Release

APPENDIX F

Telephone Survey

I-6

APPENDIX F: TELEPHONE SURVEY

1. SAMPLING METHODOLOGY

The development of Evacuation Time Estimates (ETE) for the Emergency Planning Zone (EPZ) of the Indian Point Energy Center (IPEC) requires the identification of travel patterns, car ownership and household size of the population within the EPZ. Demographic information generally available is obtained from Census data that are reported on a county-by-county basis. The use of these data has limitations when applied to emergency planning. Census data do not contain some detailed information needed to quantify estimates of mobilization time and certainly provide no insight on residents' anticipated usage of automobiles in responding to an Advisory to Evacuate. Such data can be invaluable in developing ETE.

A telephone survey is a technique that has been successfully used to address these concerns. This survey is designed to elicit information from the public concerning family demographics and estimates of response times to well defined events.

2. SURVEY INSTRUMENT AND SAMPLING PLAN

A survey instrument was developed by KLD (See Annex A) and reviewed by State and County Emergency Management Personnel. Several changes and additions were made. Following the completion of the instrument, a sampling plan was developed. Previous experience has indicated that a sample size of approximately 1,000 completed survey forms yields results with an acceptable sampling error. Since the sample is drawn from the EPZ population, a list of EPZ zip codes was developed as shown in Table F-1. An estimate of the population in each zip code area was determined. The proportional number of planned desired completed survey interviews for each zip code area is also shown in Table F-1.

Unavoidably, some of the zip code areas in the neighborhood of the EPZ boundary extend outside the EPZ. The inclusion of these zip codes in the survey is important to allow us to include the demographic characteristics of persons within the EPZ. However, some responses may have been completed by households located outside the EPZ. To assess the implications of this fact, we analyzed the resulting survey data for the Rockland County EPZ with and without the responses obtained from the "border" area with the zip code, 10901 (Suffern; some of the zip-code area lies outside the EPZ). The average household size for the Rockland County EPZ was computed in both cases, as shown below. As indicated, the unavoidable inclusion of a few small areas adjoining the EPZ does not significantly affect the results obtained.

Rockland County EPZ	Average Household Size (Persons)
With Zip Code 10901 Area	3.36
Without Zip Code 10901 Area	3.37

A total of 1002 surveys were completed. The completed survey adhered to the sampling plan as shown in Figure F-1.

A list of randomly generated household telephone numbers was purchased which was ten times larger than the number of completed interviews required in each zip code. From this list of telephone numbers, a random starting point was assigned and then every nth number was called. If an interview was not completed after three calls to a telephone number, the next number on the list was selected and the procedure repeated. All telephone calls were made during weekday evenings and on weekends, when there is an equal opportunity of reaching households with workers and non-workers. The survey was conducted in English. Generally, when surveying a geographic area the size of the EPZ, fewer than 1,000 interviews are sufficient to limit the survey error to an acceptable low value. We opted for the larger sample size of 1,000 because we sought reasonable sample sizes for each county.

First Market Research conducted the survey in June 2002, from their offices in Boston. In conducting this project, First Market Research abided by the principles of ethics and professional conduct as outlined in the MRA Code of Data Collection Standards (See Annex B of this Appendix).

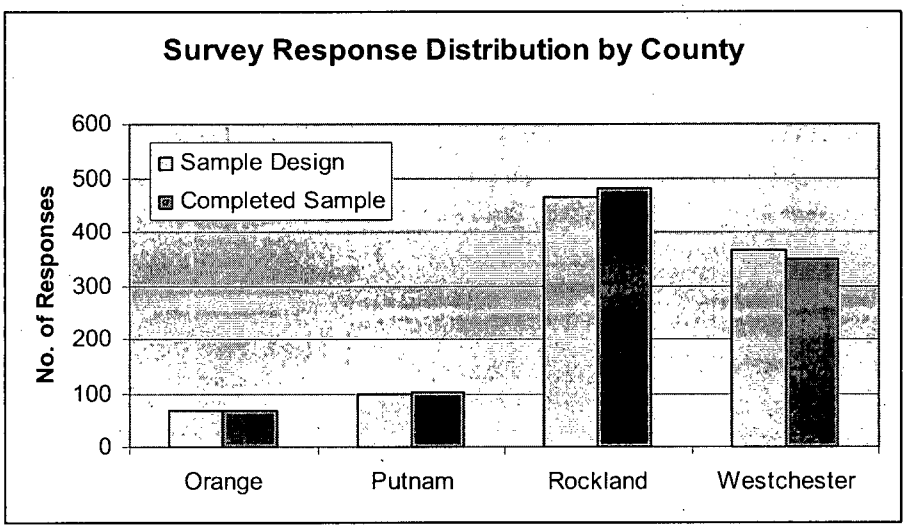

Figure F-1. Survey Sampling Plan Adherence

ZIP	Post Office	Population	Sample
10501	AMAWALK	1270	3
10911	BEAR MOUNTAIN	17	0
10510	BRIARCLIFF MANOR	9631	20
10511	BUCHANAN	2218	5
10917	CENTRAL VALLEY	1366	3
10514	CHAPPAQUA	11634	24
10516	COLD SPRING	5408	11
10920	CONGERS	8535	17
12518	CORNWALL	6291	13
10567	CORTLANDT MANOR	19584	40
10520	CROTON ON HUDSON	11919	24
10923	GARNERVILLE	8020	16
10524	GARRISON	3845	8
10527	GRANITE SPRINGS	1164	2
10926	HARRIMAN	3375	7
10927	HAVERSTRAW	9916	20
10928	HIGHLAND FALLS	5829	12
10930	HIGHLAND MILLS	7462	15
10535	JEFFERSON VALLEY	248	1
10536	KATONAH	11124	23
10537	LAKE PEEKSKILL	1801	4
10541	MAHOPAC	27015	55
10546	MILLWOOD	1162	2
10547	MOHEGAN LAKE	6490	13
10952	MONSEY	27655	57
10548	MONTROSE	5446	11
10549	MOUNT KISCO	15116	31
10956	NEW CITY	32638	67
10960	NYACK	15514	32
10562	OSSINING	30305	62
10566	PEEKSKILL	21493	44
10970	POMONA	8629	18
10579	PUTNAM VALLEY	9062	19
10588	SHRUB OAK	2217	5
10974	SLOATSBURG	3469	7
10977	SPRING VALLEY	47253	97
10980	STONY POINT	12944	27
10901	SUFFERN	23090	47
10984	THIELLS	4064	8
10986	TOMKINS COVE	1370	3
10989	VALLEY COTTAGE	10483	21
10993	WEST HAVERSTRAW	5653	12
10994	WEST NYACK	8123	17
10996	WEST POINT	8096	17
10598	YORKTOWN HEIGHTS	30095	62
	Totals	**488039**	**1002**

Table F-1. Survey Sampling Plan

3. SURVEY RESULTS

The results of the survey fall into two categories: (1) household demographics; and (2) estimated time to perform certain activities. Demographic information includes household size, automobile ownership, and automobile availability. The estimated times to perform certain pre-evacuation activities formed the basis for developing the trip generation distributions used in the evacuation modeling effort.

3.1 Household Demographic Results

Household Size

Figure F-2 presents the distribution of household size within the EPZ. The average household contains 3.15 people.

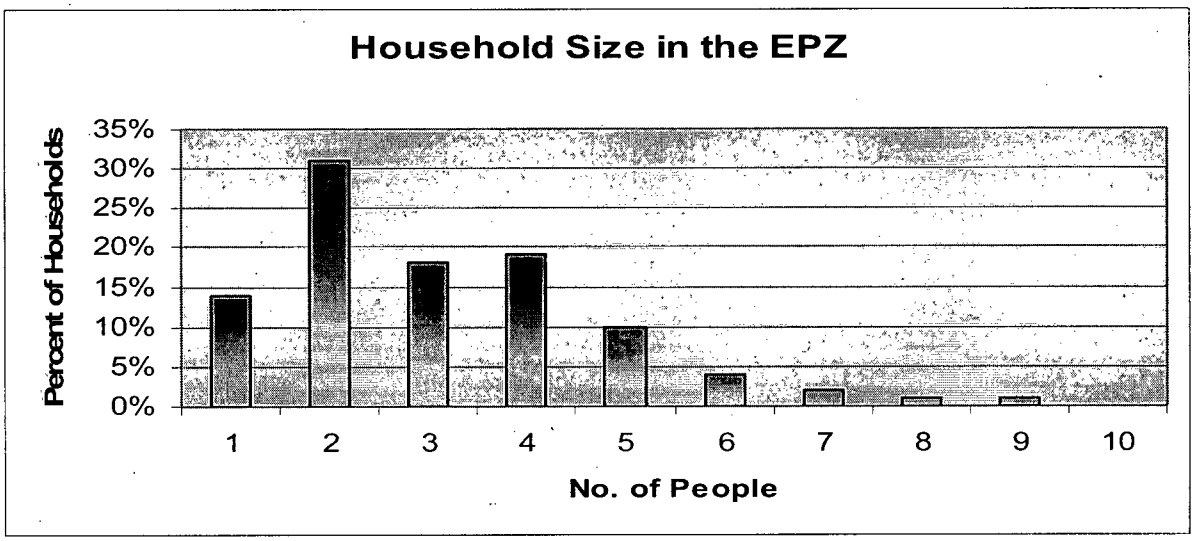

Figure F-2. Household Size in the EPZ

Automobile Ownership

The average number of automobiles per household in the EPZ is 1.98. Approximately 5 percent of households do not have access to an automobile. The distribution of automobile ownership is presented in Figure F-3. Figures F-4 and F-5 present the automobile availability by household size. About one-sixth of all one-person households within the EPZ have no access to a vehicle. As expected, nearly all households of 2 or more people have access to at least one vehicle.

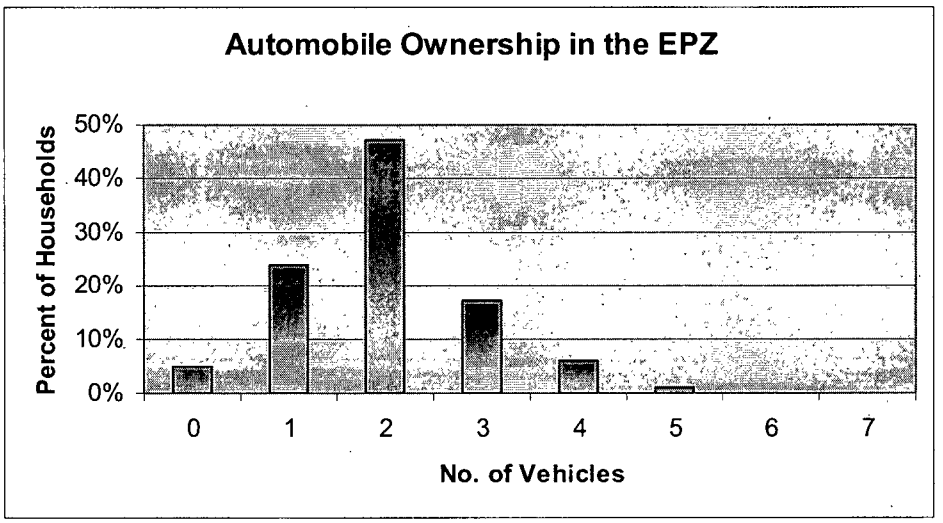

Figure F-3. Automobile Ownership in the EPZ

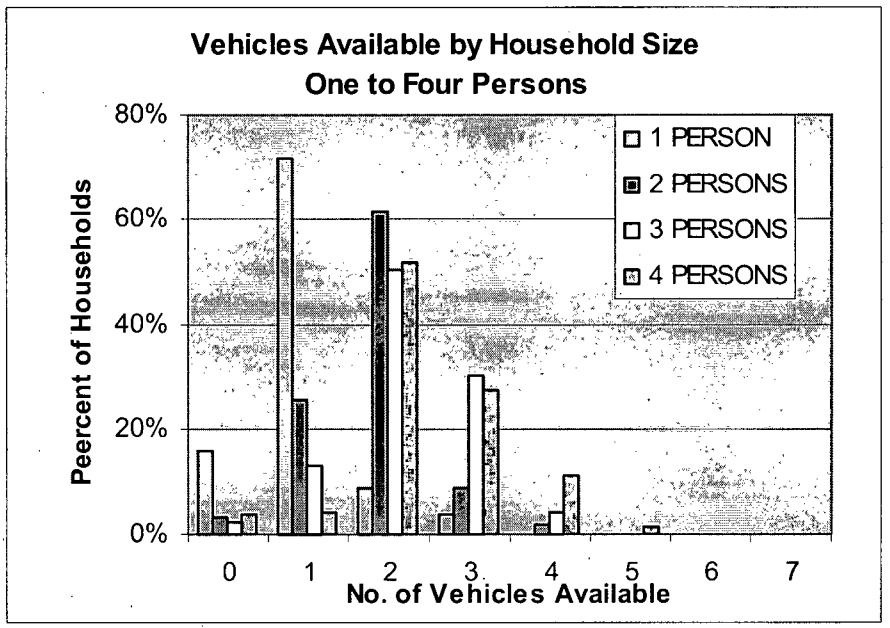

Figure F-4. Vehicle Availability – 1 to 4 Person Households

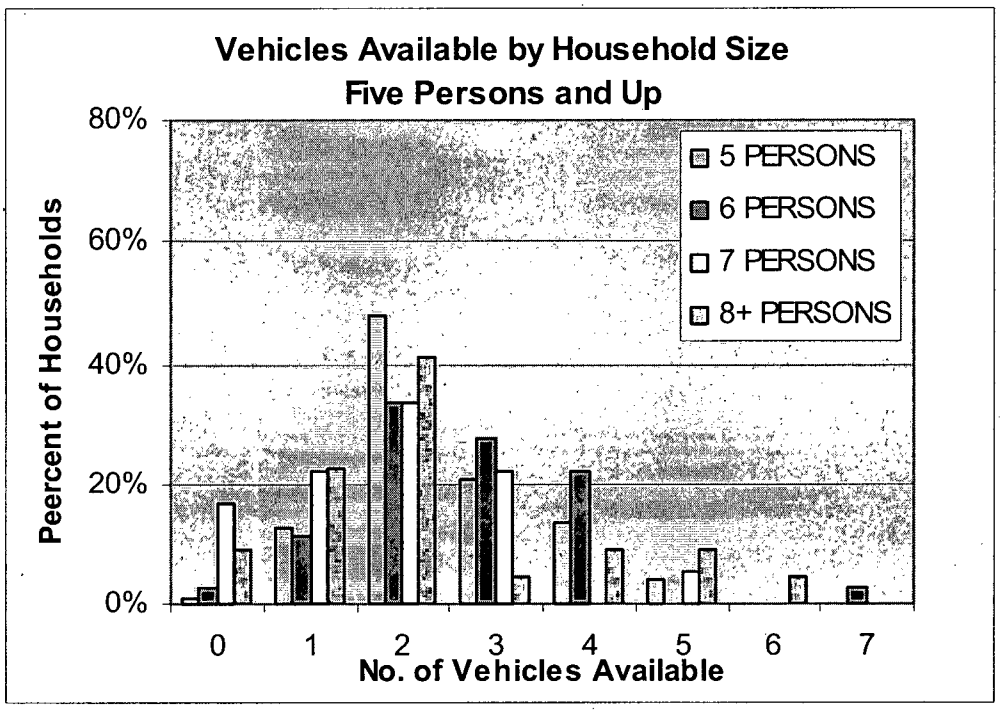

Figure F-5. Vehicle Availability - 5 Person and More Households

School Children

The average number of school children identified by the survey is 0.83 children per EPZ household. Figure F-6 presents the distribution of school children by household.

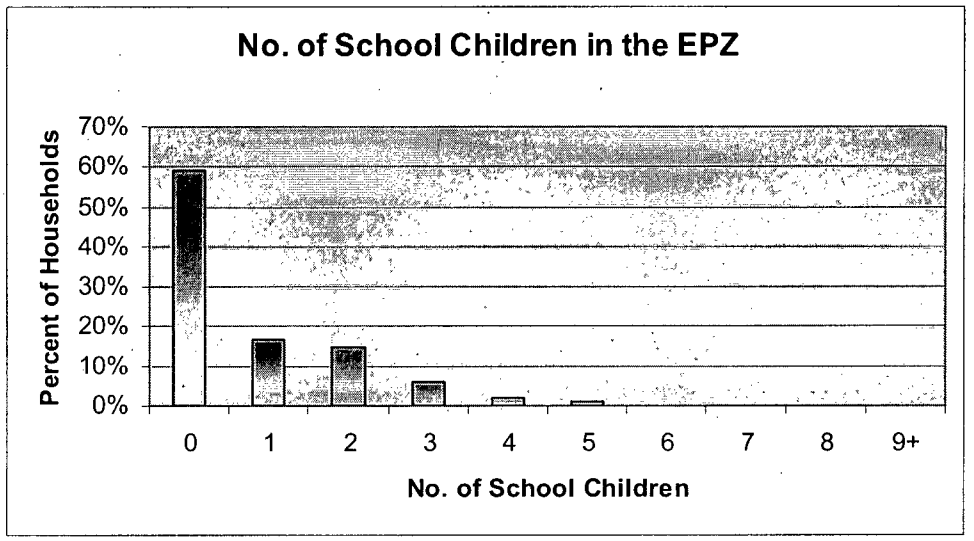

Figure F-6. School Children in Households

Commuters

Figure F-7 presents the distribution of the number of commuters in each household. The data show an average of 1.29 commuters per EPZ household.

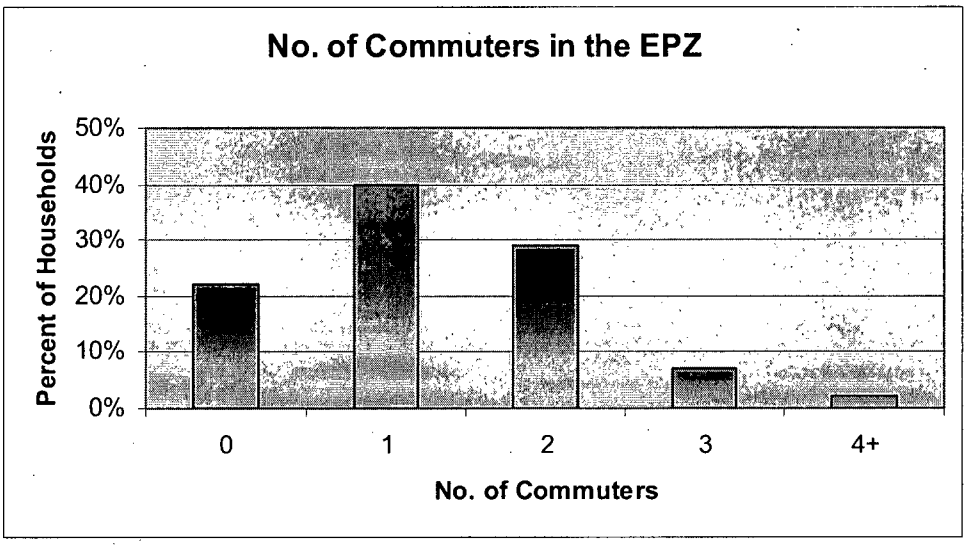

Figure F-7. Commuters in Households in the EPZ

Commuter Travel Modes

Figure F-8 presents the mode of travel that commuters use on a daily basis. The vast majority of commuters use their private automobiles to travel to work or to school. Approximately 93 percent of commuters travel to destinations in New York State; 5 percent travel to New Jersey; and the remainder travel to Connecticut or Pennsylvania.

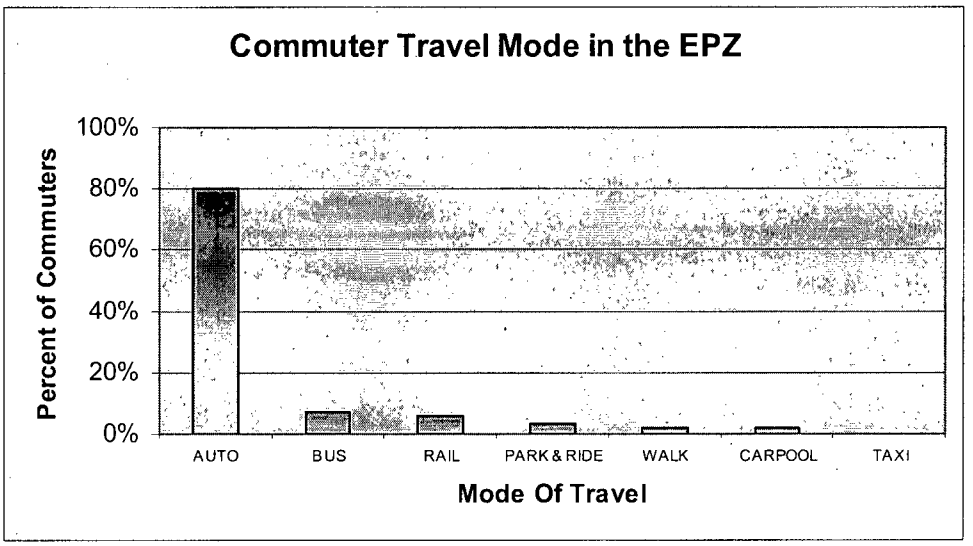

Figure F-8 Modes of Travel in the EPZ

3.2 Evacuation Response

Several questions were asked to gauge the population response to an emergency. The first of these asked **"How many of the vehicles that are usually available to the household, would your family use during an evacuation?"** The response is shown in Figure F-9. On average, 1.26 vehicles would be used per household for evacuation purposes.

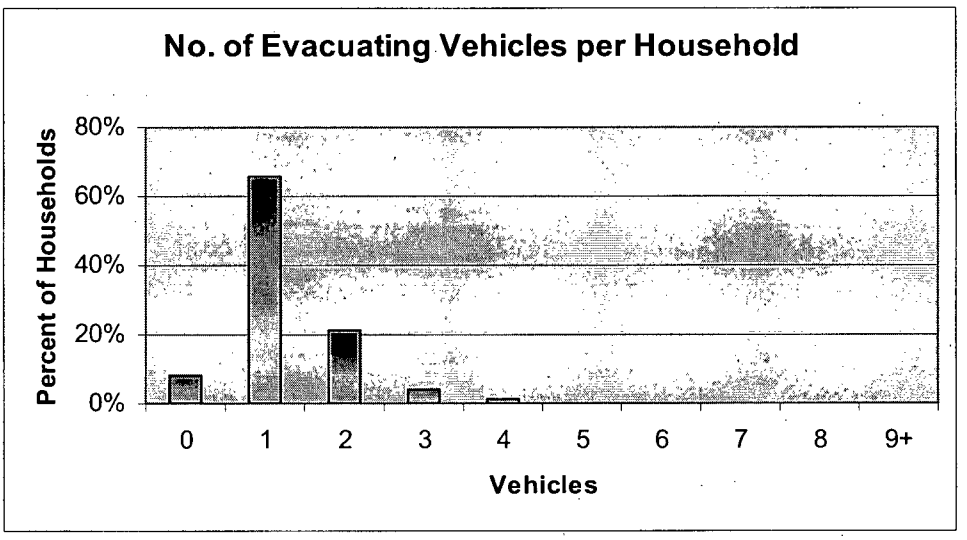

Figure F-9. Number of Vehicles Used for Evacuation

The second evacuation response question asked was **"When the commuters are away from home, is there a vehicle at home that is available for evacuation during any emergency?"** Of the survey participants who responded, 58 percent said that there was another vehicle available to evacuate, while 42 percent answered that there would be no vehicle available for evacuation.

3.3 Time Distribution Results

The survey asked four questions about the amount of time it takes to perform certain pre-evacuation activities. These activities involve actions taken by residents during the normal course of their lives. Thus, the answers fall within the realm of the responder's experience.

How long does it take the commuter to complete preparation for leaving work? Figure F-10 presents the cumulative distributions by county. About 2 out of 3 commuters complete this activity within 30 minutes.

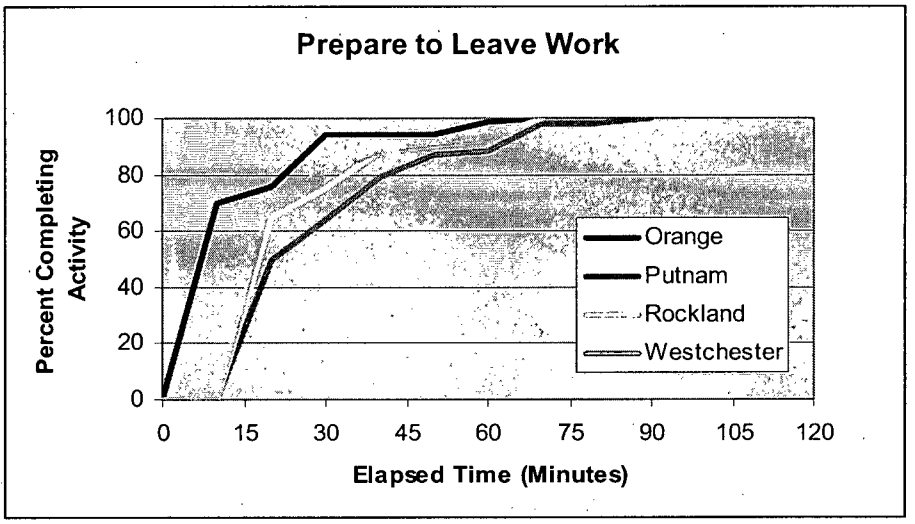

Figure F-10. Preparation to Leave Work

How long would it take the commuter to travel home? Figure F-11 presents the work to home travel time for each county. In all cases, more than 95 percent of commuters can arrive home within 90 minutes of leaving work. Travel time for the 50th percentile ranges from about 15 minutes for commuters from Orange County to about 40 minutes for those from Putnam County.

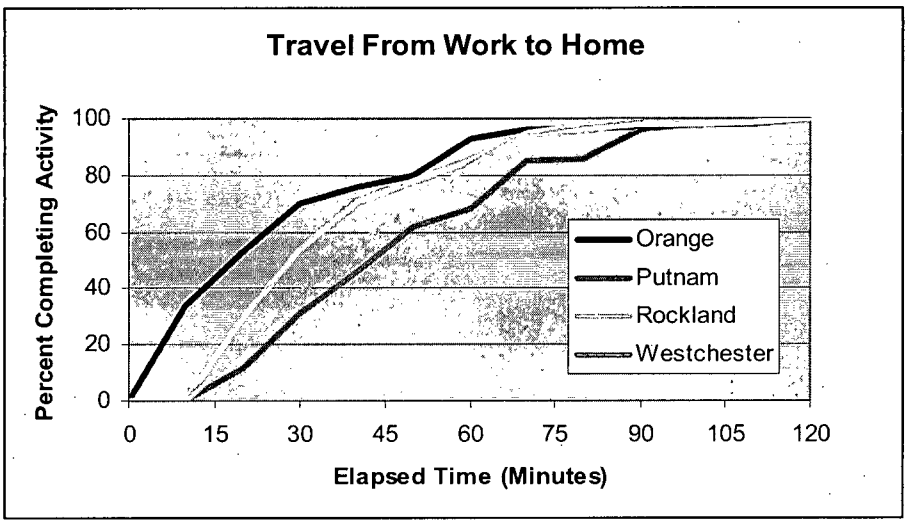

Figure F-11. Work to Home Travel Time

How long would it take the family to pack clothing, secure the house, and load the car? Figure F-12 presents the time required to complete preparations prior to leaving for an evacuation trip. Figure 12 presents the aggregate of all the counties surveyed.

The distribution shown in Figure F-12 has a long "tail." Almost 90 percent of all households can be ready to leave home within one hour. However, the remaining 10 percent of households require

up to 2-1/2 hours to prepare for a trip.

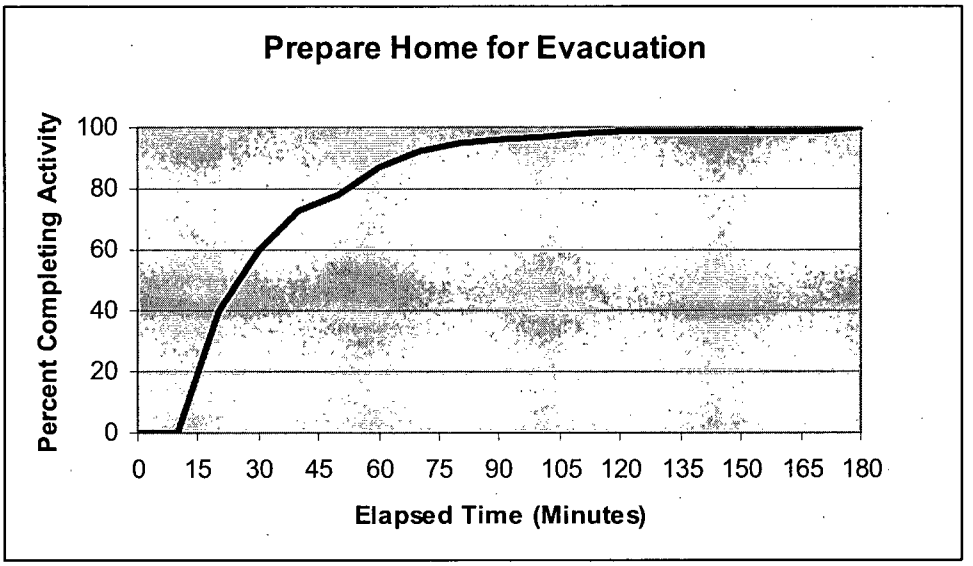

Figure F-12. Time To Prepare Home for Evacuation

How long would it take you to clear 6 to 8 inches of snow? During adverse, snow weather conditions an additional activity must be performed before residents can depart on the evacuation trip. Although snow scenarios assume that the roads and highways have been plowed and are passable (albeit at lower speeds and capacities), it would be necessary to clear a private driveway prior to leaving the home so that the vehicle can access the street. Figure F-13 presents these results. The time distribution for clearing the driveway has a long tail; about 90 percent of driveways are passable within 75 minutes. However, the last driveway is not cleared almost 3 hours after the start of this activity.

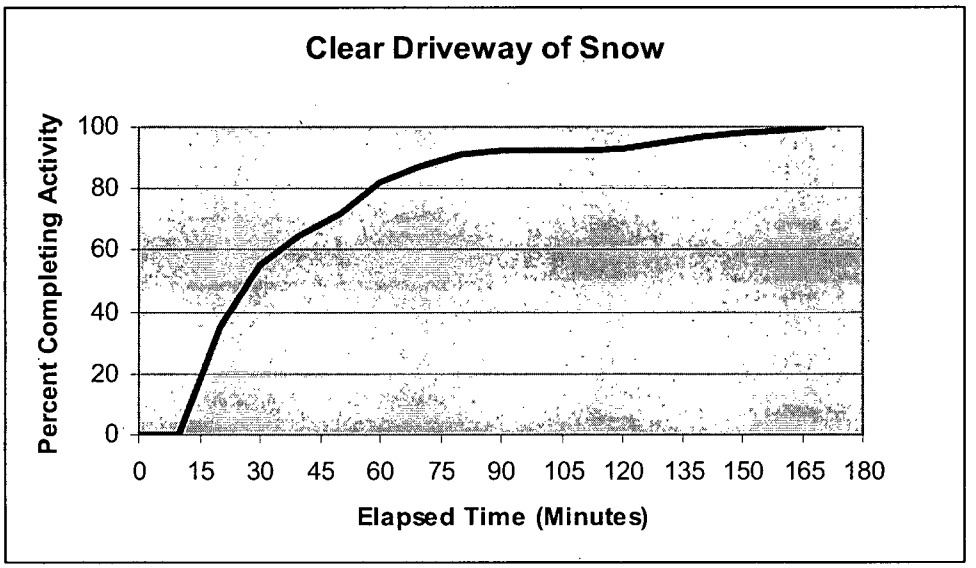

Figure F-13 Time to Clear Driveways of Snow

Annex A

Survey Instrument

Hello, my name is _____ and I'm working on a survey being made for [insert marketing firm name] designed to identify local travel patterns in your area. The information obtained will be used in a traffic engineering study and in connection with an update of the county's emergency response plans. Your participation in this survey will greatly enhance the county's emergency preparedness program.

COL.1 Unused
COL.2 Unused
COL.3 Unused
COL.4 Unused
COL.5 Unused

Sex COL. 8
1 Male
2 Female

INTERVIEWER: ASK TO SPEAK TO THE HEAD OF HOUSEHOLD OR THE SPOUSE OF THE HEAD OF HOUSEHOLD. (Terminate call if not a residence)

DO NOT ASK:

1. Record exchange number. To Be Determined

   COL. 9-11

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2. In total, how many cars, or other vehicles are usually available to the household? (DO NOT READ ANSWERS.)

COL.12
1 ONE
2 TWO
3 THREE
4 FOUR
5 FIVE
6 SIX
7 SEVEN
8 EIGHT
9 NINE OR MORE
0 ZERO (NONE)
X REFUSED

---

3. How many people usually live in this household? (DO NOT READ ANSWERS.)

COL.13		COL.14	
1	ONE	0	TEN
2	TWO	1	ELEVEN
3	THREE	2	TWELVE
4	FOUR	3	THIRTEEN
5	FIVE	4	FOURTEEN
6	SIX	5	FIFTEEN
7	SEVEN	6	SIXTEEN
8	EIGHT	7	SEVENTEEN
9	NINE	8	EIGHTEEN
		9	NINETEEN OR MORE
		X	REFUSED

4. How many children living in this household go to local public, private, or parochial schools? (DO NOT READ ANSWERS.)

COL.15	
0	ZERO
1	ONE
2	TWO
3	THREE
4	FOUR
5	FIVE
6	SIX
7	SEVEN
8	EIGHT
9	NINE OR MORE
X	REFUSED

5. How many people in the household commute to a job, or to college, at least 4 times a week?

COL.16		SKIP TO
0	ZERO	Q. 11
1	ONE	Q. 6
2	TWO	Q. 6
3	THREE	Q. 6
4	FOUR OR MORE	Q. 6
5	DON'T KNOW/REFUSED	Q. 11

INTERVIEWER: For each person identified in Question 5, ask Questions 6, 7, 8, and 9.

6. Thinking about commuter #1, how does that person usually travel to work or college? (REPEAT QUESTION FOR EACH COMMUTER.)

	Commuter #1 COL.17	Commuter #2 COL.18	Commuter #3 COL.19	Commuter #4 COL.20
Rail	1	1	1	1
Bus	2	2	2	2
Walk/Bicycle	3	3	3	3
Driver Car/Van	4	4	4	4
Park & Ride (Car/Rail, Xpress_bus)	5	5	5	5
Driver Carpool-2 or more people	6	6	6	6
Passenger Carpool-2 or more people	7	7	7	7
Taxi	8	8	8	8
Refused	9	9	9	9

7. What is the name of the city, town or community in which Commuter #1 works or attends school? (REPEAT QUESTION FOR EACH COMMUTER.) (FILL IN ANSWER.)

COMMUTER #1			COMMUTER #2			COMMUTER #3			COMMUTER #4		
City/Town		State	City/Town		State	City/Town		State	City/Town		State
COL.21	COL.22	COL.23	COL.24	COL.25	COL.26	COL.27	COL.28	COL.29	COL.30	COL.31	COL.32
0	0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9	9

8. How long would it take Commuter #1 to travel home from work or college? (REPEAT QUESTION FOR EACH COMMUTER.) (DO NOT READ ANSWERS.)

COMMUTER #1

COL.33		COL.34	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #2

COL.35		COL.36	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #3

COL.37		COL.38	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #4

COL.39		COL.40	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

8. How long would it take Commuter #1 to travel home from work or college? (REPEAT QUESTION FOR EACH COMMUTER.) (DO NOT READ ANSWERS.)

COMMUTER #1

COL.33		COL.34	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #2

COL.35		COL.36	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #3

COL.37		COL.38	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #4

COL.39		COL.40	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

9. Approximately how long does it take Commuter #1 to complete preparation for leaving work or college prior to starting the trip home? (REPEAT QUESTION FOR EACH COMMUTER.)
(DO NOT READ ANSWERS.)

COMMUTER #1

COL. 41		COL. 42	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #2

COL. 43		COL. 44	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR 15 MINUTES
5	21-25 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
6	26-30 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
7	31-35 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
8	36-40 MINUTES	8	OVER 2 HOURS (SPECIFY _____)
9	41-45 MINUTES	9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #3

COL. 45		COL. 46	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR
5	21-25 MINUTES		
6	26-30 MINUTES		15 MINUTES
7	31-35 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
8	36-40 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
9	41-45 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
		8	OVER 2 HOURS (SPECIFY _____)
		9	
		0	
		X	DON'T KNOW/REFUSED

COMMUTER #4

COL. 47		COL. 48	
1	5 MINUTES OR LESS	1	46-50 MINUTES
2	6-10 MINUTES	2	51-55 MINUTES
3	11-15 MINUTES	3	56 - 1 HOUR
4	16-20 MINUTES	4	OVER 1 HOUR, BUT LESS THAN 1 HOUR
5	21-25 MINUTES		
6	26-30 MINUTES		15 MINUTES
7	31-35 MINUTES	5	BETWEEN 1 HOUR 16 MINUTES AND 1 HOUR 30 MINUTES
8	36-40 MINUTES	6	BETWEEN 1 HOUR 31 MINUTES AND 1 HOUR 45 MINUTES
9	41-45 MINUTES	7	BETWEEN 1 HOUR 46 MINUTES AND 2 HOURS
		8	OVER 2 HOURS (SPECIFY _____)
		9	
		0	
		X	DON'T KNOW/REFUSED

When the commuters are away from home, is there a vehicle at home that is available for evacuation during any emergency?

Col. 49
1 Yes
2 No
3 Don't Know/Refused

10. Would you await the return of family members prior to evacuating the area?

Col. 50
1 Yes
2 No
3 Don't Know/Refused

11. How many of the vehicles that are usually available to the household would your family use during an evacuation? (DO NOT READ ANSWERS.)

COL.51
1 ONE
2 TWO
3 THREE
4 FOUR
5 FIVE
6 SIX
7 SEVEN
8 EIGHT
9 NINE OR MORE
0 ZERO (NONE)
X REFUSED

13. How long would it take the family to pack clothing, secure the house, load the car, and complete preparations prior to evacuating the area? (DO NOT READ ANSWERS.)

COL.52
1 LESS THAN 15 MINUTES
2 15-30 MINUTES
3 31-45 MINUTES
4 46 MINUTES - 1 HOUR
5 1 HOUR TO 1 HOUR 15 MINUTES
6 1 HOUR 16 MINUTES TO 1 HOUR 30 MINUTES
7 1 HOUR 31 MINUTES TO 1 HOUR 45 MINUTES
8 1 HOUR 46 MINUTES TO 2 HOURS
9 2 HOURS TO 2 HOURS 15 MINUTES
0 2 HOURS 16 MINUTES TO 2 HOURS 30 MINUTES
X 2 HOURS 31 MINUTES TO 2 HOURS 45 MINUTES
Y 2 HOURS 46 MINUTES TO 3 HOURS

COL.53
1 3 HOURS TO 3 HOURS 15 MINUTES
2 3 HOURS 16 MINUTES TO 3 HOURS 30 MINUTES
3 3 HOURS 31 MINUTES TO 3 HOURS 45 MINUTES
4 3 HOURS 46 MINUTES TO 4 HOURS
5 4 HOURS TO 4 HOURS 15 MINUTES
6 4 HOURS 16 MINUTES TO 4 HOURS 30 MINUTES
7 4 HOURS 31 MINUTES TO 4 HOURS 45 MINUTES
8 4 HOURS 46 MINUTES TO 5 HOURS
9 5 HOURS TO 5 HOURS 15 MINUTES
0 5 HOURS 16 MINUTES TO 5 HOURS 30 MINUTES
X 5 HOURS 31 MINUTES TO 5 HOURS 45 MINUTES
Y 5 HOURS 46 MINUTES TO 6 HOURS

COL.54
1 DON'T KNOW

13A. How long would it take you to clear 6-8" of snow to move the car from the driveway or curb to begin the evacuation trip? Assume the roads are passable.
(DO NOT READ RESPONSES.)

COL.55
1 LESS THAN 15 MINUTES
2 15-30 MINUTES
3 31-45 MINUTES
4 46 MINUTES - 1 HOUR
5 1 HOUR TO 1 HOUR 15 MINUTES
6 1 HOUR 16 MINUTES TO 1 HOUR 30 MINUTES
7 1 HOUR 31 MINUTES TO 1 HOUR 45 MINUTES
8 1 HOUR 46 MINUTES TO 2 HOURS
9 2 HOURS TO 2 HOURS 15 MINUTES
0 2 HOURS 16 MINUTES TO 2 HOURS 30 MINUTES
X 2 HOURS 31 MINUTES TO 2 HOURS 45 MINUTES
Y 2 HOURS 46 MINUTES TO 3 HOURS

COL.56
1 MORE THAN 3 HOURS
2 DON'T KNOW

Thank you very much. _____
(TELEPHONE NUMBER CALLED)

If requested:

For Additional information

Contact your County Emergency Management Office

ANNEX B

Code of Data Collection Standards With Notes Section

Market Research Association

P.O. Box 230 • Rocky Hill, CT 06067-0230 • 860-257-4008 • Fax: 860-257-3990

Code Approved May 1997

Notes Added September 1999

RESPONSIBILITIES TO RESPONDENTS

Data Collection Companies ...

1. will make factually correct statements to secure cooperation and will honor promises to respondents, whether verbal or written;
2. will not use information to identify respondents without the permission of the respondent, except to those who check the data or are involved in processing the data. If such permission is given, it must be recorded by the interviewer at the time the permission is secured;
3. will respect the respondent's right to withdraw or to refuse to cooperate at any stage of the study and not use any procedure or technique to coerce or imply that cooperation is obligatory;
4. will obtain and document respondent consent when it is known that the name and address or identity of the respondent may be passed to a third party for legal or other purposes, such as audio or video recordings;
5. will obtain permission and document consent of a parent, legal guardian or responsible guardian before interviewing children 12 years old or younger;
6. will give respondents the opportunity to refuse to participate in the research when there is a possibility they may be identifiable even without the use of their name or address (e.g., because of the size of the population being sampled).

Interviewers ...

1. will treat the respondent with respect and not influence him or her through direct or indirect attempts, including the framing of questions and/or a respondent's opinion or attitudes on any issue;
2. will obtain and document permission from a parent, legal guardian or responsible guardian before interviewing children 12 years old or younger. Prior to obtaining permission, the interviewer should divulge the subject matter, length of the interview and other special tasks that will be required.

RESPONSIBILITIES TO CLIENTS

Data Collection Companies ...

1. will ensure that each study is conducted according to the client's exact specifications;
2. will observe confidentiality with all research techniques or methodologies and with information considered confidential or proprietary. Information will not be revealed that could be used to identify clients or respondents without proper authorization;
3. will ensure that companies, their employees and subcontractors involved in data collection take all reasonable precautions so that more than one survey is not conducted in one interview without explicit permission from the Client
4. will report research results accurately and honestly;
5. will not misrepresent themselves as having qualifications, experience, skills or facilities that they do not possess;
6. will refrain from referring to membership in the Marketing Research Association as proof of competence, since the Association does not certify any person's or organization's competency or skill level.

RESPONSIBILITIES TO DATA COLLECTORS

Clients ...

1. will be responsible for providing products and services that are safe and fit or their intended use and disclose/label all product contents;
2. will provide verbal or written instructions;
3. will not ask our members who subcontract research to engage in any activity that is not acceptable as defined in this Code or that is prohibited under any applicable federal, state, local laws, regulations and/or ordinances.

RESPONSIBILITIES TO THE GENERAL PUBLIC AND BUSINESS COMMUNITY

Data Collection Companies ...

1. will not intentionally abuse public confidence in marketing and opinion research;
2. will not represent a non-research activity to be marketing and opinion research, such as:
    - questions whose sole objective is to obtain personal information about respondents, whether for legal, political, private or other purposes,
    - the compilation of lists, registers or data banks of names and addresses for any non-research purposes (e.g., canvassing or fundraising),
    - industrial, commercial or any other form of espionage,
    - the acquisition of information for use by credit rating services or similar organizations,
    - sales or promotional approaches to the respondent,
    - the collection of debts;
3. will make interviewers aware of any special conditions that may be applicable to any minor (18 years old or younger).

These notes are intended to help users of the Code to interpret and apply it in practice. Any questions about how to apply the Code in a specific situation should be addressed to MRA Headquarters.

RESPONSIBILITIES TO RESPONDENTS

Data Collection Companies ...

1. will make factually correct statements to secure cooperation and honor promises to respondents, whether oral or written; *Interviewers will not knowingly provide respondents with information that misrepresents any portion of the interviewing process, such as; length of the interview, scope of task involved, compensation, or intended use of the information collected.*
2. will not use information to identify respondents without the permission of the respondent, except to those who check the data or are involved in processing the data. If such permission is given, it must be recorded by the interviewer at the time the permission is secured; *Respondent information will be linked to data collected only for research purposes such as validation, evaluating data in aggregate based on demographic information, modeling. Providing respondent information is not permissible for any purpose other than legitimate research purposes as mentioned above. If anyone requests respondent identifiable information it will only be provided upon receipt of written declaration of and agreement of some intended use. Such use shall be determined by the provider to qualify as legitimate research use. (i.e. validation, planned recalls, modeling, demographic analysis.) No other use of this information falls within the boundaries of the Code. This applies to all types of respondent sample sources including client supplied lists.*
3. will respect the respondent's right to withdraw or to refuse to cooperate at any stage of the study and not use any procedure or technique to coerce or imply that cooperation is obligatory. *Respondent cooperation is strictly on a voluntary basis. Respondents are entitled to withdraw from an interview at any stage or to refuse to cooperate in a research project. Interviewers should never lead respondents to believe they have no choice in their participation.*
4. will obtain and record respondent consent when it is known that the name and addresses or identity of the respondent may be passed to a third party for legal or other purposes, such as audio or video recordings; *By documenting the respondent's consent for a defined specific use of his/ her name and address we are confirming the respondent realizes we are asking something new of them, i.e., possible participation in another research project.*
5. will obtain permission and document consent of a parent, legal guardian or responsible guardian before interviewing children 12 years old or younger; *Interviewers must take special care when interviewing children or young people. The informed consent of the parent or responsible adult must first be obtained for interviews with children.*
6. will give respondents the opportunity to refuse to participate in the research when there is a possibility they may be identifiable even without the use of their name or address (e.g., because of the size of the population being sampled.) *Respondent cooperation is strictly on a voluntary basis. Respondents are entitled to withdraw from a research project. Company policies and/or interviewer instructions should state the interviewer must give respondents the opportunity to not participate for any reason.*

Interviewers ...

1. will treat the respondent with respect and not influence him or her through direct or indirect attempts, including the framing of questions, a respondent's opinion or attitudes on any issue. *Interviewers cannot ask questions in a way that leads or influences respondents' answers, nor can they provide their own*

opinions, thoughts or feelings that might bias a respondent and therefore impact the answers they give.

2. will obtain and document permission of a parent, legal guardian or responsible guardian before interviewing children 12 years old or younger. Prior to obtaining permission, the interviewer should divulge the subject matter, length of interview and other special tasks that will be required. *Interviewers must take special care when interviewing children and young people. The informed consent of the parent or responsible adult must first be obtained for interviews with children. Parents or responsible adults must be told some specifics about the interview process and special tasks, such as audio or video recording, taste testing, respondent fees and special tasks, before permission is obtained.*

RESPONSIBILITIES TO CLIENTS

Data Collection Companies ...

1. will ensure that each study is conducted according to the client's specifications; *Procedures are implemented to conform or verify that client specifications are being followed.*
2. will observe confidentiality with all research techniques or methodologies and with information considered confidential or proprietary. Information will not be revealed that could be used to identify clients or respondents without proper authorization; *Respondent information will be linked to data collected only for research purposes and will not be used for any purpose other than legitimate research. Protect the confidentiality of anything learned about the respondent and/or his or her business.*
3. will ensure that companies, their employees and subcontractors involved in data collection take all reasonable precautions so that no more than one survey is conducted in one interview without explicit permission from the sponsorship company or companies; *Company policies or procedures indicate the practice of conducting more than one survey within an interview is not done without specific permission from the relevant clients.*
4. will report research results accurately and honestly; *Describe how the research was done in enough detail that a skilled researcher could repeat the study; provide data representative of a defined population or activity and enough data to yield projectable results; present the results understandably and fairly, including any results that may seem contradictory or unfavorable.*
5. will not misrepresent themselves as having qualifications, experience, skills or facilities that they do no possess; *If regularly subcontracting data collection, should not infer to clients and prospective clients that they possess this capability "in house"; claim only legitimate academic degrees, clients and other qualifications.*
6. will refrain from referring to membership in the Marketing Research Association as proof of competence, since the Association does not certify any person's or organization's competency or skill level. *MRA does not currently have a certification program for marketing research competency, therefore while members can state their membership in the Association, they cannot claim that this automatically conveys a message of their competency to carry out the marketing research process.*

RESPONSIBILITIES TO DATA COLLECTORS

Clients ...

1. will be responsible for providing products and services that are safe and fit for their intended use and disclose/label all product contents; *It is the client's responsibility to ensure that all test products are in compliance with all safety standards and that all product contents information is provided to the data collectors. Data Collectors should request in writing all pertinent information as well as emergency numbers for respondents and themselves.*
2. will provide oral or written instructions; *To ensure the success of the research, detailed instructions are to be provided prior to the start of any project. These instructions must be written and then confirmed orally for: understanding, ability of the agency to implement and agreement to comply.*
3. will not ask our members who subcontract research to engage in any activity that is not acceptable as defined in this Code or that is prohibited under any applicable federal, state and local laws, regulations and ordinances. *All MRA Members have agreed to comply with the Code as written and thus will not agree to, or ask anyone else to, knowingly violate any of the points of the Code.*

RESPONSIBILITIES TO THE GENERAL PUBLIC AND BUSINESS COMMUNITY

Data Collection Companies ...

1. will not intentionally abuse public confidence in marketing and opinion research; *Marketing research shall be conducted and reported for the sole purpose of providing factual information upon which decisions will be made. At no time is marketing research information to be used to intentionally mislead public opinion. Instances of abuse of public confidence undermine the credibility of our Industry.*

2. will not represent a non-research activity to be marketing and opinion research, such as:
    - questions whose sole objective is to obtain personal information about respondents, whether for legal, political, private or other purposes,
    - the compilation of lists, registers or data banks of names and addresses for any non-research purposes (e.g., canvassing or fundraising),
    - industrial, commercial or any other form of espionage,
    - the acquisition of information for use by credit rating services or similar organizations,
    - sales or promotional approaches to the respondent,