



# **Social Media in Disasters and Emergencies**

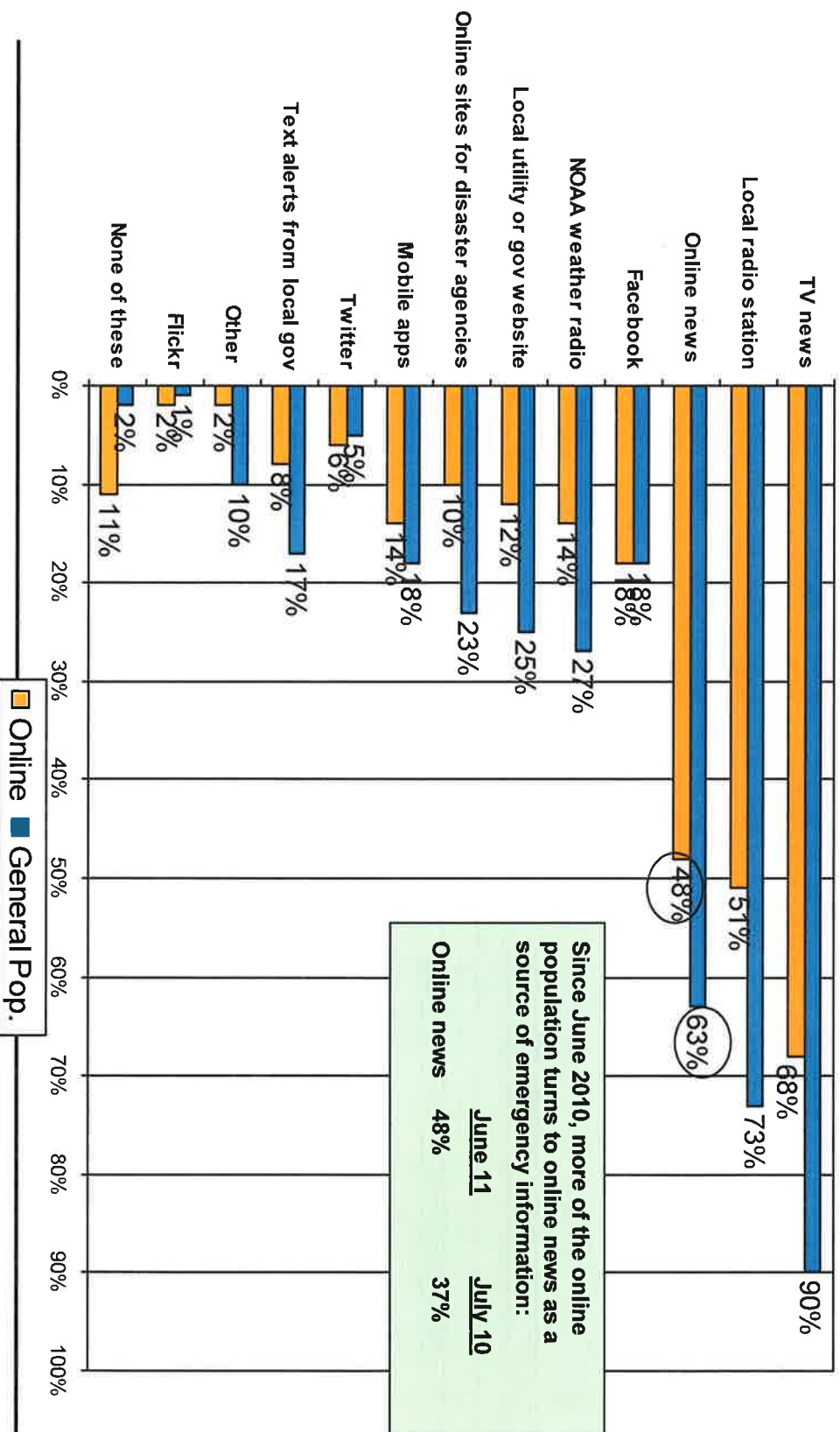
**Online Survey of 1,046 respondents and  
telephone survey of 1,011 respondents.**

**Report Date: Summer, 2011**

# Methodology:

- Two similar polls were fielded during the period June 23-27 by CARAVAN® ORC International using two methodologies:
  - Online Survey of 1,046 respondents representative of the US population aged 18 and older on June 23-26, 2011. Respondents for the online survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.
  - Telephone survey of 1,011 U.S. Adults 18 years and older on June 24-27, 2011 conducted by CARAVAN® ORC International. Margin of error is +/- 3.1 percentage points at the 95% confidence level.
- A telephone methodology is industry standard and data from this sample offer insight into perceptions, behaviors, and expectations of the overall U.S. population. In the following poll summary, telephone survey respondents are referred to as the general population. Data from the online sample give a detailed view of perceptions, behaviors, and expectations of people who spend time online.
- Where appropriate, comparisons values have been included from the previous online survey of 1,058 respondents aged 18 and older conducted on July 22-23, 2010 by CARAVAN® ORC International.

**While TV news is the preferred source of emergency information for both groups, more than six in ten of the general public and nearly half of the online population rely on online news.**



Which of the following communication channels have you ever used to get information about an emergency such as a power outage, severe weather, flash flood, hurricane, earthquake, or tornado?

