

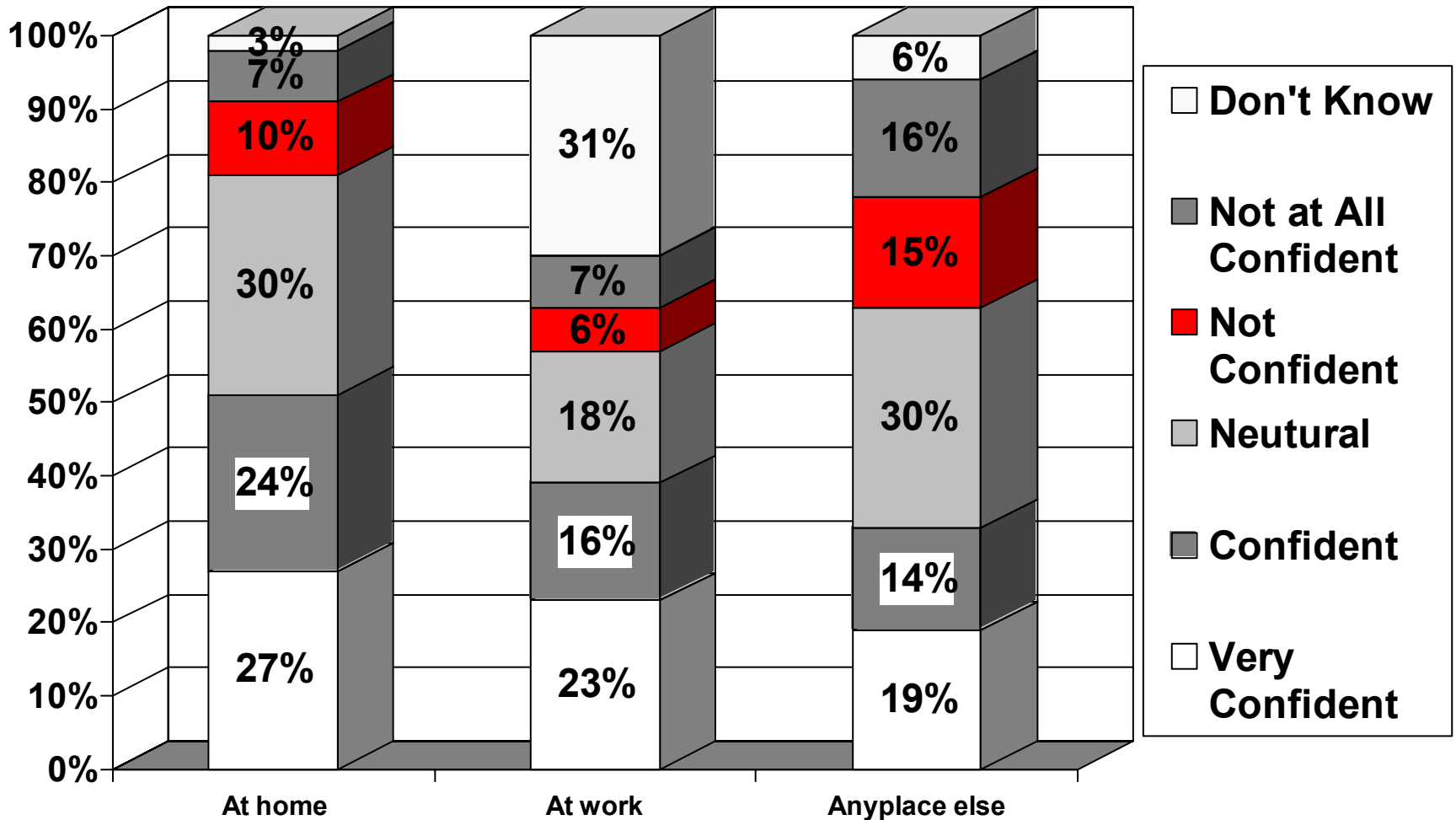
American Red Cross Disaster and Emergency Preparedness Poll

**1,000 telephone interviews among a representative sample
of US adults over the age of 18**

**Telephone surveys conducted by ORC International
August 22-24, 2003**

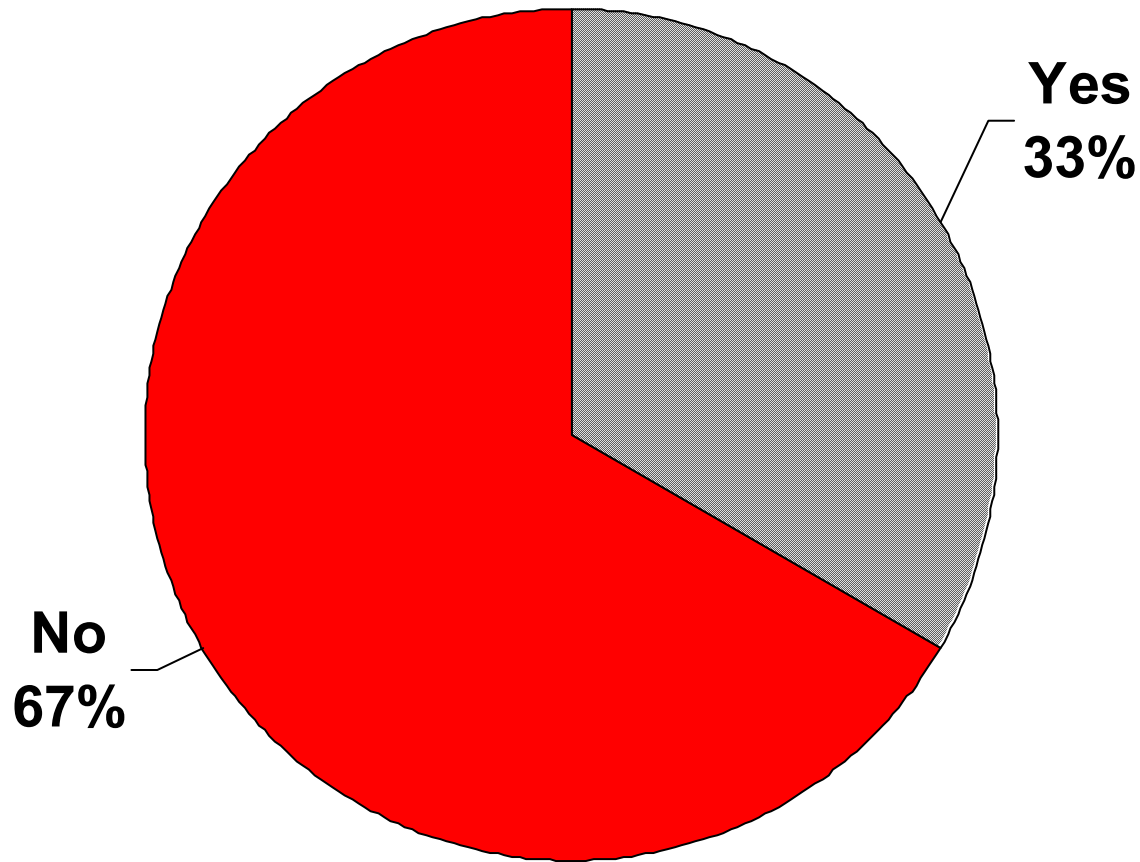
Sampling Error: +/-3% at the 95% confidence level

Confidence in Preparedness Differs Among Locations



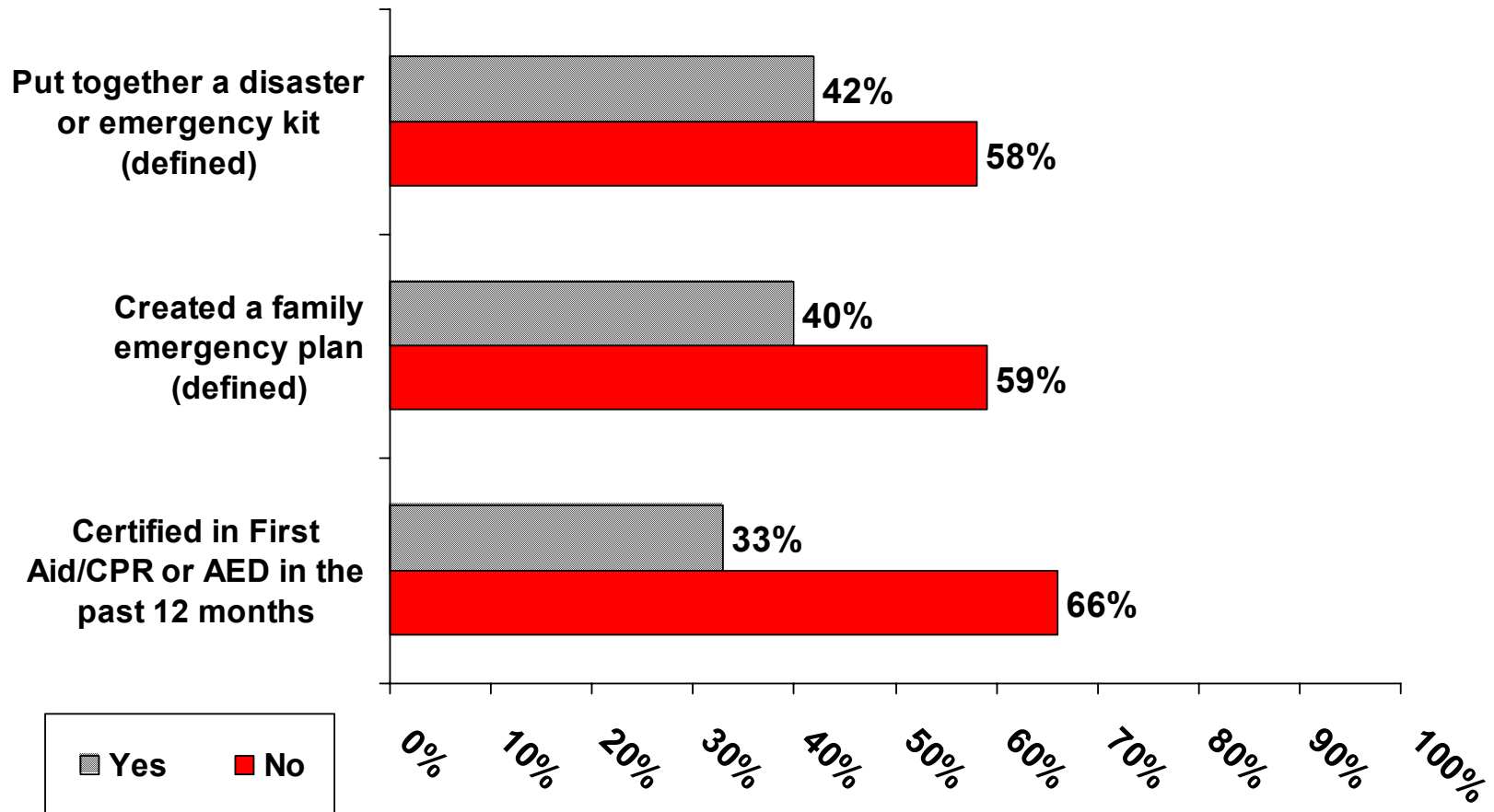
Question: "On a scale of 1-5 . . . how confident are you that you are prepared in the event of a natural or man-made disaster or other emergency situation (At home/At work/Anyplace else, including during your commute, or when you are otherwise not at home or at work)?"

One-third of respondents received information about disaster preparedness in the past 12 months.



Question: "Have you or another adult in your household received specific information and/or training on how to prepare for a natural or man-made disaster or other emergency situation in the past 12 months?"

Household Emergency Preparedness



Question: Have you or anyone in your household. . .

Residents of the South and the West were more likely to have a disaster supply kit.

	<u>Yes, have kit</u>	<u>No, no kit</u>
United States Regions		
Northeast	32%	67%
North Central	37%	63%
South*	45%*	54%*
West*	49%*	51%*

Question: “Have you or anyone in your household put together a disaster or emergency supplies kit containing supplies such as food, water, clothing, medical supplies and other equipment stockpiled to last each person for three days without power in the event of a natural or man-made disaster or other emergency situation?” *Significant differences are marked with an asterisk.

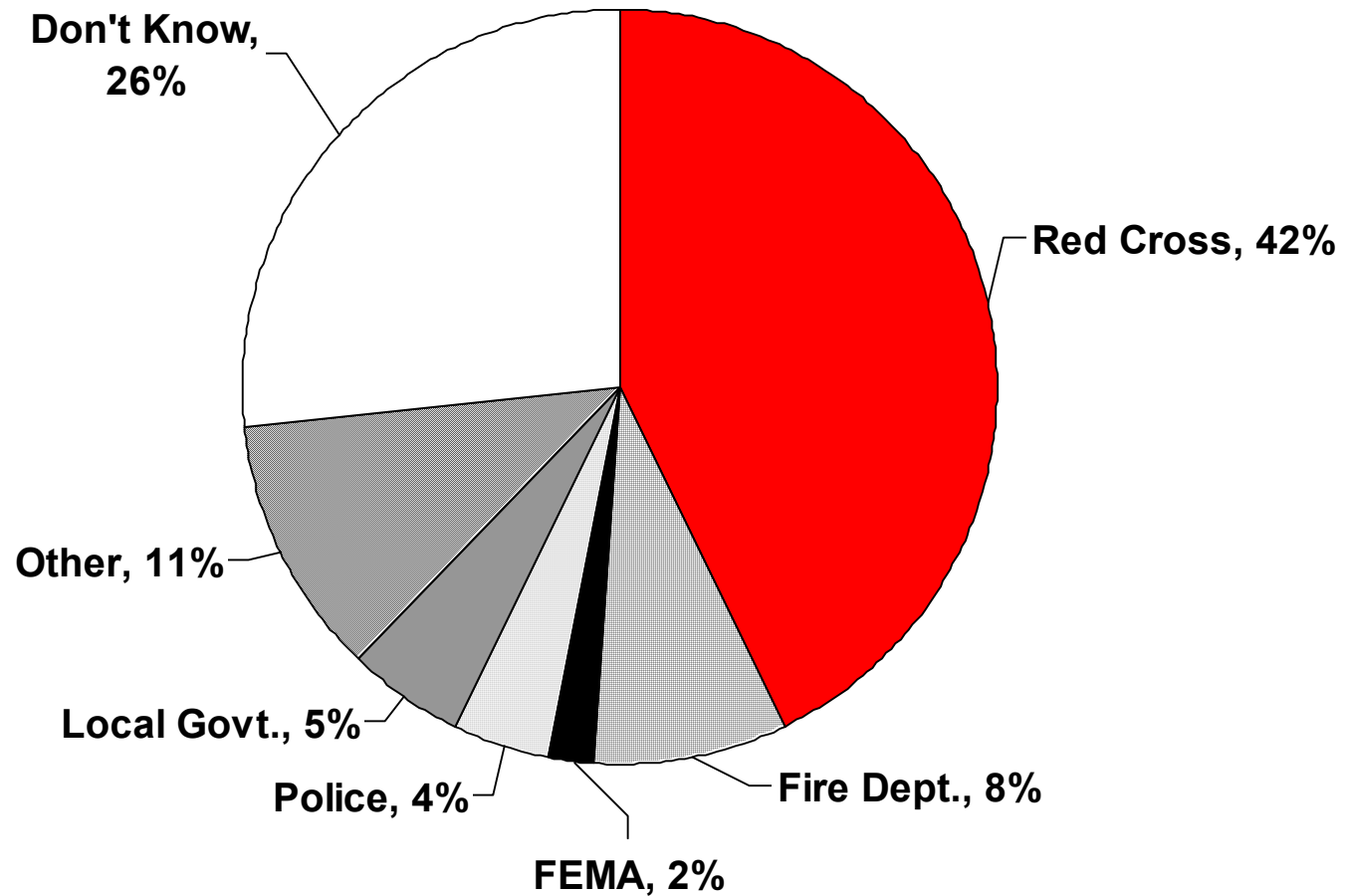
Respondents in the South were most likely to have an emergency plan.

	<u>Yes, have plan</u>	<u>No, no plan</u>
United States Regions		
Northeast	32%	68%
North Central	39%	60%
South*	45%*	54%*
West	39%	61%

Question: “Have your or anyone in your household created a family emergency plan . . . (meaning) that you have taken the time to talk about potential disasters, establish emergency contacts, trained in evacuating the home and/or area, know how and when to turn off utilities, have a disaster kit and Determined where to meet in the event that you have to evacuate?”

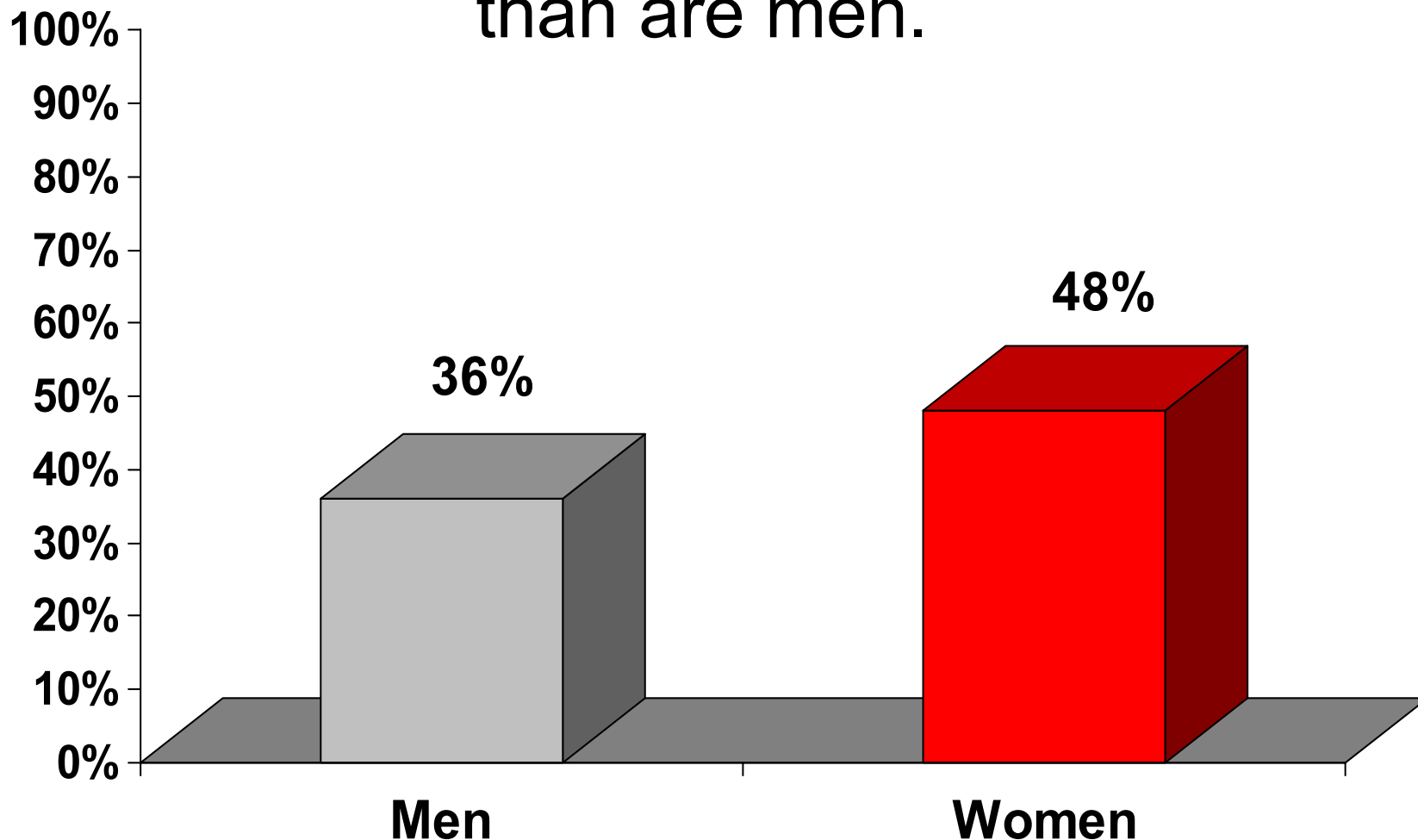
*Significant differences are marked with an asterisk.

Respondents are most likely to name the American Red Cross as a source of disaster or emergency preparedness information.



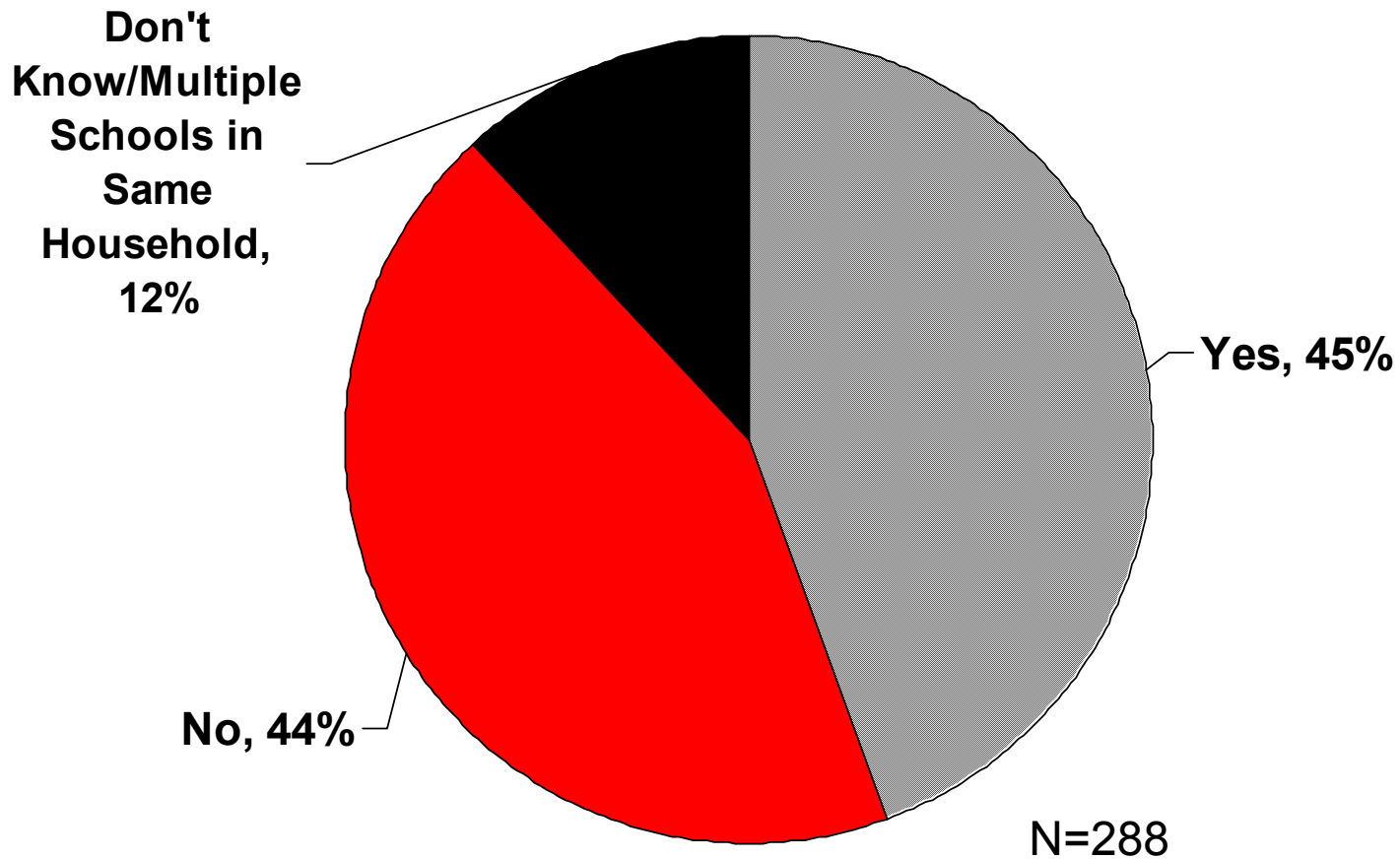
Question: "What organization would you be most likely to go to for information or training about how to prepare yourself and your family for a natural or man-made disaster or other emergency situation?" (Unaided)

Women are more likely to turn to the Red Cross for disaster or emergency training or information than are men.



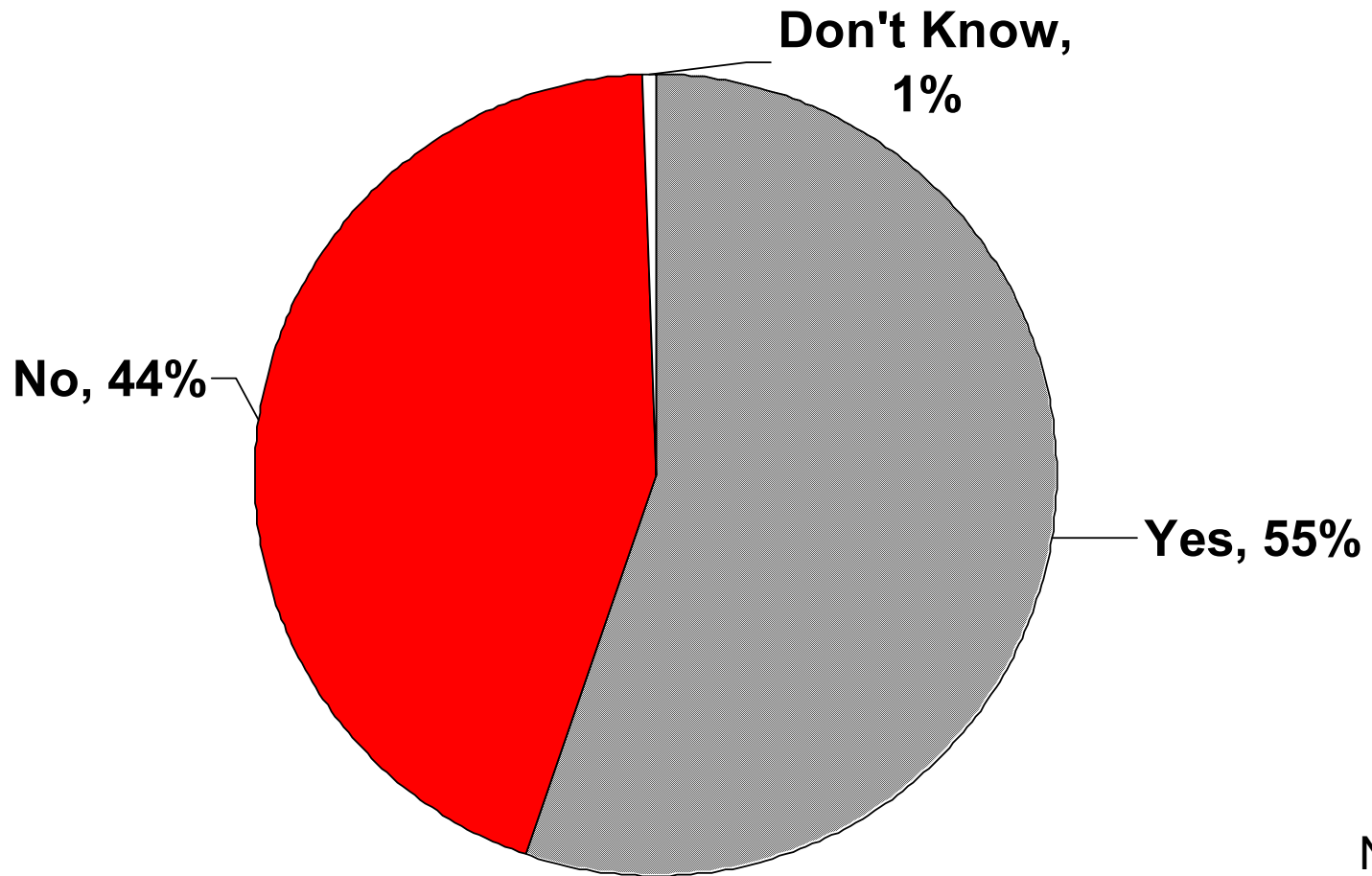
Question: “What organization would you be most likely to go to for information or training about how to prepare yourself and your family for a natural or man-made disaster or other emergency situation?” (Unaided)

Forty-Five Percent of Parents Recall Receiving Specific Emergency Plans from Schools.



Question: "Has your child's school provided you with specific information regarding its disaster or emergency plan?"

About half have received specific disaster or emergency information from their employer.



Question: "Have you received formal information and/or training from your employer regarding the disaster or emergency plan at your place of work?"

Notes on Data Interpretation

Geographic Region - The continental states are contained in four geographic regions as follows:

- **North East**

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

- **North Central**

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

- **South**

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

- **West**

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California