

Social Media in Disasters and Emergencies

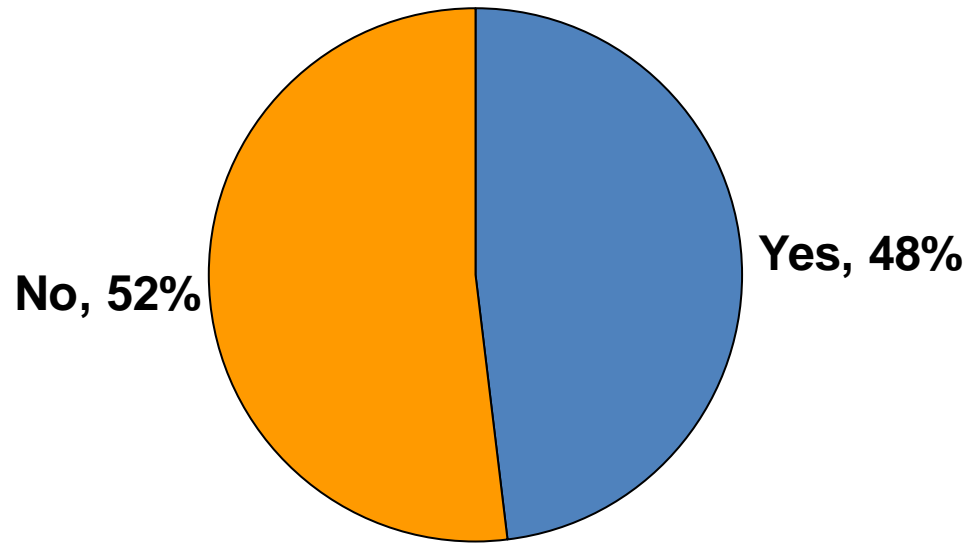
Online Survey of 1,046 respondents and telephone survey of 1,011 respondents.

Report Date: Summer, 2011

Methodology:

- Two similar polls were fielded during the period June 23-27 by CARAVAN® ORC International using two methodologies:
 - Online Survey of 1,046 respondents representative of the US population aged 18 and older on June 23-26, 2011. Respondents for the online survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.
 - Telephone survey of 1,011 U.S. Adults 18 years and older on June 24-27, 2011 conducted by CARAVAN® ORC International. Margin of error is +/- 3.1 percentage points at the 95% confidence level.
- A telephone methodology is industry standard and data from this sample offer insight into perceptions, behaviors, and expectations of the overall U.S. population. In the following poll summary, telephone survey respondents are referred to as the general population. Data from the online sample give a detailed view of perceptions, behaviors, and expectations of people who spend time online.
- Where appropriate, comparisons values have been included from the previous online survey of 1,058 respondents aged 18 and older conducted on July 22-23, 2010 by CARAVAN® ORC International.

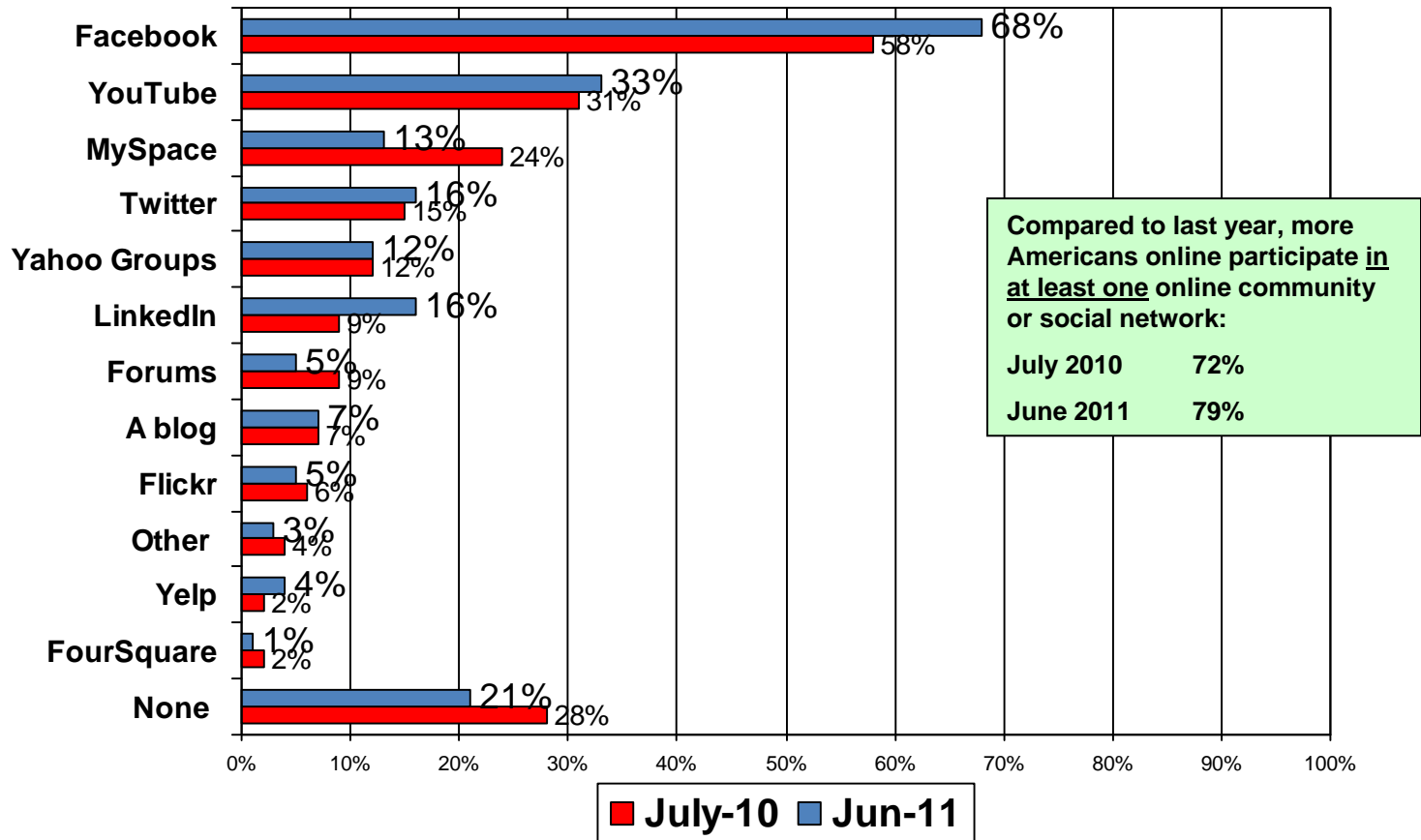
Nearly half of the general population participates in online communities or social networks.



Those in the general population who reside in *metropolitan areas* are more likely to participate in online communities or social networks (51 percent vs. 40 percent for those who reside in non-metro areas).

Do you participate in any online communities or social networks, such as Facebook or Twitter ?

Nearly 8 in 10 (79 percent) of the online population participates in *at least one* online community or social network. Facebook is by far the most popular social media channel.



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



For both the general and online populations, differences in who uses social networks are similar.

- Respondents with children in the household are more likely to use social media:
 - Online: 87% vs. 76% for those without children in the household.
 - Telephone: 62% vs. 41% for those without children in the household.
- College-educated respondents are more likely to use social media
 - Online: 83% vs. 73% for those with a high school diploma or less.
 - Telephone: 56% vs. 39% for those with a high school diploma or less.
- Younger respondents are more likely to use social media:
 - Online: 93% of respondents 18-34 vs. 72% of those 35 years and older.
 - Telephone: 79% of respondents 18-34 vs. 37% of those 35 years and older.

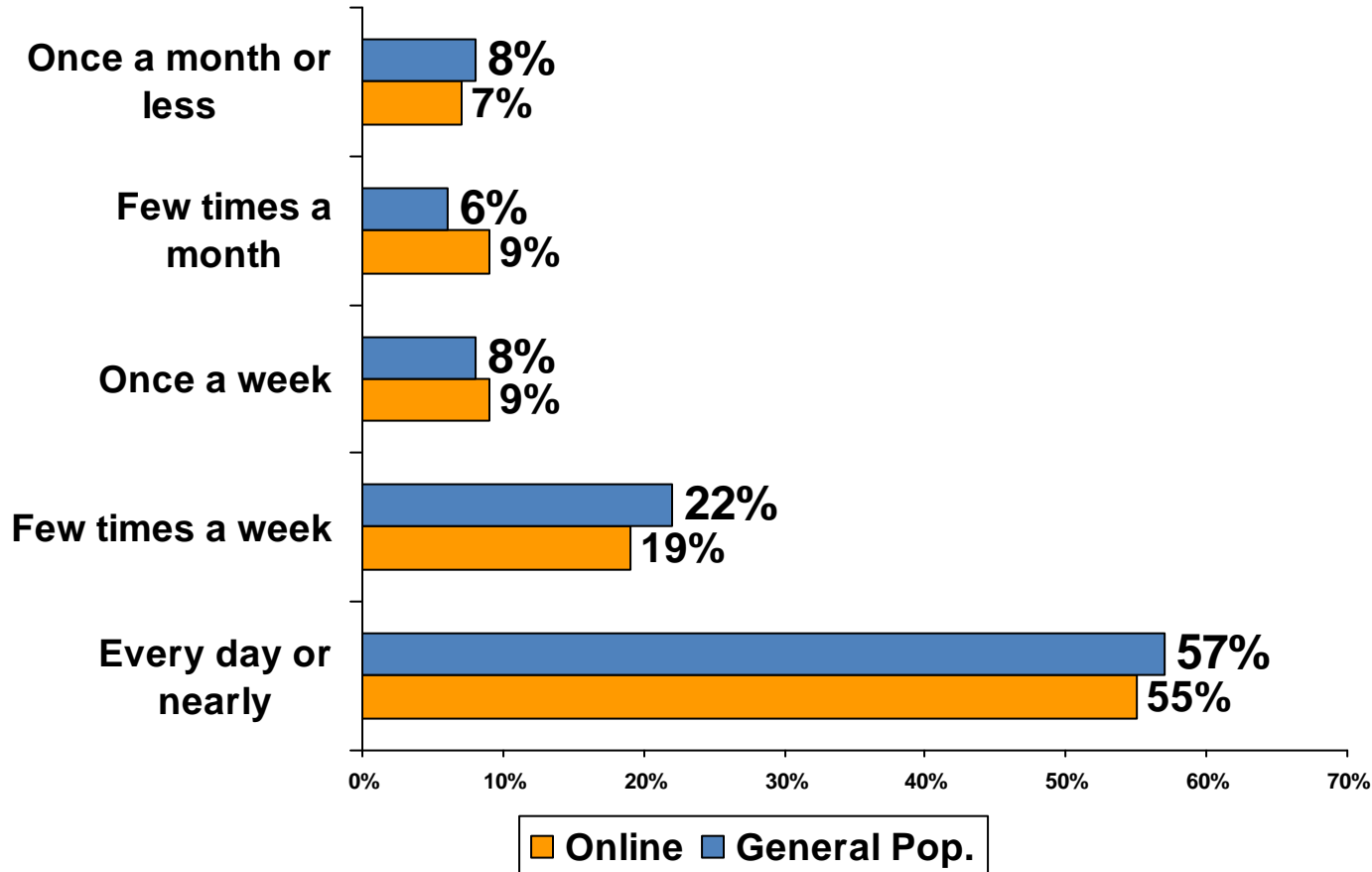
Which of the following online communities or social networks do you participate in?





More than half of those who use social media participate every day or nearly every day.

Base= 79%(online) and 48% (phone) who participate in any online communities or social networks

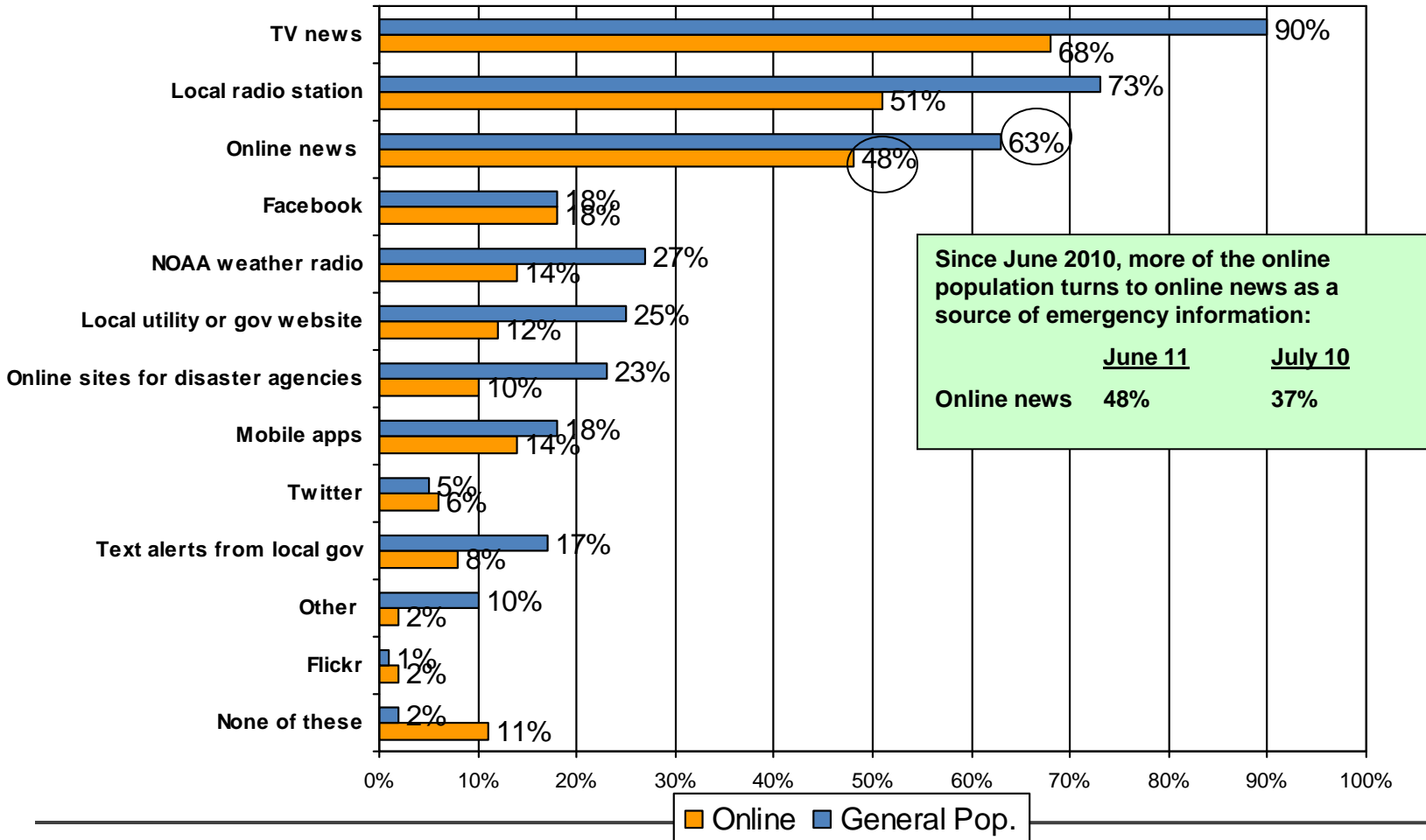


How often do you participate in these online communities or social networks?





While TV news is the preferred source of emergency information for both groups, more than six in ten of the general public and nearly half of the online population rely on online news.

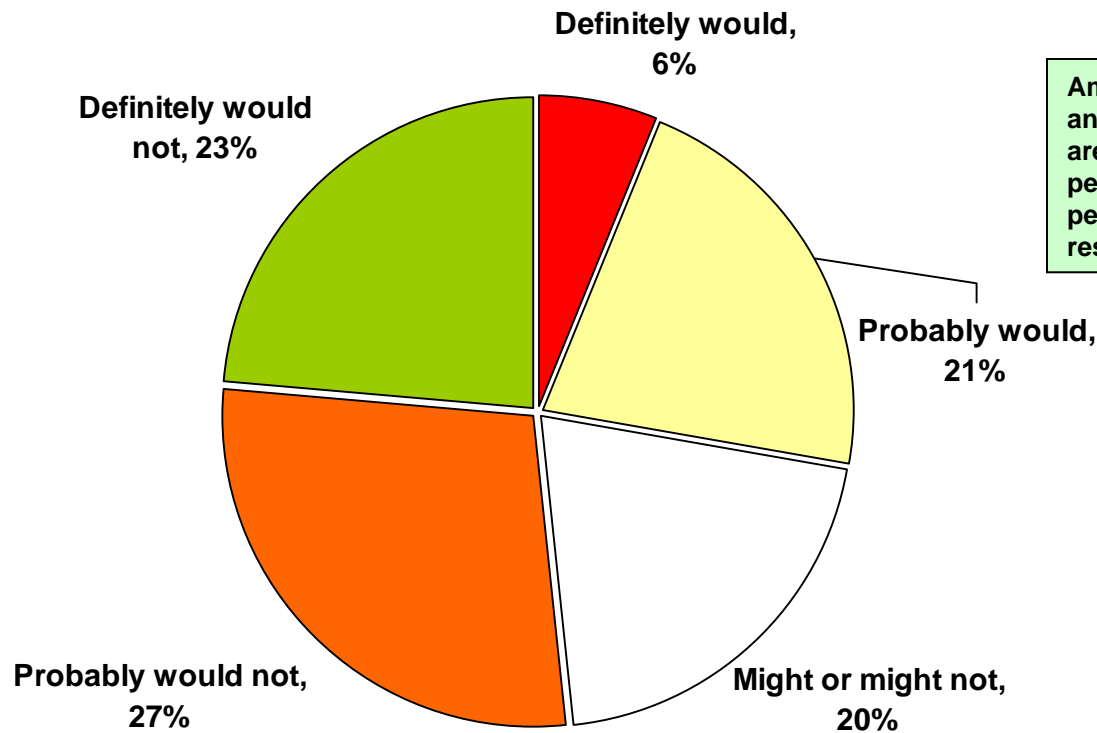


Which of the following communication channels have you ever used to get information about an emergency such as a power outage, severe weather, flash flood, hurricane, earthquake, or tornado?





General population: Nearly half of respondents would sign up for emails, text alerts or applications that provided safety information.



Among the general public, women and those residing in metropolitan areas are more likely to sign up: 32 percent vs. 23 percent for men and 30 percent vs. 20 percent for those residing in non-metro areas.

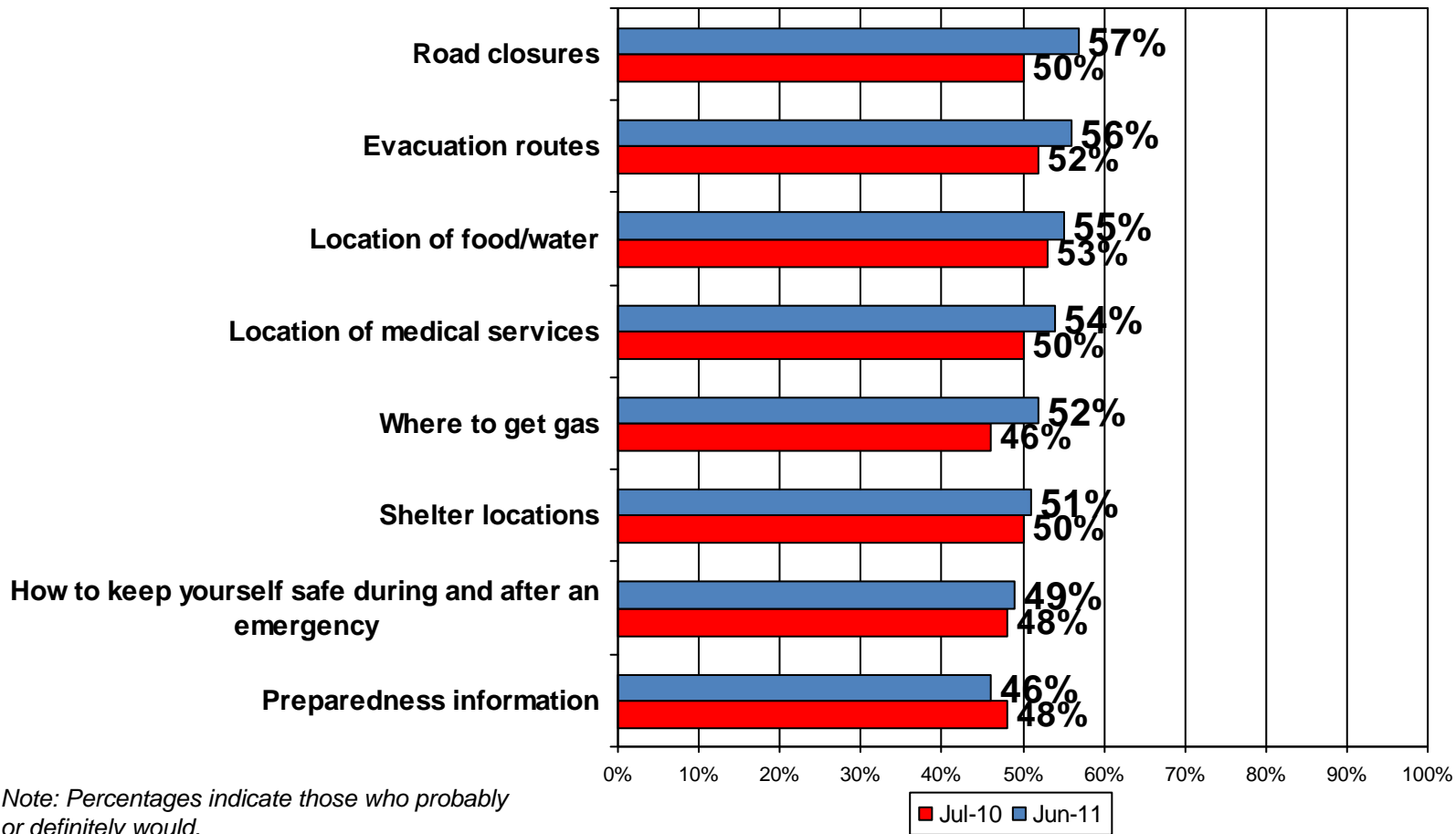
Balance=Don't Know

How likely would you be to sign up for emails, text alerts or applications that provided you with information on how to keep yourself safe during and after an emergency? Would you say you...?





Online population: Compared to last year, more respondents would sign up for emails, text alerts, or applications for information on road closures.



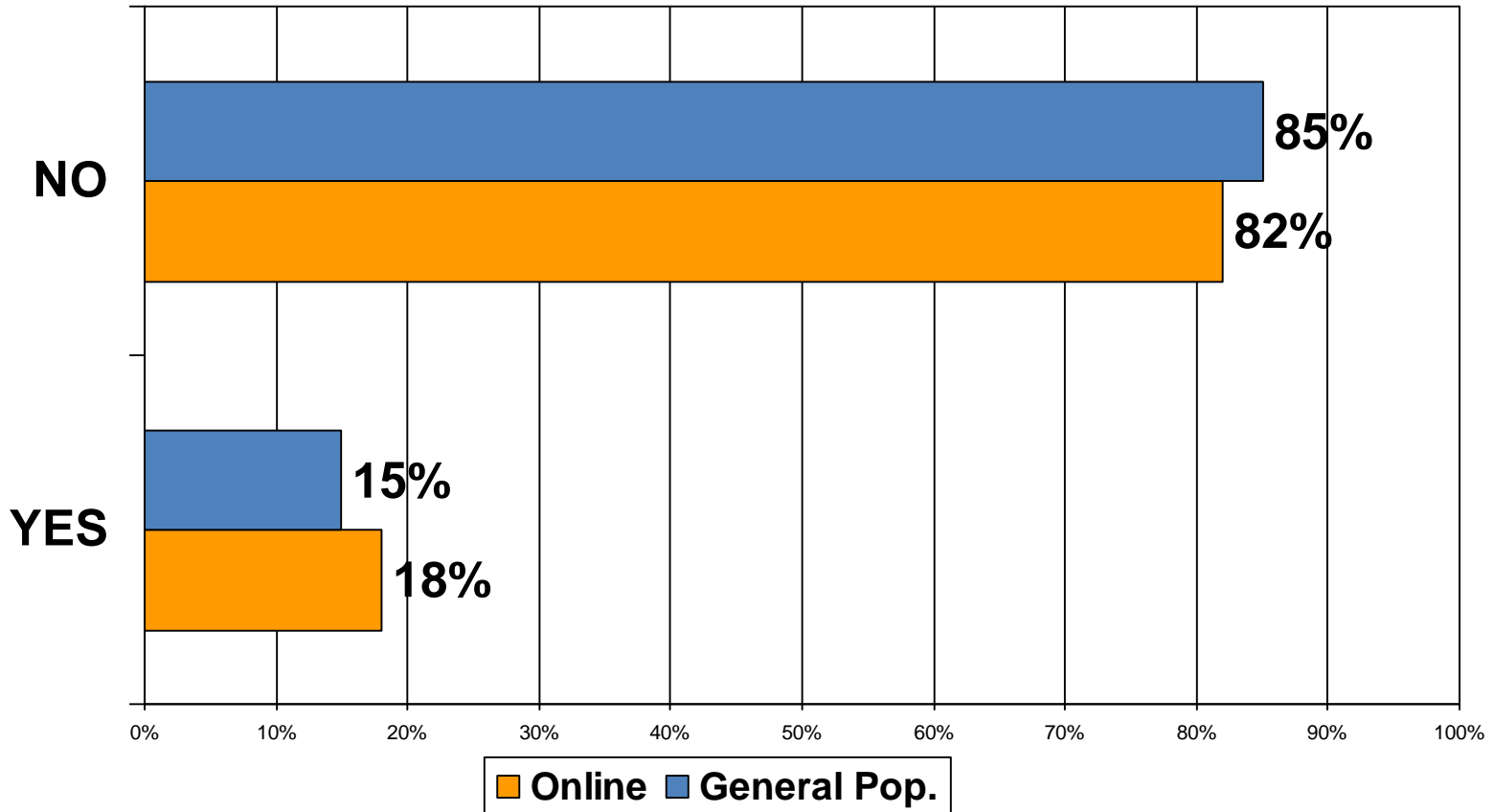
How likely would you be to sign up for emails, text alerts, or applications that provided you with the following information in an emergency?





Nearly one in five online and one in seven general public respondents experienced an emergency or witnessed a newsworthy event and posted information or photos about that event to a social media site.

Base= 79%(online) and 48% (phone) who participate in any online communities or social networks



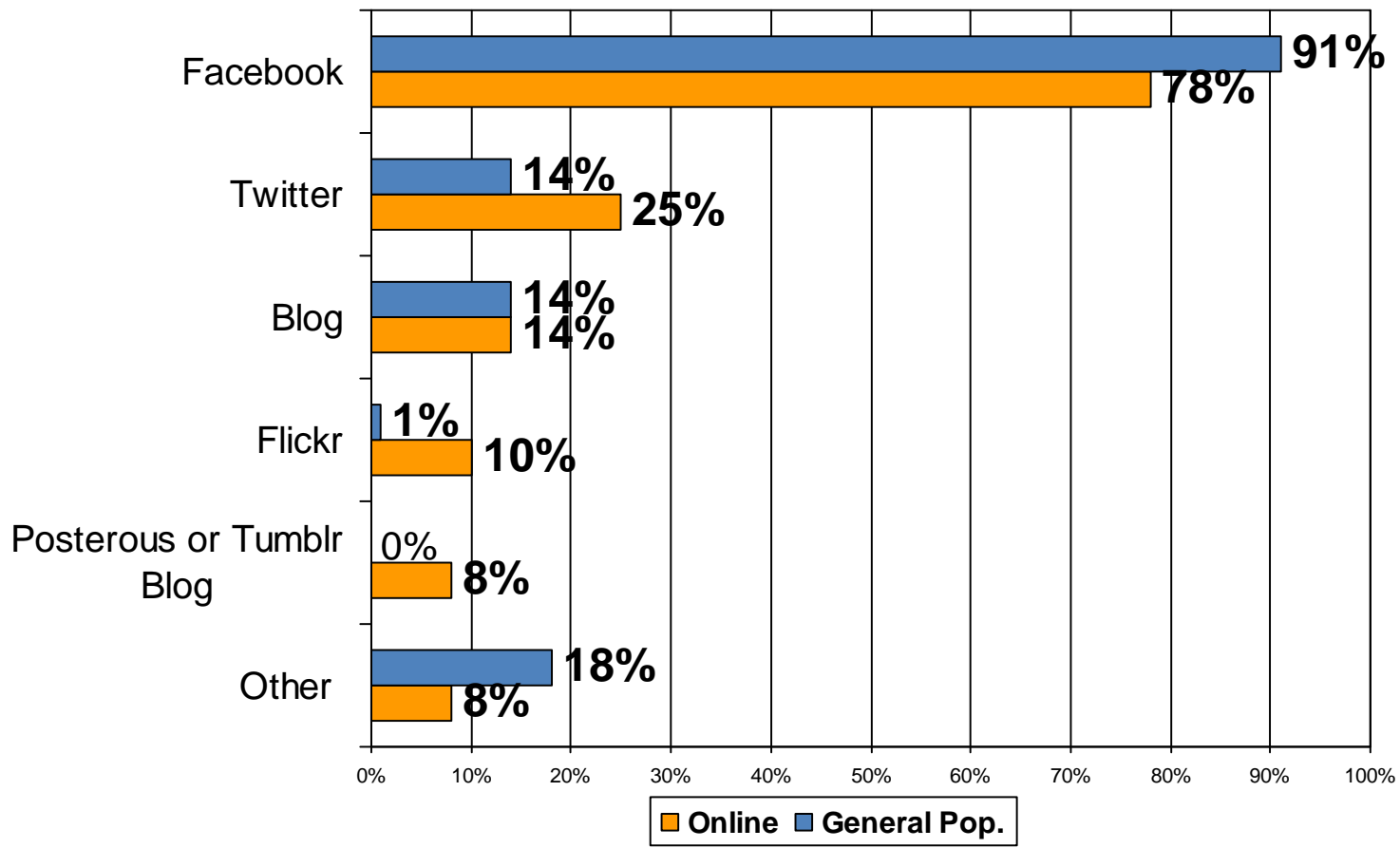
Have you ever experienced an emergency or witnessed a newsworthy event and posted information or photos about that event to a social media site?





Facebook was the most popular site by both the general and online populations for posting emergency or newsworthy information. The online population was more likely than the general public to post on Twitter, Flickr, or Posterous/Tumblr blogs.

Base=Those who use social media channels have posted information or photos about an emergency or newsworthy event to a social media site.



On which sites did you post this event? (Select as many as apply.)



If unable to reach local EMS, more than one in five of the general public would try to use an online channel to convey their need for help.

- Online usage (e.g. send email, post on website) 22%
- Walk to nearest police, fire or EMS station 20%
- Drive 15%
- Cell Phone/Phone 8%
- Text Message 3%
- In person/Walk there 3%
- Send someone/Have someone else contact them 2%
- Smoke signals 1%
- CB Radio/Ham radio 1%
- Social Networking Channels 1%

Imagine that someone you know needs help urgently and you haven't been able to reach the local emergency medical services, police or fire department by telephone. What other ways would you try to get in touch with local emergency services to ask for help? Anything else? (Open-ended)



About one in four of the online population would try an online channel for help, if unable to reach local EMS.

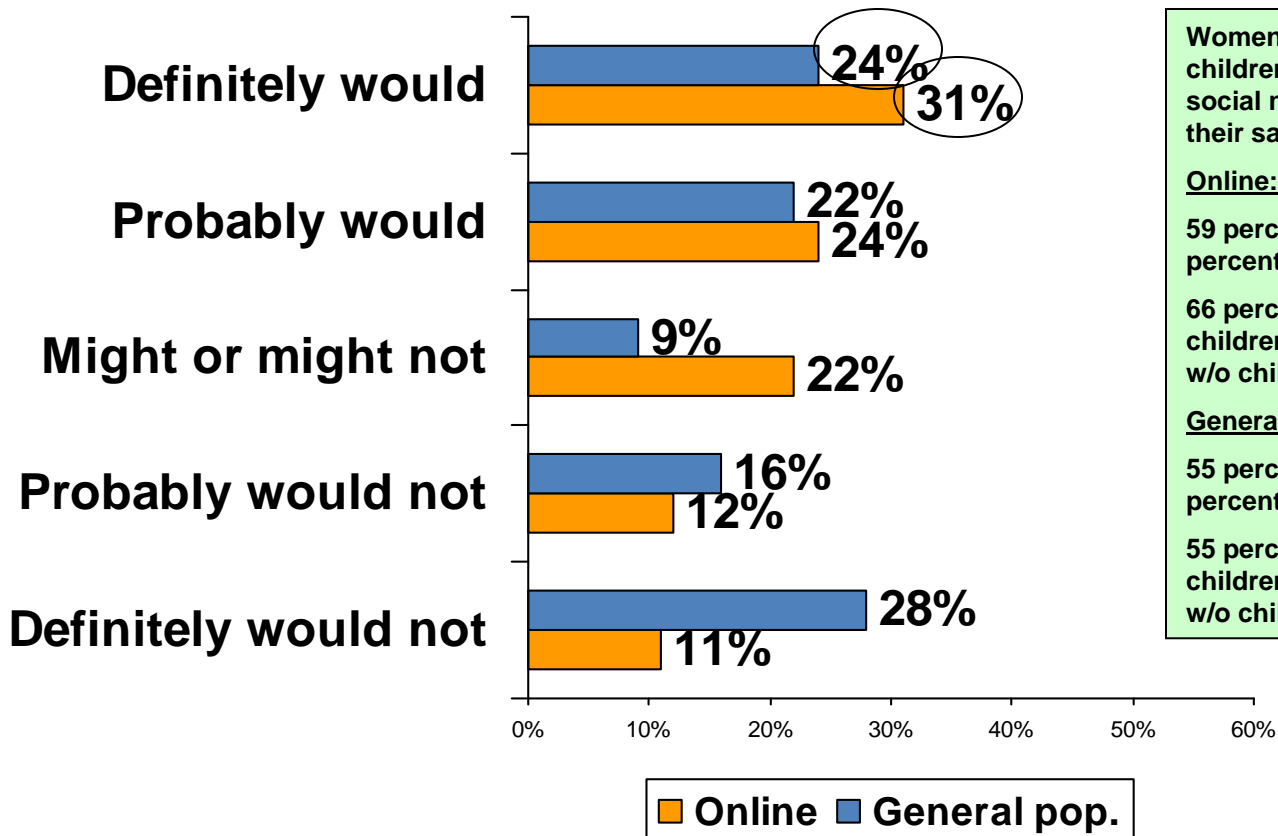
- Online usage (e.g. send email, post on website) 26%
- Drive 20%
- Phone/Cell phone 16%
- Social Networking Channels 9%
- Text Message 9%
- Send someone/Have someone else contact them 6%
- In person/Walk there 6%
- Walk to nearest police, fire or EMS station 2%
- CB Radio/Ham radio 2%

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Nearly a fourth of the general public and a third of the online population would definitely use social media to let loved ones know they are safe.



Women and households with children are more likely to use social media channels to inform of their safety.

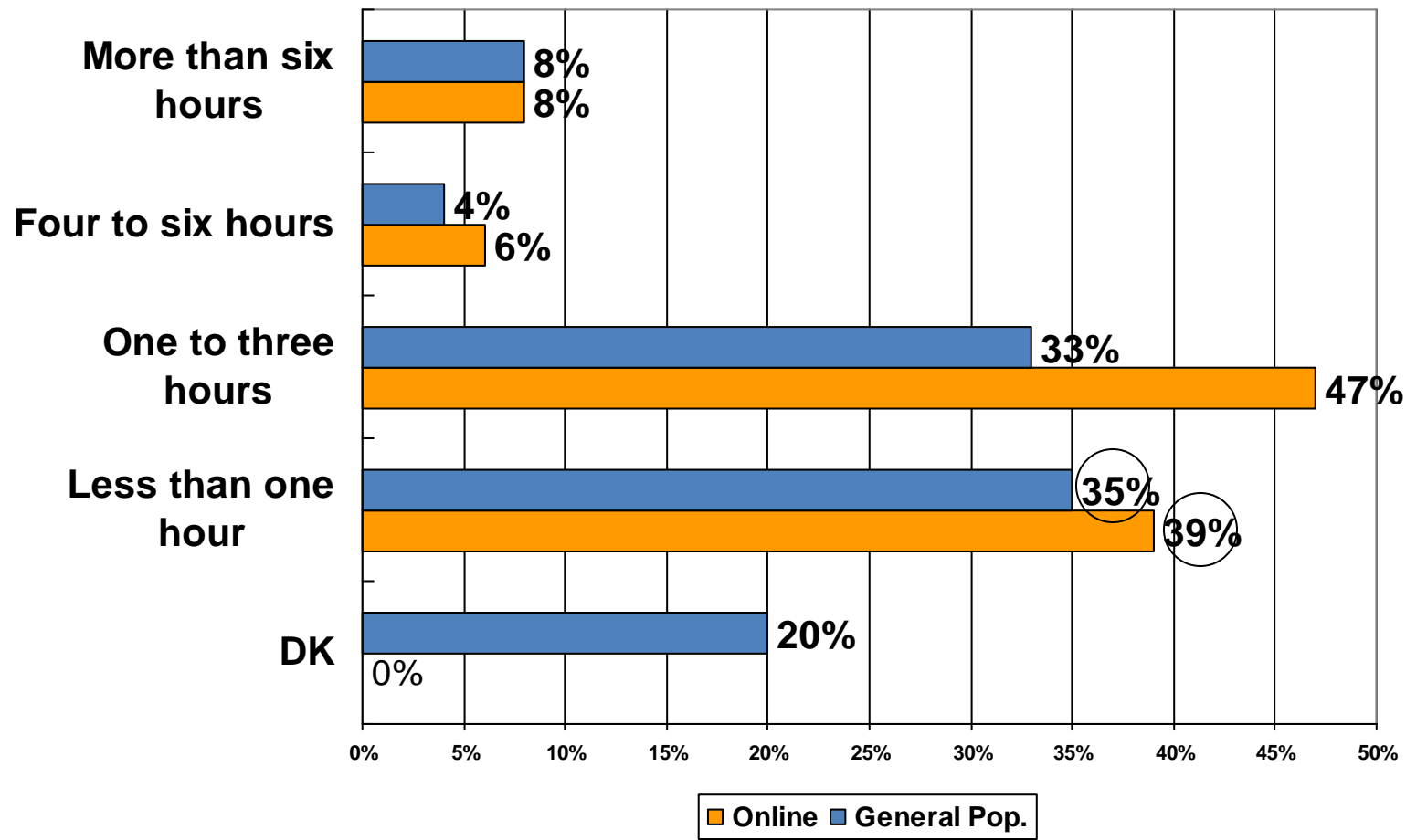
Online:
 59 percent for women vs. 51 percent for men
 66 percent for households with children vs. 51 percent for those w/o children

General:
 55 percent for women vs. 37 percent for men
 55 percent for households with children vs. 42 percent for those w/o children

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?



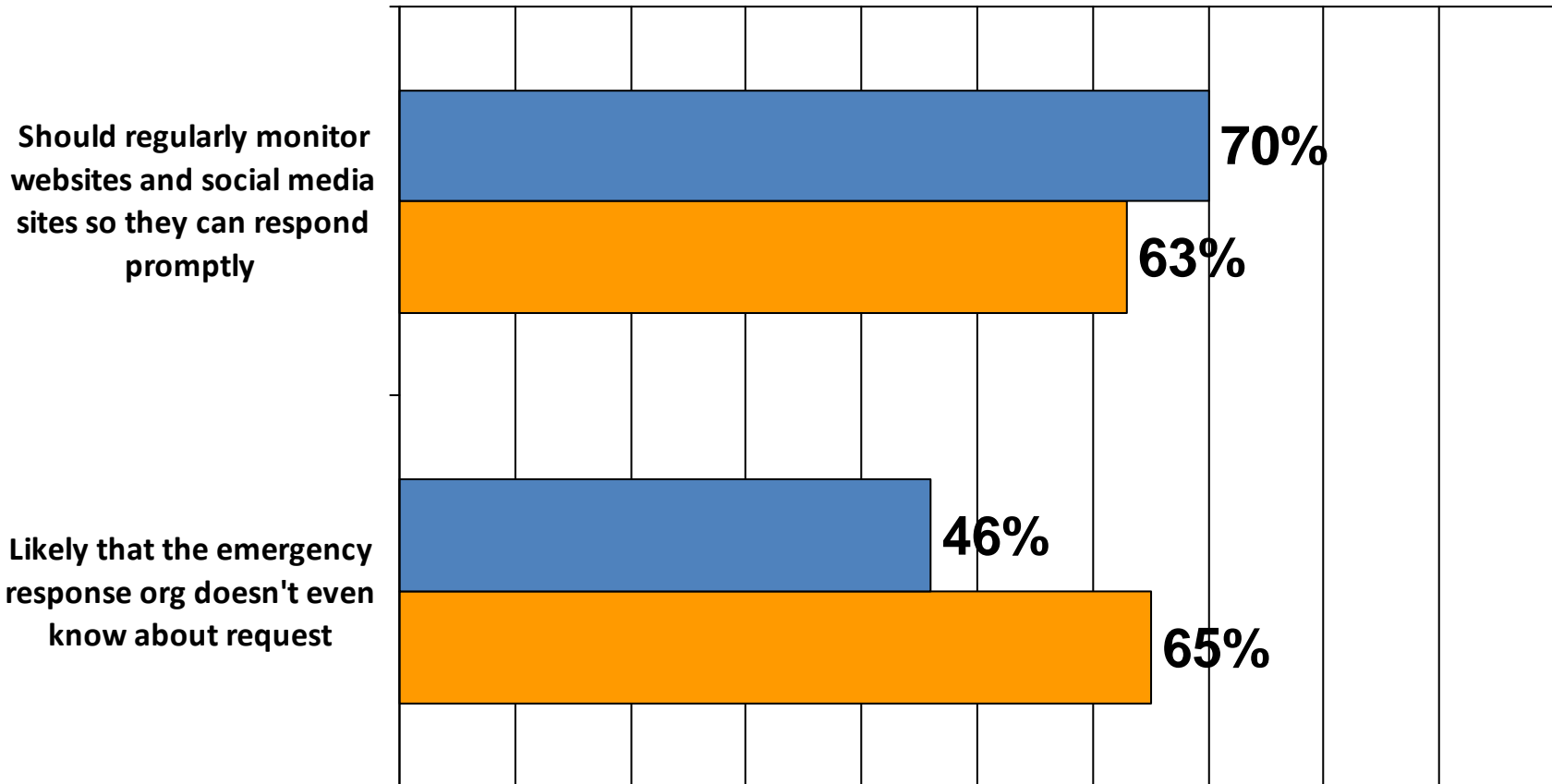
At least a third of the general and online populations would expect help to arrive in less than one hour.



If you posted a request for help to a social media website, how long do you think it should reasonably take for help to arrive? (Open-ended)



While the majority in both populations feels that local emergency response organizations should regularly monitor their websites for emergency requests, 46 percent of the general public and nearly two-thirds of the online population doubt that they do.



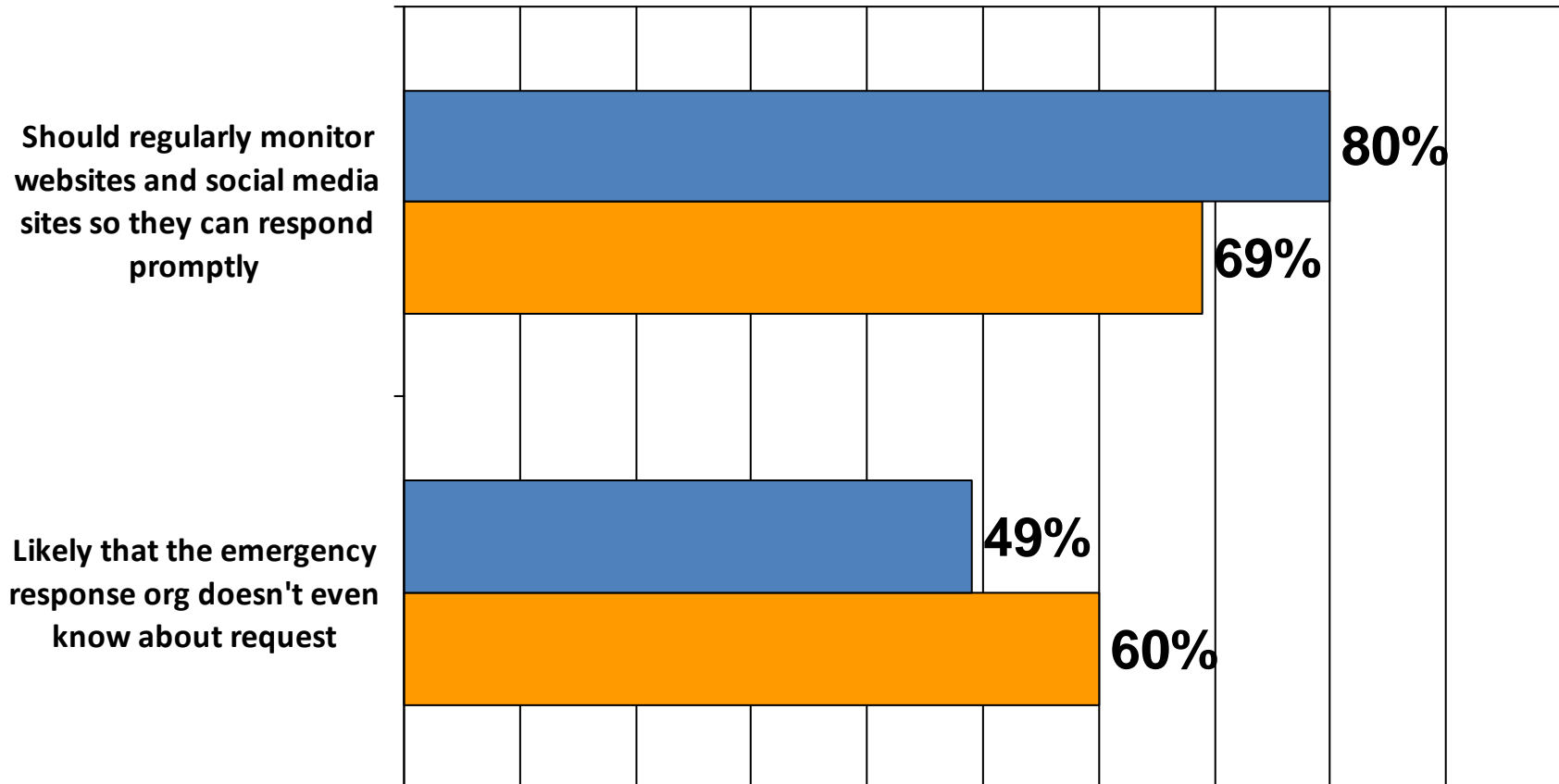
Note: Percentages indicate those who strongly agree or agree

■ Online ■ General Pop

Imagine that you posted an urgent request for help on a social media site of a local emergency response organization such as your local emergency management, fire department or police department. To what extent do you agree or disagree with the following statements? *Split Sample*



Among the general public, expectations are higher for national emergency response organizations, as eight in ten expect regular monitoring.



Note: Percentages indicate those who strongly agree or agree

■ Online ■ General Pop

Imagine that you posted an urgent request for help on a social media site of a national emergency response organization such as FEMA or the American Red Cross. To what extent do you agree or disagree with the following statements? *Split Sample*

