

Data for Emergency Response: What do Mexicans hit by the earthquake need right now?

among internet-connected respondents in Mexico:

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- The top needs for post-earthquake response in Mexico are construction materials (48%), food (45%), and water (41%).
 - 74% of Mexicans who were not affected by the earthquake have helped victims of the earthquake. Another 19% plan to help.
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Berlin, 7 October 2017

On September 19th, the strongest and deadliest earthquake since 1985 hit Mexico City. Aid workers, rescue response teams and civilians have been hastily addressing the damage to regions hit by the quake. Mexicans in affected areas still urgently need food, water, medicine and construction materials to rebuild their homes.

To find out how humanitarian efforts can best allocate resources to help, Dalia asked 6,365 Mexicans in the affected areas about their needs.

General Results

74% of Mexicans who were not affected by the earthquake have helped victims of the earthquake. Another 19% plan to help.

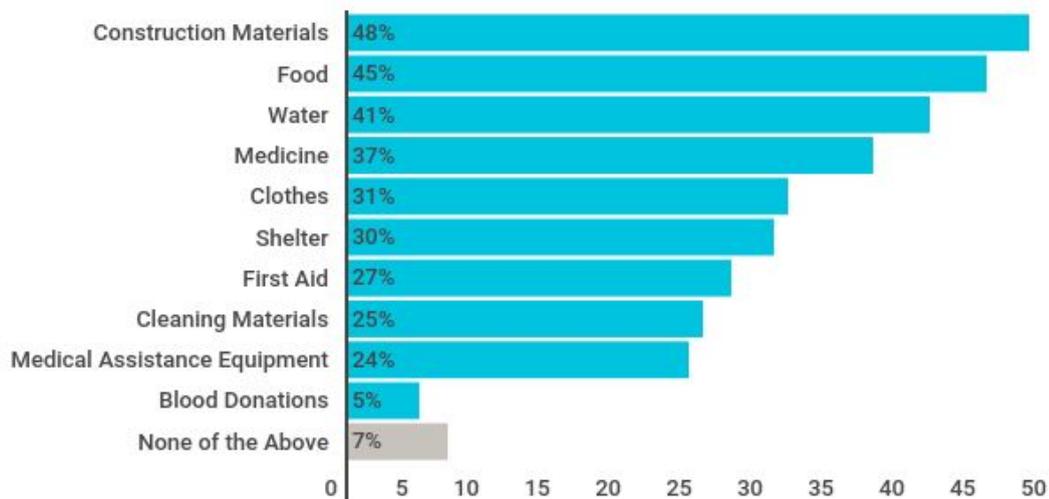
21% of all respondents said they live in an area affected by the earthquake. When respondents affected by the earthquake identified construction materials (48%), food, (45%), water (41%), medicine (37%), and clothes (31%) as their most pressing needs. The top needs were also differentiated by the following regions in Mexico; Ciudad de México, Estado de México, Morelos, and Puebla.

Additionally, the top needs were identified among the major districts in Ciudad de México; Azcapotzalco, Benito Juárez, Coyoacán, Cuajimalpa de Morelos, Cuauhtémoc, Gustavo A. Madero, Iztapalapa, Magdalena Contreras, Miguel Hidalgo, Milpa Alta, Tláhuac, Tlalpan, Venustiano Carranza, and Xochimilco.

#FuerzaMexico: the Earthquake's Effect

What are the greatest needs of the people in your area? (%)

All Respondents



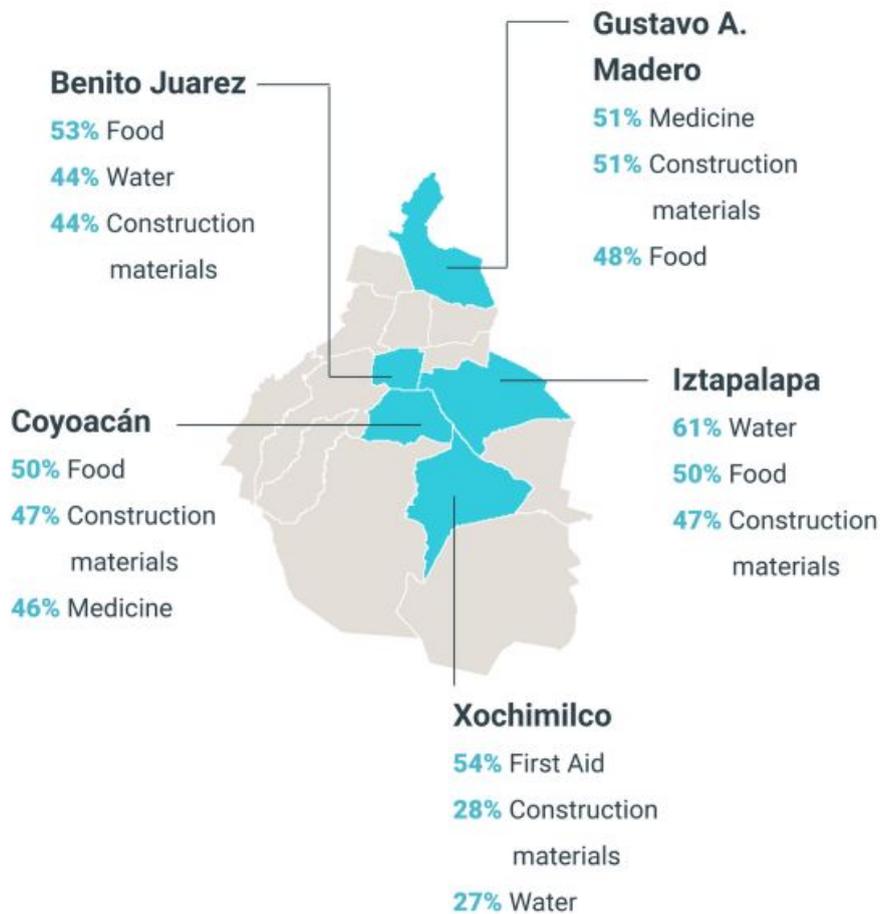
Based on a survey of 6,365 internet users in Mexico. Completed in September 2017 by Dalia Research.

source: Dalia Research 2017  

#FuerzaMexico: Earthquake Response

What are the greatest needs of the people in your area? (%)

By district in Mexico City



Based on a survey of 6,365 people with internet access from Mexico. Completed in September 2017 by Dalia Research.

Notes to editors

About the survey

The survey was conducted in September 2017 among n=6,365 internet-connected respondents in Mexico.

Tables of the survey results broken down by regions and districts in Mexico City [available here](#).

[Infographic link - all results & regional results](#)

[Infographic link - mexico city district results](#)

Survey Questions

1. ¿Tu área fue afectada directamente por el sismo del 19 de septiembre?

"Was your area directly affected by the September 19th earthquake?"

(yes / no)

2. ¿Cuáles son las mayores necesidades de las personas en tu área?

"What are the greatest needs of the people in your area?"

Select all that apply

(construction materials / food / medicine / clothing, shelter / first aid / cleaning materials / medical assistance equipment / blood donations / none of the above)

3. ¿Has hecho algo para ayudar a las personas afectadas por el sismo? (por ejemplo donar dinero, comida, tiempo, etc.)

"Have you done anything to help those affected by the earthquake? (eg donating money, food, time, etc.)"

(yes / no, but I plan to do something to help / no)

About Dalia Research

Dalia Research was founded in Berlin in 2013 with a clear vision to utilize mobile technology to change the way attitudinal data is collected, analysed and presented. For more information about Dalia and its work, please visit: www.daliaresearch.com

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