

Emergency Preparedness Research -- Residential Survey --

Conducted for:



Prepared by:



September 2006

SMDS #06-1009

Introduction



Introduction

Background and Objectives

- The Hamilton County Board of Health (HCBH) has hired StrataMark to conduct an Emergency Preparedness Study for Hamilton County.
- The primary objectives of the study are to:
 - Gauge current attitudes towards and actions being taken for pandemic influenza
 - Serve as a benchmark to monitor the progress of HCBH in accomplishing their goals.
- Surveys were conducted among three separate audiences in Hamilton County: 1) faith-based organizations (churches, synagogues, etc.), 2) businesses, and 3) residents of the community. This report presents the results to the survey of **Hamilton County residents** only.

Methodology

- Telephone interviews were conducted among random sample of Hamilton County Residents.
- Computer-assisted telephone interviews (CATI) were conducted August 14-20, 2006 at StrataMark's national telephone center located in Cincinnati, using an random-digit dialing (RDD) list of Hamilton County households.
- A total of **300** telephone interviews was obtained. Sampling tolerances for this base size, at the 90% confidence level, range from +/- 0.9% to +/- 4.8%.
 - To ensure a demographically balanced sample, a quota of 20% (60 interviews) among African American residents was set. A supplemental list of RDD targeted households was used to achieve this quota.

Conclusions & Implications



Conclusions and Implications

- ✓ **The majority of Hamilton County residents express at least some concern about an influenza pandemic.**
 - *Women, non-Whites, and the less affluent* (under \$40K HH Income) tend to be more concerned about this than their respective counterparts.
 - *Whites and more affluent persons* (\$80K+ HH Income) cite *news coverage* about a threat of pandemic influenza as a reason for their concern at a higher level than the others. Level of concern regarding *reports of vaccine/medicine shortages* also increases with respondents' income level.

- ✓ **Unfortunately, about half of the residents surveyed agree with the sentiment that planning will not do much to help protect people from the impact of pandemic influenza.**
 - There is a much more positive attitude about this among *more affluent* persons (\$80K+). Those in *smaller (<3) households* also tend to be more optimistic about this.

- ✓ **The overwhelming majority claim they have most of the listed emergency supplies on hand, although many of these items could be construed as “everyday” articles needed for day-to-day living (e.g., *toilet tissue, soap, garbage bags, fever medicine, etc.*).**
 - Although the majority also believe they have enough of their *prescription drugs** on hand for an emergency, it is important to note that nearly *two in ten* do not.



Conclusions and Implications

- ✓ **Just over half say they have *anti-diarrhea medicine* or *waterproof matches* available, and fewer than half have a *battery-powered portable TV*, a *whistle*, or *disposable diapers** on hand in case of emergency.**
- ✓ **There are additional areas in which many Hamilton County residents are not well prepared in case of emergency:**
 - While most -- more than eight in ten -- believe they have at least one day's supply of *non-perishable food* on hand for their households, only one-third overall believe they have enough to last more than one week, and just two in ten have enough for more than two weeks.
 - Fewer than two-thirds say they have at least one gallon of *water* available in case of emergency, and the bulk of these – nearly half overall – have just 1-5 gallons on hand. Only 16% have at least 6 gallons available.
 - Perhaps because *pet food* is often bought in bulk, most of those with pets have at least one day's supply, and two-thirds have enough available to last more than a week. One-half have enough for more than 2 weeks.
 - Only about half of those with children in school or day care say they have a *child care plan* if the facility were to be closed for two weeks due to an influenza pandemic.
- ✓ ***Single-person* households are less apt to have many of the listed emergency supplies, water, or non-perishable food on hand. A greater percentage of *affluent* persons have certain of the items available.**

Conclusions and Implications

- ✓ **The majority (two-thirds) of Hamilton County residents understand that hand washing is one of the best ways to prevent the spread of the flu.**
 - However, while virtually all claim they typically wash their hands after *using the restroom* (in a public place or at home), and about nine in ten usually wash hands after *handling/eating food or changing diapers**, fewer do so after the following activities:
 - Coughing/sneezing (40% always, 26% frequently)
 - Petting a cat or dog* (35% always, 18% frequently)
 - Handling money (24% always, 18% frequently)
- ✓ **Other precautions taken by residents include *staying home when sick* and *avoiding contact with sick persons*. About three-quarters indicate they typically take each of these steps -- a greater proportion say they “always” do the former than the latter.**
- ✓ **Compared to men, *women* tend to be bigger believers in hand washing, and they are more apt to do so after *coughing/sneezing, petting animals, or handling money*. Additionally, more women report that they typically *stay home when sick*.**
- ✓ **Interestingly, almost everyone claims that they usually *cover a sneeze or cough with an elbow or tissue*, with more than three-quarters indicating that they “always” do so. However, based on personal observation, this seems questionable.**
 - It is common to see people covering their mouths with their bare hands or fists when coughing or sneezing. Perhaps some survey respondents were responding to the “*cover a sneeze or cough*” portion of the question only, and did not register the qualifying phrase, “*with elbow or tissue*”.

Conclusions and Implications



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- ✓ **About two-thirds of the Hamilton County residents surveyed are interested in learning more about preparing for an influenza pandemic. Lower-income (<\$40K) persons express the strongest interest in this.**
 - Most would contact a *medical professional* for planning assistance, while one-third would look to the *health department* for help.

- ✓ **Residents cite various methods of information dissemination when asked how the local health department could assist them in preparing for an influenza pandemic.**
 - *Mailings* and *TV* are mentioned most, but *newspapers*, *radio*, handing out *brochures/flyers*, and the *Internet* are also mentioned as good channels for communicating pertinent information to the public.
 - Information relating to *prevention*, *medication/vaccines*, *how to prepare*, and *supplies to have on hand* are desired.
 - Of the specific ideas proposed to respondents, *posting information on the Health Department website* tops the list as the “best” way to educate the community, followed by *open forums* and *conduct training at various locations*.

- ✓ **About two in ten express interest in volunteering to assist with emergency response in the community. The same proportion are unsure but would like more information about what this would entail.**



Conclusions and Implications

In summary, there is work to be done in order to prepare residents of Hamilton County for an influenza pandemic.

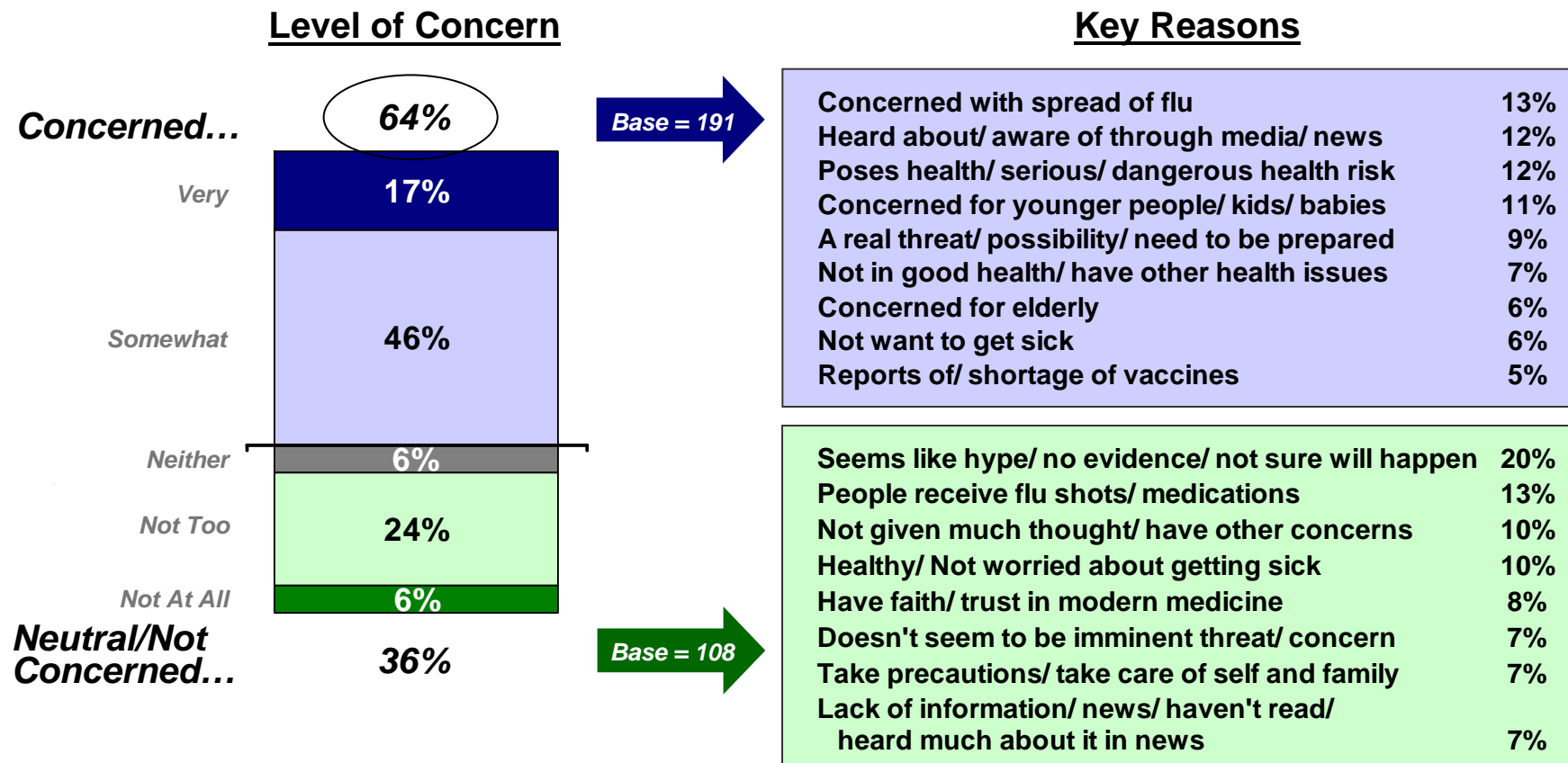
- Many express concern about, but most are not prepared for, an influenza pandemic. Perhaps this lack of preparation contributes to the defeatist attitude many have about whether they can mitigate the impact of an such an event.
 - While “everyday” items are likely to be on hand in case of emergency, other key components of an emergency supply kit are not.
 - Importantly, the majority do not have enough bottled water or non-perishable foods on hand for their households to use for more than a week; many have far less than a week’s supply, or even have none at all on hand.
 - Half of those with children do not have a plan in place for child care in the event that schools or day cares are closed due to pandemic influenza.
- More education about prevention of the flu is also needed. While most acknowledge the importance of hand washing - especially after restroom use - a large percentage do not typically wash hands after coughing/sneezing, petting animals, or handling money.
 - This is even more alarming when considering that survey participants have a tendency to give responses that put themselves in a favorable light. In other words, it is likely that the incidence and frequency of hand washing and taking other precautionary steps are even lower than reported.
- The good news is that there is relatively strong interest in learning more about flu prevention and preparing for influenza pandemic. Hamilton County residents are open to receiving such information through a variety of channels.

DETAILED EXHIBITS

Planning

Concern About Influenza Pandemic

- About two-thirds of Hamilton County residents are at least somewhat concerned about a possible influenza pandemic.
 - Specific concerns relate to certain demographic groups and/or those currently in poor health. Media/news stories are credited with raising awareness about a potential pandemic.
 - Reasons given by those who are not concerned include: *not convinced there is an imminent or definite threat, feel protected by good health/modern medicine/vaccines/precautions, or have not given it much thought.*



Base: Total Respondents (300)

Mentions of 5% or greater are shown.

Attitudes about Pandemic Influenza Planning

Demographic Differences



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- Females, non-Whites, and the less affluent tend to express stronger concern about pandemic influenza.
- A larger percentage of Whites and affluent individuals indicate their concern was prompted by *news/media stories*, and the latter group is also more apt to cite *news reports about vaccine/medicine shortages*. Not surprisingly, those in larger households more apt to express *concern for children/babies/families*.
- More persons in smaller than larger (3+) households *have not given the topic much thought*.

	Gender		HH Size			Ethnicity		HH Income		
	Male	Female	1	2	3+	White	Other	<\$40K	\$40K-\$79K	\$80K+
<i>Base: Total Respondents</i>	(88)	(212)	(69)	(97)	(131)	(230)	(68)	(95)	(97)	(51)
	%	%	%	%	%	%	%	%	%	%
	b	c	d	e	f	g	h	j	k	m
Concerned About Pandemic Influenza (Net)	58	66	61	64	65	61	74 g	76 km	56	55
Very Concerned	11	20 b	19	17	18	14	31 g	27 km	10	10
Somewhat Concerned	47	46	42	47	47	47	43	48	45	45
<i>Base: Have Concern</i>	(51)	(140)	(42)	(62)	(85)	(140)	(50)	(72)	(54)	28)#
Reasons for Concern										
Have heard about/info through news/media	14	11	10	13	12	14 h	4	8	9	32 jk
Concerned for younger people children/babies/family	8	11	5	8	15 d	9	16	13	6	14
Reports of vaccine shortage/ shortage of medicine	2	6	5	5	6	6	2	1	7 j	11 j
Need more information	-	2	-	2	2	-	6 g	4	-	-
<i>Base: Neutral/Lack Concern</i>	(37)	(71)	(27)#	(34)	(46)	(89)	(18)#	(23)#	(42)	(23)#
Reasons for Lack of Concern										
Not given it much thought	5	13	19	18 f	-	9	11	9	10	13

Extremely small base size. Ineligible for statistical testing.

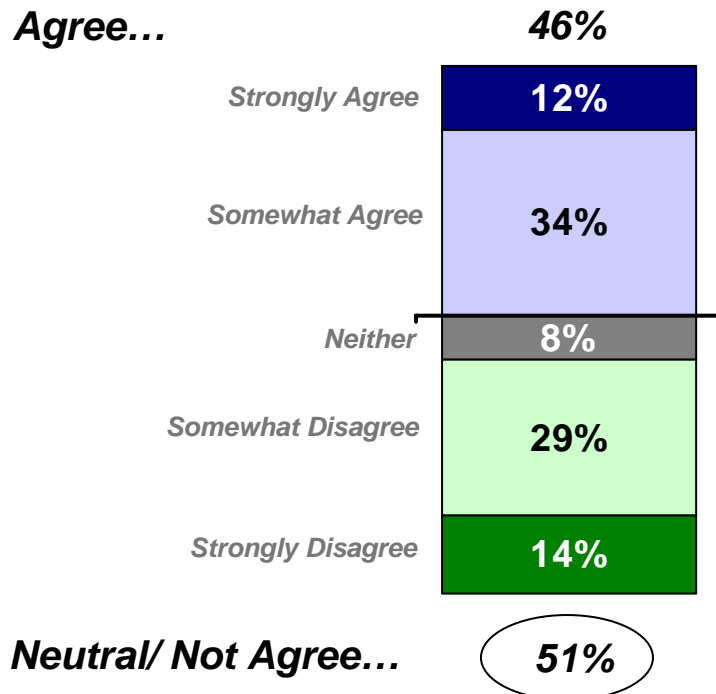
NOTE: A letter next to a percentage indicates a significant difference from the corresponding percentage at the 90% confidence level.

Attitude about Planning for Influenza Pandemic

- About half of those surveyed indicate a belief that they *cannot do much to protect themselves* from the impact of pandemic influenza.
- Those with larger (3+) households, and less affluent persons (\$80K+), are more apt to display a defeatist attitude about an influenza pandemic.

Level of Agreement:

“Even with planning, there isn’t much person can do to protect him or herself from the impact of pandemic influenza .”



Demographic Differences of Opinion

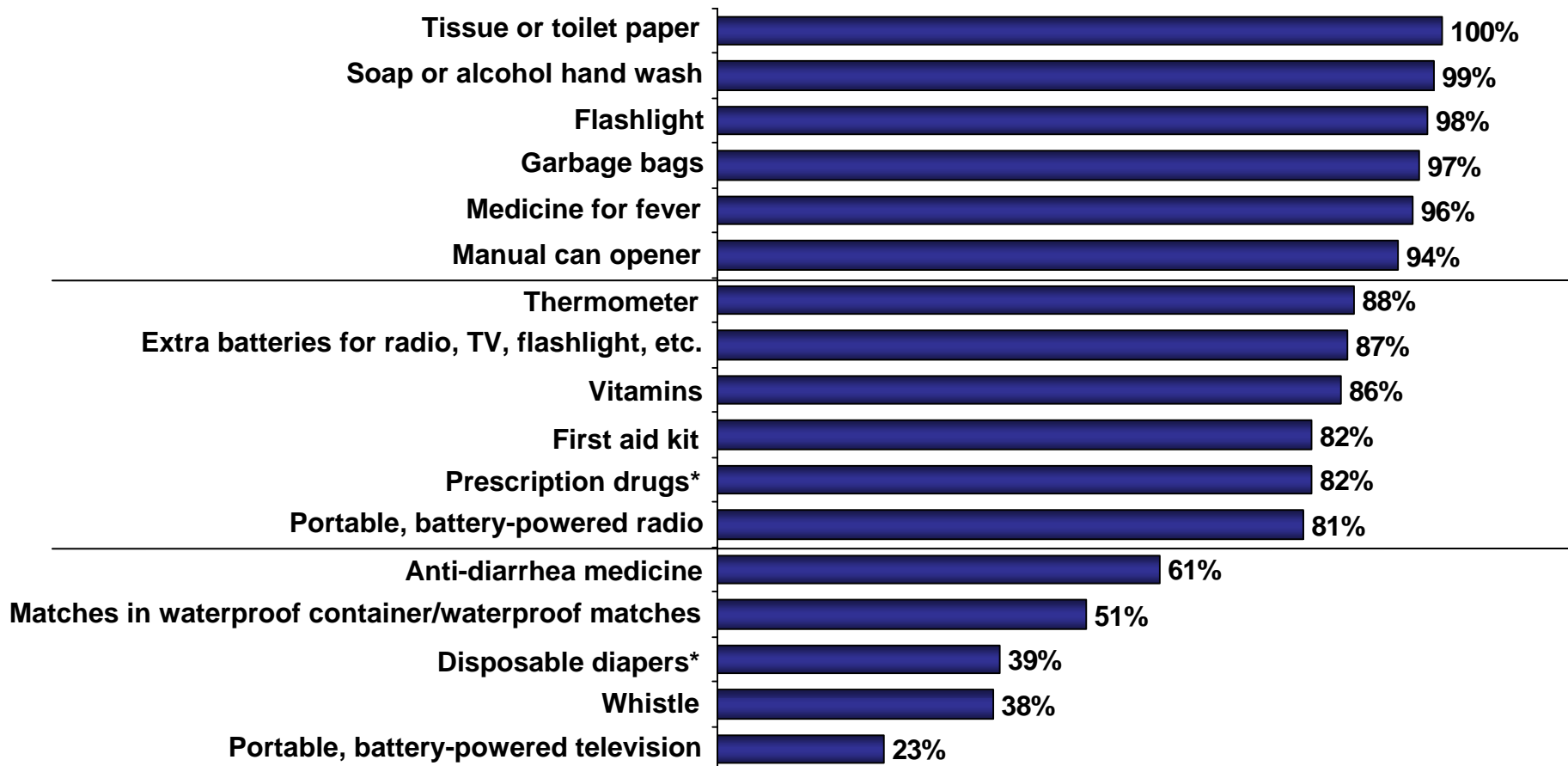
	HH Size			HH Income		
	<u>1</u>	<u>2</u>	<u>3+</u>	<u><\$40K</u>	<u>\$40K-\$79K</u>	<u>\$80K+</u>
Base: Total Respondents	(69)	(97)	(131)	(95)	(97)	(51)
	% d	% e	% f	% j	% k	% m
Agree Not Much Can Be Done	44	40	53 e	52 m	54 m	29
Strongly Agree	17	11	10	20 km	10	6
Somewhat Agree	26	29	43 de	32	43 jm	24

Base: Total Respondents (300)

Q3 To what extent do you agree or disagree with the following statement...?

Emergency Supplies on Hand

- An overwhelming majority indicate that they have items in their homes that would typically be used for day-to-day living. Eight in ten claim to have a first aid kit on hand.
- However, as many as two in ten who use *prescription drugs* and six in ten who use *disposable diapers* say they do *not* have those items available in case of emergency. Additionally, only about half say they have *matches in a waterproof container*, and far fewer than this have a *portable TV or whistle* on hand.

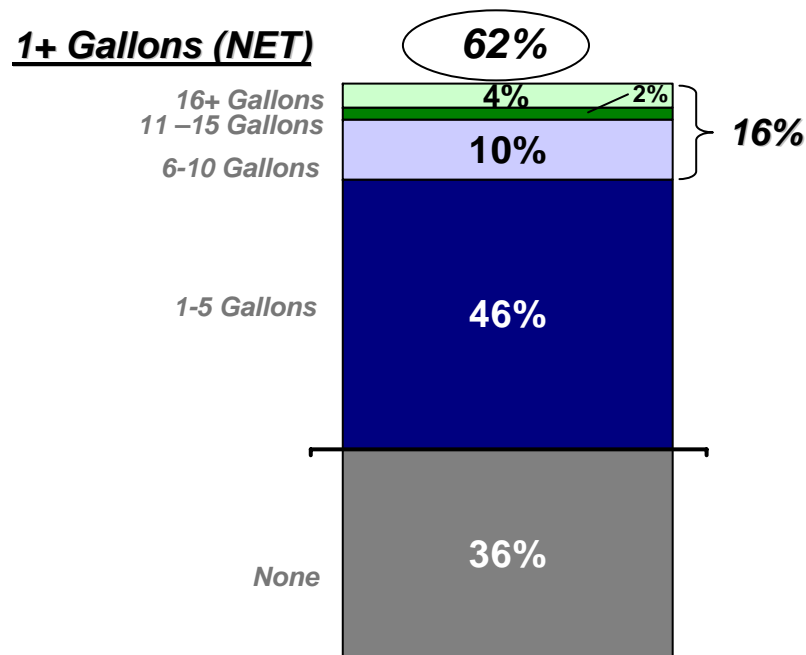


Base: Total Respondents (300)

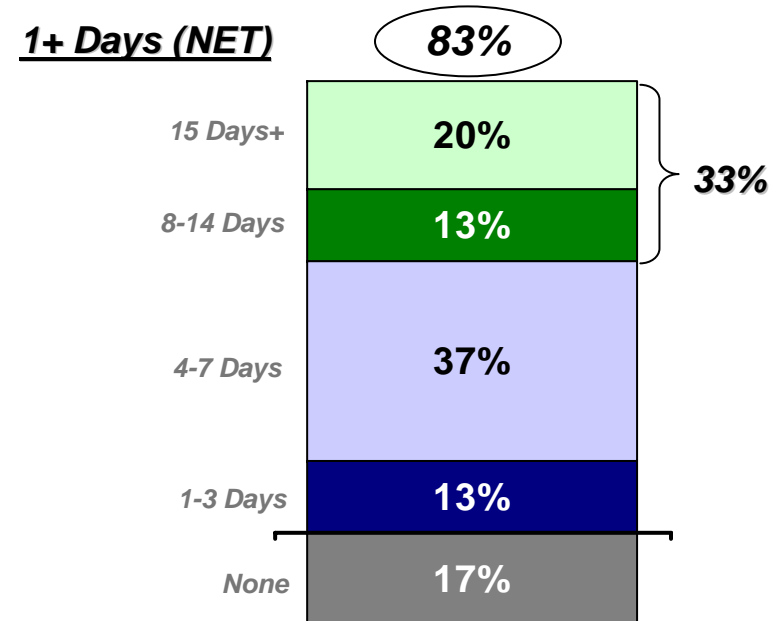
Emergency Water/Food Supplies on Hand

- About six in ten report that they have *at least one gallon of water* available for emergency, although the largest proportion has just 1 to 5 gallons on hand.
- Eight in ten have at least a day's supply of *non-perishable food* for their household. In total, about one-third believe they have enough for more than one week; just two in ten say they have enough to last more than two weeks.

Gallons of Water Available for Emergency



Amount of Non-Perishable Food Available for Emergency

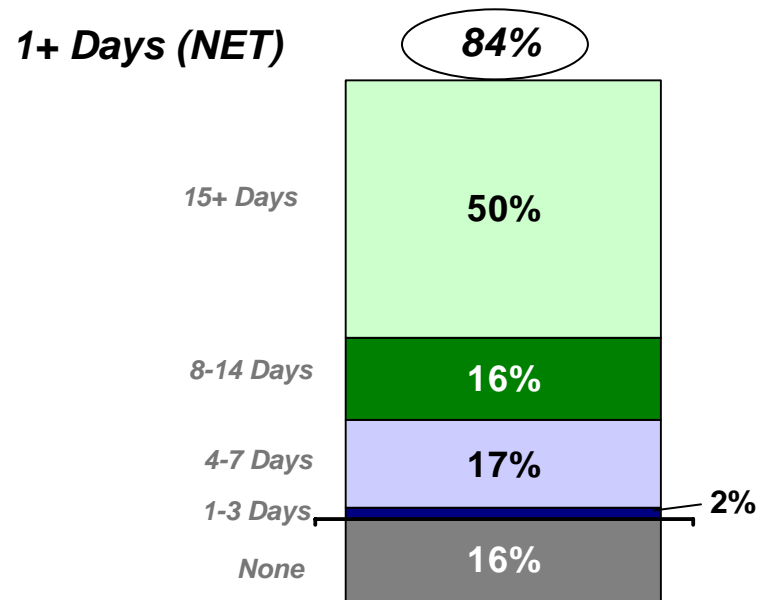


Base: Total Respondents (300)

Other Preparation for Influenza Pandemic

- Among the four in ten overall who have cats and/or dogs, the majority claim to have pet food on hand. Two-thirds have enough to last more than one week, and half indicate they have at least two weeks' supply on hand.
- Among those who have children attending school or daycare, just *half* say they have a plan in place to care for their children for a two week period, if the school were to be closed due to an influenza pandemic.

Amount of Pet Food Supply Available for Emergency



Have Cat and/or Dog 44%
Mean No. of Pets Owned*: 1.82

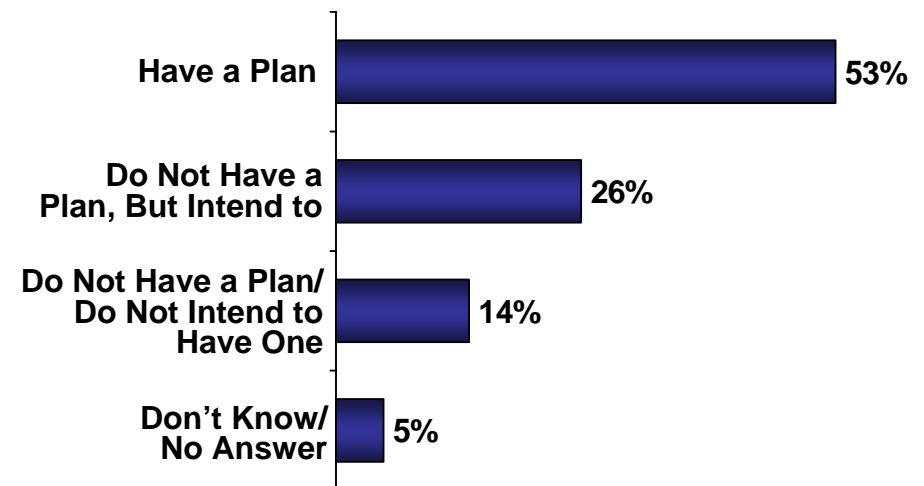
* Among those who have cats and/or dogs (n=133).

Base: Have a cat or dog in household (300)



- Q7 In total, how many, if any, cats or dogs do you have in your household?
Q8 How many days supply of pet food, if any, do you currently have set aside in the event of an emergency?

Plan to Care for Child(ren) During Influenza Pandemic



Have Children in School 29%

Base: Have a child(ren) attending school (88)

- Q9 Do you have any children living in your household that attend daycare, pre-school, or elementary through high school?
Q10 Which of the following best describes the plan you have for how you would care for your child or children for a two week period if their daycare or school was closed due to an influenza pandemic?

Emergency Planning Demographic Differences



- **Single households and those who are less affluent are not as likely to have many of the listed emergency supplies on hand.**
- **While more *females* claim to have anti-diarrhea and disposable diapers available in case of emergency, *males* are more apt to believe they have at least a day of emergency food.**

	Gender		HH Size			Ethnicity		HH Income		
	Male	Female	1	2	3+	White	Other	<\$40K	\$40K-\$79K	\$80K+
	(88) % b	(212) % c	(69) % d	(97) % e	(131) % f	(230) % g	(68) % h	(95) % j	(97) % k	(51) % m
Emergency Supplies on Hand										
Tissue or toilet paper	100	100	100	99	100	100	100	100	100	98
Soap or alcohol hand wash	100	99	99	99	100	100	99	100	100	100
Flashlight	98	98	94	100 d	99 d	99 h	94	96	98	100
Garbage bags	99	97	96	99	98	97	99	98	98	98
Medicine for fever	97	95	87	99 d	99 d	96	94	90	98 j	100 j
Manual can opener	94	94	88	96 d	96 d	94	94	94	92	98
Thermometer	88	88	73	93 d	92 d	88	88	84	86	98 jk
Extra batteries	84	89	73	96 df	89 d	88	84	85	89	94
Vitamins	84	87	80	87	89 d	87	82	86	84	82
First aid kit	85	81	62	87 d	89 d	82	82	79	81	86
Prescription drugs*	83	81	84	90 f	75	81	84	84	81	82
Portable radio	80	82	68	83 d	87 d	83	78	81	79	90 k
Anti-diarrhea medicine	53	65 b	49	67 d	63 d	63	56	53	68 j	71 j
Waterproof matches/container	46	53	48	58	47	50	53	48	52	65 j
Disposable diapers*	27	43 b	24	25	52 de	37	41	44	43	33
Whistle	38	38	28	38	43 d	41 h	29	28	37	59 jk
Portable TV	19	25	13	23	28 d	20	34 g	24	29	22
1+ Gallons Water	67	60	48	70 d	65 d	60	71	52	63	78 jk
1+ Days/Emergency Food	89 c	80	73	88 d	85 d	84	77	82	84	88

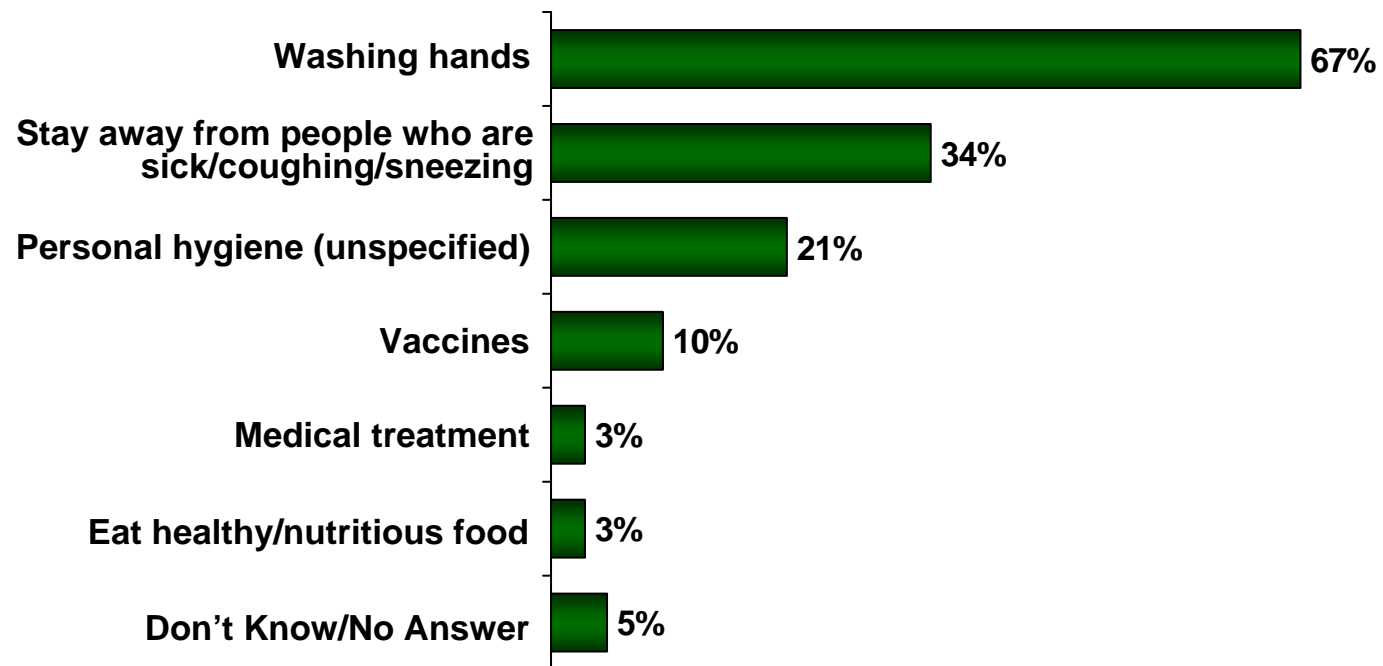
NOTE: A letter next to a percentage indicates a significant difference from the corresponding percentage at the 90% confidence level.

* Among those for whom this is applicable.

Prevention

Best Way to Prevent Spread of Flu

- Two-thirds of residents surveyed believe that *washing hands* is the one of the best ways to prevent the spread of the flu, while one-third feel it is best prevented by *staying away from people who are sick/coughing/sneezing*.
 - A small percentage believe *medical intervention* (vaccines, treatment) can best inhibit the spread of the flu.



Base: Total Respondents (300)

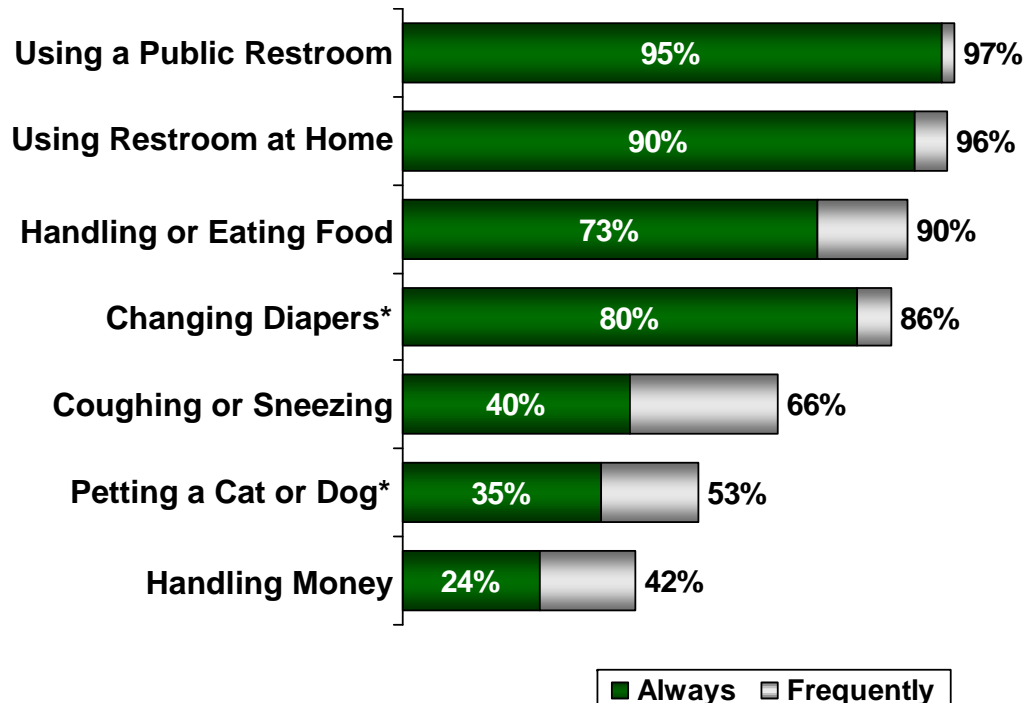
Mentions of 3% or greater are shown.

Q11 In your opinion, what is the best way to prevent the spread of the flu?
(MULTIPLE ANSWERS ALLOWED.)

Frequency of Hand Washing

- Nearly all residents claim they consistently wash hands after using a *public restroom*, and nearly as many do so after using the *restroom at home*. Washing hands after *handling or eating food* or *changing diapers* is also common, but not universal.
- Fewer than half claim to *always* wash hands after *coughing/sneezing*, *petting a cat or dog*, or *handling money*.

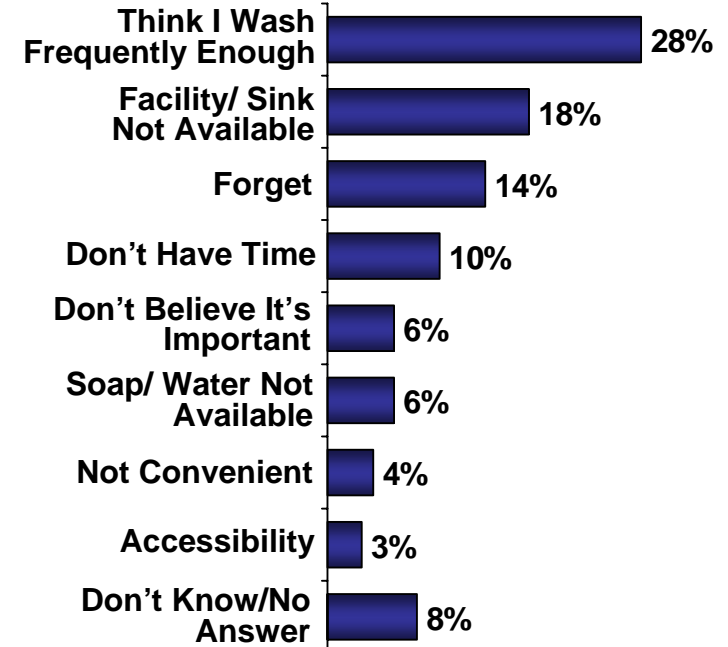
Frequency of Washing Hands After...



Base: Total Respondents (300)

* Based on those for whom this is applicable
(Petting cat or dog: n = 219, Changing diapers: n = 105)

Reasons for Not Washing Hands More Often



Base: Did Not Answer "Always" or "Frequently" for one or more activities (216)

Mentions of 3% or greater are shown.

Q12. Please tell me how often you wash your hands after these activities. Do you (*always, frequently, sometimes, rarely, or never*) wash your hands after...?
Q13. What are some of the reasons for why you don't wash your hands more frequently?

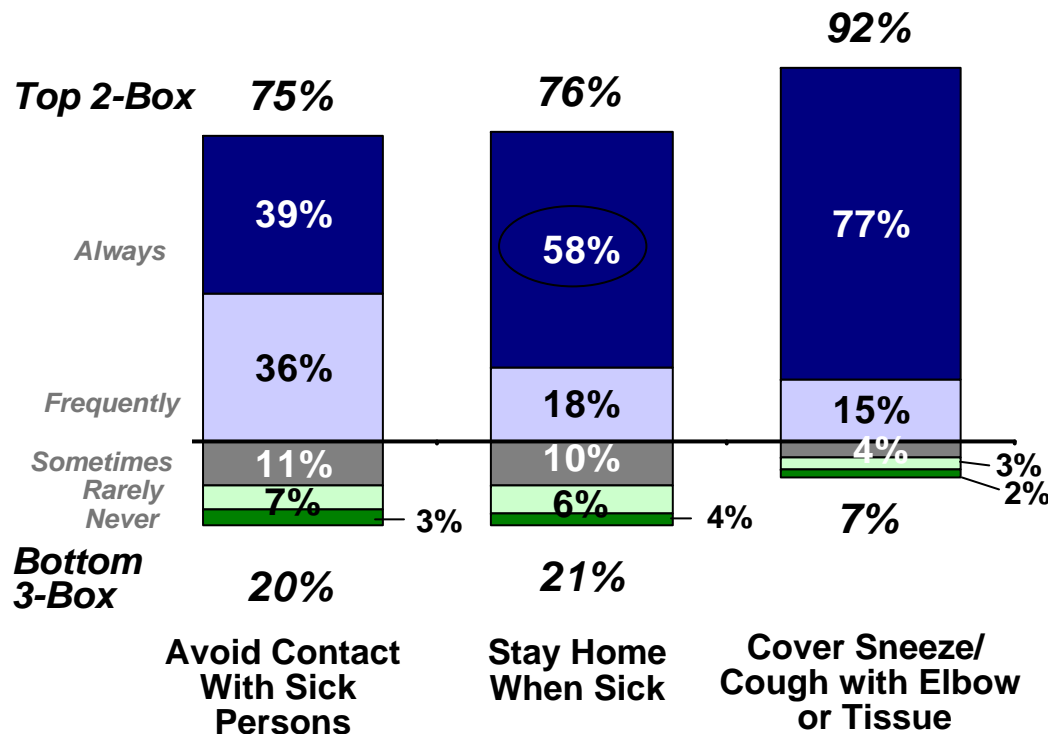
Frequency of Taking Actions to Prevent Spread of Flu/Sickness



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- About three-quarters report that they usually *avoid contact with sick persons*, and the same proportion *stays home when ill*. However, twice as many claim they always do the latter than the former.
 - *Commitment to work/job* is the key reason given for not staying home more often when sick.
- Nearly everyone claims they frequently or always cover a sneeze or cough with an elbow or tissue; more than three-quarters say they always do this.

Frequency of Taking Precautions



Reasons for Not Staying Home More Frequently When Sick

Base: Sometimes, Rarely, or Never
Stay Home When Sick

	Total (60) %
Work/Job (Net)	65
Work/ Job	58
Business Owner	3
Supervisor/Manager	3
Nurse	3
Not Want to Miss Days/Time	3
Financial/ Pay/ Paycheck	13
Not Get Flu/ Sick/ Often	10
Responsibilities/ Get Stuff Done	8
Take Measures to Prevent Others from Getting Sick/ Wear Mask	3

Base: Total Respondents (300)

Mentions of 3% or greater are shown.

- Q14 How often do you avoid close contact with individuals who are sick with the flu?
- Q15 How often do you stay at home when you have the flu or are sick?
- Q17 How often do you cover your nose and mouth with an elbow or a tissue when you cough or sneeze?

- Q16 What reasons prevent you from staying home more frequently when you have the flu or are sick?



Prevention

Demographic Differences



- Although all of the demographic segments investigated rank *hand washing* as the best way to prevent the spread of the flu, females and those in larger (3+) households believe in this even more strongly. Whites and more affluent persons consider *staying away from sick people* to be effective at a higher level than their respective counterparts.
- While there do not appear to be wholesale behavioral differences based on demographics, it is worth noting that a larger percentage of women than men claim to *wash hands* after certain activities and to *stay home when sick*.

	Gender		HH Size			Ethnicity		HH Income		
	Male (88) % b	Female (212) % c	1 (69) % d	2 (97) % e	3+ (131) % f	White (230) % g	Other (68) % h	<\$40K (95) % j	\$40K-\$79K (97) % k	\$80K+ (51) % m
Best Way to Prevent Spread of Flu										
Washing hands	53	72 b	58	66	72 d	66	72	67	64	71
Stay away from sick people	35	34	28	39	34	38 h	21	26	39 j	43 j
Personal hygiene	24	20	23	20	21	21	22	26	20	24
Vaccines	9	10	16 e	6	8	10	9	10	7	10
Always/Frequently Wash Hands After:										
Using public restroom	99	96	97	98	97	97	97	95	100 jm	96
Using restroom at home	94	97	94	98	96	96	99	96	98 m	92
Handling or eating food	86	91	84	91	92	89	93	90	89	90
Changing a diaper*	77	88	71	82	92	87	83	81	95 j	88
Coughing or sneezing	49	73 b	58	64	73 d	63	74	70	62	61
Petting dog or cat*	40	58 b	52	55	51	47	78 g	66 m	53	40
Handling money	26	48 b	41	39	44	40	50	42	42	39
Avoid close contact with individuals sick with flu	75	75	73	78	74	74	78	76	72	80
Stay home when sick/have flu	66	80 b	77	77	74	77	72	81 k	69	84 k
Cover nose/mouth with tissue/elbow when cough/sneeze	90	93	88	96 d	92	93	93	93	95	94

NOTE: A letter next to a percentage indicates a significant difference from the corresponding percentage at the 90% confidence level.

* Among those for whom this is applicable.

Assistance

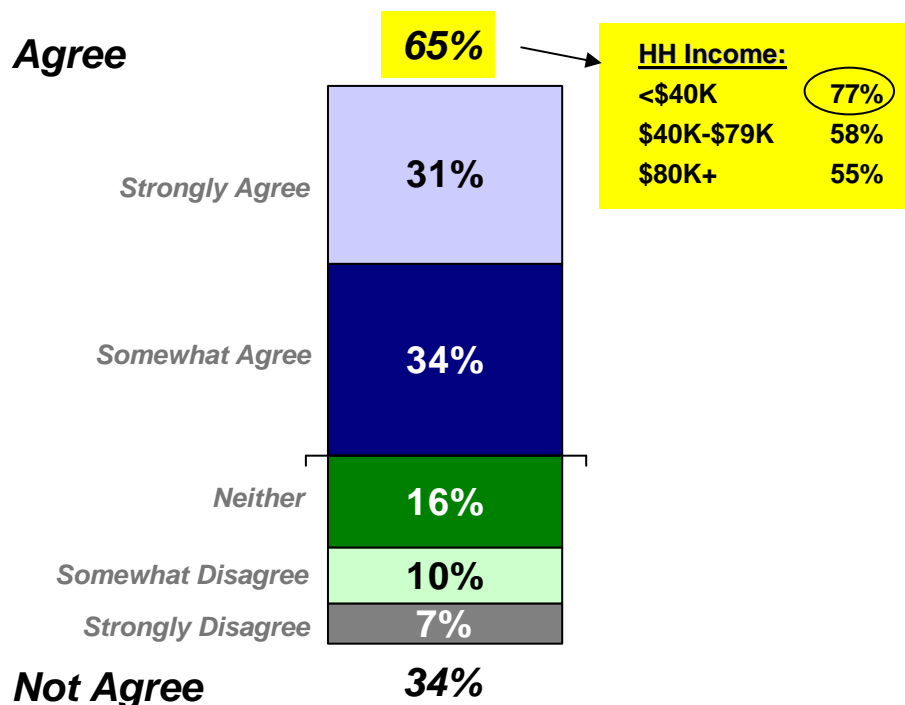
Interest in Obtaining Information about Planning for Influenza Pandemic



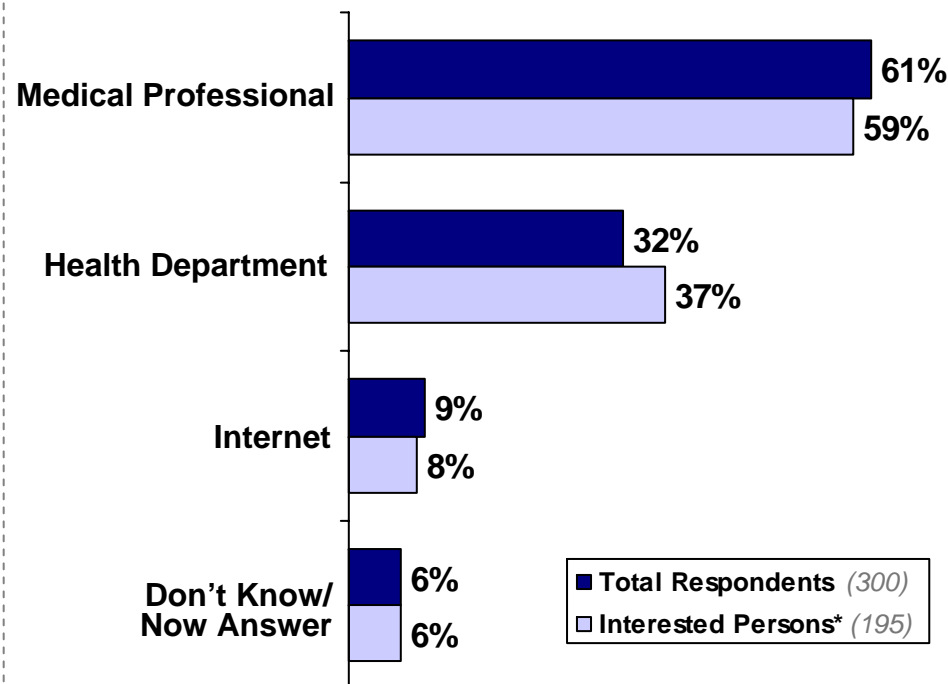
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- The majority of those interviewed indicate they would be interested in learning more about preparing for an influenza pandemic. The lowest-income segment expresses the strongest interest in this.
- The majority would contact a medical professional for such information; about one-third overall would contact the health department.

Interested in Learning More about Preparing for Influenza Pandemic



Who Would Contact for Planning Assistance



Base: Total Respondents (300)

* Strongly or Somewhat Agree They Would Like More Information.



Q18 To what extent do you agree or disagree with the statement: "I would like more information about developing an influenza pandemic plan for myself or my family?"

Q19 Who would you contact for influenza pandemic planning information? Who else?

Attitudes about Health Department Assistance in Planning for Influenza Pandemic



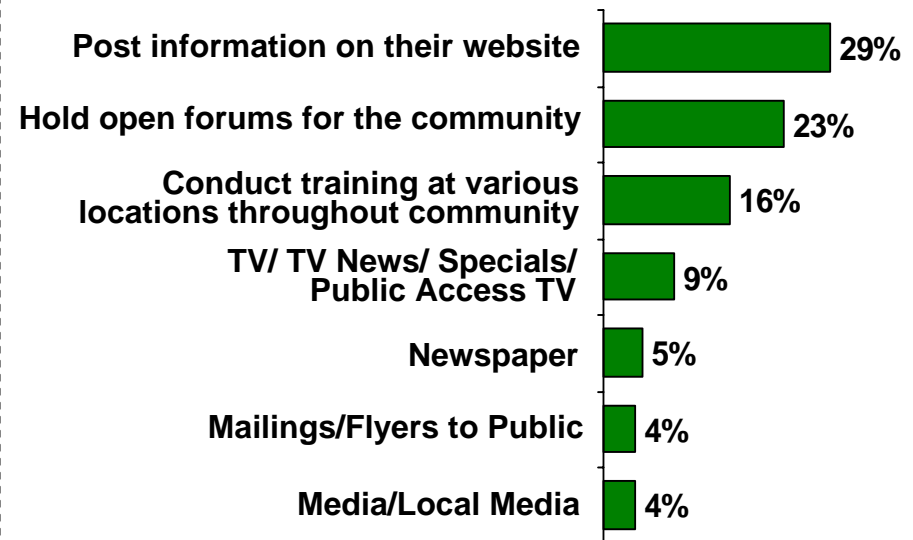
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- Although expressed in different ways, the majority believe that the health department could best assist them in preparing for a potential pandemic by *disseminating information* – through mailings, newspapers, broadcast media, and the Internet. They would like information such as *prevention tips, how to prepare (e.g., supplies needed to have on hand), and generally keeping people informed.*
 - Residents differ in opinion regarding the best way for the health department to educate the community. Ranking first is *post information on the Internet*, followed by *hold open forums and conduct training at various locations.*

Ways Health Department Could Assist in Preparing for Influenza Pandemic

	<u>Total</u>
Base: Total Respondents	(300)
	%
Mailings/ Send Information	16
TV	12
Information on Prevention/ How to Prepare	10
Information/ Keep People Informed	9
Medication/ Vaccines	8
Print Flyers/ Brochures	7
Give Out Literature/ Brochures	7
Newspapers	6
Media	5
Radio	5
Information on Supplies Needed/ Have Adequate Supplies on Hand	5
Post Information on Website/email	3
Phone Calls/ Have Adequate Phone Numbers	3
Inform/Alert When Pandemic	3
Don't Know	15

Best Way for Health Department to Educate Community



Base: Total Respondents (300)

Mentions of 3% or greater are shown.



- Q20 In what ways could your local health department assist you in preparing for a potential influenza pandemic? What other ways?
- Q21 In your opinion, which one of the following would be the best way for local health departments to educate the community about a potential influenza pandemic?

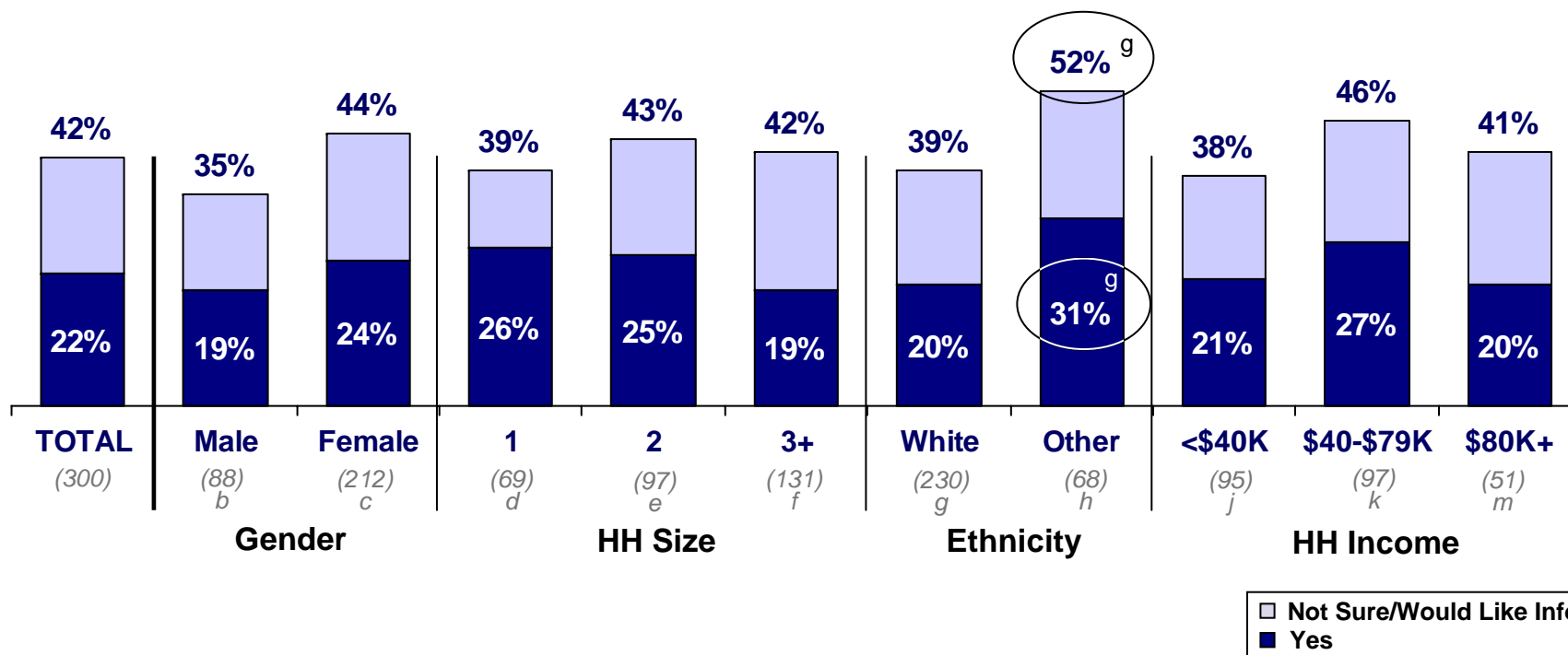
Interest in Volunteering for Emergency Assistance



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- About one in five overall claim they are interested in volunteering to assist with emergency response in the community, and similar proportion indicate they would like information about it before making such a decision.
- Non-Whites indicate the highest level of interest in volunteering.

Interest in Volunteering



Base: Total Respondents



NOTE: A letter next to a percentage indicates a significant difference from the corresponding percentage at the 90% confidence level.

Q27 Would you be interested in volunteering to assist with responding to emergencies in your community?

Classification



Classification

- The survey sample includes a broad cross-section of Hamilton County residents.

	Total
<i>Base: Total Respondents</i>	<i>(300)</i>
	%
<u>Gender</u>	
Male	29
Female	71
<u>Ethnicity</u>	
White	77
African-American/Black	20
Asian	1
<u>Income</u>	
Less than \$20K	11
\$20K to less than \$40K	20
\$40K to less than \$60K	19
\$60K to less than \$80K	13
\$80K to less than \$100K	6
\$100K+	11
<i>Mean (\$000)</i>	<i>\$54.9</i>
<u>Household Size</u>	
1	23
2	32
3+	44
<i>Mean</i>	<i>2.6</i>

	Total
<i>Base: Total Respondents</i>	<i>(300)</i>
	%
<u>Occupation</u>	
<u>Employed (Net)</u>	64
Professional/ Technical	29
Manager/ Administrator/ Proprietor	9
Clerical Worker	6
Laborer/ Farmer/ Longshoreman	5
Service Worker	5
Police Officer/ Firefighter/ Emergency Service	5
Sales Worker	3
<u>Not Employed (Net)</u>	36
Not Employed	19
Homemaker	11
Retired	3

Appendix

-- Questionnaire

Emergency Preparedness Research
Residential Survey

Project #: 06-1009
Date: 8-11-2006
Version: 1.3

Introduction

(Ask to speak with the head of household.)

Hello, I'm _____ with StrataMark, a Cincinnati-based marketing research firm. We are working with the local health departments in Hamilton County to conduct a survey about influenza, also called the flu. According to health officials, an influenza pandemic is an outbreak that causes serious illness, and then spreads easily from person to person worldwide.

Your local health department would like information from you regarding your attitude about influenza pandemic, and what you may or may not be doing to prepare your family for a possible influenza pandemic.

1. Which of the following best describes your level of concern about a possible influenza pandemic? Would you say you are ...? (Read list. Record one.)

1. Very concerned
2. Somewhat concerned
3. Neither concerned, nor not concerned
4. Not too concerned
5. Not at all concerned
- Do not read:
6. Don't know
7. Refused

(If Q1 is "Don't know" or Refused", skip to Q3. Otherwise, continue.)

2. For what reasons do you say you are (Insert Q1 response) about a possible influenza pandemic? What other reasons? (Probe and clarify. Record verbatim response.)

3. Please indicate to what extent you agree with the following statement: "Even with planning, there isn't much a person can do to protect him or herself from the impact of pandemic influenza". (Read list. Record one.)

1. Strongly agree
2. Somewhat agree
3. Neither agree, nor disagree
4. Somewhat disagree
5. Strongly disagree
- Do not read:
6. Don't know
7. Refused

During an influenza pandemic, if you cannot get to a store, or if stores are out of supplies, it will be important for you to have extra supplies on hand. This can be useful in other types of emergencies, such as power outages and disasters.

4. Which, if any, of the following medical, health, and emergency supplies do you currently have on hand? (Read randomized item list. Record a response for each item.)

Item	Yes	No	Don't know	Refused	Not applicable
a.) Portable, battery-powered radio	1	2	3	4	-
b.) Portable, battery-powered television	1	2	3	4	-
c.) Flashlight	1	2	3	4	-
d.) Extra batteries for items, such as a battery powered radio, television, and flashlight	1	2	3	4	-
e.) First aid kit	1	2	3	4	-
f.) Thermometer	1	2	3	4	-
g.) Medicine for fever, such as acetaminophen or ibuprofen (If asked, clarify with: such as Tylenol, Advil, or Motrin)	1	2	3	4	-
h.) Anti-diarrhea medicine	1	2	3	4	-
i.) Prescription drugs (if applicable)	1	2	3	4	5
j.) Vitamins	1	2	3	4	-
k.) Matches in a waterproof container or waterproof matches	1	2	3	4	-
l.) Whistle	1	2	3	4	-
m.) Soap or an alcohol hand wash	1	2	3	4	-
n.) Tissue or toilet paper	1	2	3	4	-
o.) Disposable diapers (if applicable)	1	2	3	4	5
p.) Garbage bags	1	2	3	4	-
q.) Manual can opener	1	2	3	4	-

5. Not including water that you have available from a sink, how many gallons of drinking water, if any, do you currently have set aside in the event of an emergency? (Do not read list. Record one.)
1. None
 2. 1 – 5
 3. 6 – 10
 4. 11 – 15
 5. 16 – 20
 6. 21 or more
 7. Don't know
 8. Refused
6. For my next question, please think about non-perishable food, such as canned goods. And, think about the number of members in your household. How many days supply of non-perishable food, if any, do you currently have set aside in the event of an emergency? (Do not read list. Record one.)
1. None / no non-perishable food set aside
 2. 1 – 3 days
 3. 4 – 7 days / 4 days – 1 week
 4. 8 – 14 days
 5. More than 14 days / more than 2 weeks
 6. Don't know
 7. Refused
7. In total, how many, if any, cats or dogs do you have in your household? (Do not read list. Record one.)
1. None (Skip to Q9)
 2. 1
 3. 2
 4. 3
 5. 4
 6. 5 or more
 7. Don't know (Skip to Q9)
 8. Refused (Skip to Q9)
8. Thinking about your cats and / or dogs, how many days supply of pet food, if any, do you currently have set aside in the event of an emergency? (Do not read list. Record one.)
1. None / no pet food set aside
 2. 1 – 3 days
 3. 4 – 7 days / 4 days – 1 week
 4. 8 – 14 days
 5. More than 14 days / more than 2 weeks
 6. Don't know
 7. Refused

9. Excluding summer breaks, do you have any children, living in your household, that attend day care, pre-school, or elementary through high school? (Record one.)
1. Yes
 2. No (Skip to introduction to Q11)
 3. Refused (Skip to introduction to Q11)
10. Which of the following best describes the plan you have for how you would care for your child or children for a two week period if their day care or school was closed due to an influenza pandemic? (Read list. Record one.)
1. I do not have a plan, and don't intend to have a plan
 2. I do not have a plan, but intend to
 3. I do have a plan
 4. Some other (Specify:) _____
- Do not read:
5. Don't know
 6. Refused

Next, I have some questions about preventing the spread of the flu.

11. In your opinion, what is the best way to prevent the spread of the flu? (Do not read list. Record all mentions.)
1. It cannot be prevented
 2. Stay away from people that are sick / coughing / sneezing
 3. Washing hands
 4. Personal hygiene (unspecified)
 5. Vaccines
 6. Medical treatment (unspecified)
 7. Some other way (Specify:) _____
 8. Don't know
 9. Refused

12. I am going to read you a list of activities. Please tell me how often you wash your hands after these activities. The first activity is _____. Do you always, frequently, sometimes, rarely, or never wash your hands after _____? (Read randomized item list. Record a response for each item.)

Randomize Item	Read					Do not read		Read
	Always	Frequently	Sometimes	Rarely	Never	Don't know	Refused	Not applicable
a.) Handling or eating food	1	2	3	4	5	6	7	-
b.) Handling money	1	2	3	4	5	6	7	-
c.) Coughing or sneezing	1	2	3	4	5	6	7	-
d.) Using a public restroom	1	2	3	4	5	6	7	-
e.) Using the restroom at home	1	2	3	4	5	6	7	-
f.) Petting a cat or dog (if applicable)	1	2	3	4	5	6	7	8
g.) Changing diapers (if applicable)	1	2	3	4	5	6	7	8

(If any item at Q12 is code "3", "4" or "5", continue. Otherwise, skip to Q14.)

13. What are some reasons for why you don't wash your hands more frequently? (Do not read list. Record all mentions. Probe for reasons if respondent admits they should wash their hands more frequently.)

1. My hands get dry
2. I don't have time
3. I don't believe it is important
4. I never / don't often get sick
5. I think I do wash my hands frequently enough
6. Some other reason (Specify:) _____
7. Don't know
8. Refused

14. How often do you avoid close contact with individuals who are sick with the flu? (Read list. Record one.)

1. Always
2. Frequently
3. Sometimes
4. Rarely
5. Never
- Do not read:
6. Don't know
7. Refused

15. How often do you stay at home when you have the flu or are sick? (Read list. Record one.)

1. Always (Skip to Q17)
2. Frequently (Skip to Q17)
3. Sometimes
4. Rarely
5. Never

Do not read:

6. Don't know (Skip to Q17)
7. Refused (Skip to Q17)

16. What reasons prevent you from staying home more frequently when you have the flu or are sick? What other reasons? (Probe and clarify. Record verbatim response.)

17. How often do you cover your nose and mouth with your elbow or a tissue when you cough or sneeze? (Read list. Record one.)

1. Always
2. Frequently
3. Sometimes
4. Rarely
5. Never

Do not read:

6. Don't know
7. Refused

18. To what extent do you agree or disagree with the statement: "I would like more information about developing an influenza pandemic plan for myself or my family."? (Read list. Record one.)

1. Strongly agree
2. Somewhat agree
3. Neither agree, nor disagree
4. Somewhat disagree
5. Strongly disagree

Do not read:

19. Who would you contact for influenza pandemic information? Who else? (Do not read list. Probe and clarify. Record all mentions.)

1. Co-workers
2. Faith-based organization
3. Family members / relatives
4. Friends
5. Health department
6. Health-related Internet web sites
7. Medical professional / physician / doctor / nurse
8. Some other source (Specify:) _____
9. Don't know
10. Refused

20. In what ways could your local health department assist you in preparing for a potential influenza pandemic? What other ways? (Probe and clarify. Record verbatim response.)

21. In your opinion, which one of the following would be the best way for local health departments to educate the community about a potential influenza pandemic? (Read list. Record one.)

1. Local health departments should not educate people about this issue
2. Hold open forums for the community
3. Conduct training at various locations throughout the community
4. Post information on their web site
5. Some other way (Specify:) _____
6. Do not read:
7. Don't know
8. Refused

Demographics

These next questions are so we can group your answers with others like you.

22. Which of the following categories includes the number of members in your household, including yourself? (Read list. Record one.)

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6 or more
7. Do not read:
8. Refused

23. Which the following best describes your occupation? (Read list. Record one.)

1. Professional / technical
2. Manager / administrator / proprietor
3. Sales worker
4. Clerical worker
5. Foreman / craftsman
6. Operative / transport equipment operative
7. Laborer / farmer / longshoreman
8. Service worker
9. Police officer / firefighter / emergency services
10. Military
11. Student
12. Not employed
13. Disabled
14. Homemaker
15. Retired
16. Other
17. Do not read:
18. Refused

24. Which of the following categories best describes your race or ethnicity? (Read list. Record all that apply.)

1. African-American or Black
2. Asian
3. Hispanic or Latino
4. White
5. Some other race or ethnicity
6. Do not read:
7. Refused

25. Which of the following categories includes you household's total yearly income, before taxes? (Read list. Record one.)
1. Less than \$20,000
 2. \$20,000 to less than \$40,000
 3. \$40,000 to less than \$60,000
 4. \$60,000 to less than \$80,000
 5. \$80,000 to less than \$100,000
 6. \$100,000 or more
- Do not read:
7. Refused
26. (Record gender.)
1. Male
 2. Female
27. Would you be interested in volunteering to assist with responding to emergencies in your community? (Record one.)
1. Yes
 2. Not sure at this time, but would like more information
 3. No (Skip to Ending)
 4. Refused to answer question (Skip to Ending)
28. May we provide your name and phone number to your local health department and have them contact you with information about volunteering in the case of an emergency? We will not provide any of your responses to the questions asked earlier in this survey. (Record one.)
1. Yes (Record and verify name and phone number, including spelling of name. Then, skip to ending.)
 2. No (Skip to Ending)
 3. Refused to answer question (Skip to Ending)

Ending

Thank you. Those are all our questions. Have a great evening.