




# August 2013 Telephone Survey of Contra Costa CWS Test Call Recipients



*Presentation of Results*  
September 2013



## **EMC Research, Inc.**

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EMC 13-4849

# Methodology

- ▶ Immediately following the Contra Costa County CWS test call on August 28, 2013, a short live interviewer telephone survey was administered to 1,200 test call recipients in the four TENS zones:
  - ▶ Pittsburg/Antioch (350 interviews, margin of error  $\pm$  5.2 percentage points)
  - ▶ Martinez (300 interviews, margin of error  $\pm$  5.7 percentage points)
  - ▶ Rodeo (250 interviews, margin of error  $\pm$  6.2 percentage points)
  - ▶ Richmond (300 interviews, margin of error  $\pm$  5.7 percentage points)
- ▶ Interviews conducted August 28-30 with residential and business respondents
- ▶ Interviews conducted in both English and Spanish

*As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.*

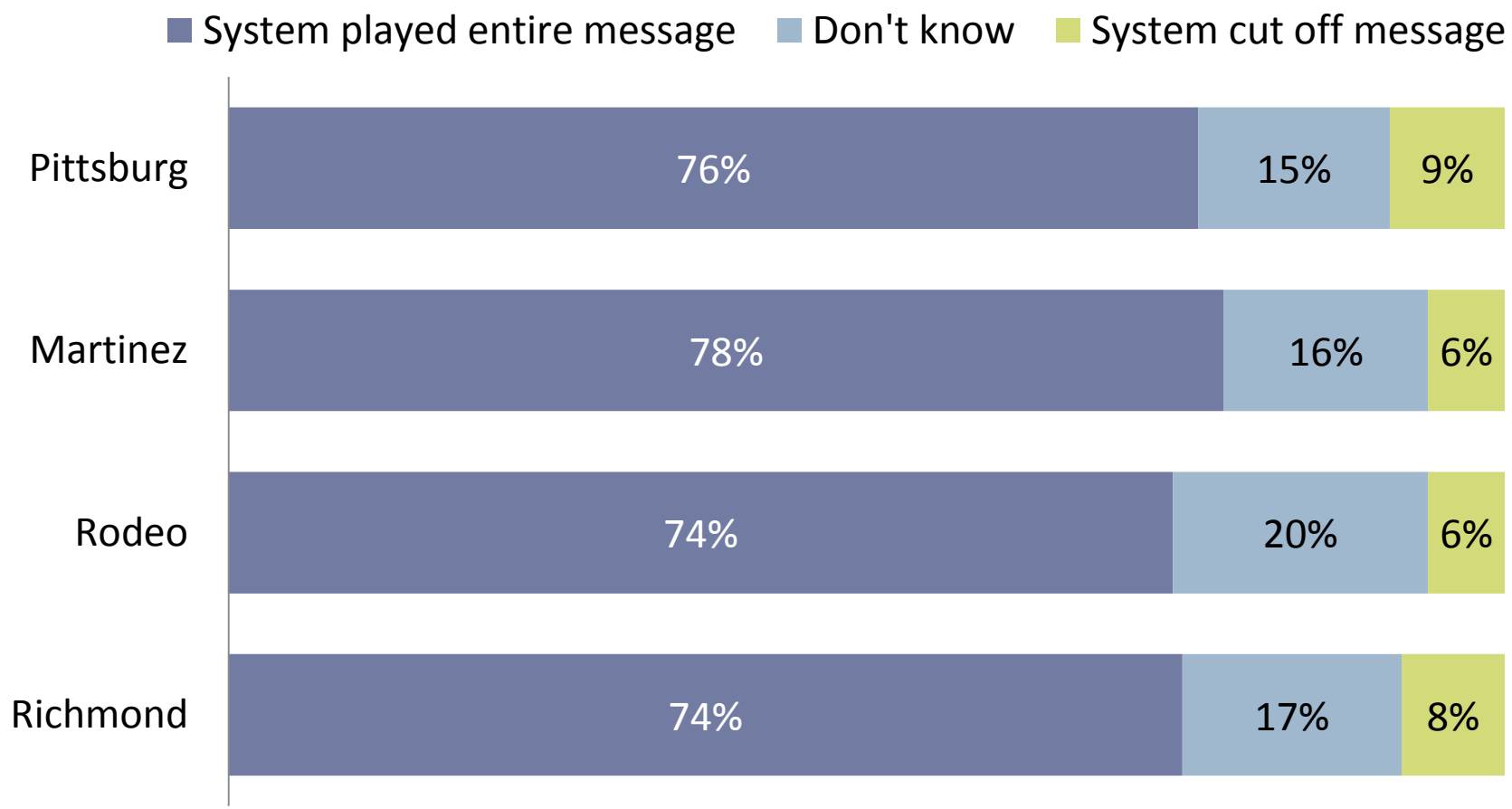
*Please note that due to rounding, percentages may not add up to exactly 100%*

# Key Findings

- ▶ Few respondents reported any problems with call quality, comprehension, or completeness of recording in the test call
- ▶ About two-thirds of those in each zone who got the call listened to the entire recording
- ▶ Few noticed the caller ID prior to picking up the phone
- ▶ Most understood the call was official, and that it was a test of the Community Warning System in Contra Costa County
- ▶ Trust in the CWS is high in all zones
- ▶ While many hear about incidents from calls and sirens, television is where most turn to learn more about the alert
- ▶ Test call recipients in Rodeo and Richmond were more likely to have received a real call in the past than those in Martinez or Pittsburg/Antioch

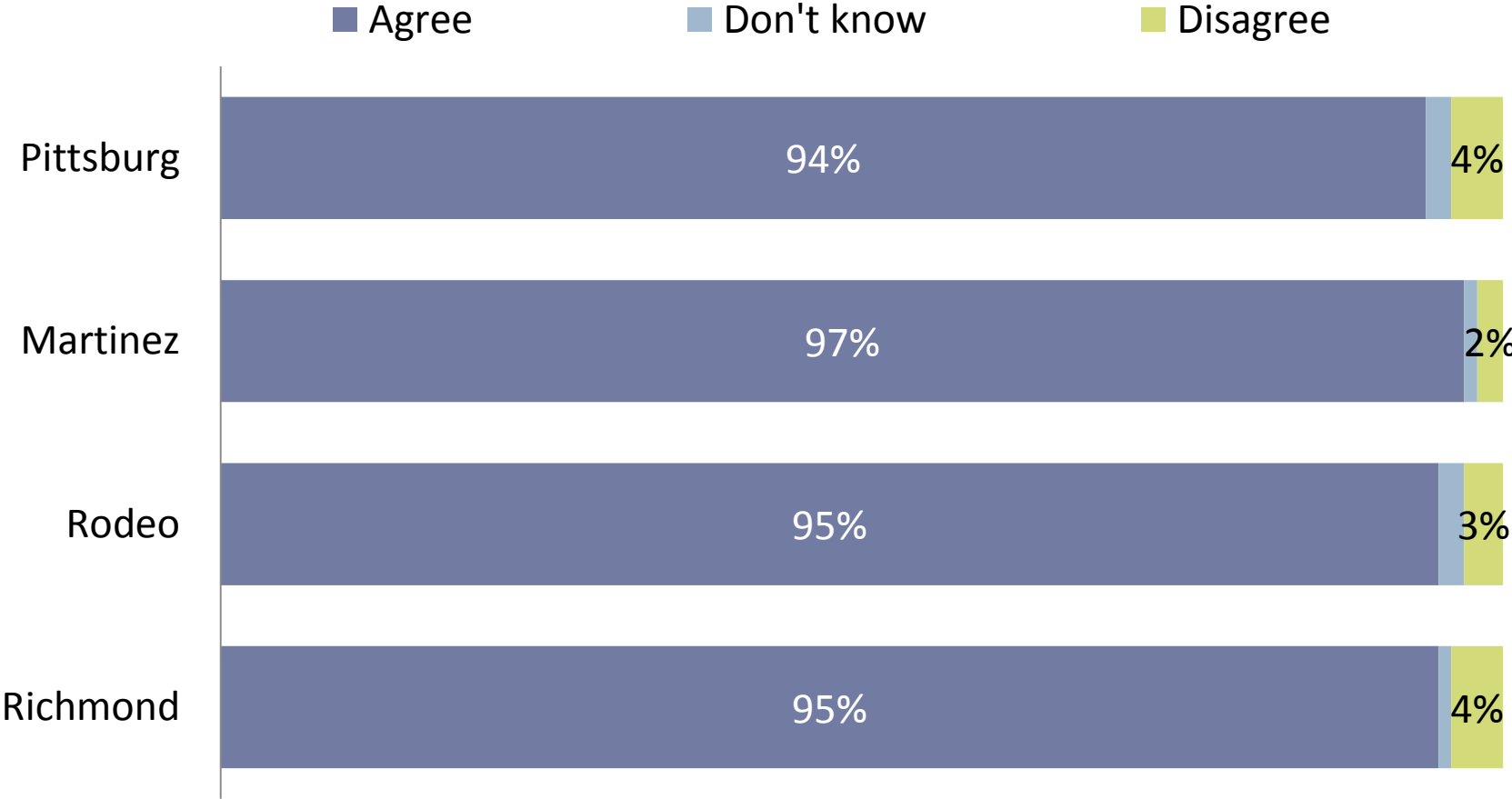
# System played entire recording

*Did it sound like the system cut off part of the message, or did it sound like it played the entire message?*



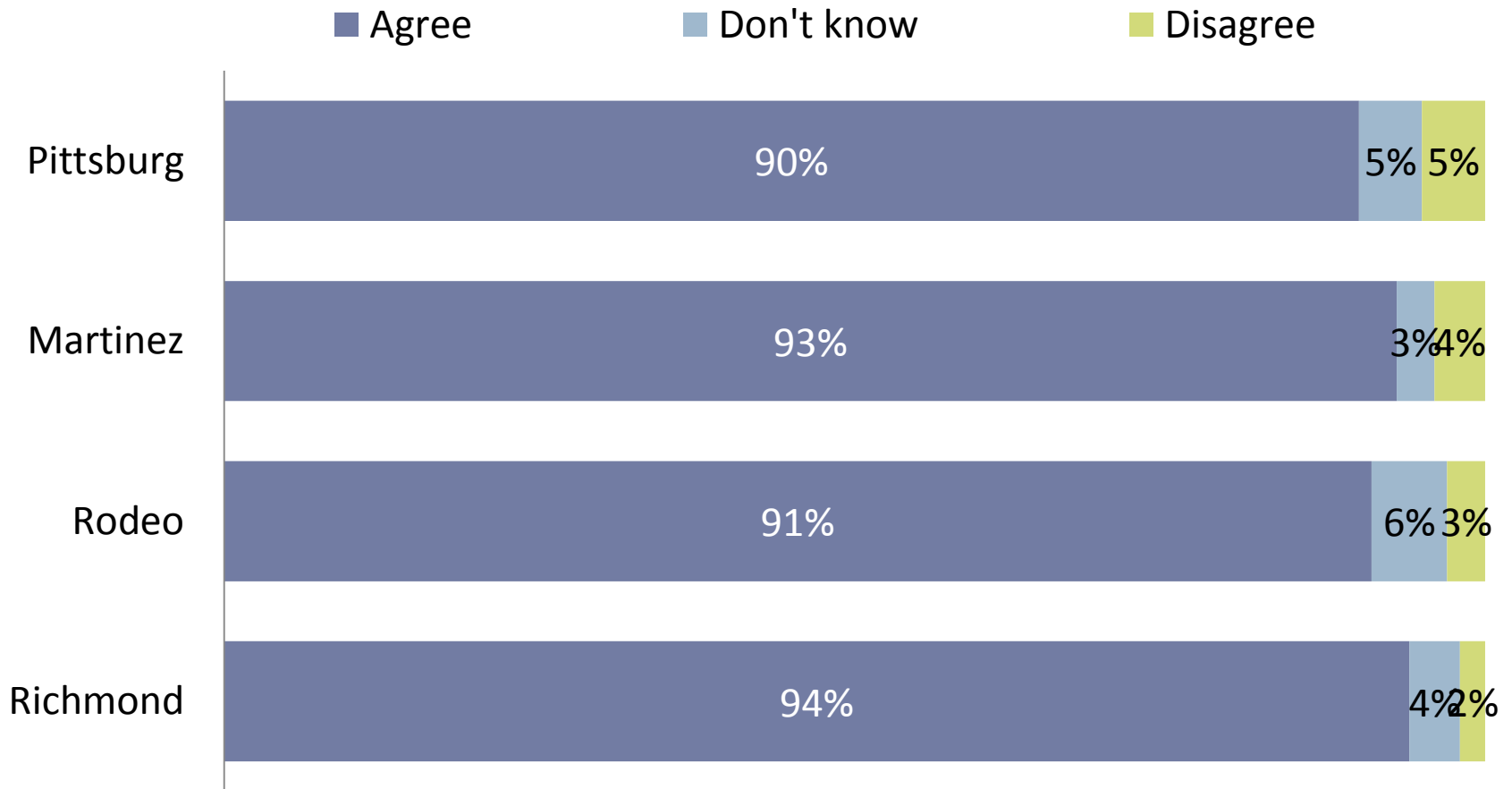
# Call quality

*Do you agree or disagree: The sound quality of the recording was clear.*



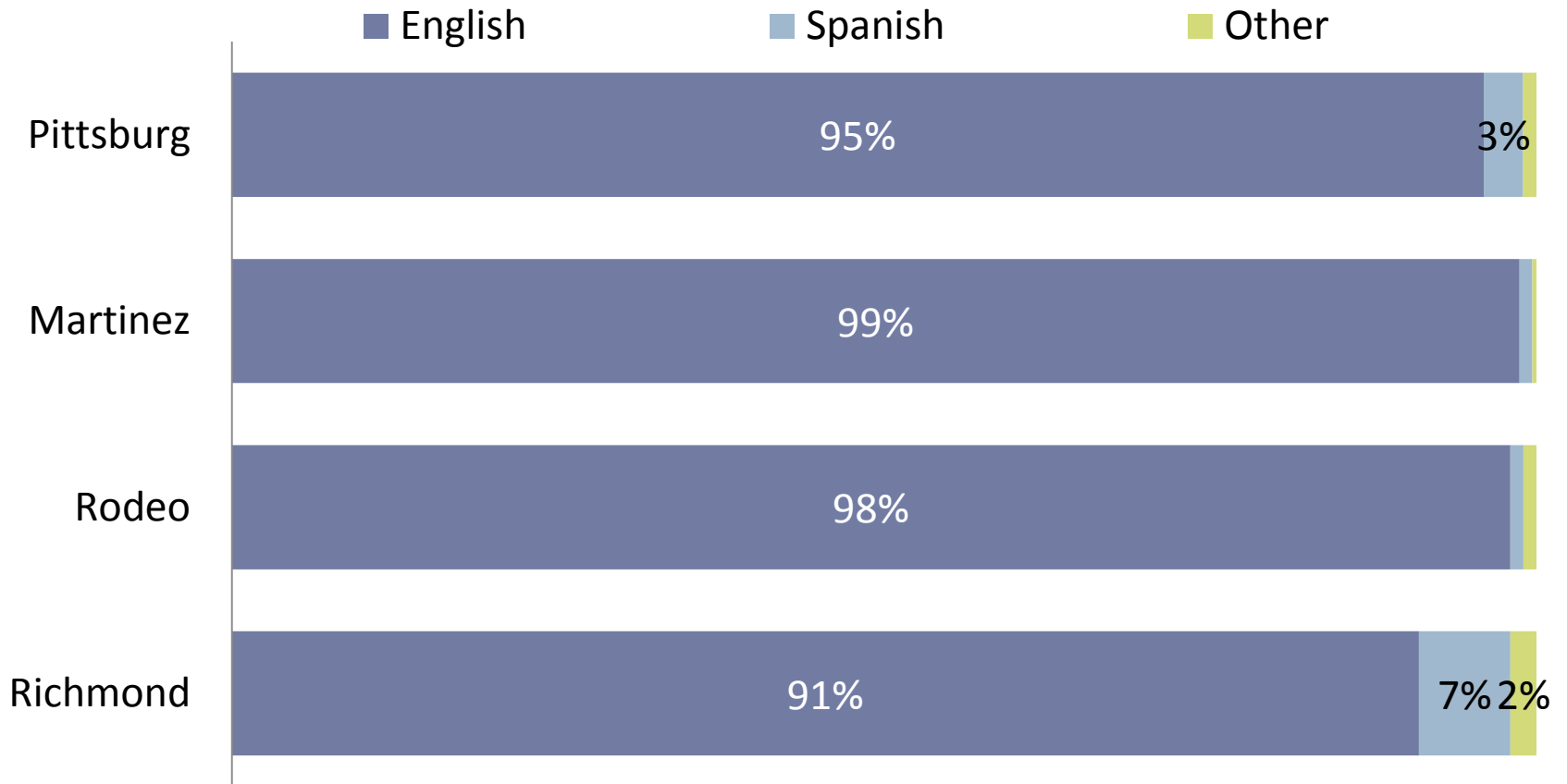
# Trust CWS calls

*Do you agree or disagree: In general, I trust the information given to me on calls from the community warning system.*



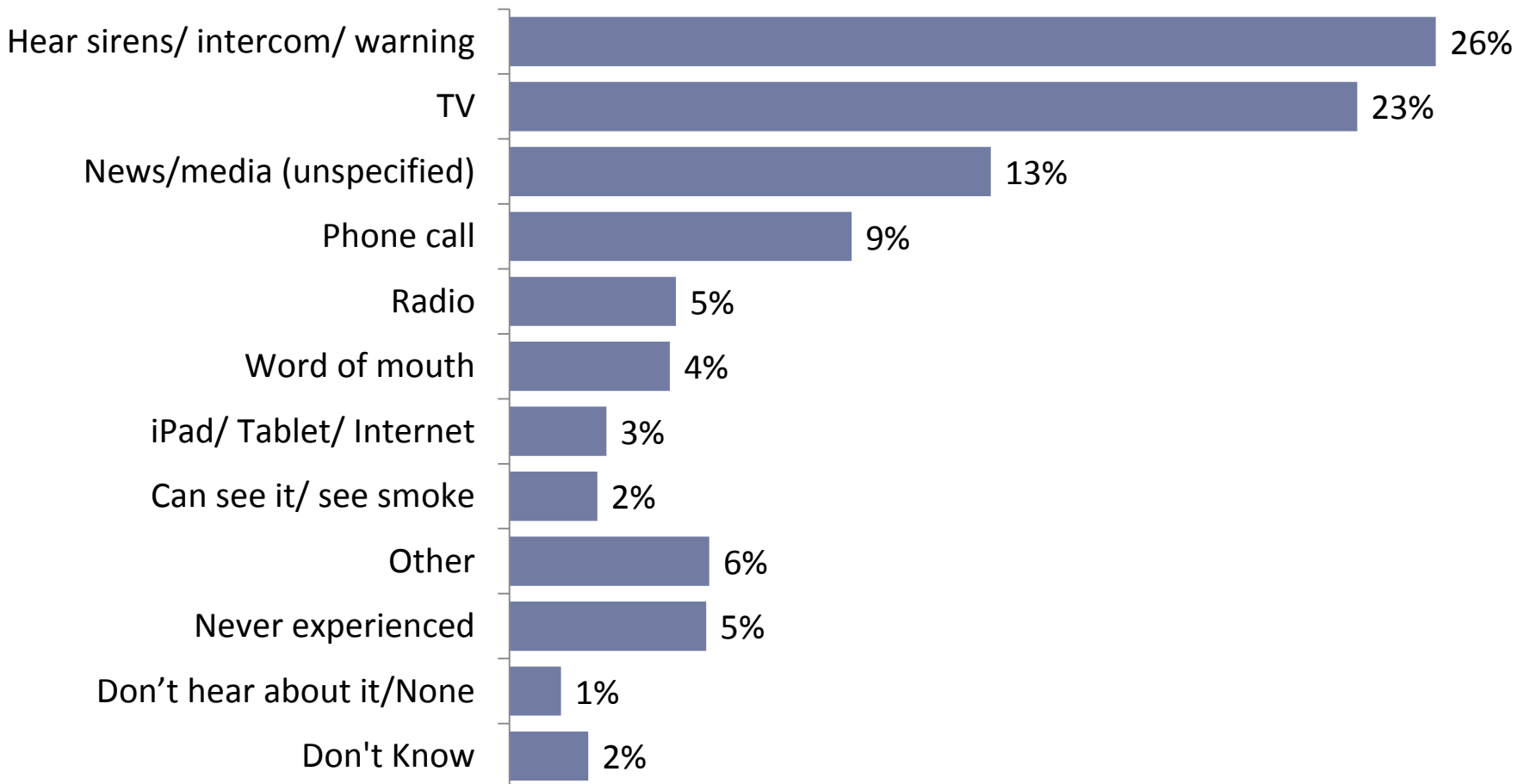
# Preferred Call Language

*Do you agree or disagree with the following statement: I would prefer to get future calls from the community warning system in a language other than English. In what language would you prefer to hear the future messages?*



# First hear about incidents

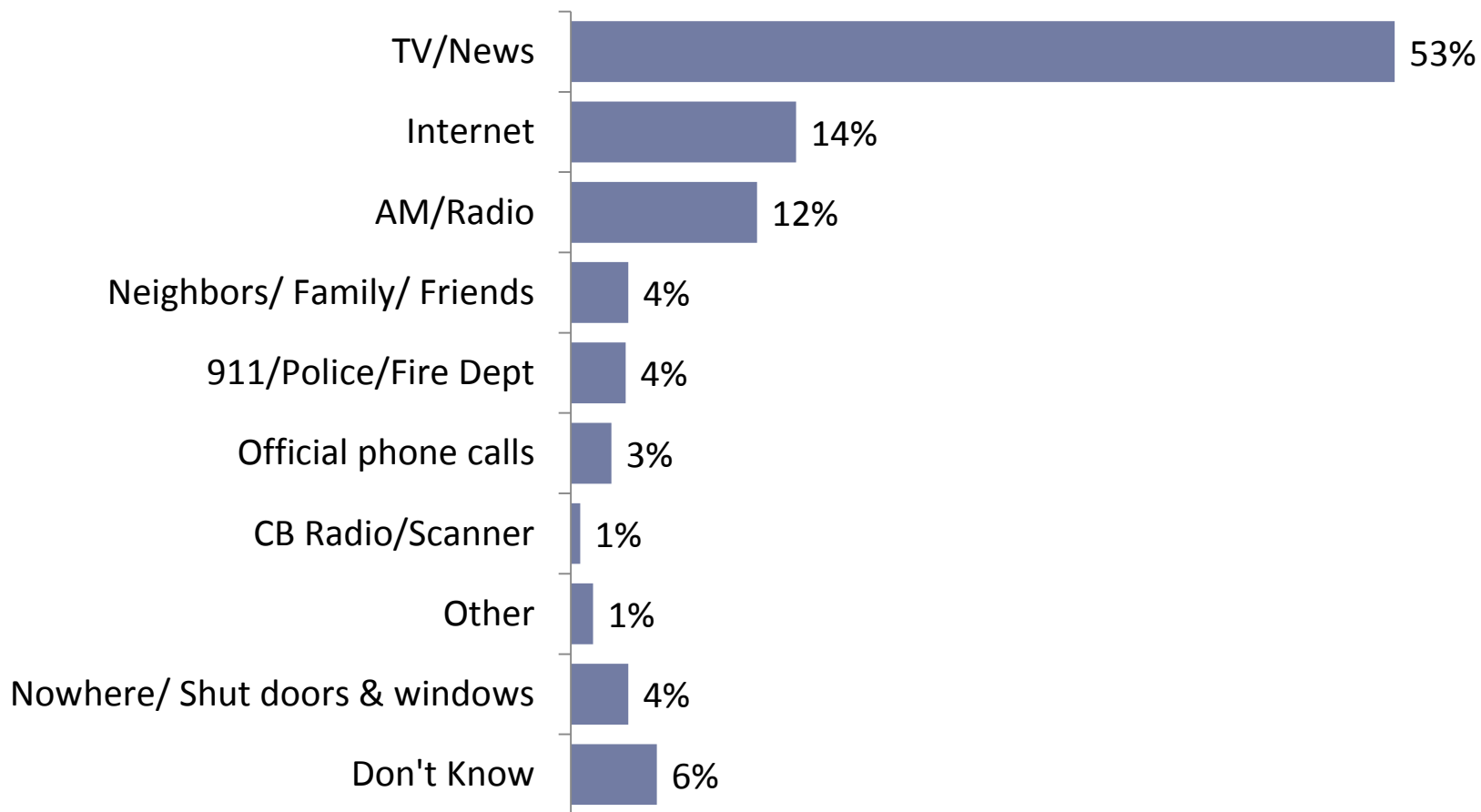
Q25. When there is a chemical accident that affects your neighborhood or community, how do you usually first hear about it?





# Sources of more information about incidents

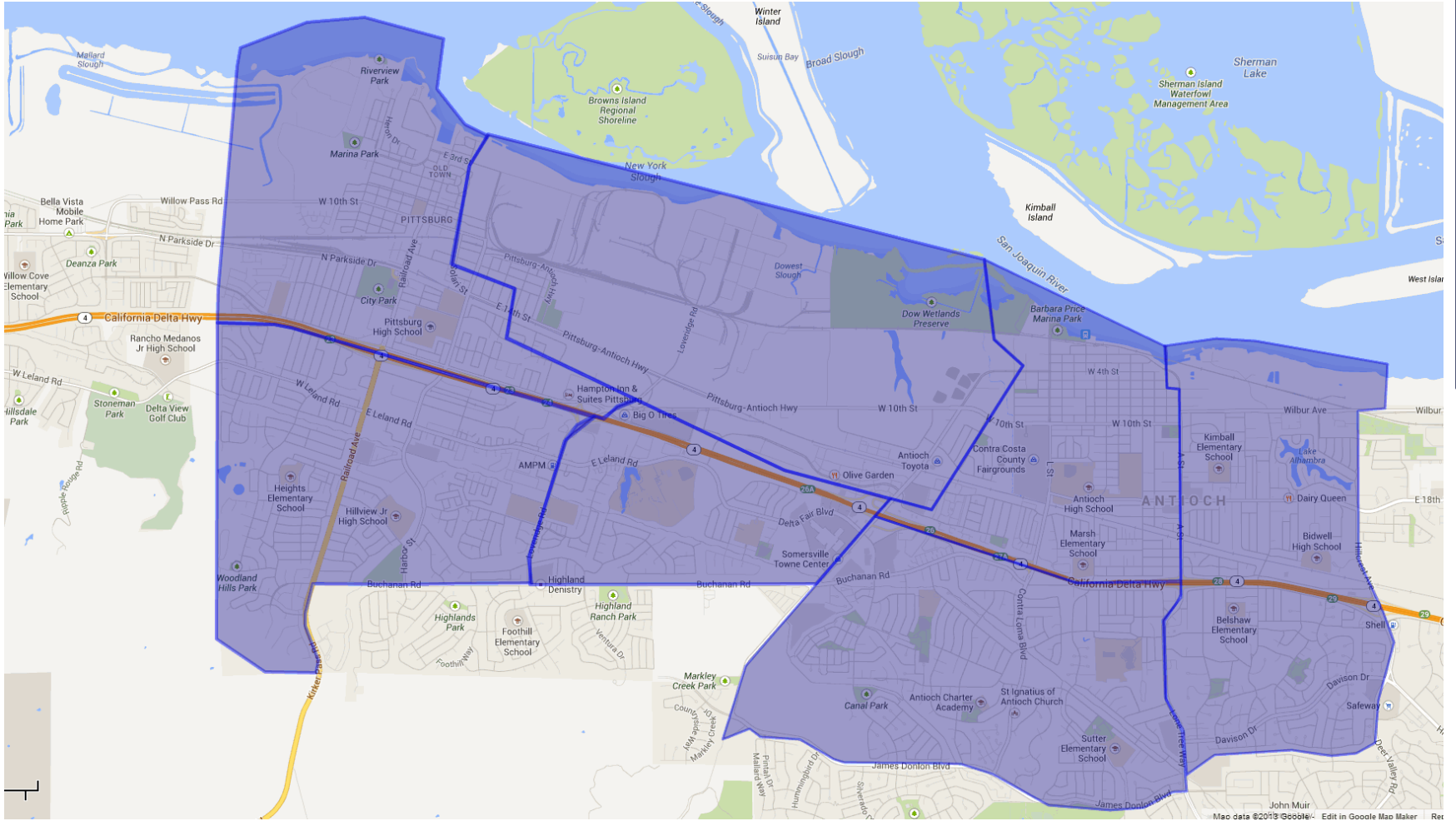
Q26. When you hear about a chemical accident that affects your neighborhood or community, where do you turn for more information?



# Pittsburg/Antioch

*350 interviews; margin of error  $\pm$  5.2 percentage points*

# Pittsburg/Antioch Zone





# Pittsburg/Antioch Call Logistics

# Calls Received

Q22. Did you get one test call at this telephone number, or did you get multiple test calls at this telephone number?

■ One call ■ Multiple calls ■ Don't know



Q23. In addition to the test call to this telephone number, did you get a test call at any other telephone numbers?

■ One number ■ Multiple numbers ■ Don't know



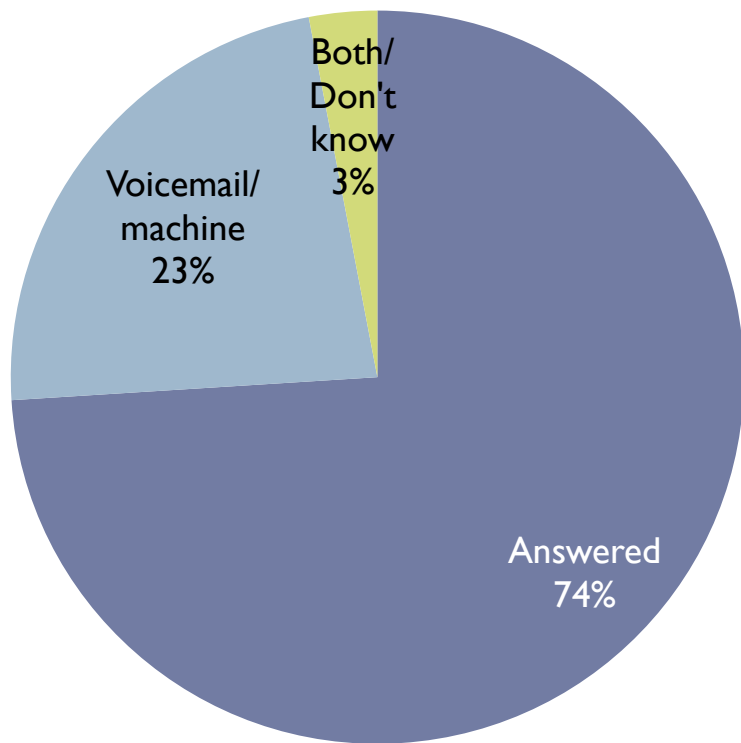
Q24. And did you get a text message to your cell phone with the same information as you heard in the test call?

■ Call only ■ Text also ■ Don't know

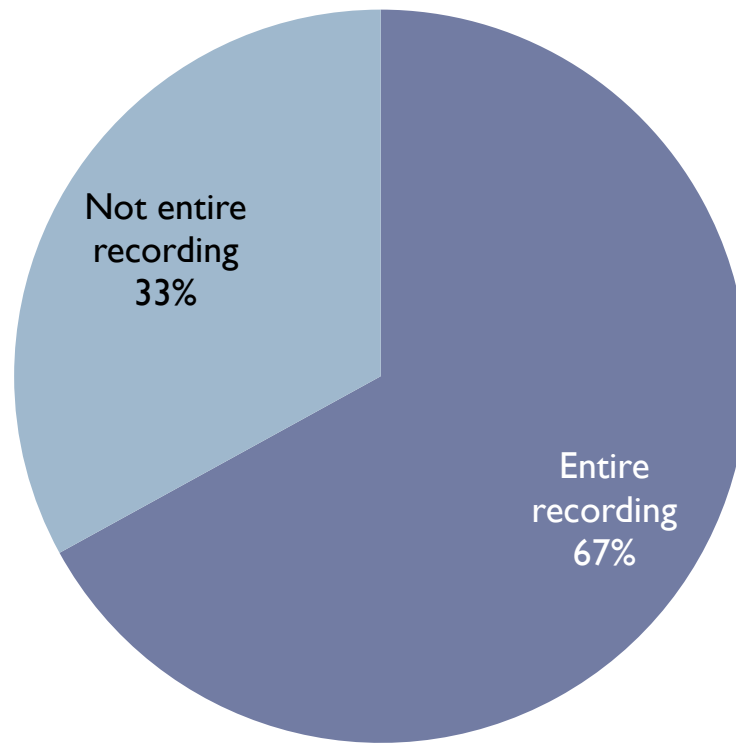


# Answered phone/listened to entire recording

Q8. Did you answer the phone when the community warning system called, or did you listen to the message on your voicemail or answering machine?



Q9. Did you listen to the entire automated recording, or not?

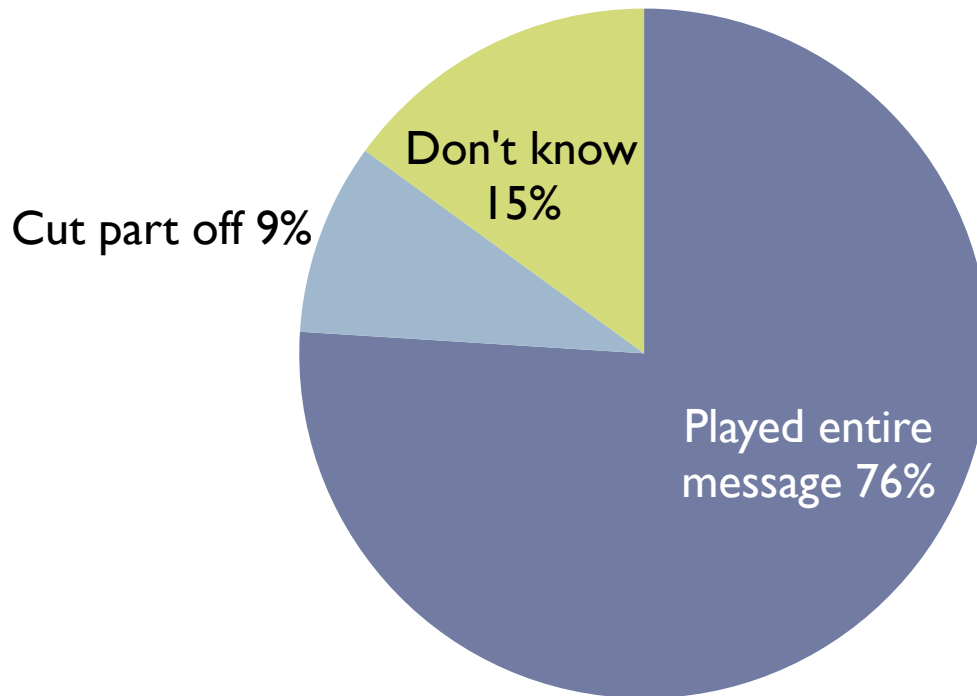




# Pittsburg/Antioch Call Quality

# System played entire message

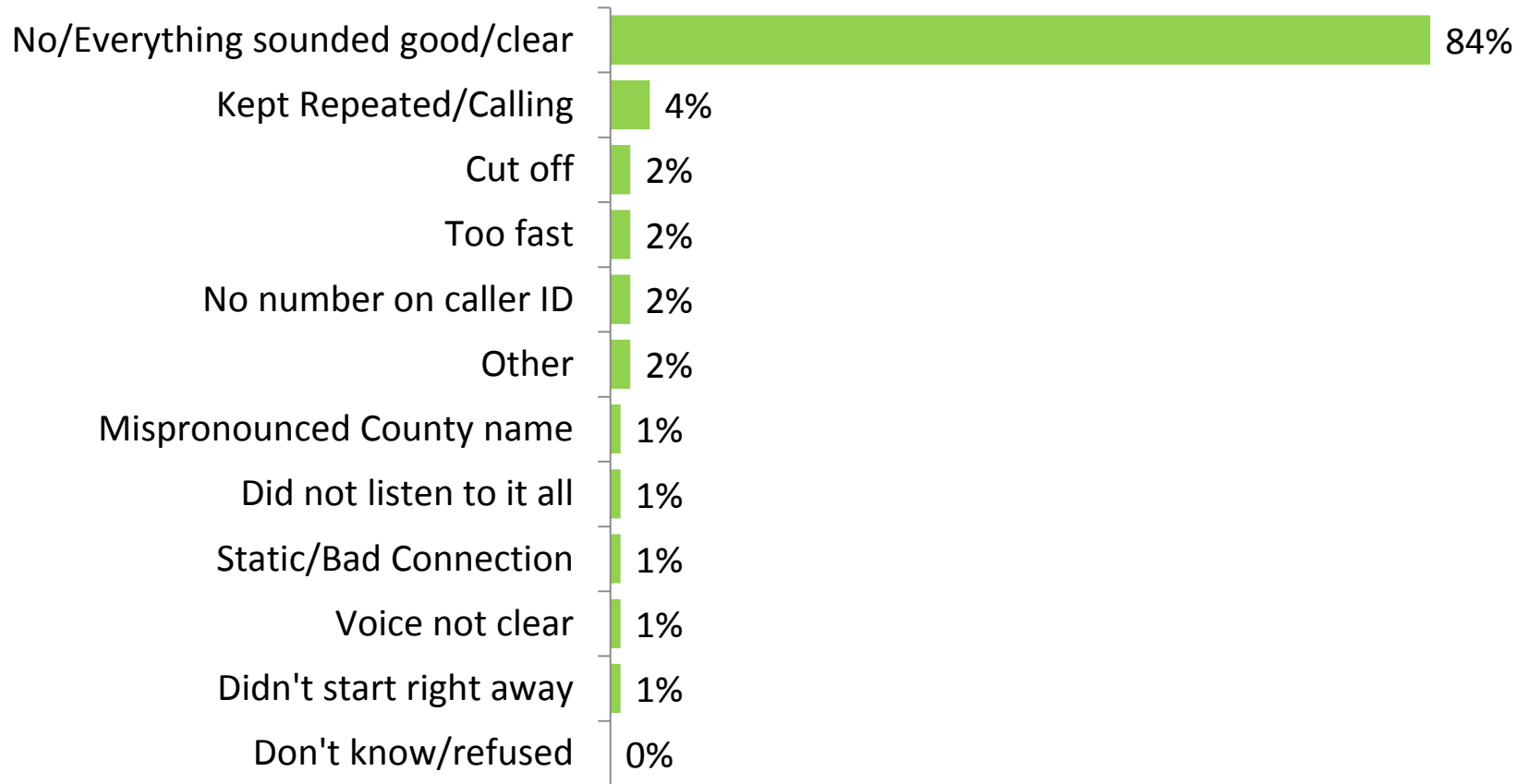
Q10. Did it sound like the system cut off part of the message, or did it sound like it played the entire message?





# Technical issues

**Q11. Did you notice any other technical issues with the call? (OPEN-ENDED QUESTION, ACCEPT MULTIPLE RESPONSES)**

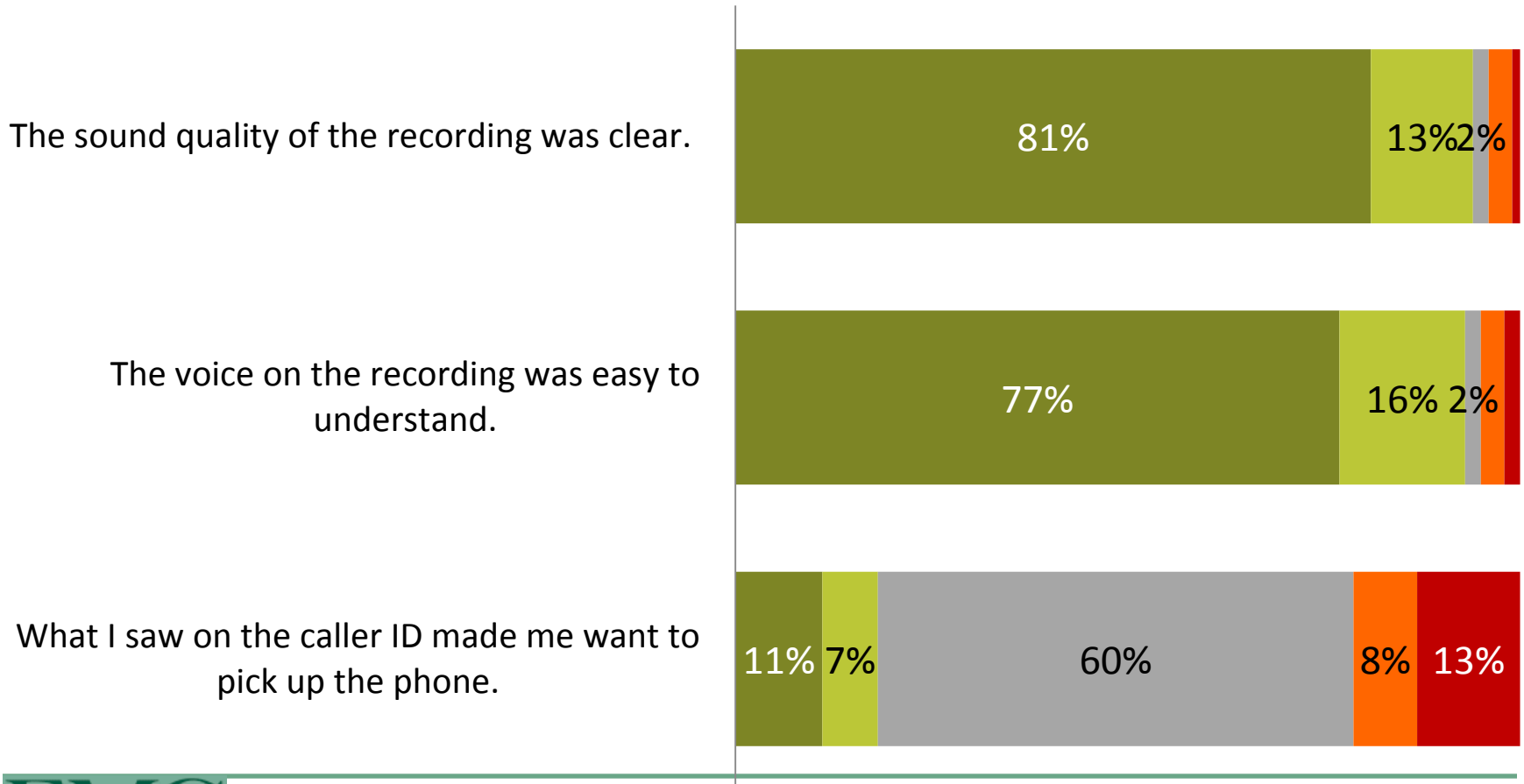


# Recording quality/caller ID

Do you agree or disagree with each of the following statements? (Q14-16)

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree

Pittsburg/Antioch

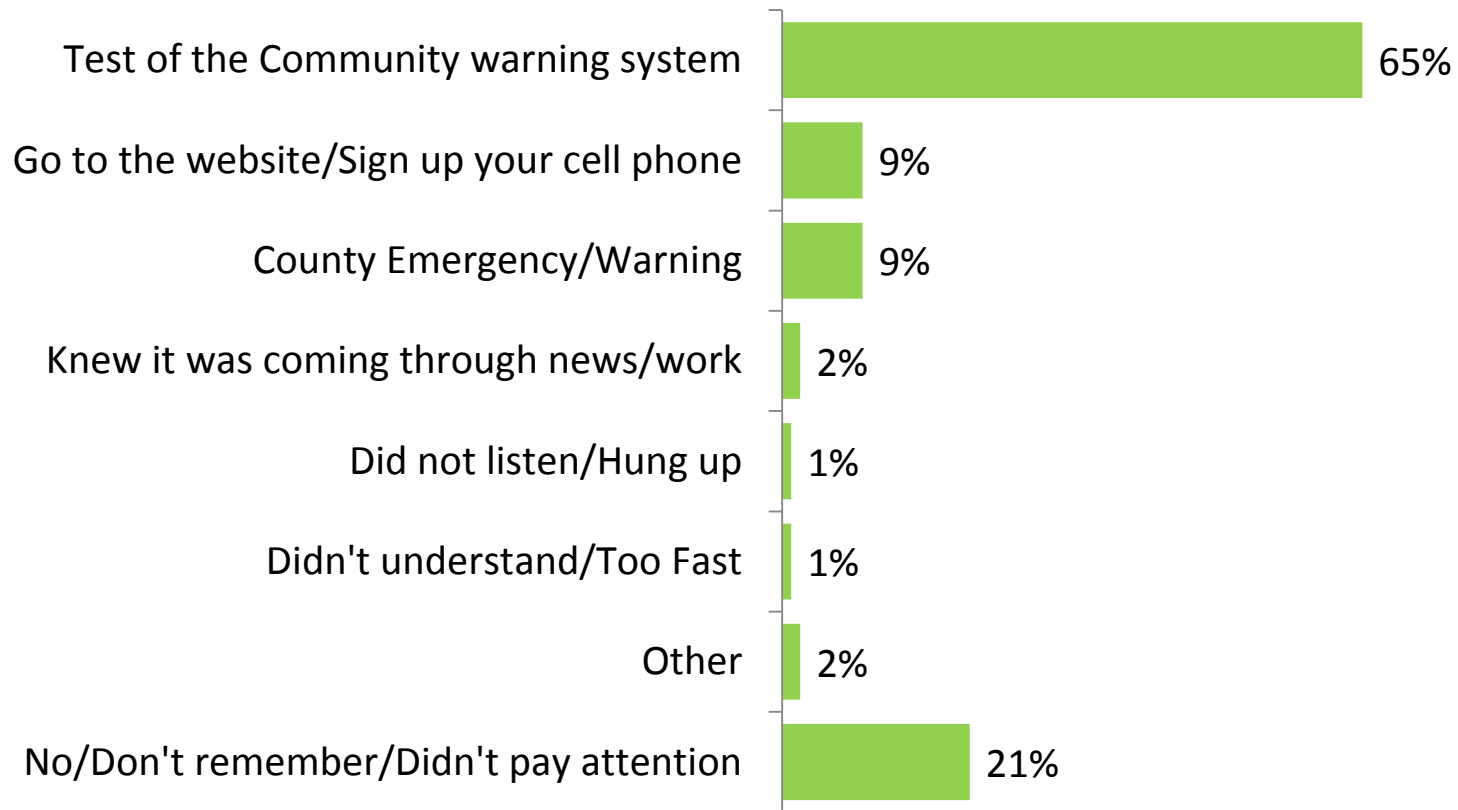




# Pittsburg/Antioch Call Content

# Content recall

**Q12. Can you remember any of the specific things the call from the warning system said? (OPEN-ENDED QUESTION, PROBE FOR SPECIFICS, ACCEPT UP TO THREE RESPONSES)**

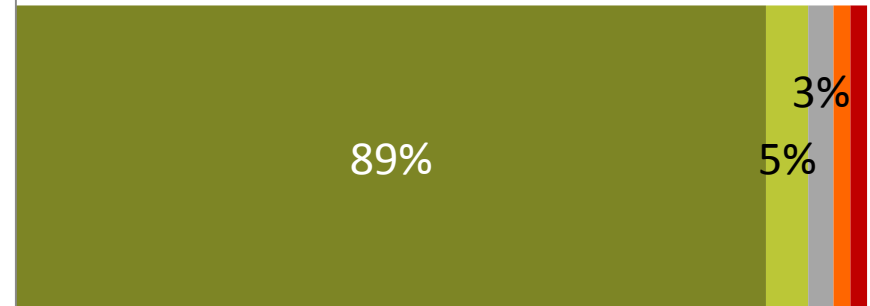


# Confidence in test

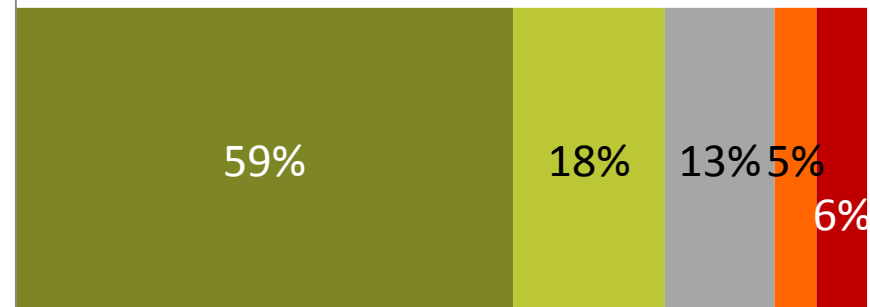
Do you agree or disagree with each of the following statements? (Q17-18)

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree

I was confident that the call was part of a test and not an actual emergency.



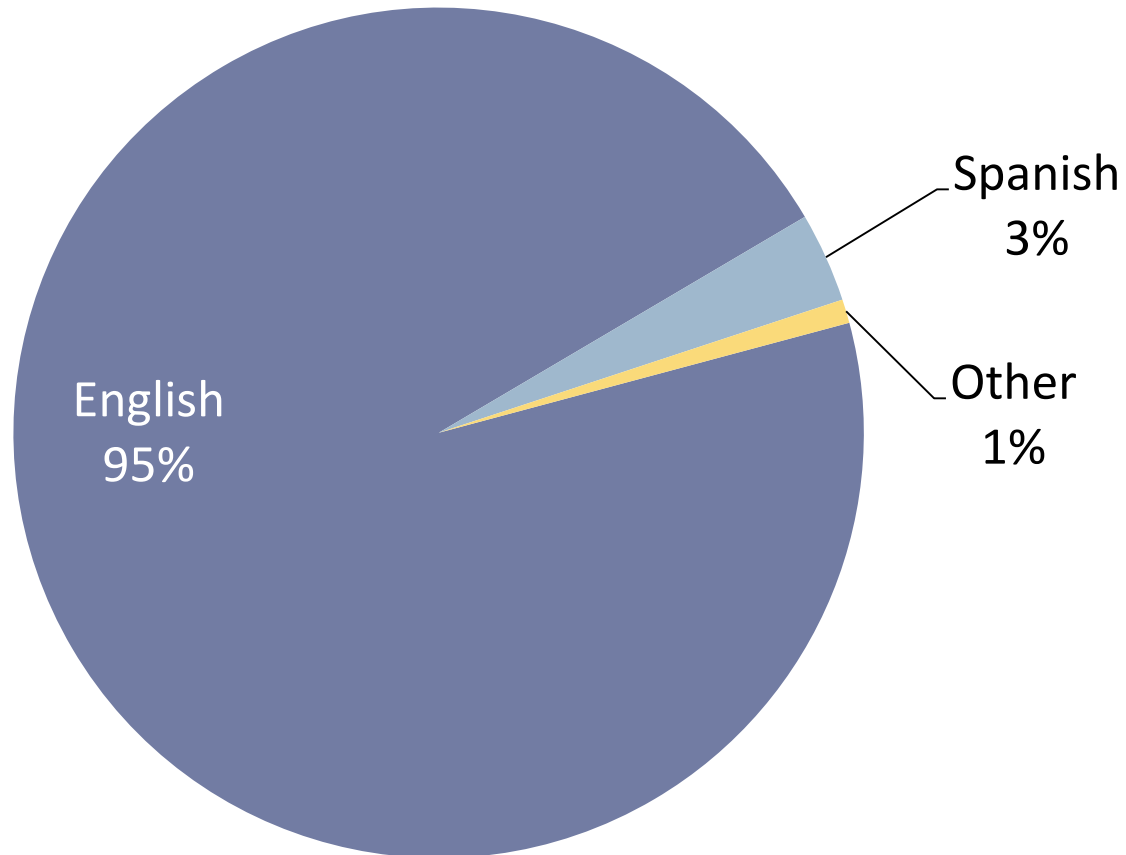
I was confident that the test call was from an official government agency.



# Language

**Q20.** Do you agree or disagree with the following statement: I would prefer to get future calls from the community warning system in a language other than English.

**Q21.** In what language would you prefer to hear the future messages?

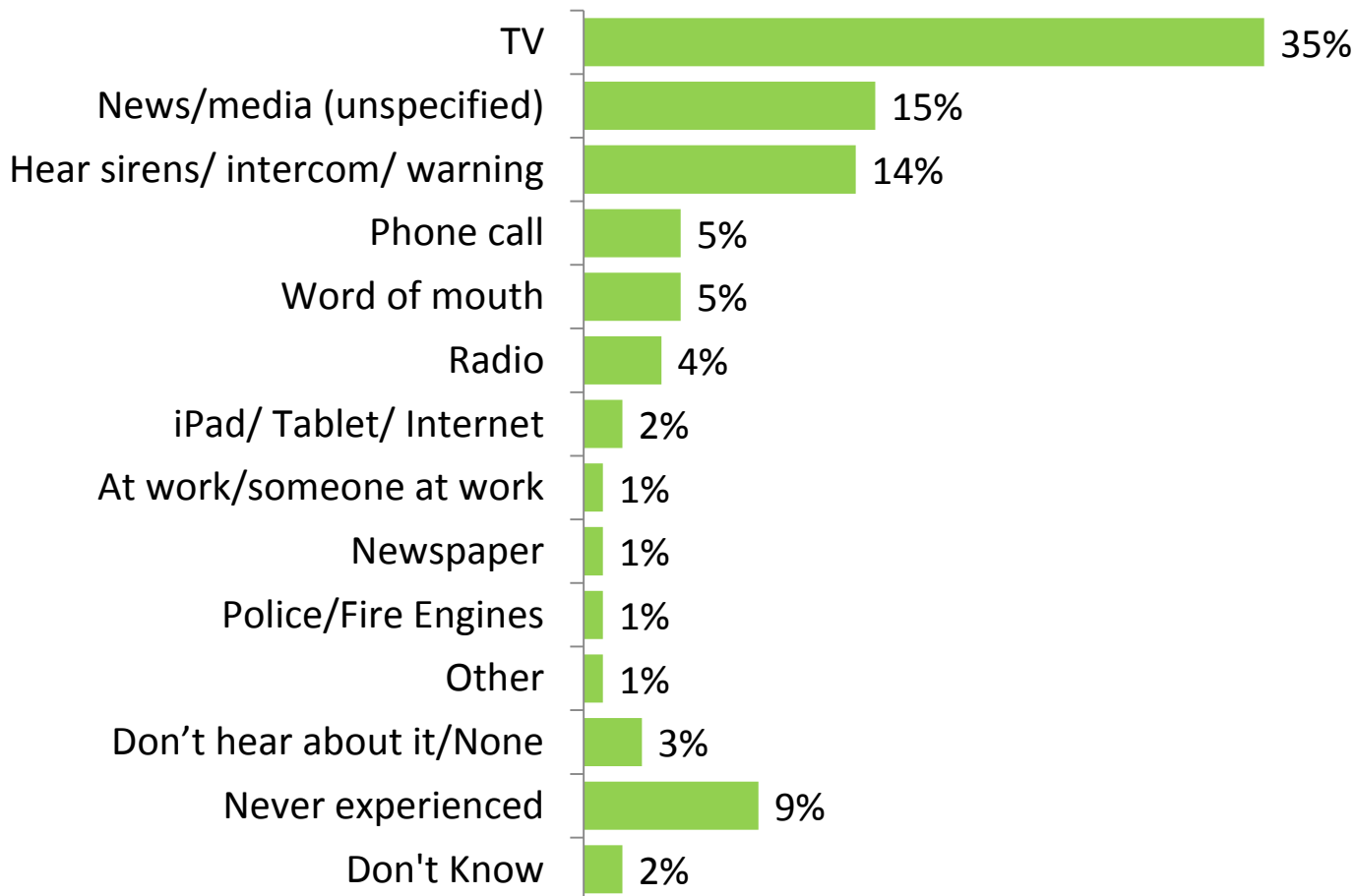




# Pittsburg/Antioch CWS Awareness

# First hear about incidents

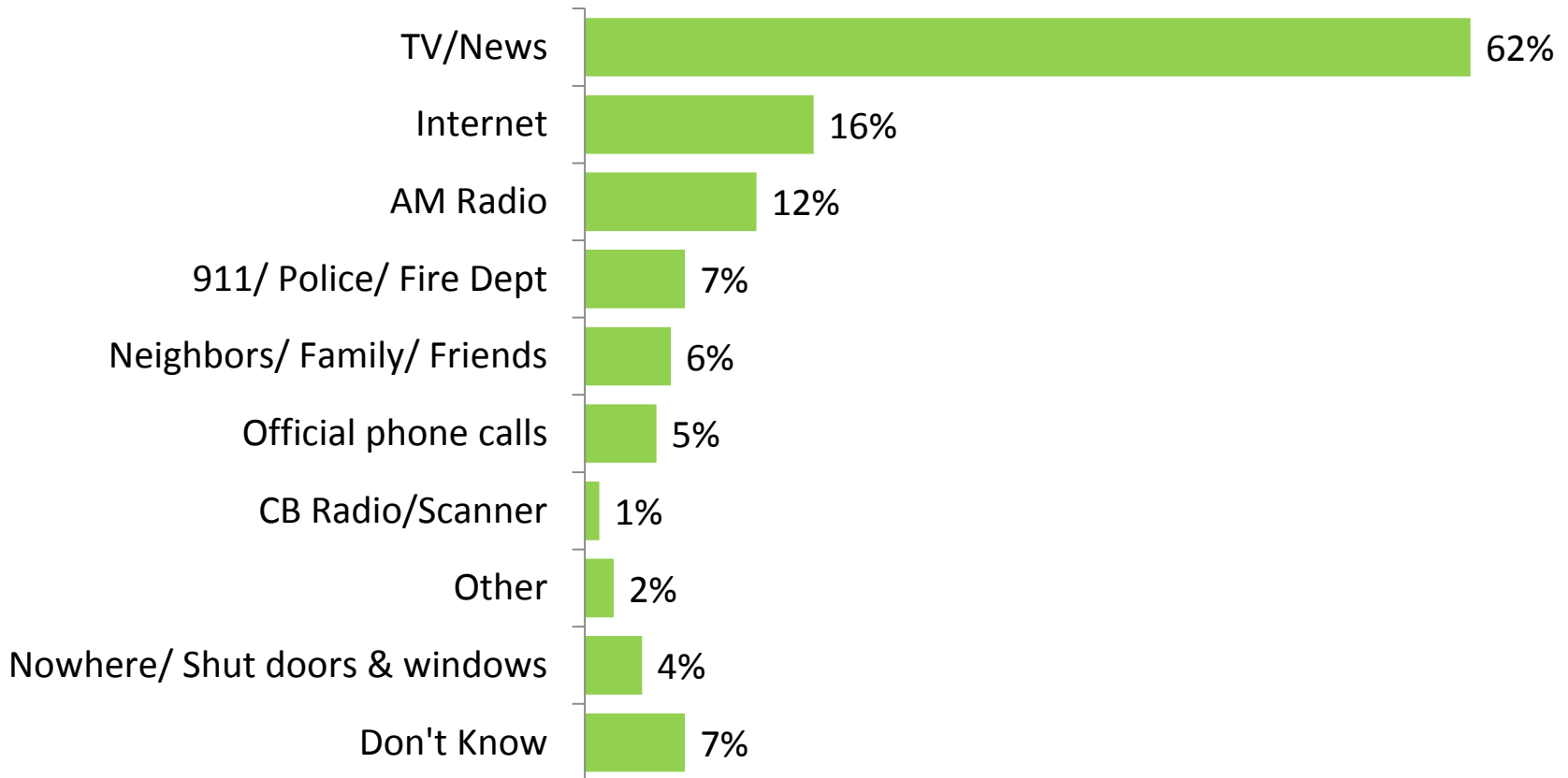
Q25. When there is a chemical accident that affects your neighborhood or community, how do you usually first hear about it?





# Sources of more information about incidents

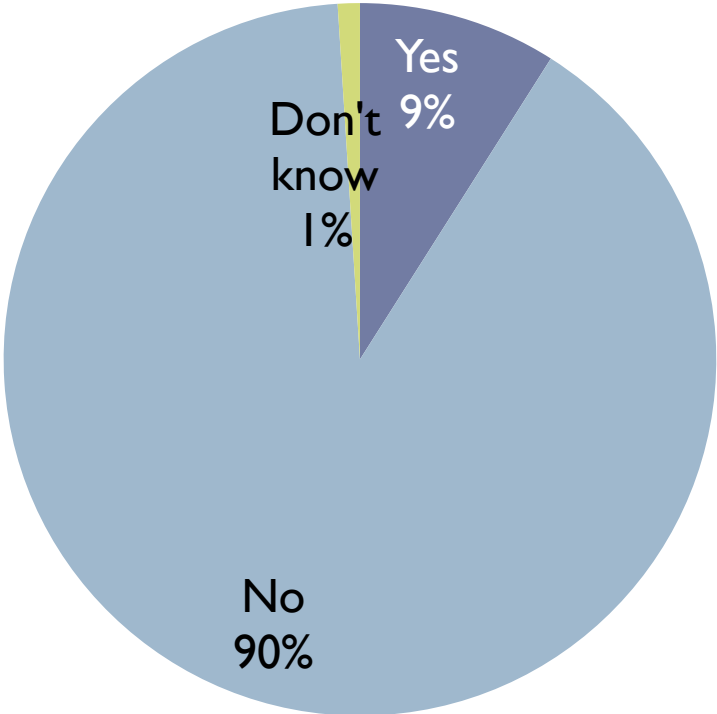
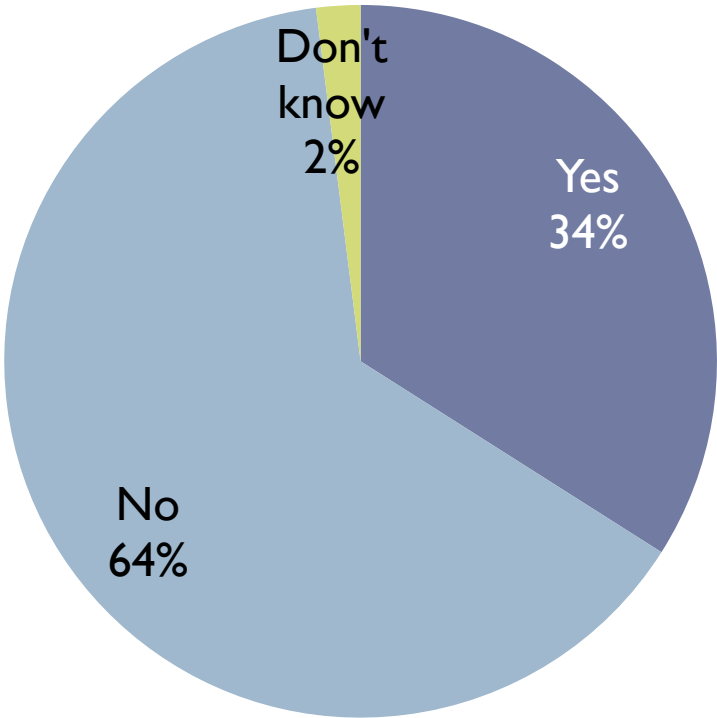
Q26. When you hear about a chemical accident that affects your neighborhood or community, where do you turn for more information?



# Prior awareness & calls

Q13. Had you heard about this recent test of the community warning system before you received the call?

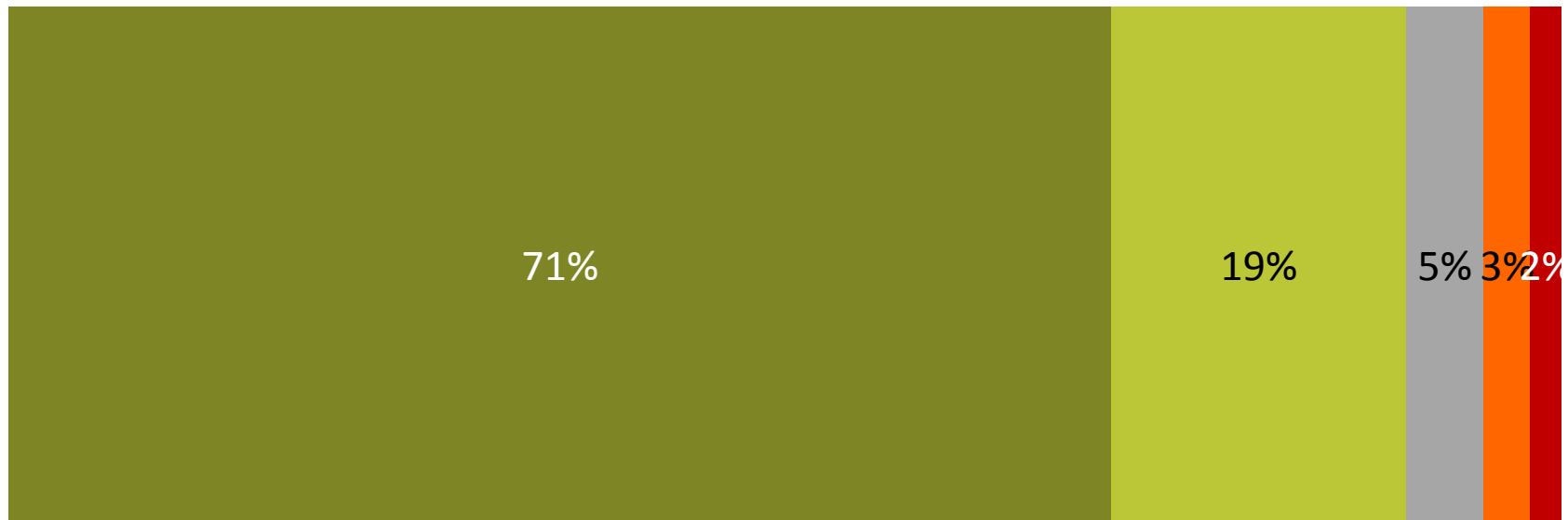
Q27. In the past, have you ever received a call from the community warning system about a chemical accident?



# Trust CWS calls

Q19. Do you agree or disagree with the following statement: In general, I trust the information given to me on calls from the community warning system.

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree



# Respondent profile

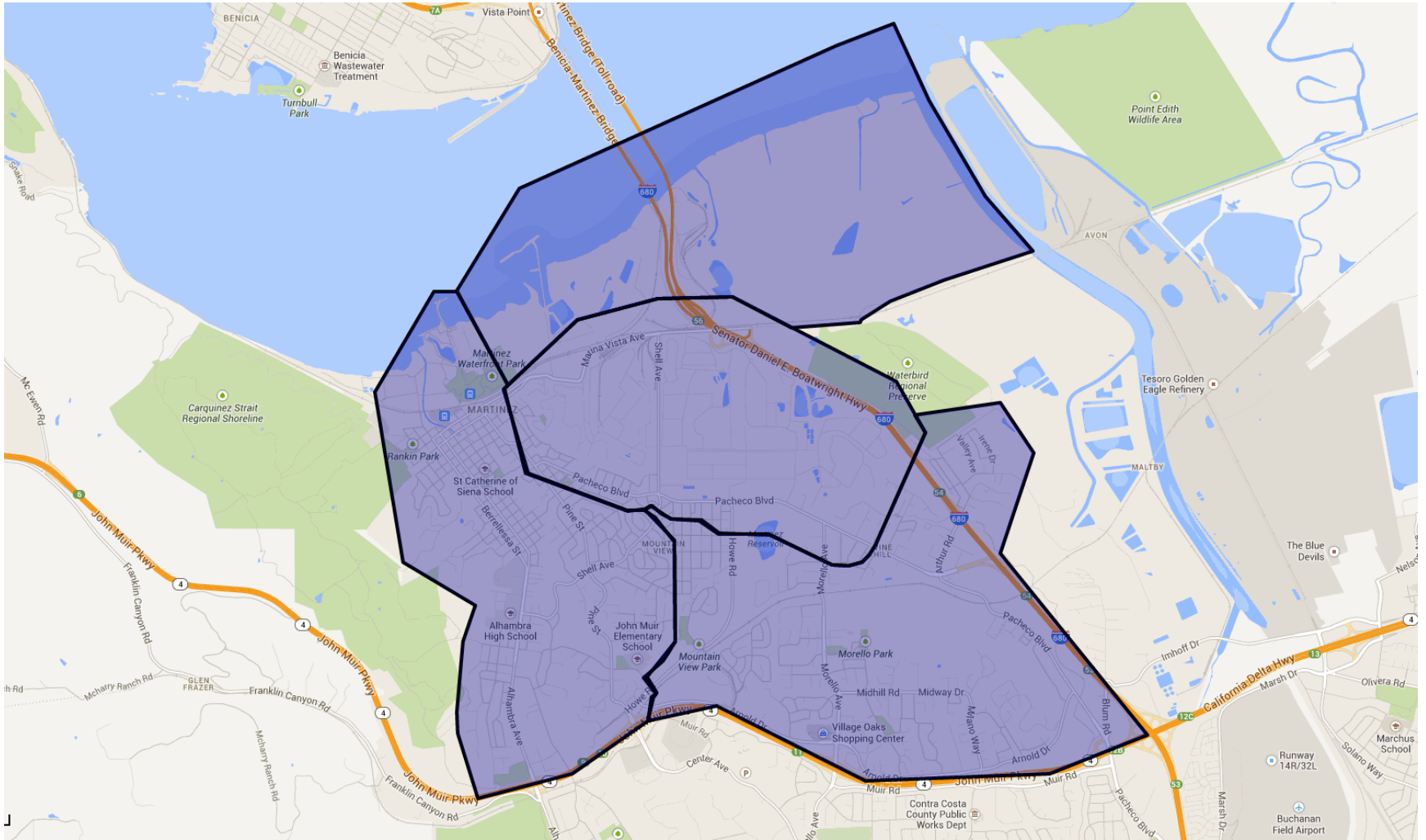
Male	31%
Female	69%
Under 40	11%
40-49	8%
50-64	37%
65+	44%
White	60%
Latino	13%
African-American	8%
Asian	4%
Other	7%
Refused	9%

Personal line	93%
Business line	7%
Land line	91%
Cell phone	9%
Have cell, carry always	66%
Have cell, carry sometimes	3%
No cell	29%
Have cell that accepts text messages	77%
Uses email regularly	49%

# Martinez

*300 interviews; margin of error  $\pm 5.7$  percentage points*

# Martinez





# Martinez Call Logistics

# Calls Received

Q22. Did you get one test call at this telephone number, or did you get multiple test calls at this telephone number?

■ One call ■ Multiple calls ■ Don't know



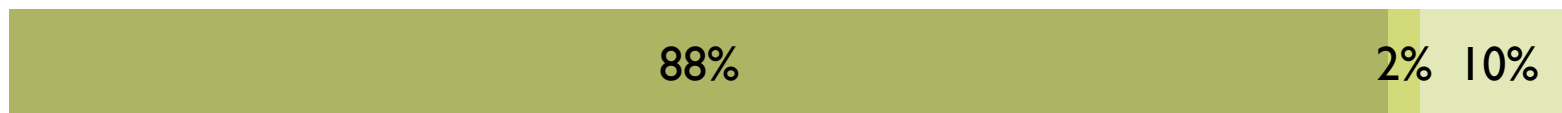
Q23. In addition to the test call to this telephone number, did you get a test call at any other telephone numbers?

■ One number ■ Multiple numbers ■ Don't know



Q24. And did you get a text message to your cell phone with the same information as you heard in the test call?

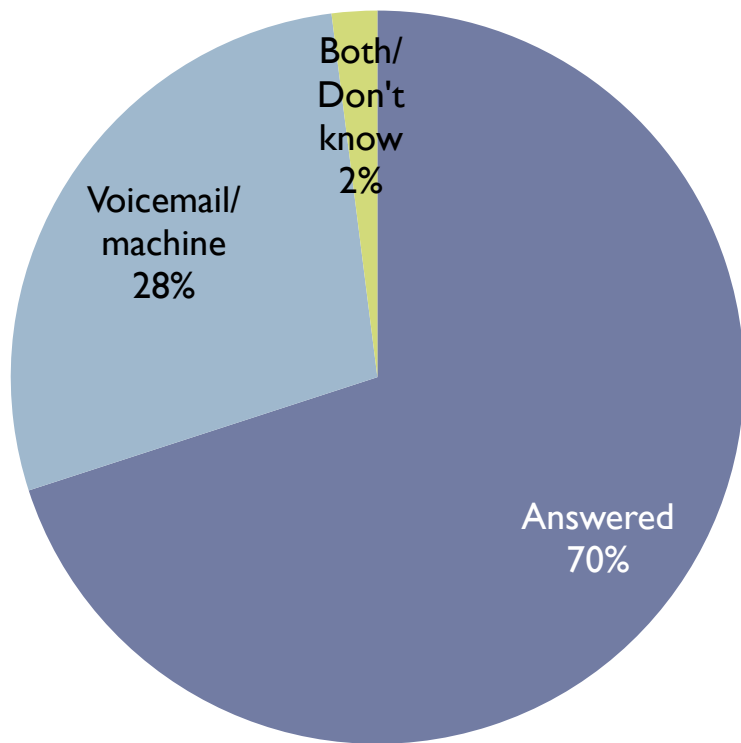
■ Call only ■ Text also ■ Don't know



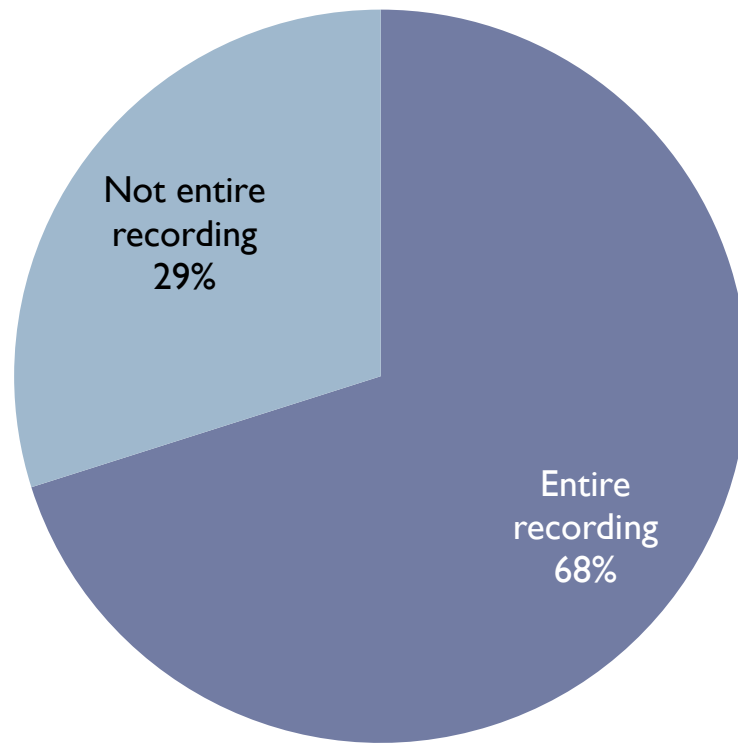


# Answered phone/listened to entire recording

Q8. Did you answer the phone when the community warning system called, or did you listen to the message on your voicemail or answering machine?



Q9. Did you listen to the entire automated recording, or not?

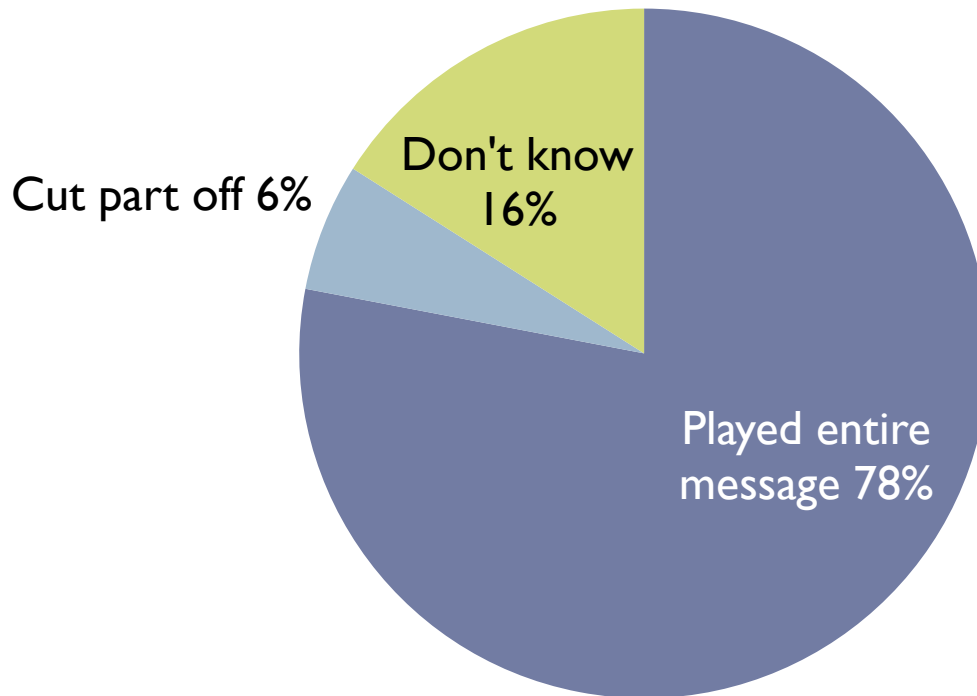




# Martinez Call Quality

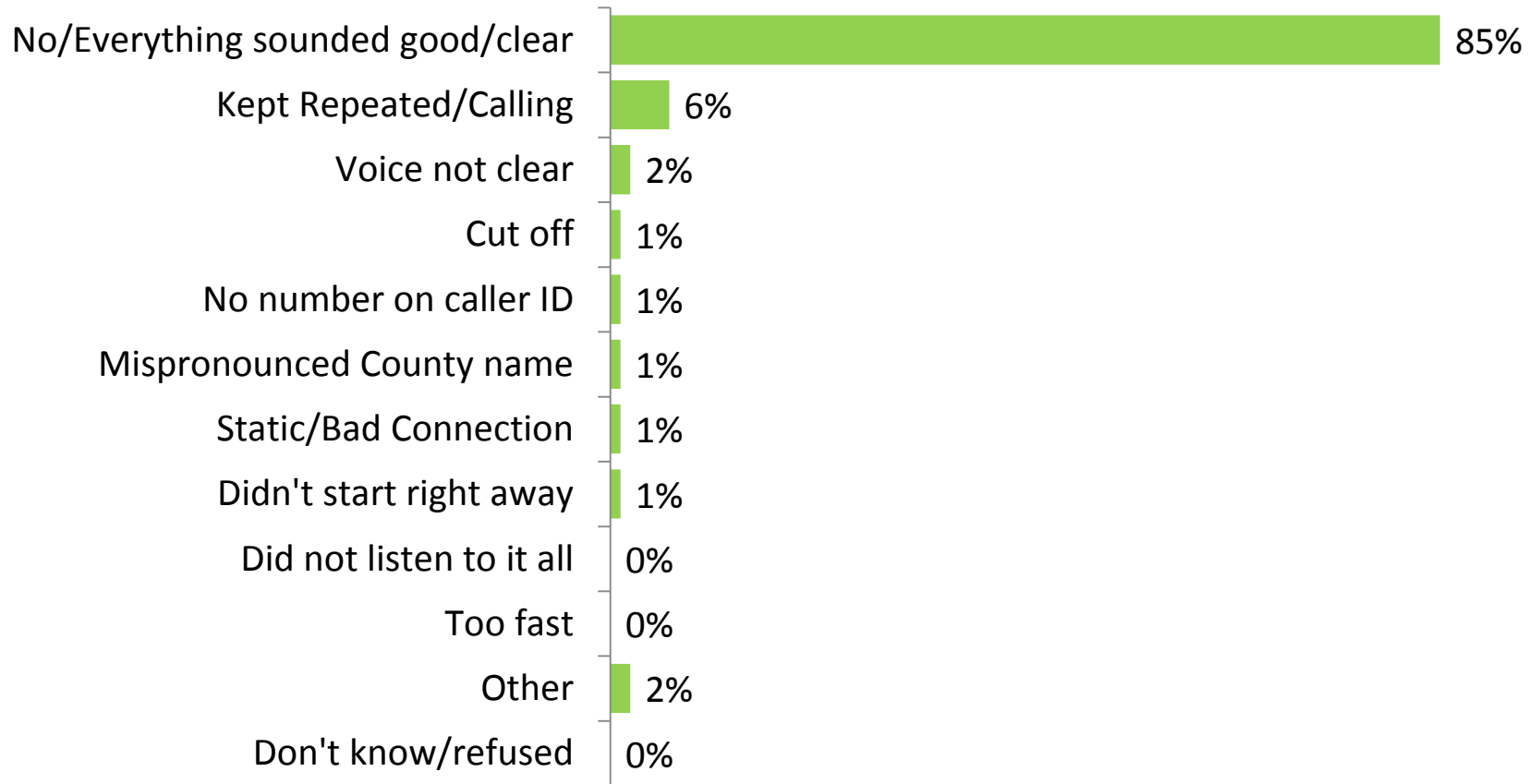
# System played entire message

Q10. Did it sound like the system cut off part of the message, or did it sound like it played the entire message?



# Technical issues

**Q11. Did you notice any other technical issues with the call? (OPEN-ENDED QUESTION, ACCEPT MULTIPLE RESPONSES)**



# Recording quality/caller ID

37

Do you agree or disagree with each of the following statements? (Q14-16)

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree

The sound quality of the recording was clear.

83%

14%

The voice on the recording was easy to understand.

77%

18%

What I saw on the caller ID made me want to pick up the phone.

12% 7%

60%

7% 14%

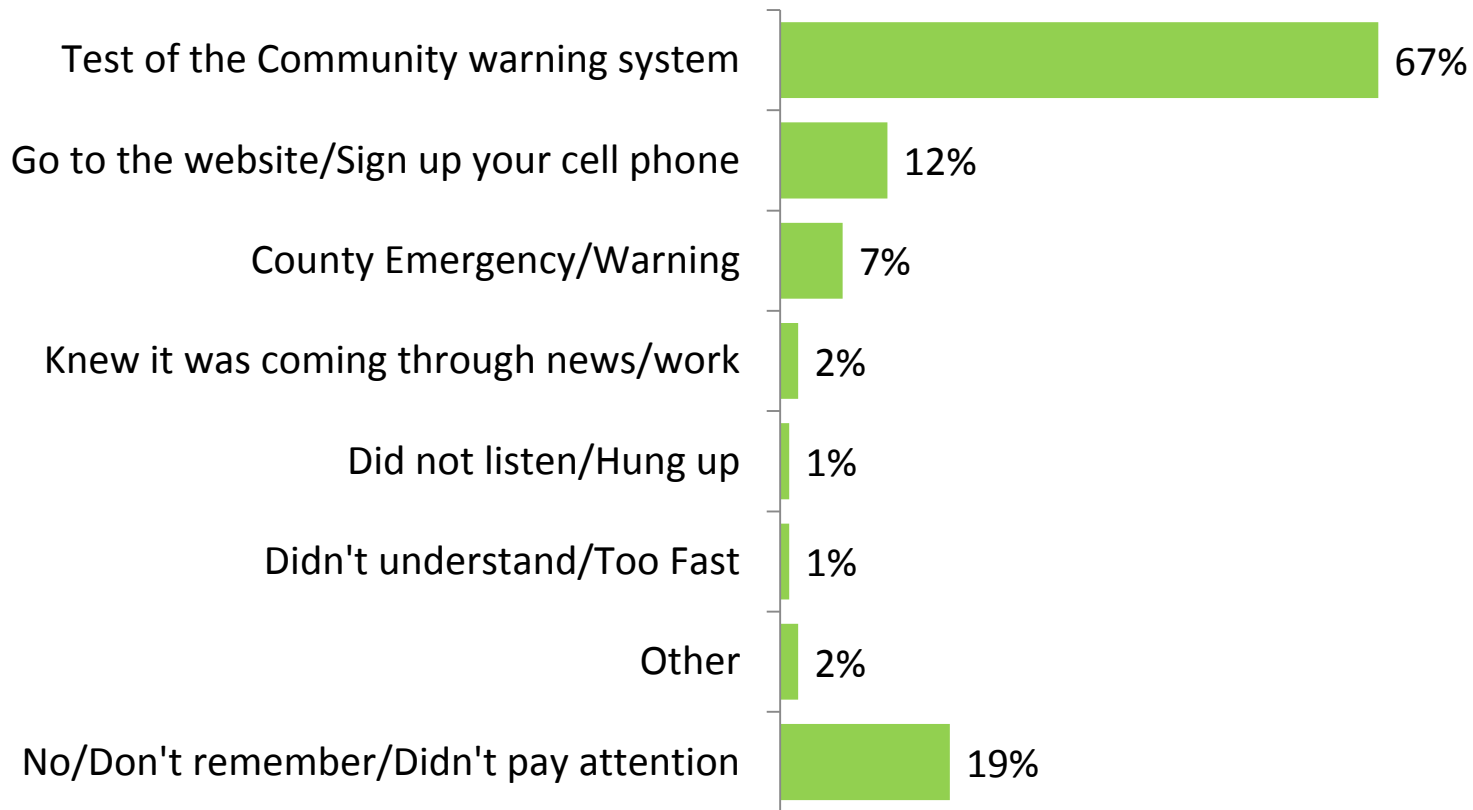
Martinez



# Martinez Call Content

# Content recall

**Q12. Can you remember any of the specific things the call from the warning system said? (OPEN-ENDED QUESTION, PROBE FOR SPECIFICS, ACCEPT UP TO THREE RESPONSES)**

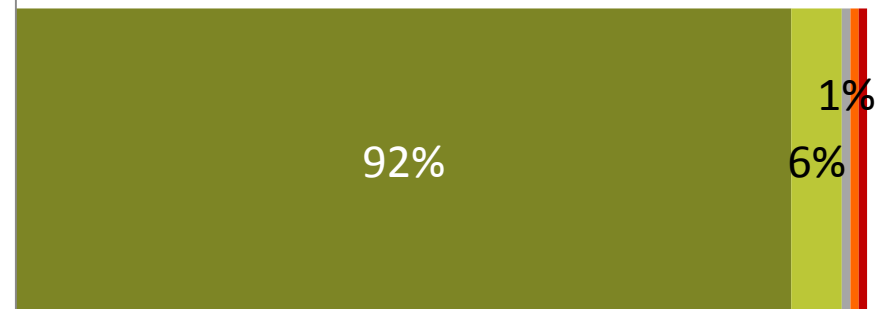


# Confidence in test

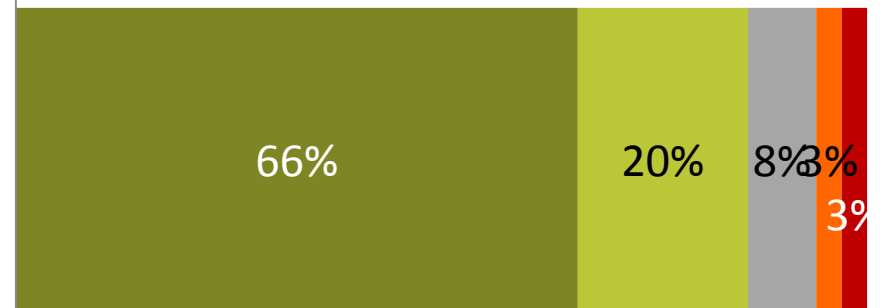
Do you agree or disagree with each of the following statements? (Q17-18)

■ Strongly agree 
 ■ Somewhat agree 
 ■ (Don't know) 
 ■ Somewhat disagree 
 ■ Strongly disagree

I was confident that the call was part of a test and not an actual emergency.



I was confident that the test call was from an official government agency.



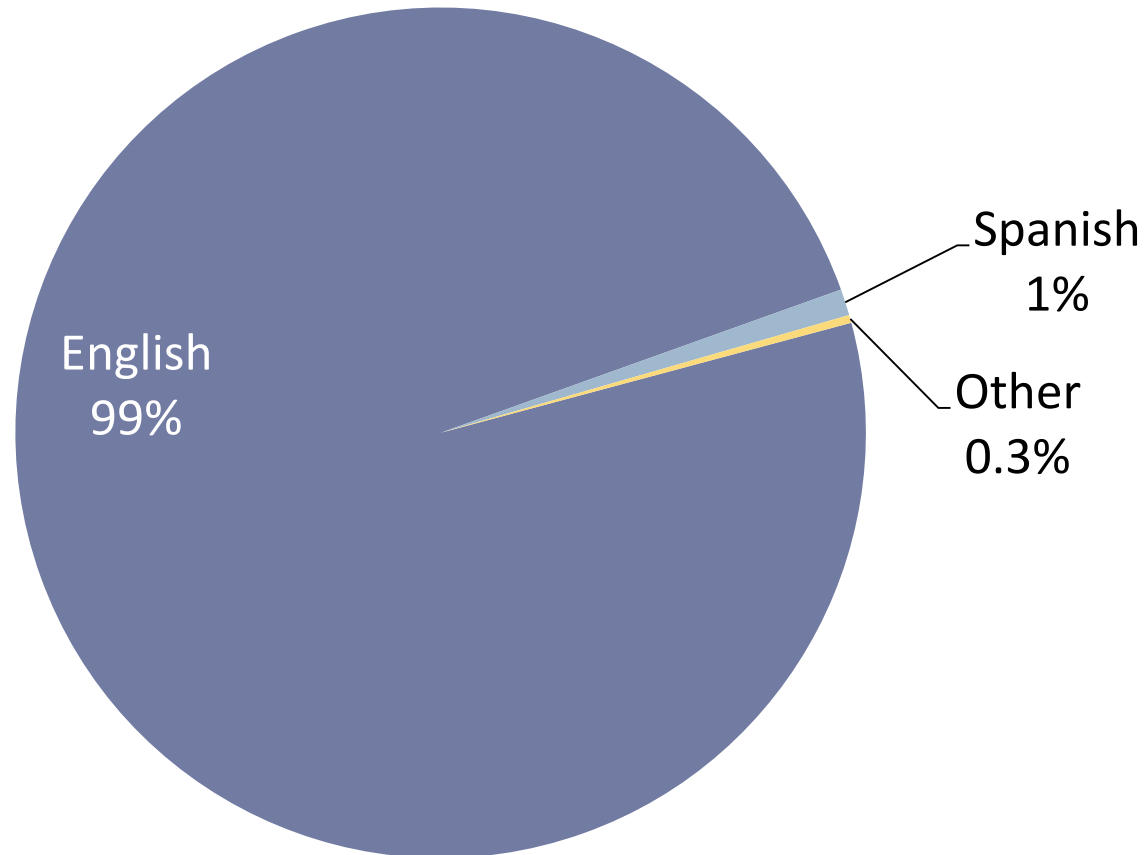
Martinez



# Language

**Q20.** Do you agree or disagree with the following statement: I would prefer to get future calls from the community warning system in a language other than English.

**Q21.** In what language would you prefer to hear the future messages?



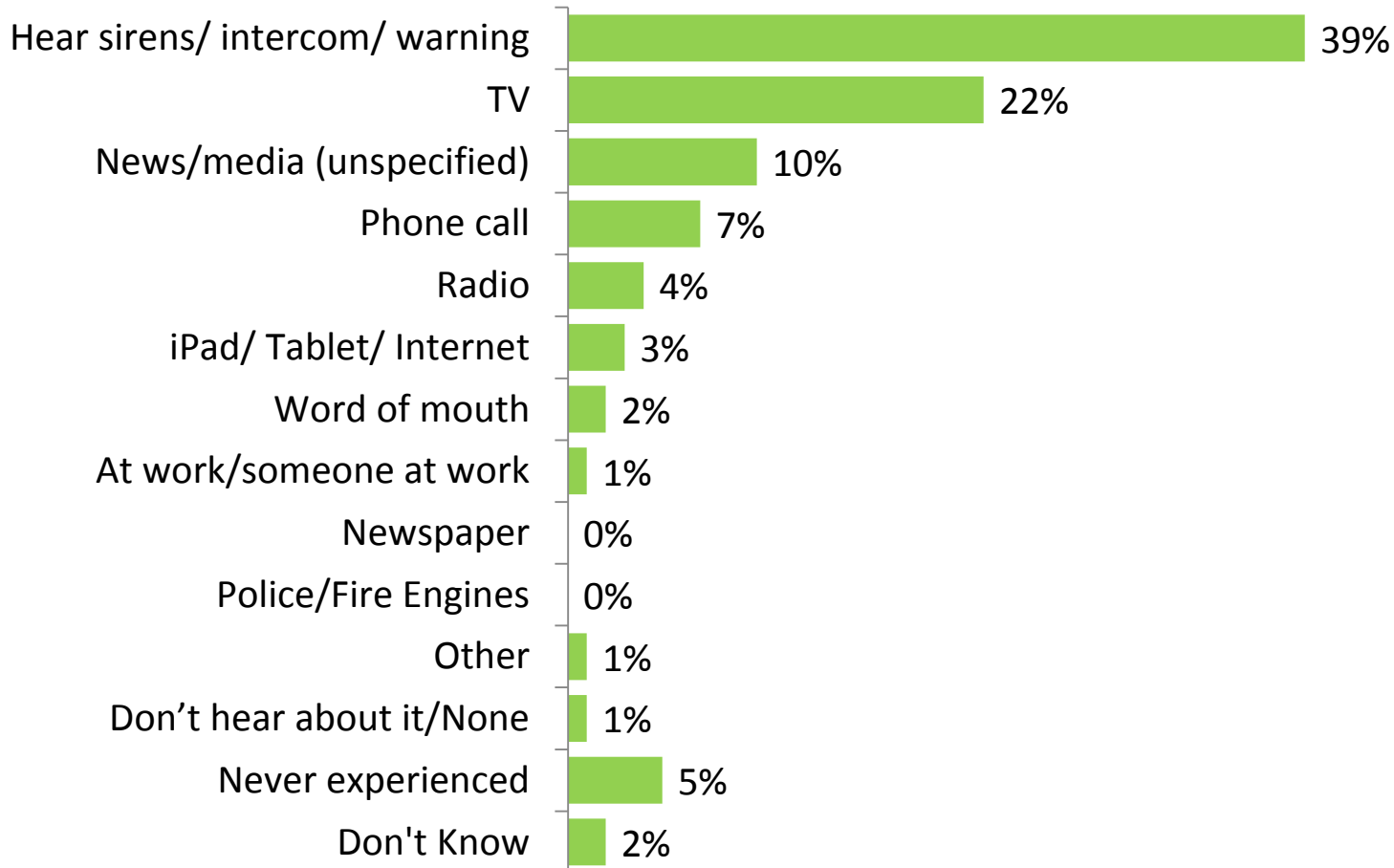


# Martinez

## CWS Awareness

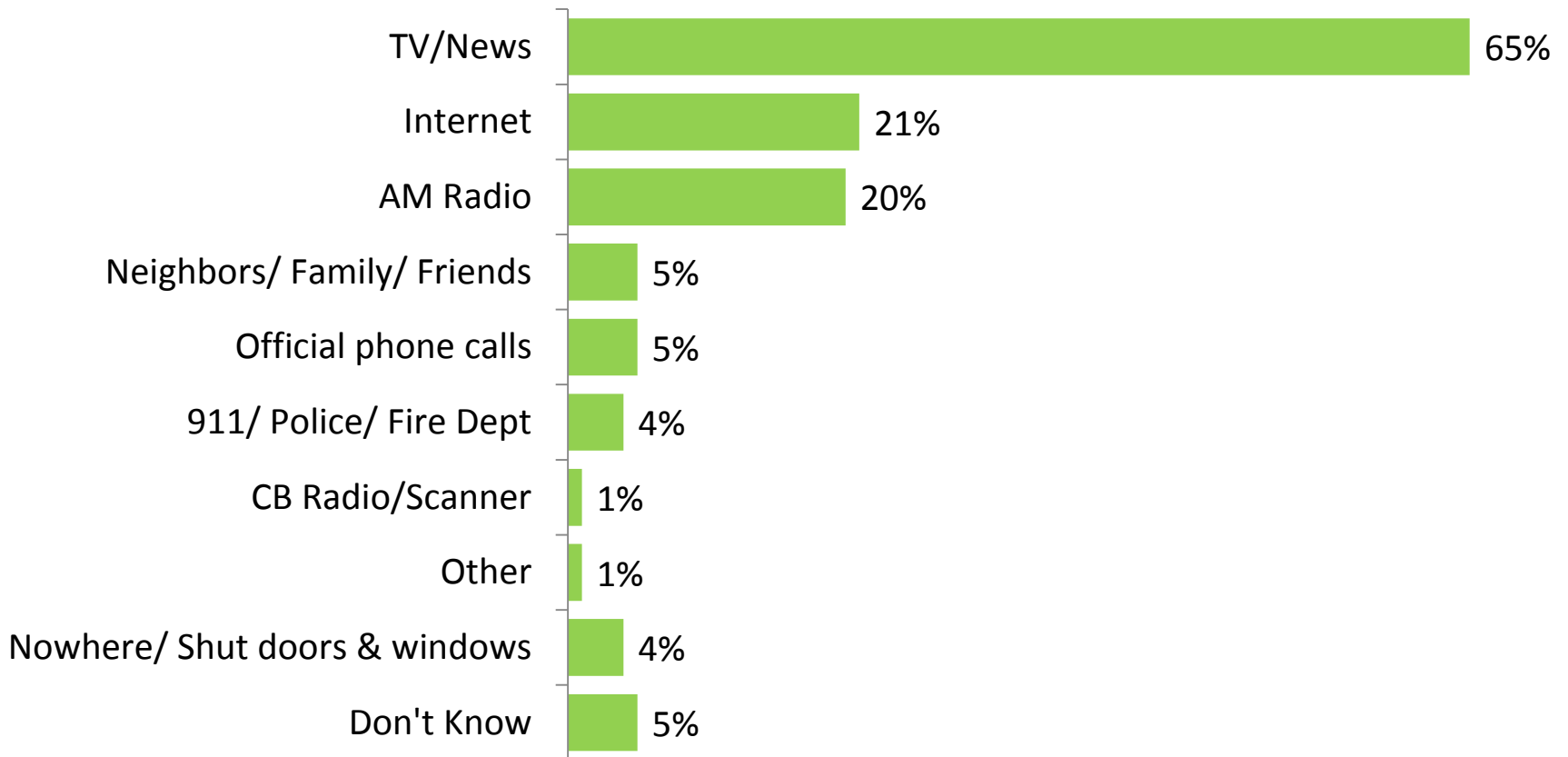
# First hear about incidents

Q25. When there is a chemical accident that affects your neighborhood or community, how do you usually first hear about it?



# Sources of more information about incidents

Q26. When you hear about a chemical accident that affects your neighborhood or community, where do you turn for more information?

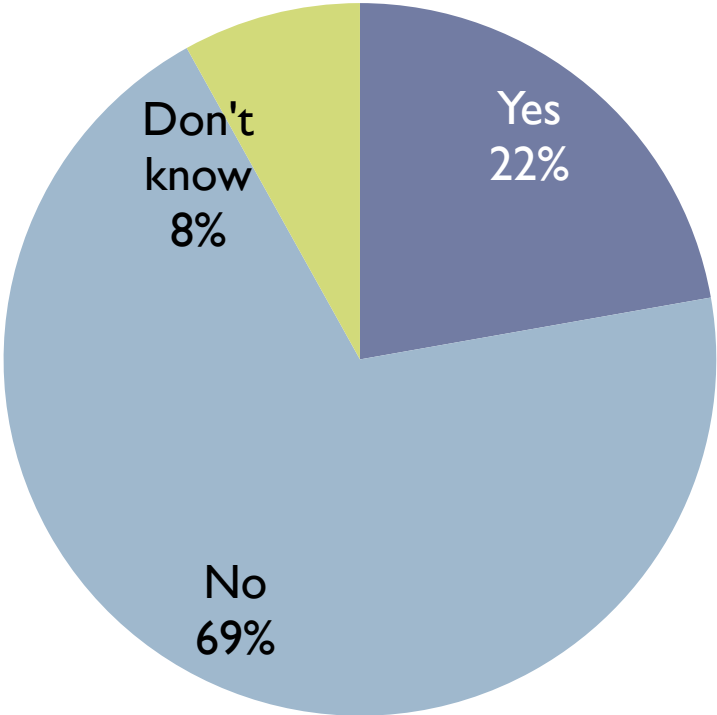
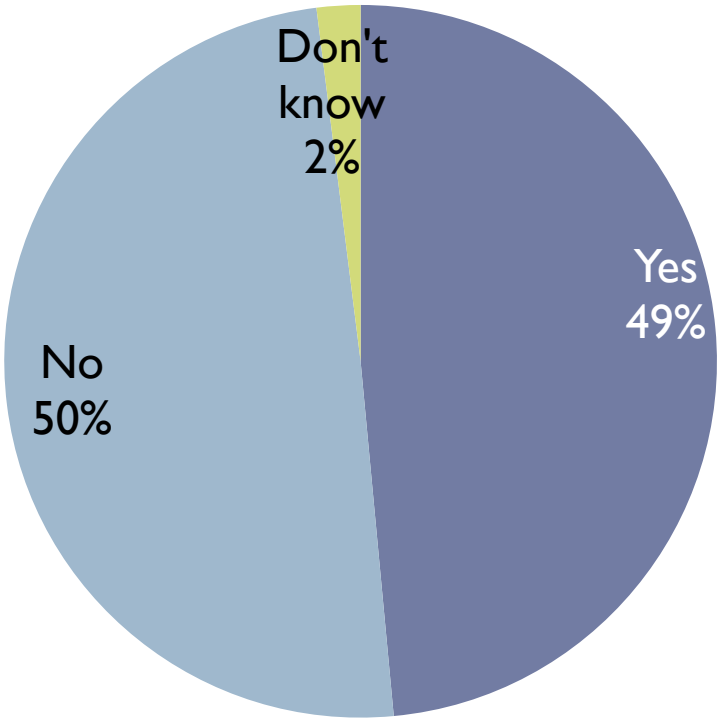


# Prior awareness & calls

Q13. Had you heard about this recent test of the community warning system before you received the call?

Q27. In the past, have you ever received a call from the community warning system about a chemical accident?

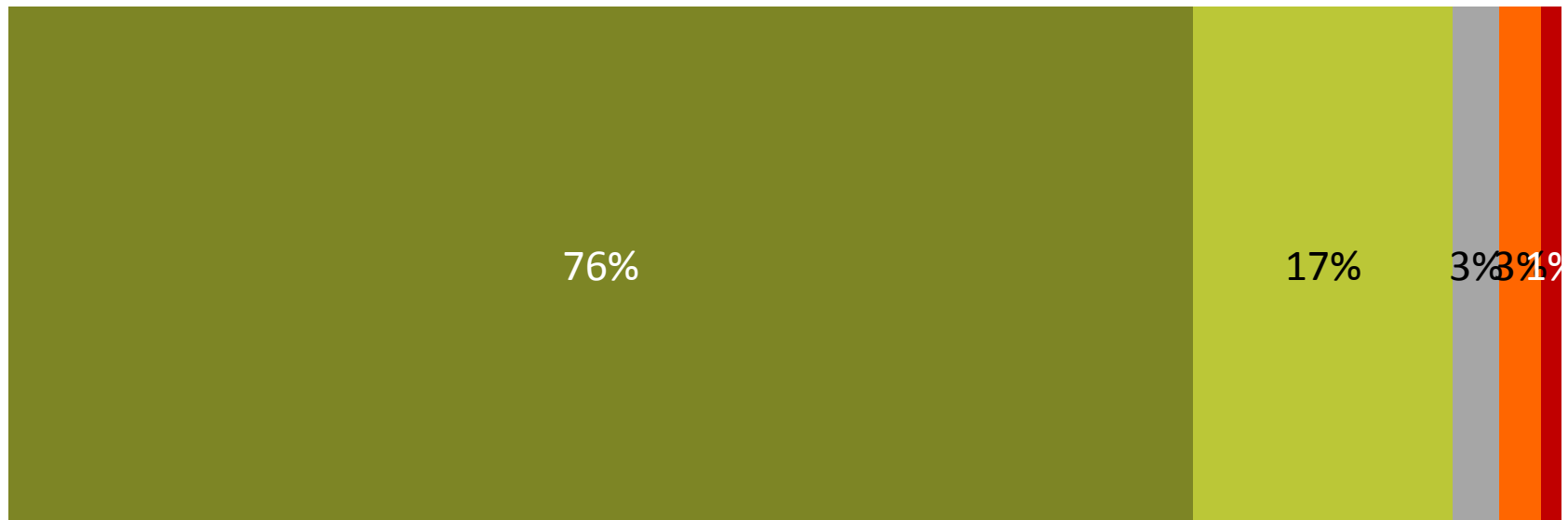
Martinez



# Trust CWS calls

Q19. Do you agree or disagree with the following statement: In general, I trust the information given to me on calls from the community warning system.

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree



# Respondent profile

Male	39%
Female	61%
Under 40	13%
40-49	9%
50-64	38%
65+	40%
White	79%
Latino	5%
African-American	2%
Asian	2%
Other	5%
Refused	7%

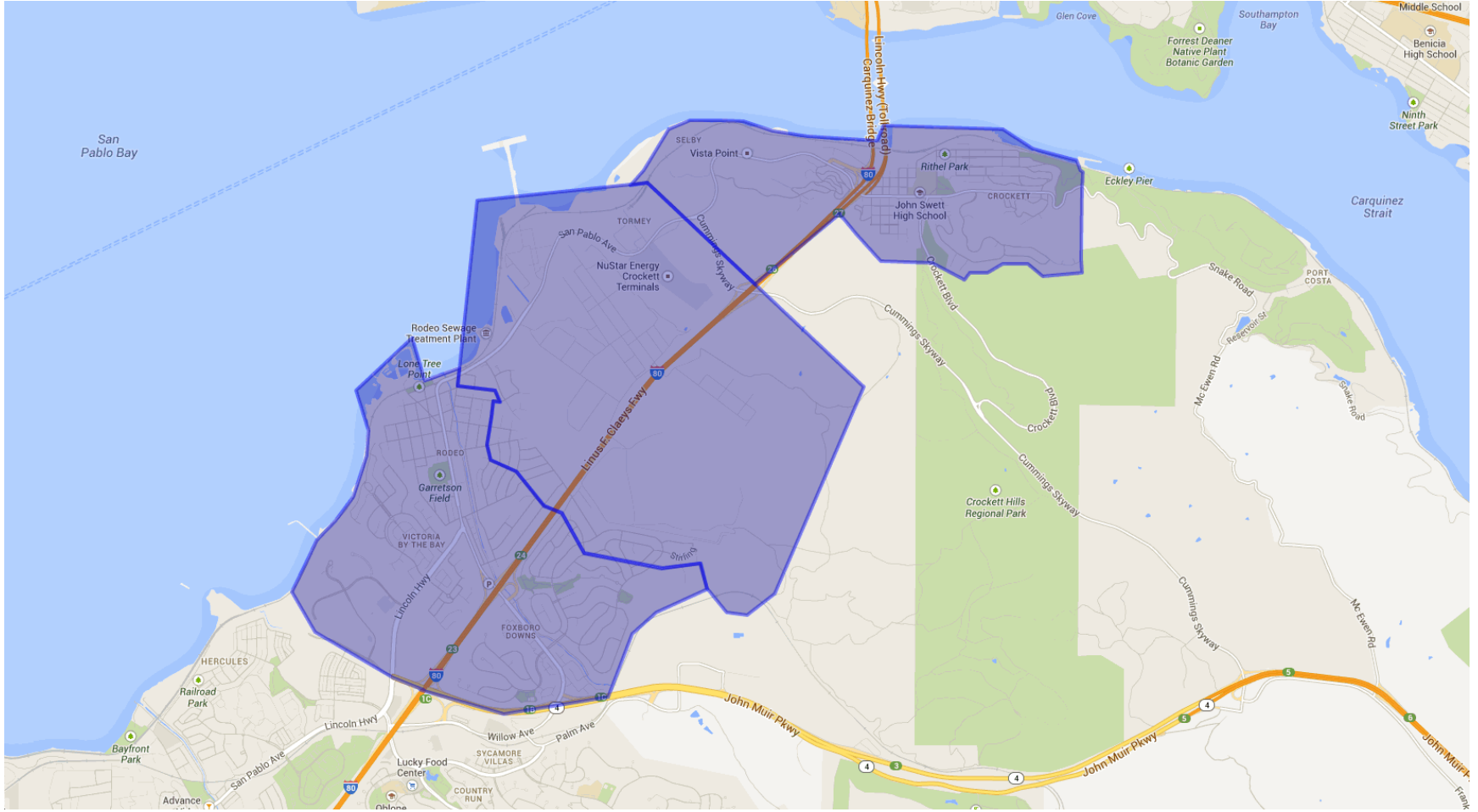
Personal line	95%
Business line	5%
Land line	97%
Cell phone	3%
Have cell, carry always	68%
Have cell, carry sometimes	5%
No cell	25%
Have cell that accepts text messages	74%
Uses email regularly	64%

# Rodeo

*250 interviews; margin of error  $\pm$  6.2 percentage points*



# Rodeo

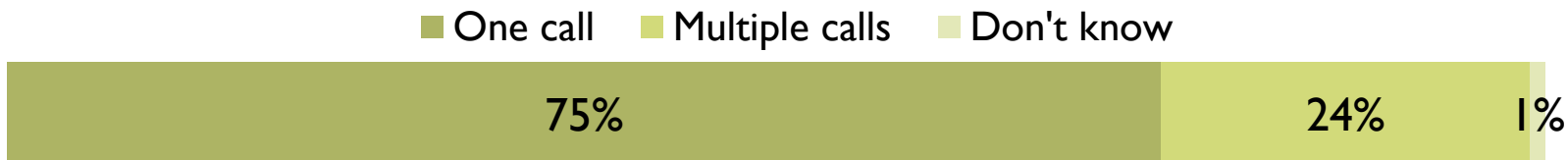




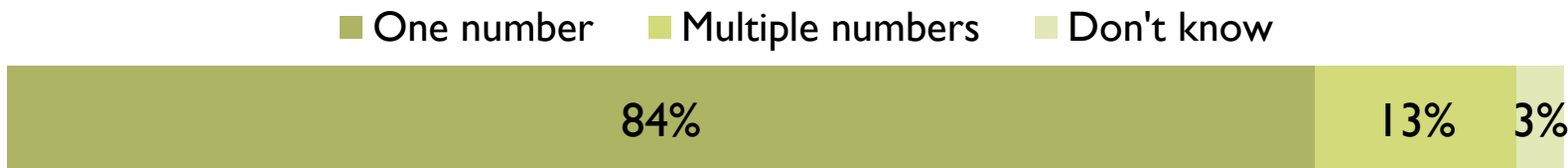
# Rodeo Call Logistics

# Calls Received

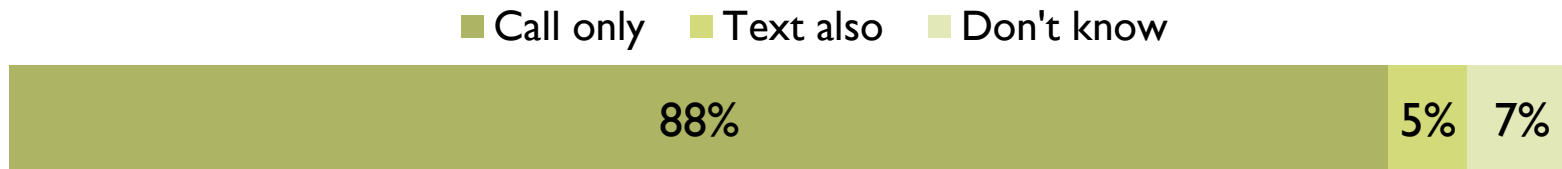
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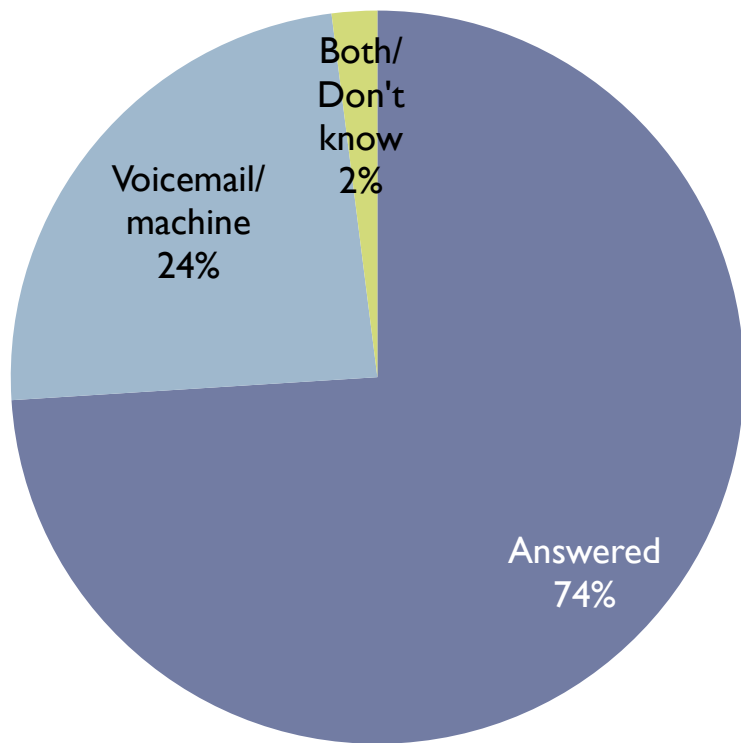


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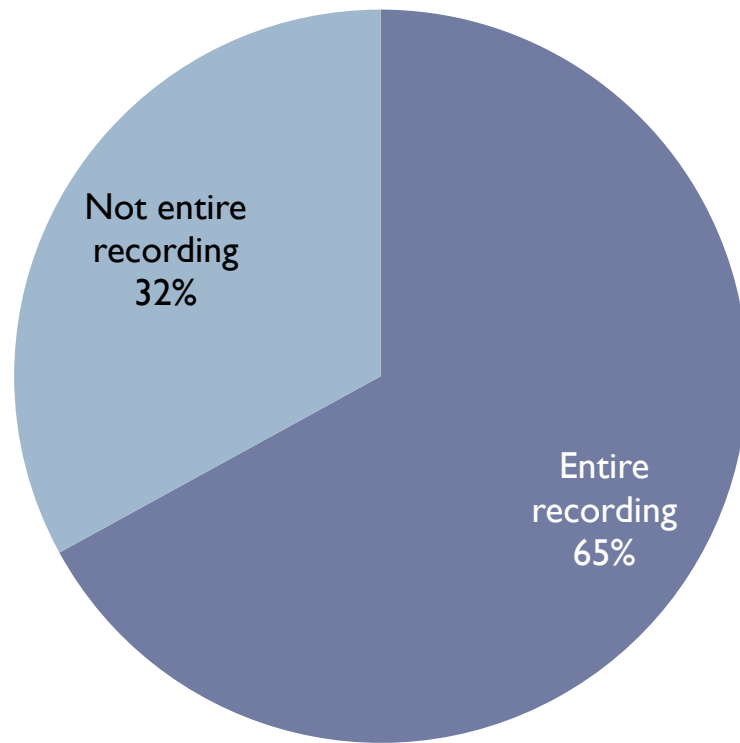


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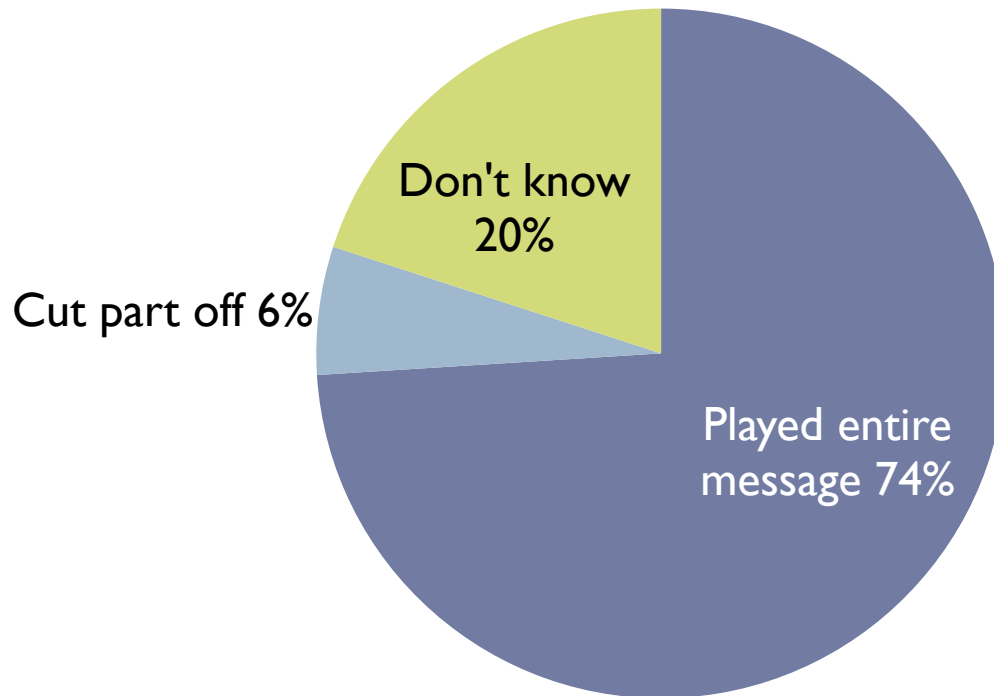




# Rodeo Call Quality

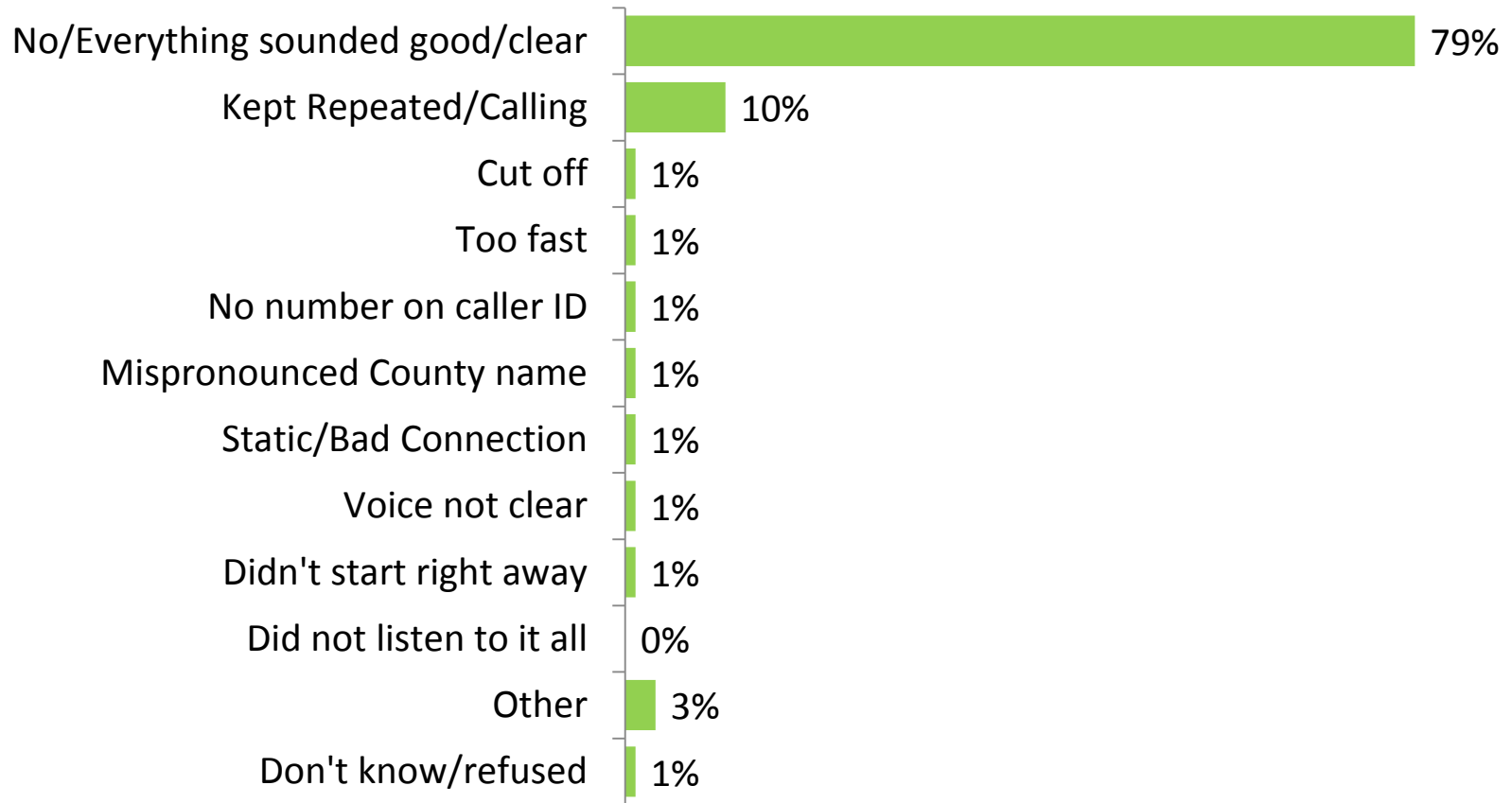
# System played entire message

Q10. Did it sound like the system cut off part of the message, or did it sound like it played the entire message?



# Technical issues

**Q11. Did you notice any other technical issues with the call? (OPEN-ENDED QUESTION, ACCEPT MULTIPLE RESPONSES)**

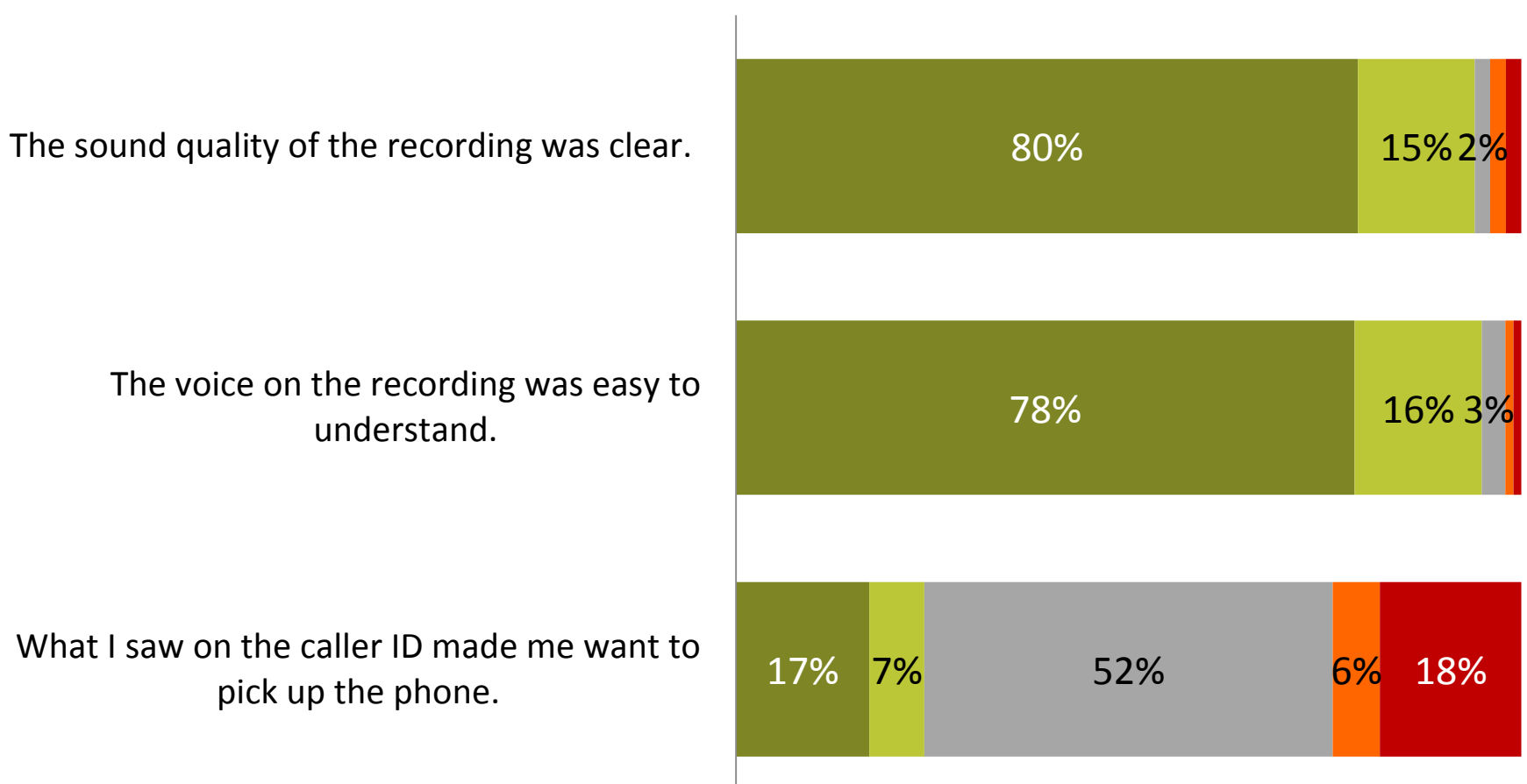


# Recording quality/caller ID

56

Do you agree or disagree with each of the following statements? (Q14-16)

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree



Rodeo

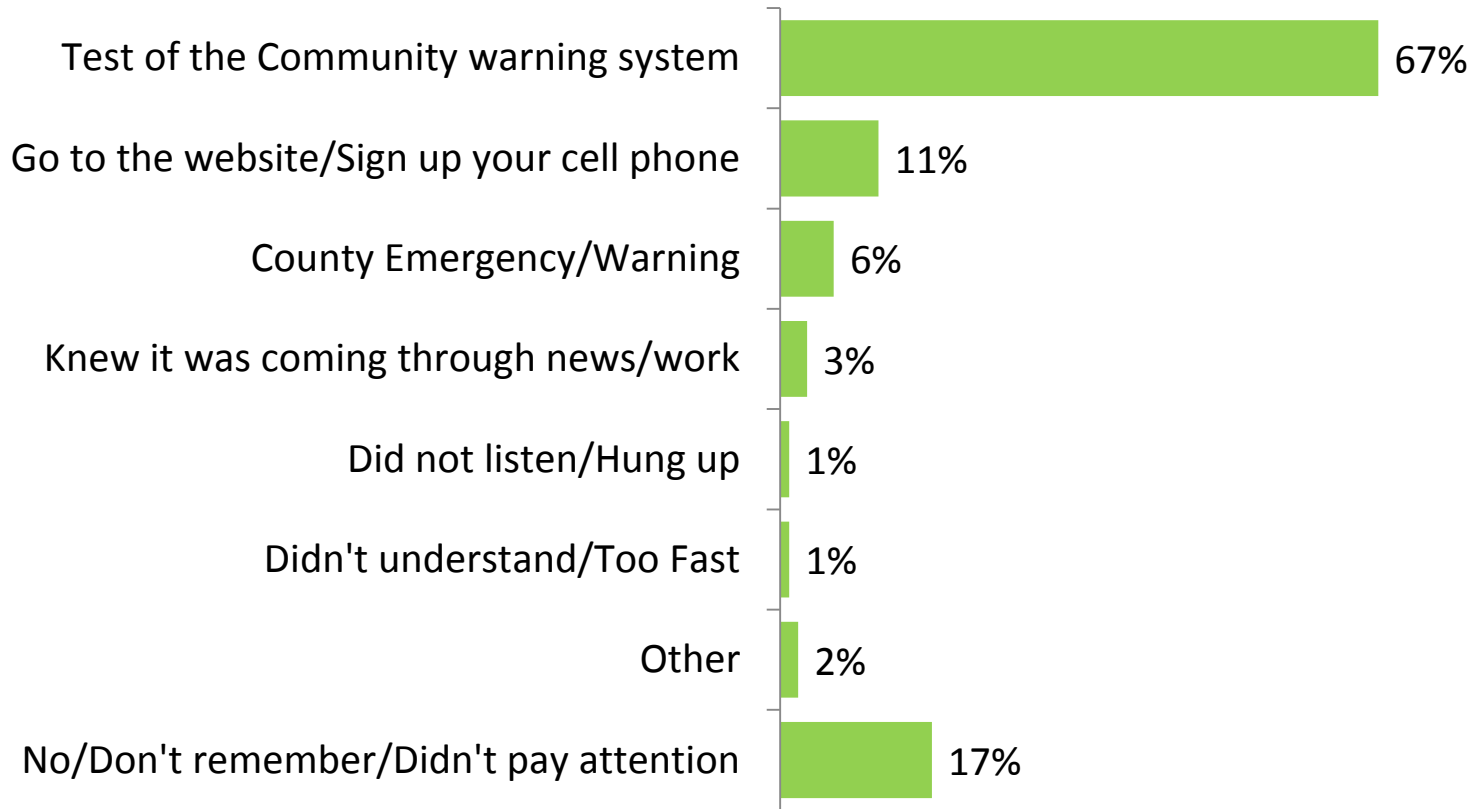




# Rodeo Call Content

# Content recall

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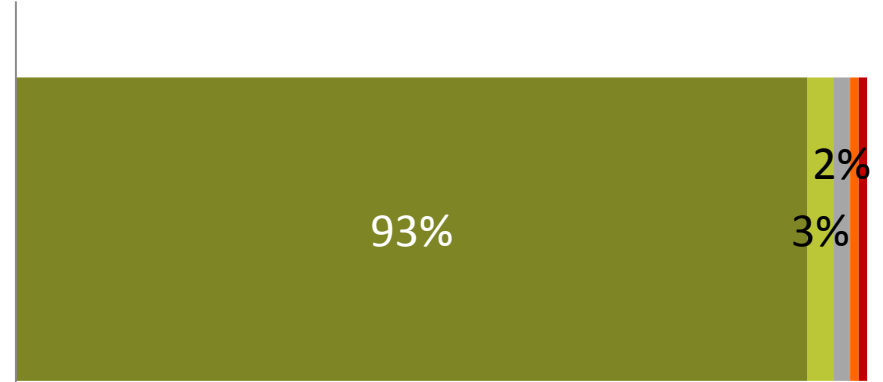


# Confidence in test

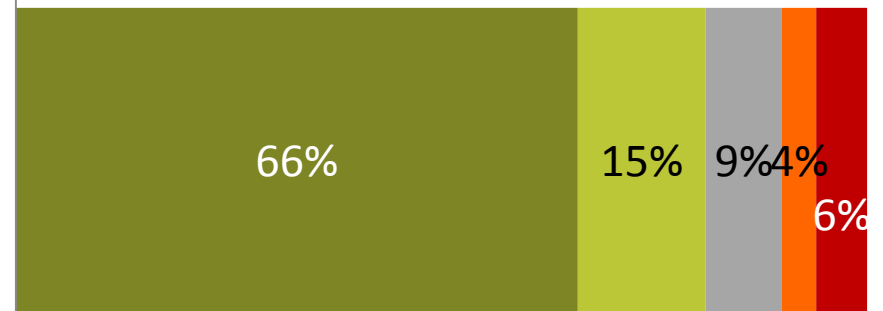
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I was confident that the test call was from an official government agency.

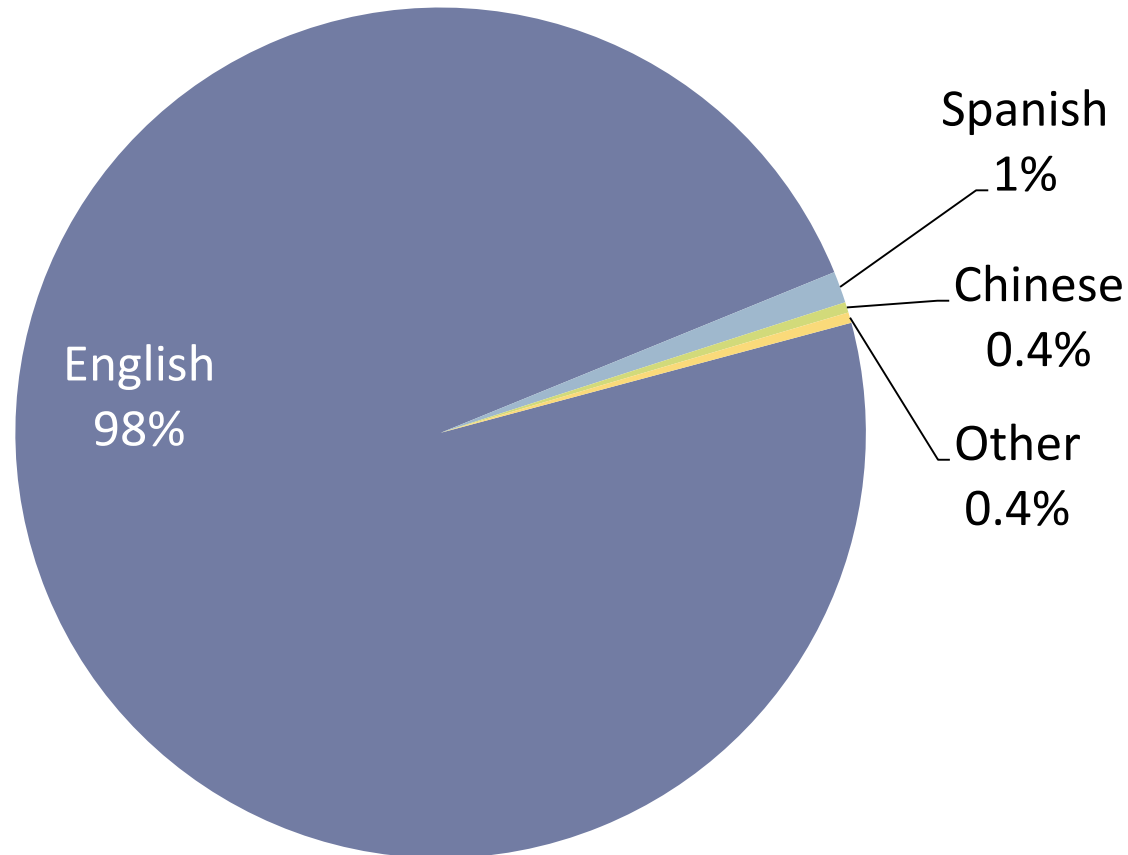


Rodeo

# Language

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**Q21.** In what language would you prefer to hear the future messages?

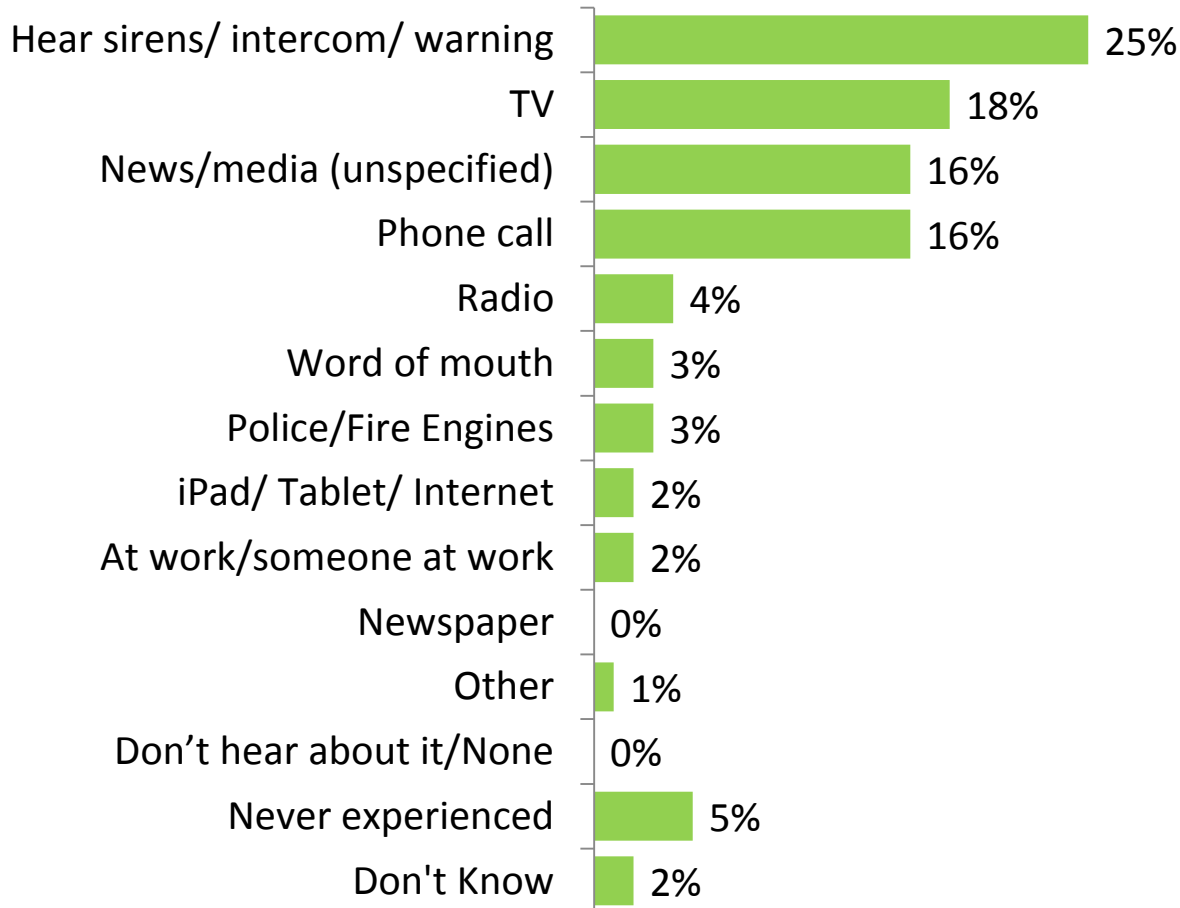




# Rodeo CWS Awareness

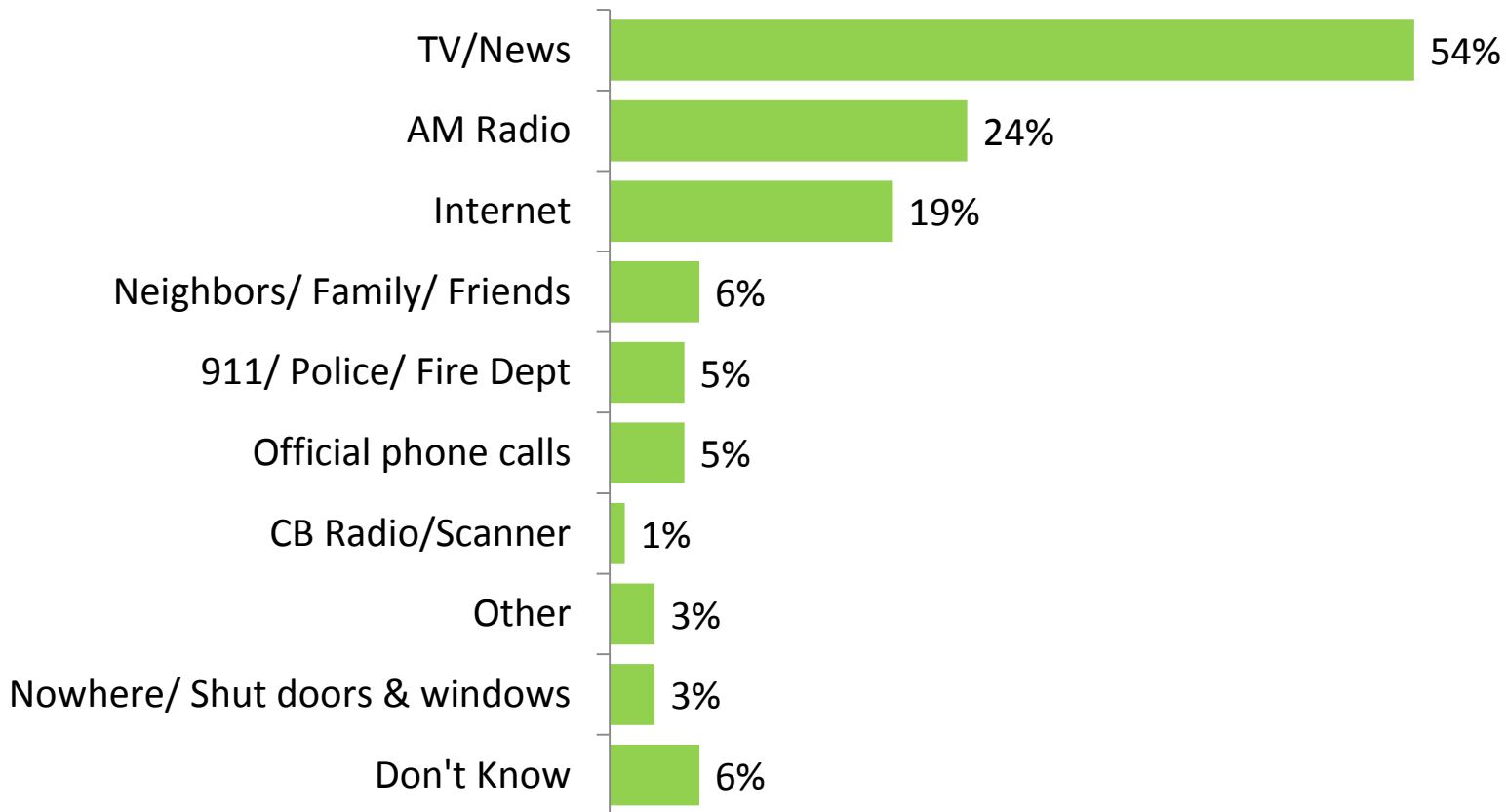
# First hear about incidents

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# Sources of more information about incidents

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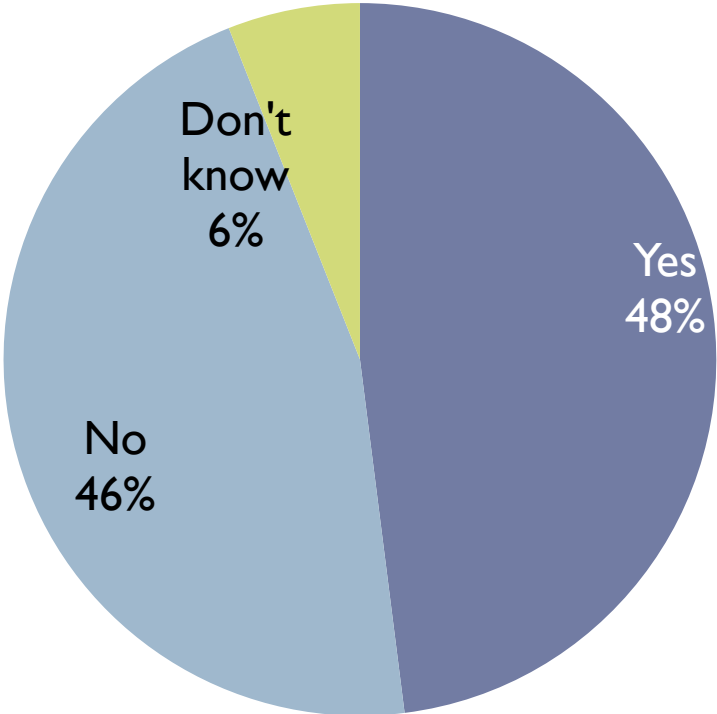
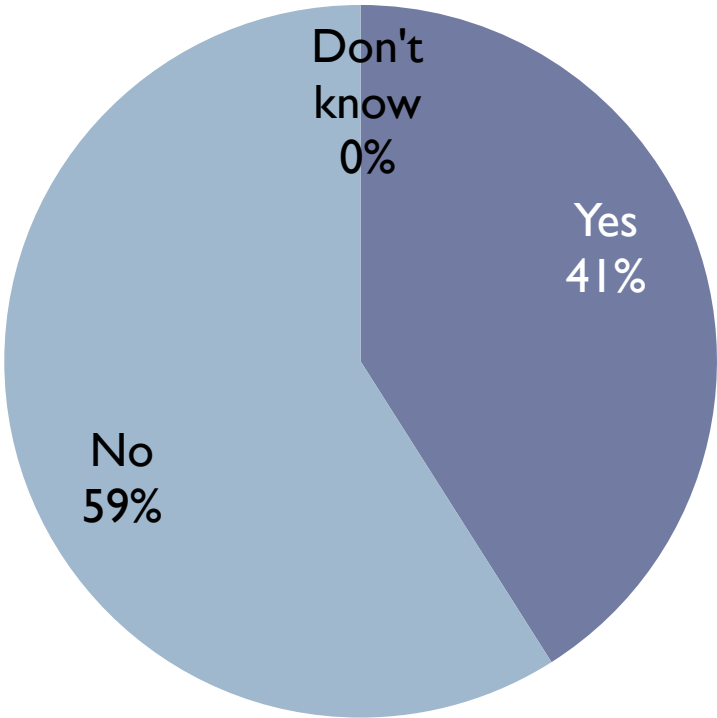


# Prior awareness & calls

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Rodeo

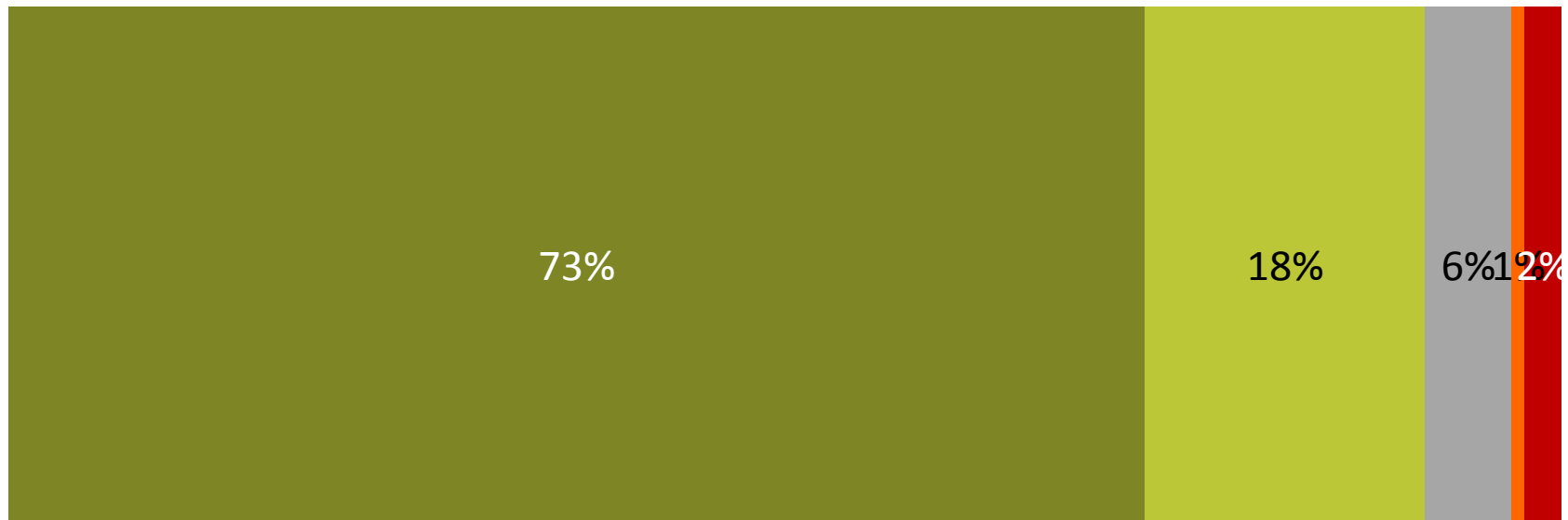




# Trust CWS calls

Q19. Do you agree or disagree with the following statement: In general, I trust the information given to me on calls from the community warning system.

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# Respondent profile

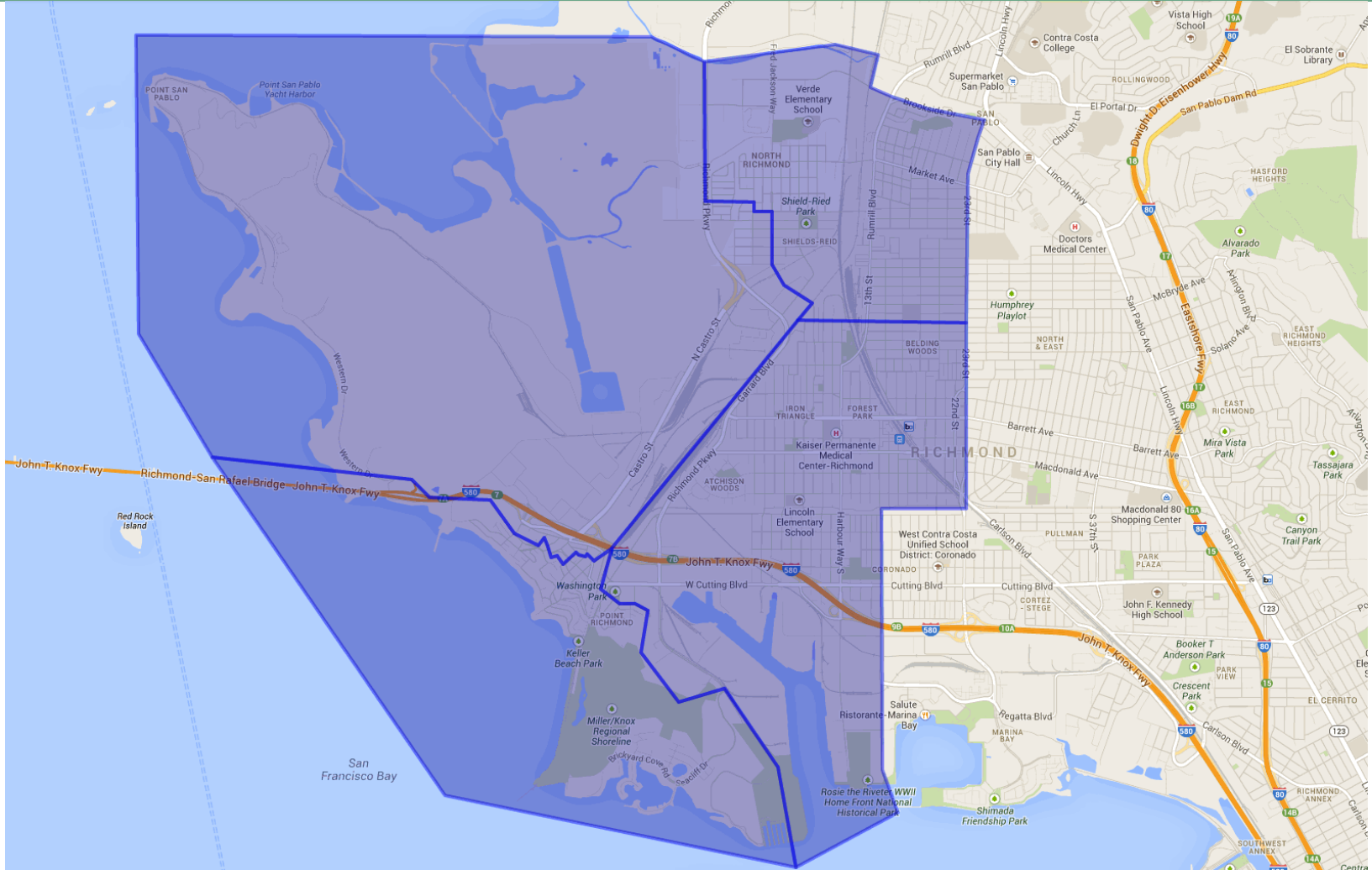
Male	35%
Female	65%
Under 40	13%
40-49	13%
50-64	35%
65+	39%
White	71%
Latino	8%
African-American	5%
Asian	4%
Other	4%
Refused	9%

Personal line	92%
Business line	7%
Land line	80%
Cell phone	20%
Have cell, carry always	72%
Have cell, carry sometimes	2%
No cell	24%
Have cell that accepts text messages	82%
Uses email regularly	68%

# Richmond

*300 interviews; margin of error  $\pm 5.7$  percentage points*

# Richmond





# Richmond Call Logistics

# Calls Received

Q22. Did you get one test call at this telephone number, or did you get multiple test calls at this telephone number?

■ One call ■ Multiple calls ■ Don't know



Q23. In addition to the test call to this telephone number, did you get a test call at any other telephone numbers?

■ One number ■ Multiple numbers ■ Don't know



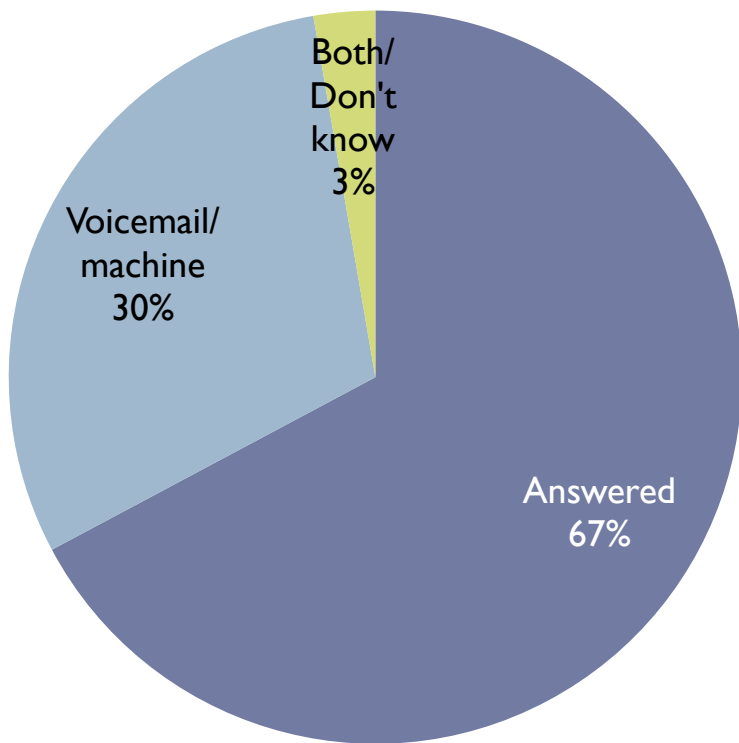
Q24. And did you get a text message to your cell phone with the same information as you heard in the test call?

■ Call only ■ Text also ■ Don't know

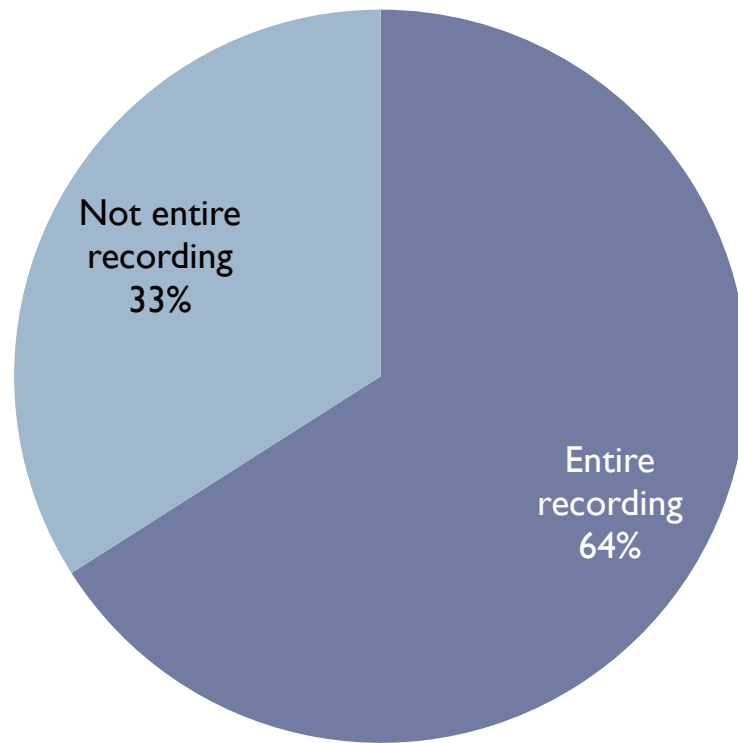


# Answered phone/listened to entire recording

Q8. Did you answer the phone when the community warning system called, or did you listen to the message on your voicemail or answering machine?



Q9. Did you listen to the entire automated recording, or not?



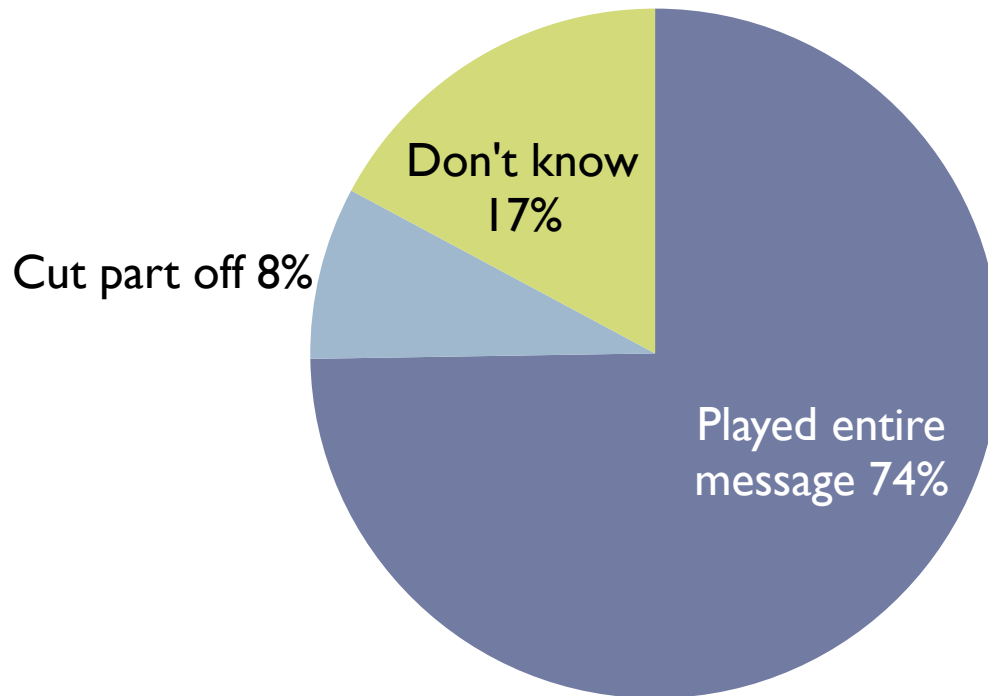


# Richmond Call Quality



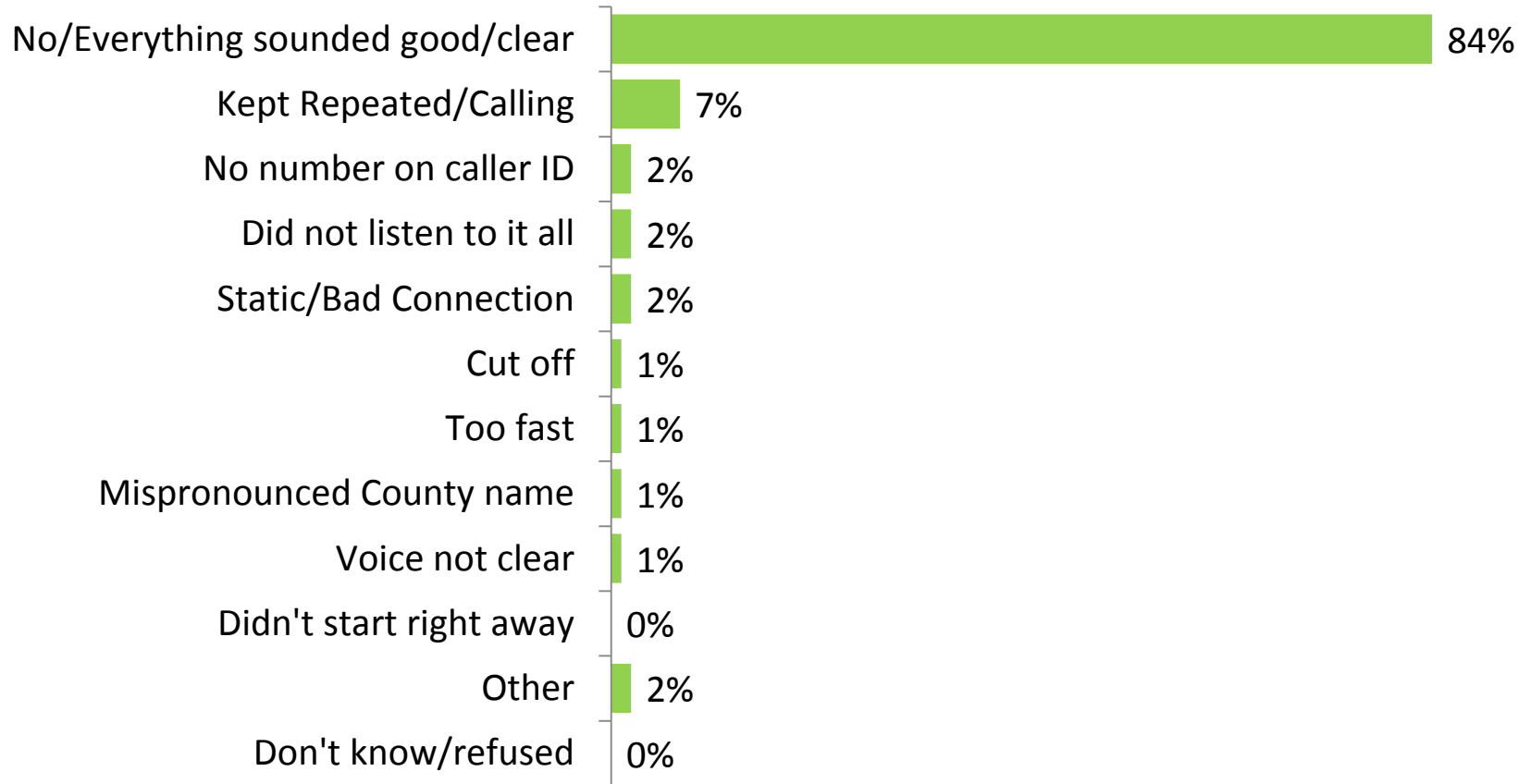
# System played entire message

Q10. Did it sound like the system cut off part of the message, or did it sound like it played the entire message?



# Technical issues

**Q11. Did you notice any other technical issues with the call? (OPEN-ENDED QUESTION, ACCEPT MULTIPLE RESPONSES)**



# Recording quality/caller ID

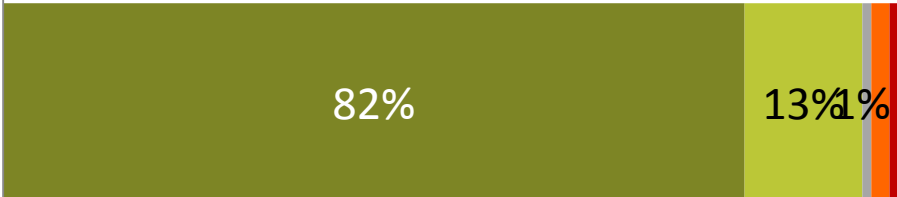
75

Do you agree or disagree with each of the following statements? (Q13-15)

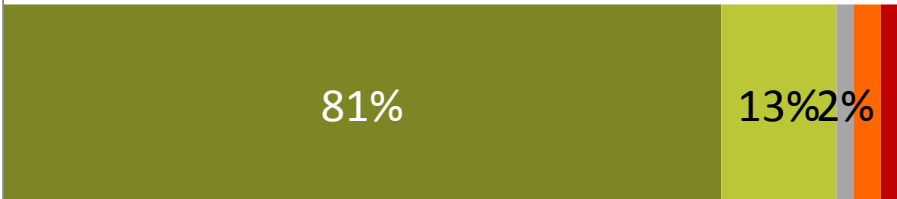
■ Strongly agree 
 ■ Somewhat agree 
 ■ (Don't know) 
 ■ Somewhat disagree 
 ■ Strongly disagree

Richmond

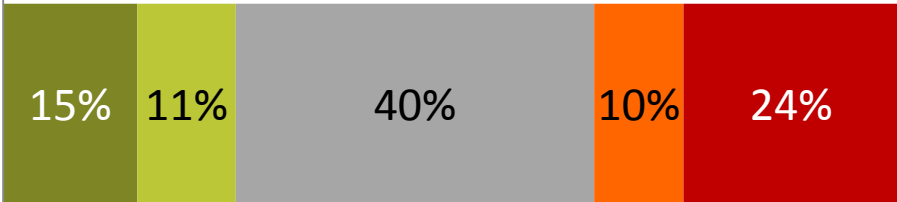
The sound quality of the recording was clear.



The voice on the recording was easy to understand.



What I saw on the caller ID made me want to pick up the phone.

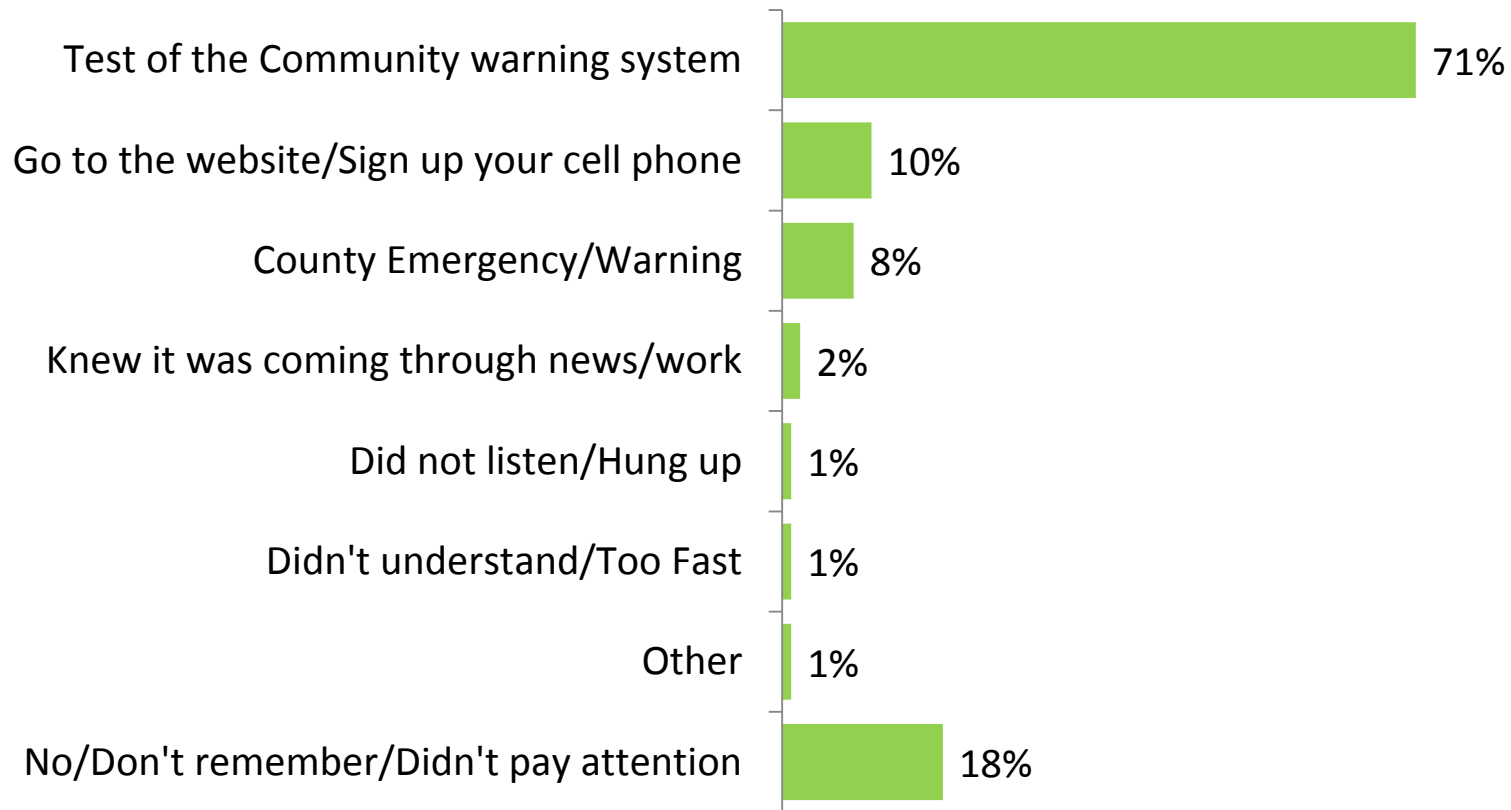




# Richmond Call Content

# Content recall

**Q12. Can you remember any of the specific things the call from the warning system said? (OPEN-ENDED QUESTION, PROBE FOR SPECIFICS, ACCEPT UP TO THREE RESPONSES)**



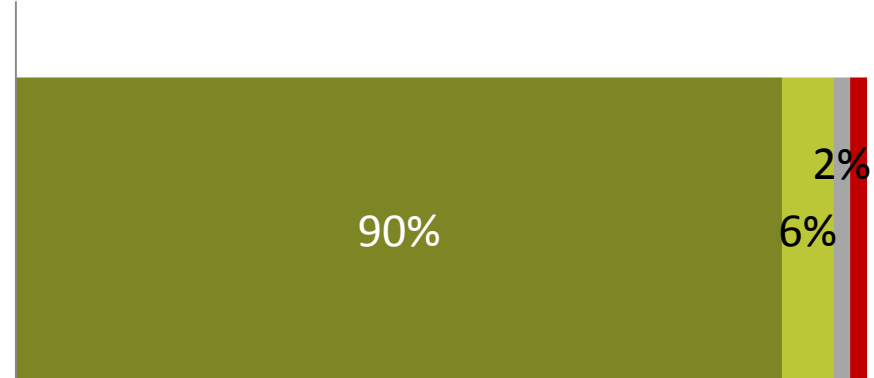
# Confidence in test

78

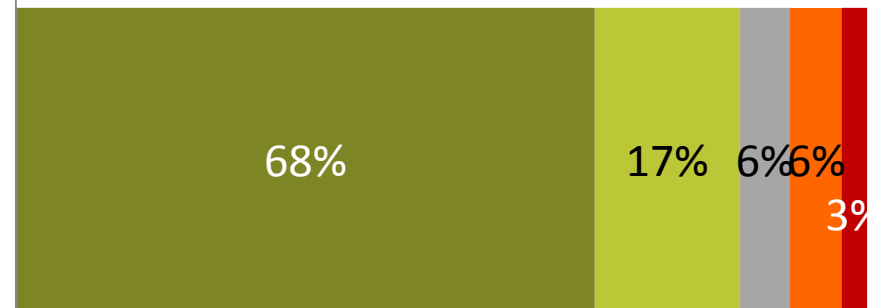
Do you agree or disagree with each of the following statements? (Q17-18)

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree

I was confident that the call was part of a test and not an actual emergency.



I was confident that the test call was from an official government agency.

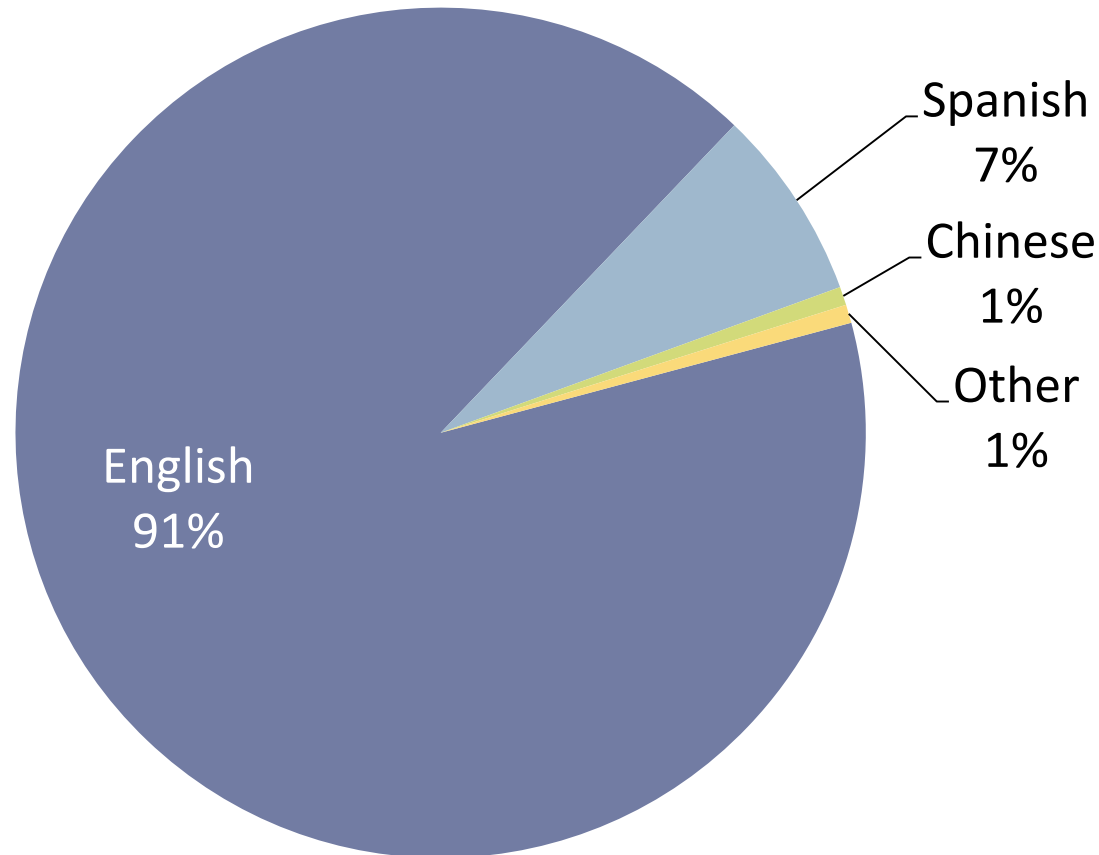


Richmond

# Language

**Q20.** Do you agree or disagree with the following statement: I would prefer to get future calls from the community warning system in a language other than English.

**Q21.** In what language would you prefer to hear the future messages?



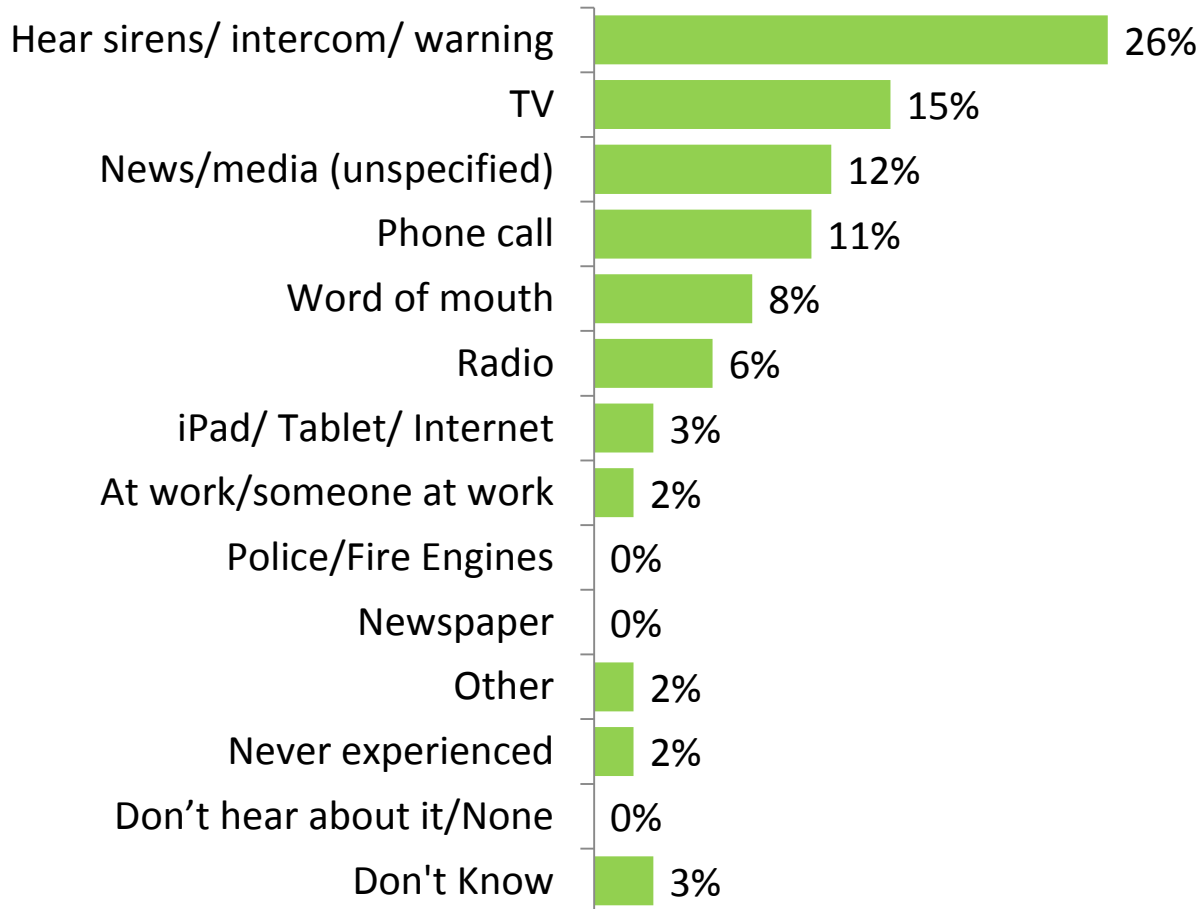


# Richmond CWS Awareness



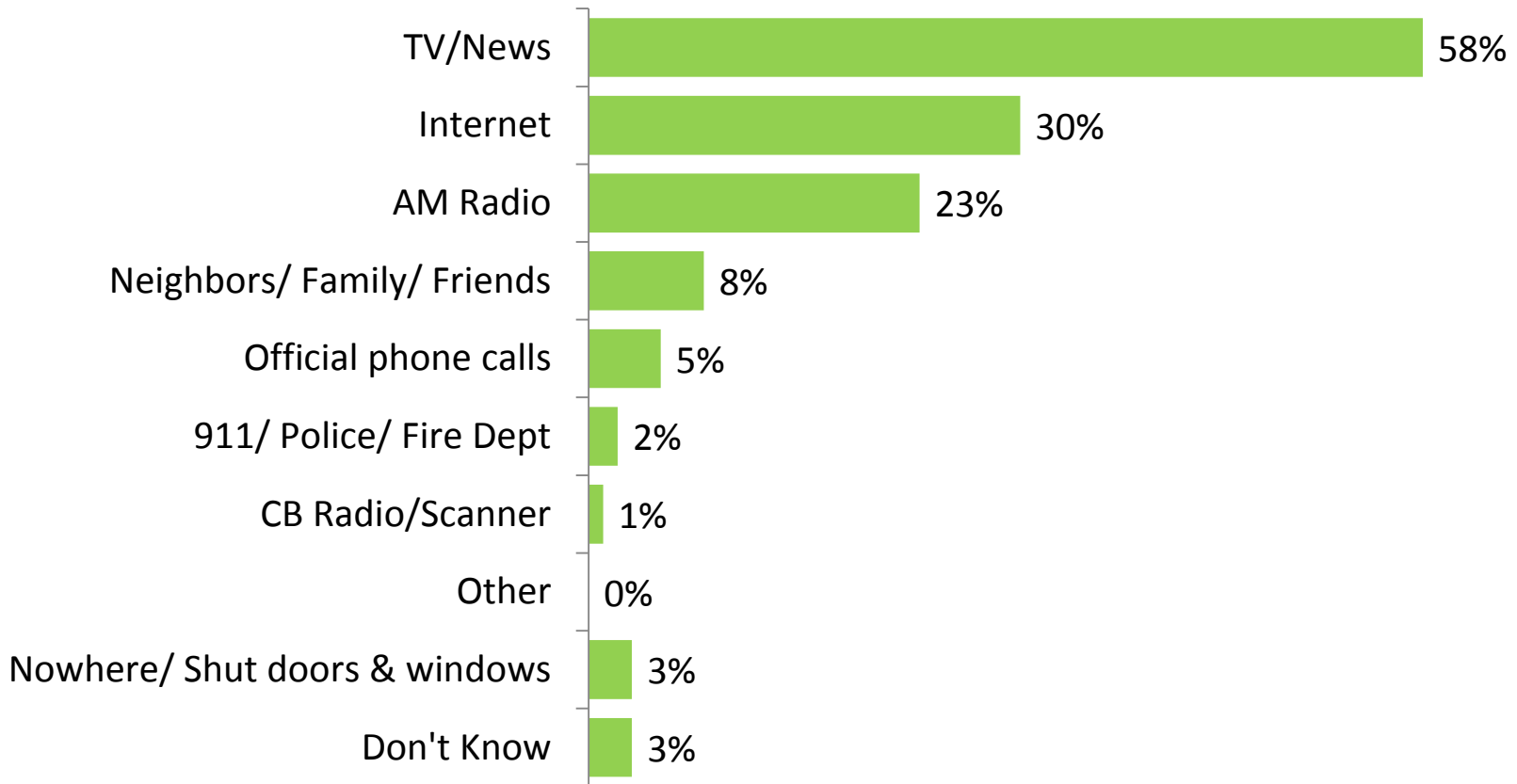
# First hear about incidents

Q25. When there is a chemical accident that affects your neighborhood or community, how do you usually first hear about it?



# Sources of more information about incidents

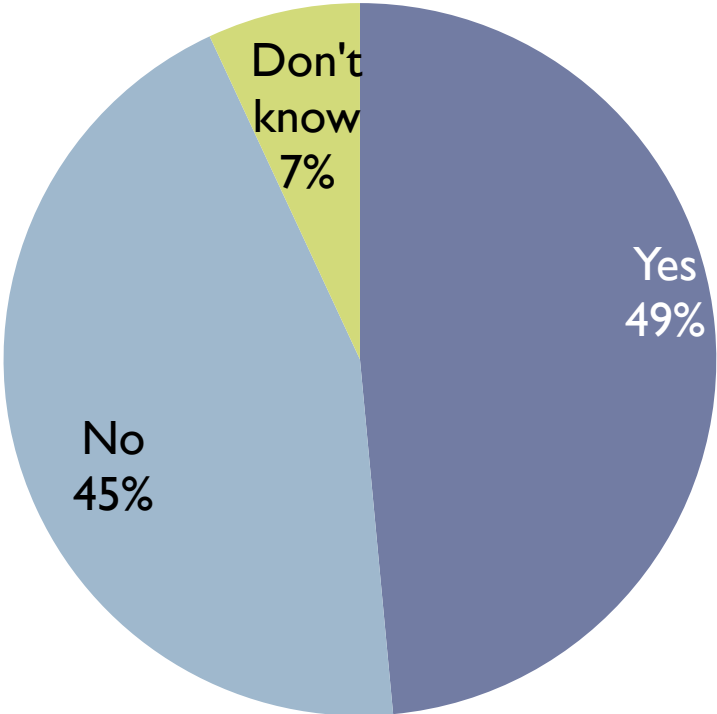
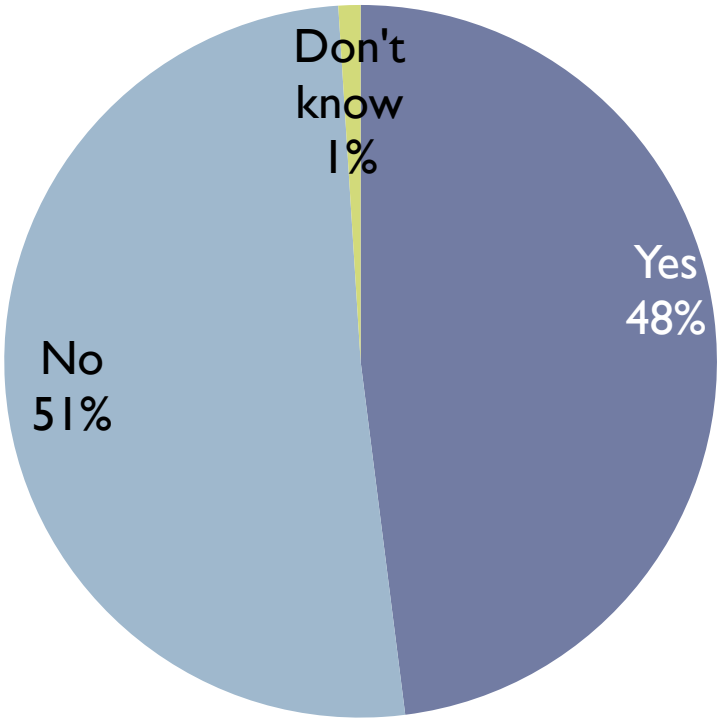
Q26. When you hear about a chemical accident that affects your neighborhood or community, where do you turn for more information?



# Prior awareness & calls

Q13. Had you heard about this recent test of the community warning system before you received the call?

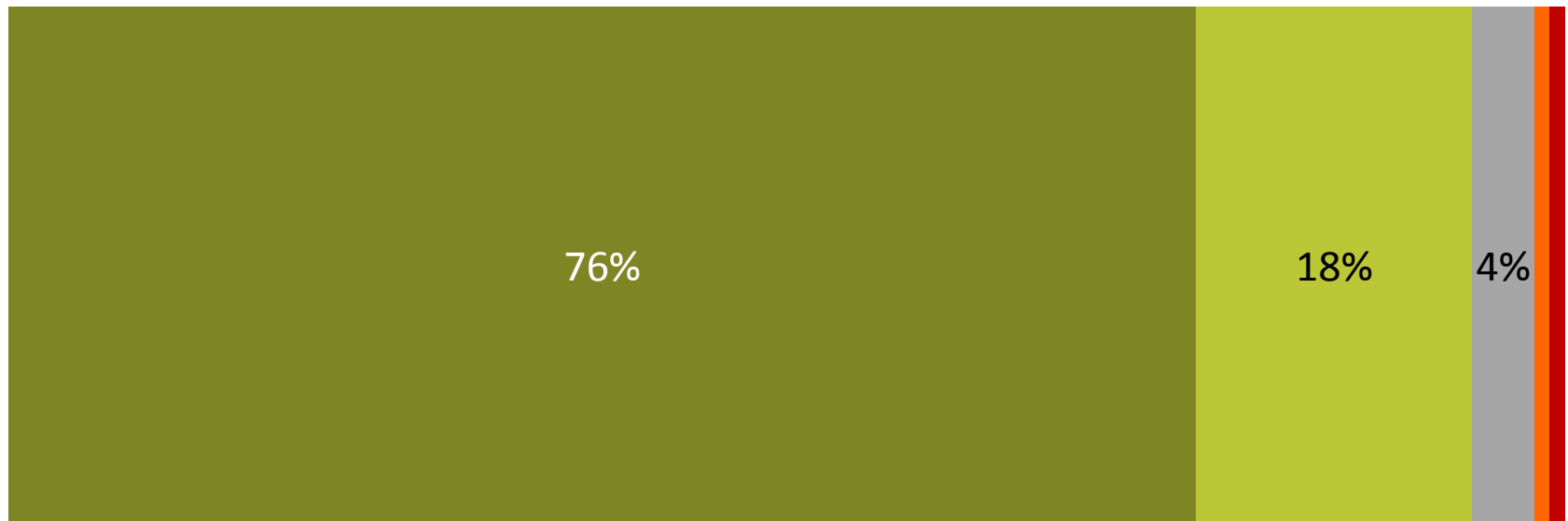
Q27. In the past, have you ever received a call from the community warning system about a chemical accident?



# Trust CWS calls

Q19. Do you agree or disagree with the following statement: In general, I trust the information given to me on calls from the community warning system.

■ Strongly agree ■ Somewhat agree ■ (Don't know) ■ Somewhat disagree ■ Strongly disagree



# Respondent profile

Male	39%
Female	61%
Under 40	19%
40-49	16%
50-64	32%
65+	31%
White	52%
Latino	18%
African-American	14%
Asian	6%
Other	3%
Refused	7%

Personal line	89%
Business line	10%
Land line	57%
Cell phone	43%
Have cell, carry always	65%
Have cell, carry sometimes	3%
No cell	31%
Have cell that accepts text messages	88%
Uses email regularly	67%