62%	237 62%	47 67%	164 66%	252 84% HIJ	107 72% IJ	159 59% J	118 42%	278 58%	358 69% K	152 57%	240 66% M	243 66% M	216 72% Q	420 60%
Participate in Social Media No	364 36%	53 41%	32 32%	27 39%	143 38%	23 33%	86 35%	48 16%	42 28% G	112 41% GH	162 58% GHI	202 42% L	162 31%	114 43% NO	123 34%	123 34%	86 28%	278 40% P
Freq of participating in social networks Daily	397 40%	44 34%	40 40%	23 33%	147 39%	32 46%	110 44%	182 61% HIJ	66 44% IJ	91 33% J	59 21%	155 32%	242 47% K	98 37%	154 43%	145 40%	137 46% Q	259 37%
Freq of participating in social networks Few times a week	136 14%	14 11%	16 16%	12 17%	44 12%	12 18%	37 15%	45 15%	24 16%	34 13%	33 12%	69 14%	66 13%	33 13%	49 14%	52 14%	41 13%	95 14%
Freq of participating in social networks Once a week or less often	104 10%	18 14% EF	12 12% E	8 11%	46 12% EF	2 3%	17 7%	26 9%	17 12%	35 13%	26 9%	54 11%	50 10%	21 8%	37 10%	45 12%	38 13%	66 9%
Alerts During Official Warnings Top2Box	494 49%	66 50%	63 63% DEF	35 50%	190 50%	30 44%	111 44%	156 52%	79 53%	134 49%	126 45%	213 44%	281 54% K	105 39%	192 53% M	195 53% M	172 57% Q	322 46%
Alerts During Official Warnings Might/Might Not	188 19%	21 16%	13 13%	10 15%	79 21% AB	20 29% AB	45 18%	63 21%	21 14%	59 22% H	45 16%	96 20%	92 18%	52 19%	63 17%	73 20%	47 16%	141 20%
Alerts During Official Warnings Bottom2Box	308 31%	43 33%	24 24%	24 34%	110 29%	18 26%	88 35% B	79 26%	49 33%	77 29%	103 37% GI	168 35% L	140 27%	105 40% NO	105 29%	96 26%	80 27%	228 33%
Share Alerts Top2Box	400 40%	42 32%	46 46% A	23 33% A	163 43% A	32 46%	94 38%	157 52% IJ	66 45% J	97 36%	80 29%	153 32%	247 48% K	98 37%	152 42%	150 41%	143 47% Q	257 37%
Share Alerts Might/Might Not	120 12%	19 14%	14 14%	7 10%	34 9%	6 8%	40 16% D	51 17% IJ	22 15% J	29 11%	18 6%	62 13%	58 11%	30 11%	46 13%	44 12%	42 14%	78 11%
Share Alerts Bottom2Box	64 6%	6 4%	8 8%	8 11%	24 6%	7 10%	12 5%	21 7%	14 10%	17 6%	11 4%	39 8% L	25 5%	9 3%	21 6%	33 9% M	20 7%	44 6%
Use Social Media Channels During Emerg Top2Box	537 54%	63 49%	63 63% AD	37 52%	185 49%	40 58%	148 59% D	204 68% IJ	96 65% IJ	124 46%	112 40%	229 48%	308 59% K	144 54%	200 55%	192 53%	194 64% Q	343 49%
Use Social Media Channels During Emerg Might/Might Not	142 14%	19 15%	13 13%	9 12%	54 14%	9 13%	39 16%	46 15%	17 12%	47 17%	32 12%	67 14%	75 14%	31 12%	56 16%	54 15%	44 15%	99 14%
Use Social Media Channels During Emerg Bottom2Box	309 31%	46 35% F	24 24%	24 34%	136 36% BF	20 28%	60 24%	48 16%	36 24%	95 35% GH	130 47% GHI	178 37% L	130 25%	86 32%	103 28%	118 32%	62 21%	246 35% P

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Region							Age				Gender		Education			Presence of Children	
	Total	BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	1000	130	100*	70*	380	70*	250	300	149	271	280	480	520	267	363	366	302	698
Emerg Services through Social Media Yes	250 25%	23 18%	22 23%	16 24%	97 26%	18 26%	72 29%	70 23%	47 32%	54 20%	79 28%	122 25%	128 25%	98 37%	78 21%	74 20%	97 32%	153 22%
Emerg Services through Social Media No	472 47%	65 50%	47 47%	30 43%	184 48%	33 47%	113 45%	178 59%	74 49%	127 47%	94 34%	227 47%	245 47%	84 32%	181 50%	205 56%	146 49%	326 47%
Email for Preparedness Top2Box	449 45%	49 37%	46 46%	29 41%	170 45%	33 47%	122 49%	133 44%	81 54%	111 41%	125 45%	197 41%	252 48%	114 43%	167 46%	166 46%	159 53%	289 41%
Email for Preparedness Might/Might Not	225 23%	36 28%	21 21%	17 25%	77 20%	15 21%	58 23%	79 26%	26 18%	69 25%	51 18%	113 24%	111 21%	62 23%	77 21%	83 23%	62 21%	163 23%
Email for Preparedness Bottom2Box	313 31%	43 33%	33 33%	24 35%	128 34%	21 31%	63 25%	87 29%	42 28%	89 33%	95 34%	165 34%	148 29%	84 32%	117 32%	111 30%	80 26%	233 33%
Disaster Kit in Home/Car Yes	404 40%	64 49%	43 43%	26 37%	139 37%	32 45%	101 41%	118 39%	63 42%	110 41%	113 41%	209 44%	196 38%	104 39%	152 42%	147 40%	144 48%	260 37%
Disaster Kit in Home/Car No	596 60%	66 51%	57 58%	44 63%	241 63%	38 55%	149 60%	182 61%	86 58%	161 59%	167 60%	271 57%	324 62%	163 61%	210 58%	219 60%	158 52%	438 63%
Prepare for Disaster Yes	340 34%	57 44%	37 37%	22 31%	132 35%	32 46%	61 24%	84 28%	51 34%	103 38%	102 36%	171 36%	169 33%	89 34%	131 36%	117 32%	109 36%	231 33%
Prepare for Disaster No	658 66%	72 56%	63 63%	48 69%	248 65%	38 54%	189 76%	216 72%	98 66%	168 62%	177 63%	307 64%	351 68%	176 66%	231 64%	248 68%	193 64%	466 67%
Income <\$40K	259 26%	33 25%	18 18%	12 18%	93 25%	22 31%	81 33%	102 34%	26 18%	60 22%	71 25%	102 21%	156 30%	103 39%	98 27%	58 16%	61 20%	198 28%
Income \$40K -<\$80K	300 30%	37 29%	24 24%	25 36%	105 28%	16 24%	92 37%	79 26%	55 37%	74 27%	92 33%	149 31%	151 29%	93 35%	107 30%	101 28%	91 30%	209 30%
Income \$80K+	309 31%	39 30%	40 40%	26 37%	136 36%	19 27%	49 20%	90 30%	59 40%	102 38%	58 21%	174 36%	136 26%	43 16%	105 29%	161 44%	120 40%	190 27%
Language English	795 80%	126 97%	98 98%	68 97%	351 92%	58 82%	94 38%	227 76%	110 74%	233 86%	225 81%	390 81%	405 78%	190 71%	315 87%	286 78%	248 82%	547 78%
Language French	205 21%	4 3%	2 2%	2 3%	29 8%	12 18%	156 62%	73 24%	39 26%	38 14%	55 20%	90 19%	115 22%	77 29%	47 13%	80 22%	54 18%	151 22%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	500	65*	50*	35*	190	35*	125	150	50*	160	140	240	260	121	206	170	123	377
Region BC	65 13%	65 100% BCDEF	0 -	0 -	0 -	0 -	0 -	20 13%	7 14%	20 13%	18 13%	31 13%	34 13%	16 13%	30 15%	19 11%	19 15%	46 12%
Region Alberta	50 10%	0 -	50 100% ACDEF	0 -	0 -	0 -	0 -	15 10%	4 8%	17 11%	14 10%	24 10%	26 10%	13 11%	16 8%	19 11%	11 9%	39 10%
Region Prairies	35 7%	0 -	0 -	35 100% ABDEF	0 -	0 -	0 -	10 7%	3 6%	12 7%	11 8%	17 7%	18 7%	8 6%	17 8%	11 6%	9 7%	26 7%
Region ON	190 38%	0 -	0 -	0 -	190 100% ABCEF	0 -	0 -	57 38%	14 28%	66 41%	53 38%	91 38%	99 38%	45 37%	75 36%	69 41%	44 36%	146 39%
Region Atlantic	35 7%	0 -	0 -	0 -	0 -	35 100% ABCDF	0 -	10 7%	6 12%	9 6%	10 7%	17 7%	18 7%	8 7%	18 9%	9 5%	10 8%	25 7%
Region Quebec	125 25%	0 -	0 -	0 -	0 -	0 -	125 100% ABCDE	38 26%	16 32%	36 23%	34 25%	60 25%	65 25%	31 26%	50 25%	43 26%	30 25%	95 25%
Age 18-34	150 30%	20 31%	15 30%	10 28%	57 30%	10 29%	38 31%	150 100% HIJ	0 -	0 -	0 -	68 28%	82 32%	29 24%	59 29%	61 36% M	63 51% Q	87 23%
Age 35-44	50 10%	7 11%	4 8%	3 8%	14 7%	6 17%	16 13%	0 -	50 100% GIJ	0 -	0 -	26 11%	24 9%	7 6%	19 9%	24 14% M	28 23% Q	22 6%
Age 45-54	160 32%	20 31%	17 34%	12 33%	66 35%	9 26%	36 29%	0 -	0 -	160 100% GHJ	0 -	74 31%	86 33%	49 41% O	70 34% O	40 24%	26 21%	134 36% P
Age 55+	140 28%	18 28%	14 28%	11 31%	53 28%	10 29%	34 27%	0 -	0 -	0 -	140 100% GHI	72 30%	68 26%	36 30%	58 28%	45 27%	6 5%	134 36% P
Gender Male	240 48%	31 48%	24 48%	17 47%	91 48%	17 49%	60 48%	68 45%	26 52%	74 46%	72 51%	240 100% L	0 -	56 46%	96 47%	86 51%	58 47%	182 48%
Gender Female	260 52%	34 52%	26 52%	18 53%	99 52%	18 51%	65 52%	82 55%	24 48%	86 54%	68 49%	0 -	260 100% K	65 54%	110 53%	84 49%	65 53%	195 52%
Education High School or less	121 24%	16 25%	13 26%	8 22%	45 24%	8 23%	31 25%	29 19%	7 14%	49 31% GH	36 26%	56 23%	65 25%	121 100% NO	0 -	0 -	32 26%	89 24%
Education Some Post-Secondary	206 41%	30 46%	16 32%	17 47%	75 40%	18 51%	50 40%	59 39%	19 38%	70 44%	58 41%	96 40%	110 42%	0 -	206 100% MO	0 -	43 35%	163 43%
Education University or higher	170 34%	19 29%	19 38%	11 31%	69 36%	9 26%	43 35%	61 41% I	24 48% IJ	40 25%	45 32%	86 36%	84 32%	0 -	0 -	170 100% MN	47 38%	123 33%
Presence of Children Yes	123 25%	19 29%	11 22%	9 25%	44 23%	10 29%	30 24%	63 42% IJ	28 56% IJ	26 16% J	6 4%	58 24%	65 25%	32 26%	43 21%	47 28%	123 100% Q	0 -
Presence of Children No	377 75%	46 71%	39 78%	26 75%	146 77%	25 71%	95 76%	87 58% GH	22 44%	134 84% GH	134 96% GHI	182 76%	195 75%	89 74%	163 79%	123 72%	0 -	377 100% P

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	500	65*	50*	35*	190	35*	125	150	50*	160	140	240	260	121	206	170	123	377
Participate in Social Media Yes	338 68%	44 68%	32 64%	23 67%	128 67%	23 66%	88 70%	127 85%	38 76%	104 65%	69 49%	149 62%	189 73%	80 66%	141 68%	117 69%	99 81%	239 63%
Participate in Social Media No	162 32%	21 32%	18 36%	12 33%	62 33%	12 34%	37 30%	23 15%	12 24%	56 35%	71 51%	91 38%	71 27%	41 34%	65 32%	53 31%	24 20%	138 37%
Freq of participating in social networks Daily	214 43%	27 42%	16 32%	13 36%	80 42%	16 46%	62 50%	96 64%	25 50%	60 38%	33 24%	87 36%	127 49%	55 46%	90 44%	69 41%	73 59%	141 37%
Freq of participating in social networks Few times a week	68 14%	6 9%	9 18%	8 22%	23 12%	7 20%	15 12%	18 12%	10 20%	20 12%	20 14%	33 14%	35 13%	13 11%	29 14%	26 15%	14 11%	54 14%
Freq of participating in social networks Once a week or less often	56 11%	11 17%	7 14%	3 8%	25 13%	0 -	10 8%	13 9%	3 6%	24 15%	16 11%	29 12%	27 10%	12 10%	22 11%	22 13%	12 10%	44 12%
Alerts During Official Warnings Top2Box	260 52%	37 57%	35 70%	17 47%	93 49%	21 60%	57 46%	82 55%	26 52%	79 49%	73 52%	115 48%	145 56%	51 42%	114 55%	92 54%	73 59%	187 50%
Alerts During Official Warnings Might/Might Not	115 23%	14 22%	7 14%	7 19%	53 28%	10 29%	24 19%	36 24%	8 16%	42 26%	29 21%	58 24%	57 22%	31 26%	42 20%	42 25%	24 20%	91 24%
Alerts During Official Warnings Bottom2Box	115 23%	14 22%	8 16%	11 31%	43 23%	3 9%	36 29%	30 20%	15 30%	38 24%	32 23%	64 27%	51 20%	34 28%	47 23%	34 20%	23 19%	92 24%
Share Alerts Top2Box	208 42%	23 35%	21 42%	10 28%	80 42%	18 51%	56 45%	78 52%	23 46%	60 38%	47 34%	81 34%	127 49%	52 43%	85 41%	71 42%	67 55%	141 37%
Share Alerts Might/Might Not	69 14%	12 19%	7 14%	6 17%	24 13%	2 6%	18 15%	25 17%	9 18%	22 14%	13 9%	35 15%	34 13%	18 15%	29 14%	22 13%	23 19%	46 12%
Share Alerts Bottom2Box	32 6%	4 6%	3 6%	4 11%	13 7%	3 9%	5 4%	11 7%	6 12%	11 7%	4 3%	19 8%	13 5%	3 3%	13 6%	16 9%	4 3%	28 7%
Use Social Media Channels During Emerg Top2Box	247 49%	27 42%	29 58%	14 39%	89 47%	21 60%	68 54%	92 61%	28 56%	69 43%	58 42%	106 44%	141 54%	63 52%	107 52%	76 45%	77 63%	170 45%
Use Social Media Channels During Emerg Might/Might Not	95 19%	14 22%	8 16%	6 17%	40 21%	5 14%	22 18%	29 19%	10 20%	34 21%	22 16%	44 18%	51 20%	16 13%	41 20%	37 22%	23 19%	72 19%
Use Social Media Channels During Emerg Bottom2Box	147 29%	22 34%	13 26%	16 44%	56 30%	8 23%	32 26%	27 18%	12 24%	52 33%	56 40%	85 35%	62 24%	38 31%	54 26%	55 32%	21 17%	126 33%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used - * small base																			
	Total	Region						Age				Gender		Education			Presence of Children		
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q	
Total	500	65*	50*	35*	190	35*	125	150	50*	160	140	240	260	121	206	170	123	377	
Emerg Services through Social Media Yes	55 11%	5 8%	5 10%	1 3%	30 16% CE	1 3%	13 11%	23 15%	3 6%	16 10%	13 9%	31 13%	24 9%	17 14%	19 9%	19 11%	24 20% Q	31 8%	
Emerg Services through Social Media No	211 42%	25 39%	15 30%	16 44%	82 43%	18 51%	55 44%	84 56% IJ	23 46% J	65 41% J	39 28%	100 42%	111 43%	28 23%	92 45% M	91 54% M	53 43%	158 42%	
Email for Preparedness Top2Box	222 44%	27 42%	24 48%	12 33%	82 43%	17 49%	60 48%	62 41%	27 54% I	59 37%	74 53%	105 44%	117 45%	56 46%	94 46%	70 41%	70 57% Q	152 40%	
Email for Preparedness Might/Might Not	133 27%	21 32%	14 28%	10 28%	50 26%	8 23%	30 24%	48 32% J	10 20%	50 31% J	25 18%	71 30%	62 24%	31 26%	51 25%	50 29%	32 26%	101 27%	
Email for Preparedness Bottom2Box	135 27%	15 23%	12 24%	14 39%	56 30%	9 26%	29 23%	39 26%	13 26%	48 30%	35 25%	60 25%	75 29%	29 24%	60 29%	46 27%	20 16%	115 31% P	
Disaster Kit in Home/Car Yes	158 32%	27 42% F	16 32%	9 25%	62 33%	14 40%	30 24%	45 30%	16 32%	52 33%	45 32%	73 30%	85 33%	30 25%	75 36% M	52 31%	42 34%	116 31%	
Disaster Kit in Home/Car No	342 68%	38 59%	34 68%	26 75%	128 67%	21 60%	95 76% A	105 70%	34 68%	108 68%	95 68%	167 70%	175 67%	91 75% N	131 64%	118 69%	81 66%	261 69%	
Prepare for Disaster Yes	146 29%	25 39% F	14 28%	8 22%	60 32%	12 34%	27 22%	34 23%	12 24%	55 34% G	45 32%	74 31%	72 28%	38 31%	59 29%	48 28%	31 25%	115 31%	
Prepare for Disaster No	354 71%	40 62%	36 72%	27 78%	130 68%	23 66%	98 78% A	116 77% I	38 76%	105 66%	95 68%	166 69%	188 72%	83 69%	147 71%	122 72%	92 75%	262 70%	
Income <\$40K	121 24%	16 25%	9 18%	6 17%	42 22%	12 34%	36 29%	37 25%	10 20%	43 27%	31 22%	48 20%	73 28% K	40 33% O	54 26% O	27 16%	21 17%	100 27% P	
Income \$40K -<\$80K	153 31%	20 31%	10 20%	12 33%	58 31%	6 17%	47 38% BE	40 27%	16 32%	50 31%	47 34%	76 32%	77 30%	44 36% O	68 33%	41 24%	43 35%	110 29%	
Income \$80K+	149 30%	20 31% F	22 44% F	12 33% F	63 33% F	10 29%	22 18%	50 33% J	22 44% J	48 30%	29 21%	82 34% L	67 26%	22 18%	54 26%	72 42% MN	45 37%	104 28%	
Language English	415 83%	61 94% EF	48 96% DEF	33 94% EF	162 85% F	27 77% F	84 67%	125 83%	40 80%	138 86%	112 80%	208 87% L	207 80%	101 83%	176 85%	135 79%	105 85%	310 82%	
Language French	85 17%	4 6%	2 4%	2 6%	28 15% B	8 23% ABC	41 33% ABCD	25 17%	10 20%	22 14%	28 20%	32 13%	53 21% K	20 17%	30 15%	35 21%	18 15%	67 18%	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	500	65*	50*	35*	190	35**	125	150	99*	111	140	240	260	146	157	196	179	321
Region BC	65 13%	65 100% BCDF	0 -	0 -	0 -	0 -	0 -	11 7%	9 9%	24 22% GH	21 15% G	31 13%	34 13%	11 8%	26 17% M	28 14%	23 13%	42 13%
Region Alberta	50 10%	0 -	50 100% ACDF	0 -	0 -	0 -	0 -	22 15% J	9 9%	12 11% J	6 5%	23 10%	27 10%	16 11%	18 12%	16 8%	28 16% Q	22 7%
Region Prairies	35 7%	0 -	0 -	35 100% ABDF	0 -	0 -	0 -	7 5%	8 8%	7 6%	12 9%	20 9%	15 6%	12 9%	14 9%	9 5%	17 10%	18 6%
Region ON	190 38%	0 -	0 -	0 -	190 100% ABCF	0 -	0 -	55 37%	38 38%	37 33%	60 43%	87 36%	103 40%	43 29%	68 43% M	80 41% M	62 35%	128 40%
Region Atlantic	35 7%	0 -	0 -	0 -	0 -	35 100%	0 -	8 5%	5 5%	11 10%	12 8%	19 8%	16 6%	9 6%	14 9%	11 6%	10 6%	25 8%
Region Quebec	125 25%	0 -	0 -	0 -	0 -	0 -	125 100% ABCD	46 31% IJ	30 30% I	20 18%	29 21%	60 25%	65 25%	55 38% NO	17 11%	52 27% N	39 22%	86 27%
Age 18-34	150 30%	11 16%	22 45% ACD	7 21%	55 29% A	8 22%	46 37% A	150 100% HIJ	0 -	0 -	0 -	68 29%	82 31%	50 34%	43 28%	57 29%	61 34%	89 28%
Age 35-44	99 20%	9 14%	9 18%	8 24%	38 20%	5 14%	30 24%	0 -	99 100% GIJ	0 -	0 -	45 19%	54 21%	27 19%	21 14%	50 26% N	63 35% Q	36 11%
Age 45-54	111 22%	24 38% DF	12 24%	7 20%	37 19%	11 31%	20 16%	0 -	0 -	111 100% GHJ	0 -	59 25%	52 20%	22 15%	48 31% MO	39 20%	44 25%	67 21%
Age 55+	140 28%	21 32% B	6 13%	12 35% B	60 32% B	12 33%	29 23%	0 -	0 -	0 -	140 100% GHI	67 28%	73 28%	46 32%	44 28%	49 25%	11 6%	129 40% P
Gender Male	240 48%	31 48%	23 46%	20 59%	87 46%	19 55%	60 48%	68 46%	45 46%	59 53%	67 48%	240 100% L	0 -	71 49%	82 52%	86 44%	87 49%	153 48%
Gender Female	260 52%	34 52%	27 54%	15 42%	103 55%	16 45%	65 52%	82 55%	54 54%	52 47%	73 52%	0 -	260 100% K	74 51%	75 48%	110 56%	91 51%	169 53%
Education High School or less	146 29%	11 17%	16 31%	12 35%	43 23%	9 25%	55 44% AD	50 33% I	27 28%	22 20%	46 33% J	71 30%	74 29%	146 100% NO	0 -	0 -	56 31%	90 28%
Education Some Post-Secondary	157 31%	26 40% F	18 37% F	14 39% F	68 36% F	14 40%	17 14%	43 29%	21 22%	48 43% GHJ	44 31%	82 34%	75 29%	0 -	157 100% MO	0 -	54 30%	103 32%
Education University or higher	196 39%	28 43%	16 32%	9 26%	80 42%	11 32%	52 42%	57 38%	50 51% IJ	39 35%	49 35%	86 36%	110 42%	0 -	0 -	196 100% MN	69 39%	127 39%
Presence of Children Yes	179 36%	23 35%	28 55% ADF	17 49%	62 33%	10 29%	39 31%	61 41% J	63 63% GIJ	44 40% J	11 8%	87 36%	91 35%	56 38%	54 34%	69 35%	179 100% Q	0 -
Presence of Children No	321 64%	42 65% B	22 45%	18 51%	128 67% B	25 71%	86 69% B	89 59% H	36 37%	67 61% H	129 92% GHI	153 64%	169 65%	90 62%	103 66%	127 65%	0 -	321 100% P

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	500	65*	50*	35*	190	35**	125	150	99*	111	140	240	260	146	157	196	179	321
Participate in Social Media Yes	298 60%	33 51%	36 73% A	20 56%	109 58%	24 68%	76 61%	125 84% HIJ	69 70% IJ	55 50% J	49 35%	129 54%	169 65% K	72 50%	99 63% M	126 64% M	117 66%	181 56%
Participate in Social Media No	202 40%	32 49% B	14 27%	15 44%	81 43%	11 32%	49 39%	25 16%	30 30% G	56 50% GH	91 65% GHI	111 46% L	91 35%	73 50% NO	58 37%	70 36%	62 34%	140 44%
Freq of participating in social networks Daily	183 37%	17 27%	24 49% A	11 30%	67 35%	16 47%	47 38%	85 57% HIJ	41 41% IJ	31 28%	26 18%	68 28%	115 44% K	43 29%	64 41% M	76 39%	65 36%	118 37%
Freq of participating in social networks Few times a week	68 14%	8 13%	7 13%	4 13%	21 11%	5 16%	21 17%	27 18% J	14 14%	14 13%	13 9%	36 15%	32 12%	20 14%	20 13%	26 14%	27 15%	41 13%
Freq of participating in social networks Once a week or less often	48 10%	7 11%	5 11%	5 14%	21 11%	2 6%	7 6%	13 9%	14 14%	11 10%	10 7%	25 10%	23 9%	9 6%	15 10%	23 12%	26 15% Q	22 7%
Alerts During Official Warnings Top2Box	234 47%	29 44%	28 55%	18 52%	97 51%	9 27%	53 43%	74 49%	53 53% J	55 49%	53 38%	98 41%	136 52% K	54 37%	78 50% M	103 52% M	99 55% Q	135 42%
Alerts During Official Warnings Might/Might Not	73 15%	7 11%	6 13%	3 10%	26 14%	10 29%	20 16%	27 18%	12 13%	17 16%	16 11%	38 16%	35 14%	21 14%	21 13%	31 16%	23 13%	50 16%
Alerts During Official Warnings Bottom2Box	193 39%	29 45%	16 32%	13 38%	67 35%	15 44%	51 41%	49 33%	34 34%	39 35%	71 51% GHI	104 43% L	89 34%	71 49% NO	58 37%	62 32%	57 32%	136 42% P
Share Alerts Top2Box	192 38%	19 29%	25 50% AF	14 39%	83 44% F	14 40%	38 30%	79 53% IJ	43 44% J	37 33%	33 23%	72 30%	120 46% K	46 32%	67 43% M	79 41%	76 43%	116 36%
Share Alerts Might/Might Not	51 10%	7 10%	7 13%	1 4%	10 5%	4 10%	22 18% D	26 17% IJ	13 13% J	7 7%	5 4%	27 11%	24 9%	12 8%	17 11%	22 11%	19 11%	32 10%
Share Alerts Bottom2Box	32 6%	2 3%	5 9%	4 11%	11 6%	4 12%	7 6%	10 7%	8 8%	6 6%	7 5%	20 8%	12 5%	6 4%	8 5%	17 9%	16 9%	17 5%
Use Social Media Channels During Emerg Top2Box	290 58%	36 56%	34 68% D	23 66%	96 51%	19 55%	81 65% D	112 75% IJ	68 69% IJ	55 50%	54 39%	123 51%	167 64% K	81 56%	93 59%	116 59%	117 65% Q	173 54%
Use Social Media Channels During Emerg Might/Might Not	47 9%	5 8%	5 10%	3 8%	14 7%	4 11%	17 14%	17 11%	7 7%	13 12%	10 8%	23 10%	24 9%	15 11%	15 10%	17 9%	21 12%	27 8%
Use Social Media Channels During Emerg Bottom2Box	162 32%	24 36% F	11 22%	8 24%	80 42% BF	12 34%	27 22%	21 14%	24 24%	43 39% GH	74 53% GHI	94 39% L	69 26%	48 33%	49 31%	63 32%	41 23%	121 38% P



Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N/O - P/Q Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Region						Age				Gender		Education			Presence of Children	
		BC A	Alberta B	Prairies C	ON D	Atlantic E	Quebec F	18-34 G	35-44 H	45-54 I	55+ J	Male K	Female L	High School or less M	Some Post- Secondary N	University or higher O	Yes P	No Q
Total	500	65*	50*	35*	190	35**	125	150	99*	111	140	240	260	146	157	196	179	321
Emerg Services through Social Media Yes	195 39%	18 28%	17 35%	15 44%	67 35%	17 50%	59 47%	47 31%	44 45%	38 34%	66 47%	91 38%	104 40%	81 56%	59 37%	55 28%	73 41%	122 38%
Emerg Services through Social Media No	261 52%	40 62% F	32 63% F	15 42%	102 53%	15 43%	58 46%	94 63% J	51 51%	62 56% J	55 39%	127 53%	134 51%	56 39%	89 57% M	114 58% M	93 52%	168 52%
Email for Preparedness Top2Box	227 45%	22 33%	22 44%	17 49%	88 46%	16 46%	62 49% A	71 47%	54 54% J	52 47%	51 36%	92 38%	135 52% K	58 40%	73 46%	96 49%	89 50%	137 43%
Email for Preparedness Might/Might Not	92 18%	15 23%	7 15%	7 21%	27 14%	7 19%	28 22%	31 21%	16 16%	19 17%	26 18%	42 18%	49 19%	31 22%	26 17%	33 17%	30 17%	62 19%
Email for Preparedness Bottom2Box	178 36%	28 44% F	21 41%	11 30%	72 38%	12 35%	34 27%	48 32%	29 30%	41 37%	60 43% H	105 44% L	73 28%	55 38%	57 37%	65 33%	60 33%	119 37%
Disaster Kit in Home/Car Yes	246 49%	37 57% D	27 53%	17 49%	77 41%	18 50%	71 57% D	73 48%	47 47%	58 53%	68 49%	136 57% L	111 43%	74 51%	77 49%	95 49%	102 57% Q	144 45%
Disaster Kit in Home/Car No	254 51%	28 43%	23 47%	18 51%	113 60% AF	17 50%	54 43%	77 52%	52 53%	53 47%	72 51%	104 44%	149 58% K	72 49%	79 51%	100 51%	77 43%	177 55% P
Prepare for Disaster Yes	194 39%	32 49% F	23 46% F	14 40%	72 38% F	20 57%	33 27%	50 34%	39 40%	48 43%	57 40%	97 40%	97 37%	51 35%	73 46% O	69 35%	78 44%	116 36%
Prepare for Disaster No	304 61%	32 50%	27 54%	21 60%	118 62%	15 43%	92 73% ABD	100 66%	60 60%	64 57%	82 58%	141 59%	163 63%	93 64%	84 54%	126 64%	101 56%	204 64%
Income <\$40K	138 28%	17 25%	9 18%	6 18%	51 27%	10 28%	45 36% B	65 43% HIJ	16 17%	17 15%	40 28% HI	54 23%	83 32% K	63 44% NO O	44 28% O	31 16%	40 22%	98 31%
Income \$40K -<\$80K	147 29%	17 27%	14 27%	13 38%	47 25%	10 30%	45 36% D	39 26%	39 40% GI	24 22%	45 32%	73 30%	74 29%	49 33%	39 25%	59 30%	48 27%	99 31%
Income \$80K+	161 32%	19 29%	18 37% F	14 41% F	73 38% F	9 24%	27 22%	40 27%	37 38% J	54 49% GJ	29 21%	92 38% L	69 26%	21 14%	51 32% M	89 46% MN	75 42% Q	86 27%
Language English	380 76%	65 100% F	50 100% F	35 100% F	189 100% F	31 88%	10 8%	102 68%	70 71%	95 86% GH	113 81% G	182 76%	198 76%	89 61%	140 89% MO	151 77% M	143 80%	237 74%
Language French	120 24%	0 -	0 -	0 -	1 0%	4 12%	115 92% ABCD	48 32% IJ	29 29% I	16 14%	27 19%	58 24%	62 24%	57 39% NO	17 11%	45 23% N	36 20%	84 26%