



Alabama Tornado Survey

Birmingham . Tuscaloosa . Huntsville . Montgomery

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INTRODUCTION

On April 27th, 2011 a series of storms breeding tornadoes swept across Alabama and the southeast leaving a wake of destruction in their path. Within just a few hours, over 13,000 homes were destroyed and 246 people lost their lives in Alabama as a result of the storms.

This study seeks to understand how people were alerted to the storms, how they made preparation, and the progress of the recovery efforts.

METHODOLOGY

- The interviews were conducted from May 13th - 21st, 2011. The tornado damage occurred on April 27th, 2011.
- Random Digit Dialing technique was used with 80% landlines and 20% cell phone coverage.
- There was a total of 400 completed interviews in the Birmingham DMA, 400 in the Huntsville DMA and 400 in the Montgomery DMA.
- The results of these 1,200 completed interviews were weighted by market in order to represent the true distribution of the adult population in the 3 DMA area.
- There was a 200 over-sample in Tuscaloosa county to assess the hardest hit county from the storms.

Chart I-TOTAL SAMPLE

Were you tracking the storms as they impacted the area?

% within Age

		If you were tracking the storms, where were you getting your information?						Total
		Television	Radio	Internet	Mobile Phone	Friend or Family	Don't know	
Age	18-24	40.7%	36.3%	3.5%	14.2%	1.8%	3.5%	100.0%
	25-34	46.9%	32.1%	5.6%	8.6%	3.1%	3.7%	100.0%
	35-44	48.1%	41.1%	6.2%	1.6%	2.3%	.8%	100.0%
	45-49	57.7%	35.4%	3.1%	2.3%	.8%	.8%	100.0%
	50-54	46.6%	33.0%	9.1%	4.5%	2.3%	4.5%	100.0%
	55-64	60.7%	25.2%	5.5%	1.2%	1.8%	5.5%	100.0%
	65+	61.2%	28.8%	2.4%	2.9%	1.8%	2.9%	100.0%
Total		52.7%	32.6%	4.8%	4.8%	2.0%	3.1%	100.0%

Television led other media as a source for tracking storms across all ages.

Chart II-TOTAL SAMPLE

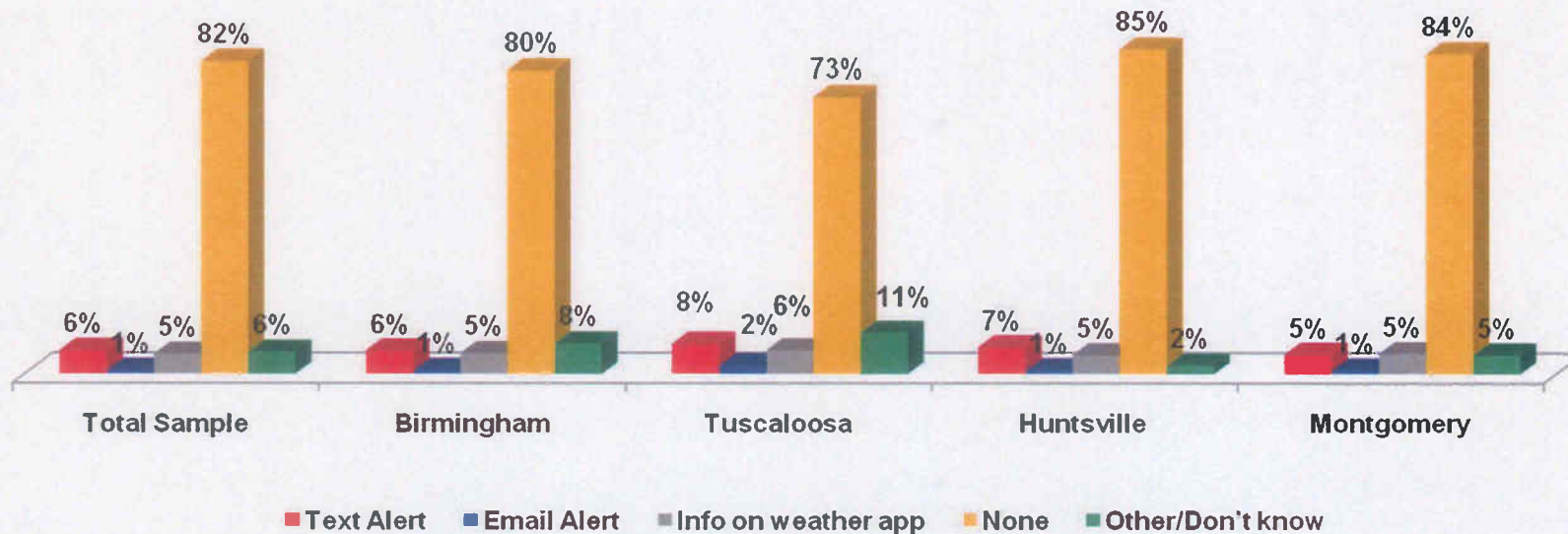
Were you tracking the storms as they impacted the area?

		If you were tracking the storms, where were you getting your information?						Total
		Television	Radio	Internet	Mobile Phone	Friend or Family	Don't know	
So that we can represent all people fairly in this survey, please tell me, are you...	Caucasian	50.8%	32.9%	5.9%	5.4%	2.1%	2.8%	100.0%
	African American	61.0%	30.3%	1.4%	2.8%	1.4%	3.2%	100.0%

African Americans rely on television even more than Caucasians.

Chart III-TOTAL SAMPLE

Did you receive alerts or other information on your mobile phone?



82% of the total sample did not receive any alerts or information on mobile phone.