

Confidential

WEATHER ALERT RADIO EFFECTIVENESS
IN PLATTEVILLE

Research Services, Inc.

August, 1984

8411280321 841120
PDR ADOCK 05000267
F PDR

Statistics

TABLE 002

0-2 I AM GOING TO READ YOU THREE STATEMENTS; PLEASE TELL ME WHICH ONE BEST DESCRIBES HOW OFTEN THE RADIO IS ON AND IN THE ALERT POSITION IN YOUR HOUSEHOLD (OR PLACE OF BUSINESS).

	SEX		AGE							RE- FUSED	
	MALE	FEMALE	UNDER 18		18-24	25-34	35-44	45-54	55-64		65+
			PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT		NUMBER
TOTAL	62	139	18	18	23	48	25	29	25	29	4
	30.8	69.2	9.0	11.4	23.9	12.4	14.4	14.4	12.4	14.4	2.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ALL OF THE TIME	37	85	8	14	14	34	16	17	13	17	3
	30.3	69.7	6.6	11.5	27.9	13.1	13.9	10.7	13.9	13.9	2.5
	59.7	61.2	44.4	60.9	70.8	64.0	64.0	58.6	52.0	58.6	75.0
SOME OF THE TIME	19	41	9	7	8	8	8	10	7	10	1
	31.7	68.3	15.0	11.7	13.3	13.3	13.3	16.7	11.7	16.7	1.7
	30.6	29.5	50.0	30.4	16.7	32.0	32.0	34.5	28.0	34.5	25.0
NEVER	6	13	1	2	6	1	1	2	5	2	-
	31.6	68.4	5.3	10.5	31.6	5.3	5.3	10.5	26.3	10.5	-
	9.7	9.4	5.6	8.7	12.5	4.0	4.0	6.9	20.0	6.9	-

TABLE 002

9.2 I AM GOING TO READ YOU THREE STATEMENTS; PLEASE TELL ME WHICH ONE BEST DESCRIBES HOW OFTEN THE RADIO IS ON AND IN THE ALERT POSITION IN YOUR HOUSEHOLD (OR PLACE OF BUSINESS).

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER		TIME OF INTERVIEW			
	ALL OF TIME	SOME OF TIME	BUSI- NESS	RESI- DEN- TIAL	BOTH	A.M.	P.M.	
TOTAL	201	122	19	23	168	10	167	34
	100.0	60.7	29.9	9.5	83.6	5.0	83.1	16.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ALL OF THE TIME	122	122	-	12	102	8	95	26
	100.0	100.0	-	9.8	83.6	6.6	78.7	21.3
	60.7	100.0	-	52.2	60.7	80.0	57.5	76.5
SOME OF THE TIME	60	-	60	7	52	1	53	7
	100.0	-	100.0	11.7	86.7	1.7	88.3	11.7
	29.9	100.0	-	30.4	31.0	10.0	31.7	20.6
NEVER	19	-	19	4	14	1	18	1
	100.0	-	100.0	21.1	73.7	5.3	94.7	5.3
	9.5	-	100.0	17.4	8.3	10.0	10.8	2.9

TABLE 003

Q.3 DID YOU RECEIVE A WARNING OR ALERT MESSAGE THIS MORNING?

	TOTAL	SEX		AGE							RE- FUSED
		MALE	FEMALE	UNDER							
				18	18-24	25-34	35-44	45-54	55-64	65+	
TOTAL	201	62	139	18	23	48	25	29	25	29	4
	100.0	30.8	69.2	9.0	11.4	23.9	12.4	14.4	12.4	14.4	2.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	81	23	58	5	7	20	11	10	13	13	2
	100.0	28.4	71.6	6.2	8.6	24.7	13.6	12.3	16.0	16.0	2.5
	40.3	37.1	41.7	27.8	30.4	41.7	44.0	34.5	52.0	44.8	50.0
NO	95	33	62	9	12	25	10	16	9	12	2
	100.0	34.7	65.3	9.5	12.6	26.3	10.5	16.8	9.5	12.6	2.1
	47.3	53.2	44.6	50.0	52.2	52.1	40.0	55.2	36.0	41.4	50.0
DUN'T KNOW	25	6	19	4	4	3	4	3	3	4	-
	100.0	24.0	76.0	16.0	16.0	12.0	16.0	12.0	12.0	16.0	
	12.4	9.7	13.7	22.2	17.4	6.3	16.0	10.3	12.0	13.8	

TABLE 003

Q.3 DID YOU RECEIVE A WARNING OR ALERT MESSAGE THIS MORNING?

	TOTAL	RADIO IS ON AND IN ALERT			TYPE OF TELEPHONE NUMBER			TIME OF INTERVIEW	
		ALL OF TIME	SOME OF TIME	NEVER	BUSI- NESS	RESI- DEN- TIAL	BOTH	A.M.	P.M.
TOTAL	201	122	60	19	23	168	10	167	34
	100.0	60.7	29.9	9.5	11.4	83.6	5.0	83.1	16.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	81	68	11	2	7	70	4	68	13
	100.0	84.0	13.6	2.5	8.6	86.4	4.9	84.0	16.0
	40.3	55.7	18.3	10.5	30.4	41.7	40.0	40.7	38.2
NO	95	40	38	17	14	76	5	80	15
	100.0	42.1	40.0	17.9	14.7	80.0	5.3	84.2	15.8
	47.3	32.8	63.3	89.5	60.9	45.2	50.0	47.9	44.1
DON'T KNOW	25	14	11	-	2	22	1	19	6
	100.0	56.0	44.0	-	8.0	88.0	4.0	76.0	24.0
	12.4	11.5	18.3	-	8.7	13.1	10.0	11.4	17.6

TABLE 004

0.3A HOW DID YOU RECEIVE OR KNOW ABOUT THAT WARNING OR ALERT MESSAGE?
 BASE: RECEIVED WARNING OR ALERT MESSAGE

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER		TIME OF INTERVIEW	
	ALL OF TIME	SOME OF TIME	BUSI- NESS	RESI- DEN- TIAL	A.M.	P.M.
TOTAL	81	11	2	70	4	68
	100.0	13.6	2.5	86.4	4.9	84.0
	100.0	100.0	100.0	100.0	100.0	100.0
RADIO ALERT SOUND OR NOISE	73	9	1	63	4	61
	100.0	86.3	1.4	86.3	5.5	83.6
	90.1	92.6	50.0	90.0	100.0	89.7
EX POST FACTO EVIDENCE	6	5	1	6	-	5
	100.0	83.3	16.7	100.0	-	83.3
	7.4	7.4	9.1	8.6	-	7.4
MISCELLANEOUS	2	1	1	1	-	2
	100.0	50.0	50.0	50.0	-	100.0
	2.5	9.1	50.0	14.3	-	2.9
DON'T KNOW OR NO ANSWER	-	-	-	-	-	-

TABLE 003

Q. 4 AS YOU MAY KNOW, THERE WAS A WARNING OR ALERT MESSAGE SENT THIS MORNING. WHY DO YOU THINK YOU DID NOT RECEIVE THIS ALERT MESSAGE?
 BASE: DID NOT RECEIVE WARNING OR ALERT MESSAGE

	SEX		AGE										RE- FUSED
	MALE	FEMALE	UNDER 18	18-24	25-34	35-44	45-54	55-64	65+				
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----		
TOTAL	120	39	81	13	16	28	14	19	12	16	2		
	100.0	32.5	67.5	10.8	13.3	23.3	11.7	15.8	10.0	13.3	1.7		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
WAS NOT NEAR THE RADIO	65	23	42	6	7	16	9	13	5	8	1		
	100.0	35.4	64.6	9.2	10.8	24.6	13.8	20.0	7.7	12.3	1.5		
	54.2	59.0	51.0	46.2	43.8	57.1	64.3	68.4	41.7	50.0	50.0		
RADIO WAS NOT TURNED ON	39	9	30	3	7	7	5	5	6	5	1		
	100.0	23.1	76.9	7.7	17.9	17.9	12.8	12.8	15.4	12.8	2.6		
	32.5	23.1	37.0	23.1	43.8	25.0	35.7	26.3	50.0	31.3	50.0		
RADIO IS NOT WORKING	10	5	5	2	-	5	-	1	1	1	-		
	100.0	50.0	50.0	20.0	-	50.0	-	10.0	10.0	10.0	-		
	8.3	12.8	6.2	15.4	-	17.9	-	5.3	8.3	6.3	-		
EX POST FACTO EVIDENCE	1	-	1	-	-	-	-	-	-	1	-		
	100.0	-	100.0	-	-	-	-	-	-	100.0	-		
	.8	-	1.2	-	-	-	-	-	-	6.3	-		
DON'T KNOW OR NO ANSWER	5	2	3	2	2	-	-	-	-	1	-		
	100.0	40.0	60.0	40.0	40.0	-	-	-	-	20.0	-		
	4.2	5.1	3.7	15.4	12.5	-	-	-	-	6.3	-		

TABLE 005

Q. 4 AS YOU MAY KNOW, THERE WAS A WARNING OR ALERT MESSAGE SENT THIS MORNING. WHY DO YOU THINK YOU DID NOT RECEIVE THIS ALERT MESSAGE?
 BASE: DID NOT RECEIVE WARNING OR ALERT MESSAGE

	RADIO IS ON AND IN ALERT			TYPE OF TELEPHONE NUMBER			TIME OF INTERVIEW	
	ALL OF TIME	SOME OF TIME	NEVER	BUSI-NESS	RESI-TIAL	BOTH	A.M.	P.M.
TOTAL	54	49	17	16	98	6	99	21
	100.0	45.0	14.2	13.3	81.7	5.0	82.5	17.5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WAS NOT NEAR THE RADIO	65	40	23	2	54	2	52	13
	100.0	61.5	35.4	3.1	83.1	3.1	80.0	20.0
	54.2	74.1	46.9	11.8	55.1	33.3	52.5	61.9
RADIO WAS NOT TURNED ON	39	6	22	11	32	3	33	6
	100.0	15.4	56.4	28.2	82.1	7.7	84.6	15.4
	32.5	11.1	44.9	64.7	32.7	50.0	33.3	28.6
RADIO IS NOT WORKING	10	3	3	4	7	1	8	2
	100.0	30.0	40.0	20.0	70.0	10.0	80.0	20.0
	8.3	5.6	6.1	23.5	7.1	16.7	8.1	9.5
EX POST FACTO EVIDENCE	1	1	-	-	1	-	1	-
	100.0	100.0	-	-	100.0	-	100.0	-
	.8	1.9	-	-	1.0	-	1.0	-
DON'T KNOW OR NO ANSWER	5	4	1	1	4	-	5	-
	100.0	80.0	20.0	20.0	80.0	-	100.0	-
	4.2	7.4	2.0	6.3	4.1	-	5.1	-

TABLE 006

Q. 5 IS THE WEATHER ALERT RADIO THAT IS DISTRIBUTED BY PUBLIC SERVICE COMPANY IN WORKING ORDER NOW?

	SEX		AGE							RE-	
	UNDER		18-24	25-34	35-44	45-54	55-64	65+	FUSED		
	MALE	FEMALE	18	23	28	33	38	43	48	53	
TOTAL	201	139	18	23	48	25	29	25	29	4	
	100.0	30.8	9.0	11.4	23.9	12.4	14.4	12.4	14.4	2.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
YES	176	56	120	15	20	40	24	26	22	26	
	100.0	31.8	68.2	8.5	11.4	22.7	13.6	14.8	12.5	14.8	
	87.6	90.3	86.3	83.3	87.0	83.3	96.0	89.7	88.0	89.7	
NO	21	5	16	3	2	7	-	2	3	3	
	100.0	23.8	76.2	14.3	9.5	33.3	-	9.5	14.3	14.3	
	10.4	8.1	11.5	16.7	8.7	14.6	-	6.9	12.0	10.3	
DON'T KNOW	4	1	3	-	1	1	1	1	-	-	
	100.0	25.0	75.0	-	25.0	25.0	25.0	25.0	25.0	25.0	
	2.0	1.6	2.2	-	4.3	2.1	4.0	3.4	-	-	

TABLE 006

Q.5 IS THE WEATHER ALERT RADIO THAT IS DISTRIBUTED BY PUBLIC SERVICE COMPANY IN WORKING ORDER NOW?

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER		TIME OF INTERVIEW						
	ALL OF TIME	SOME OF TIME NEVER	BUSINESS	RESIDENTIAL	BOTH	A.M. P.M.					
TOTAL	201	122	60	19	23	168	10	167	34	16.9	100.0
YES	176	116	49	11	19	147	10	144	32	18.2	100.0
NO	21	4	9	8	3	18	-	20	1	2.9	100.0
DON'T KNOW	4	2	2	-	1	3	-	3	1	2.9	100.0
	100.0	50.0	50.0	50.0	25.0	75.0	-	75.0	25.0	16.9	100.0
	2.0	1.6	3.3	4.3	4.3	1.8	-	1.8	2.9	100.0	100.0

TABLE 007

Q. 6 IS THIS A BUSINESS OR RESIDENTIAL TELEPHONE NUMBER?

	SEX		AGE							RE- FUSED	
	UNDER		18	18-24	25-34	35-44	45-54	55-64	65+		
	MALE	FEMALE	18	18-24	25-34	35-44	45-54	55-64	65+		
TOTAL	201	139	18	23	48	25	29	25	29	4	
	100.0	30.8	9.0	11.4	23.9	12.4	14.4	12.4	14.4	14.4	2.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BUSINESS	23	6	17	4	7	5	5	1	1	-	-
	100.0	26.1	73.9	4.3	17.4	30.4	21.7	21.7	4.3	4.3	
	11.4	9.7	12.2	5.6	17.4	14.6	20.0	17.2	4.0		
RESIDENTIAL	168	47	121	18	40	17	21	22	29	4	
	100.0	28.0	72.0	10.1	10.7	23.8	10.1	12.5	13.1	17.3	2.4
	83.6	75.8	87.1	94.4	78.3	83.3	68.0	72.4	88.0	100.0	100.0
BOTH	10	9	1	1	1	3	3	2	-	-	-
	100.0	90.0	10.0	10.0	10.0	30.0	30.0	30.0	20.0		
	5.0	14.5	.7	4.3	2.1	12.0	10.3	8.0			

TABLE Q07

Q.6 IS THIS A BUSINESS OR RESIDENTIAL TELEPHONE NUMBER?

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER		TIME OF INTERVIEW				
	ALL OF TIME	SOME OF TIME	BUSI- NESS	RESI- DEN- TIAL	A.M.	P.M.			
TOTAL	201	122	60	19	23	168	10	167	34
	100.0	60.7	29.9	9.5	11.4	83.6	5.0	83.1	16.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BUSINESS	23	12	7	4	23	-	-	21	2
	100.0	52.2	30.4	17.4	100.0	-	-	91.3	8.7
	11.4	9.8	11.7	21.1	100.0	-	-	12.6	5.9
RESIDENTIAL	168	102	52	14	-	168	-	139	29
	100.0	60.7	31.0	8.3	-	100.0	-	82.7	17.3
	83.6	83.6	86.7	73.7	-	100.0	-	83.2	85.3
BOTH	10	8	1	1	-	-	10	7	3
	100.0	80.0	10.0	10.0	-	-	100.0	70.0	30.0
	5.0	6.5	1.7	5.3	-	-	100.0	4.2	8.8

TABLE 008

Q. 7 HOW OLD ARE YOU?

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER		TIME OF INTERVIEW			
	ALL OF TIME	SOME NEVER	BUSI- NESS	RESI- DEN- TIAL	BOTH	A.M.	P.M.	
TOTAL	201 100.0 100.0	122 60.7 100.0	19 9.5 100.0	23 11.4 100.0	158 83.6 100.0	10 5.0 100.0	167 83.1 100.0	34 16.9 100.0
UNDER 18	18 100.0 9.0	8 44.4 6.6	9 50.0 15.0	1 5.6 4.3	17 94.4 10.1	-	16 88.9 9.6	2 11.1 5.9
18-24	23 100.0 11.4	14 60.9 11.5	7 30.4 11.7	2 8.7 10.5	4 17.4 17.4	18 78.3 10.7	1 4.3 10.0	7 30.4 20.6
25-34	48 100.0 23.9	34 70.8 27.9	8 16.7 13.3	6 12.5 31.6	7 14.6 30.4	40 83.3 23.8	1 2.1 10.0	7 14.6 20.6
35-44	25 100.0 12.4	16 64.0 13.1	8 32.0 13.3	1 4.0 5.3	5 20.0 21.7	17 68.0 10.1	3 12.0 30.0	5 20.0 14.7
45-54	29 100.0 14.4	17 58.6 13.9	10 34.5 16.7	2 6.9 10.5	5 17.2 21.7	21 72.4 12.5	3 10.3 30.0	5 17.2 14.7
55-64	25 100.0 12.4	13 52.0 10.7	7 28.0 11.7	5 20.0 26.3	1 4.0 4.3	22 88.0 13.1	2 8.0 20.0	2 8.0 5.9
65+	29 100.0 14.4	17 58.6 13.9	10 34.5 16.7	2 6.9 10.5	-	29 100.0 17.3	-	5 17.2 14.7
REFUSED	4 100.0 2.0	3 75.0 2.5	1 25.0 1.7	-	-	4 100.0 2.4	-	1 25.0 2.9

TABLE 009

Q.8 TIME OF INTERVIEW

	TOTAL	SEX		AGE							RE- FUSED
		MALE	FEMALE	UNDER							
				18	18-24	25-34	35-44	45-54	55-64	65+	
TOTAL	201	62	139	18	23	48	25	29	25	29	4
	100.0	30.8	69.2	9.0	11.4	23.9	12.4	14.4	12.4	14.4	2.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A.M.	167	46	121	16	16	41	20	24	23	24	3
	100.0	27.5	72.5	9.6	9.6	24.6	12.0	14.4	13.8	14.4	1.8
	83.1	74.2	87.1	88.9	69.6	85.4	80.0	82.8	92.0	82.8	75.0
P.M.	34	16	18	2	7	7	5	5	2	5	1
	100.0	47.1	52.9	5.9	20.6	20.6	14.7	14.7	5.9	14.7	2.9
	16.9	25.8	12.9	11.1	30.4	14.6	20.0	17.2	8.0	17.2	25.0

TABLE 009

Q.8 TIME OF INTERVIEW

	RADIO IS ON AND IN ALERT		TYPE OF TELEPHONE NUMBER			TIME OF INTERVIEW		
	ALL OF TIME	NEVER	BUSI- NESS	RESI- DEN- TIAL	BOTH	A.M.	P.M.	
TOTAL	122	50	19	23	168	10	167	34
	60.7	29.9	9.5	11.4	83.6	5.0	83.1	16.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A.M.	96	53	18	21	139	7	167	-
	57.5	31.7	10.8	12.6	83.2	4.2	100.0	-
	78.7	88.3	94.7	91.3	82.7	70.0	100.0	-
P.M.	26	7	1	2	29	3	-	34
	76.5	20.6	2.9	5.9	85.3	8.8	100.0	100.0
	21.3	11.7	5.3	8.7	17.3	30.0	100.0	100.0

TABLE Q10
Q.9 SEX

	SEX		AGE								RE-				
	MALE FEMALE		18		25-34		35-44		45-54		55-64		65+		FUSED
	201	139	18	23	48	25	25	29	25	29	25	29	29	4	
TOTAL	100.0	69.2	9.0	11.4	23.9	12.4	14.4	14.4	12.4	14.4	12.4	14.4	14.4	2.0	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MALE	62	10	10	11	12	8	6	6	8	6	8	6	6	1	
	100.0	100.0	16.1	17.7	19.4	12.9	9.7	12.9	9.7	12.9	9.7	12.9	9.7	1.6	
	30.8	100.0	55.6	47.8	25.0	32.0	20.7	32.0	20.7	32.0	20.7	32.0	20.7	25.0	
FEMALE	139	8	8	12	36	17	23	17	23	17	23	17	23	3	
	100.0	5.8	5.8	8.6	25.9	12.2	16.5	12.2	16.5	12.2	16.5	12.2	16.5	2.2	
	69.2	100.0	44.4	52.2	75.0	68.0	79.3	68.0	79.3	68.0	79.3	68.0	79.3	75.0	

TABLE Q10

Q.9 SEX

	TOTAL	RADIO IS ON AND IN ALERT			TYPE OF TELEPHONE NUMBER			TIME OF INTERVIEW	
		ALL OF TIME	SOME OF TIME	NEVER	BUSI- NESS	RESI- DEN- TIAL	BOTH	A.M.	P.M.
		-----	-----	-----	-----	-----	-----	-----	-----
TOTAL	201	122	60	19	23	168	10	167	34
	100.0	60.7	29.9	9.5	11.4	83.6	5.0	83.1	16.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	62	37	19	6	6	47	9	46	16
	100.0	59.7	30.6	9.7	9.7	75.8	14.5	74.2	25.8
	30.8	30.3	31.7	31.6	26.1	29.0	90.0	27.5	47.1
FEMALE	139	85	41	13	17	121	1	121	18
	100.0	61.2	29.5	9.4	12.2	87.1	.7	87.1	12.9
	69.2	69.7	68.3	68.4	73.9	72.0	10.0	72.5	52.9

Appendix

Hello, I'm _____ a Public Opinion Interviewer with Research Services, Inc., a Denver based research firm. We have been commissioned by the Public Service Company of Colorado to ask you a few quesitons, and I'd like to know . . .

1. Do you have a weather alert radio distributed by the Public Service Company in your house at the present time? Yes 1 No (Terminate & tally here) 1 (7) DK _____

2. I am going to read you three statements, please tell me which one best describes how often the radio is on and in the alert position in your household (place of business.) (READ LIST)

The radio is on and in the alert position all the time 1 (8)
The radio is on and in the alert postion some of the time 2
The radio is never in the alert position. 3

3. Did you receive a warning or alert message sometime this morning? Yes . . (Ask 3a) 1 (9) No . . (Ask 4). 2 DK/Not Sure. . . (Ask 4) . Y

3a. How did you receive or know about that warning or alert message?

10

Skip now to question 5

4. As you may know, there was a warning or alert message sent this morning. Why do you think you did not receive this alert message?

11

5. Is the weather alert radio that is distributed by Public Service Company in working order now? Yes 1 (12) No 2 DK/Not Sure Y

6. Is this a business or residential telephone number? Business 1 (13) Residential 2 Both 3

7. How old are you? 35 to 44 3 (14) 45 to 54 4 Under 18 1 55 to 64 5 18 to 24 2 65 and over. 7 25 to 34 3 Refused _____ Y

Thank you, that's all the information I need today.

INTERVIEWER RECORD: Time of Interview _____ a.m. p.m. Respondent was Male 1 (15) Female 2

Record Telephone Number Dialed _____

Interviewer: _____