

# AMERICAN RED CROSS

## The Council for Excellence in Government

### Readiness Quotient (RQ)

### National Poll-Regional Values

July 2008

*Telephone survey of 1,005 U.S. Adults 18 years and older on July 10-13, 2008 conducted by ORC International. Margin of error is +/- 3.1 percent at the 95% confidence level.*

*Statistically significant differences noted.*

THE COUNCIL FOR

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IN GOVERNMENT



**American  
Red Cross**

# Geographic Region

## North East

- Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania

## North Central

- Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

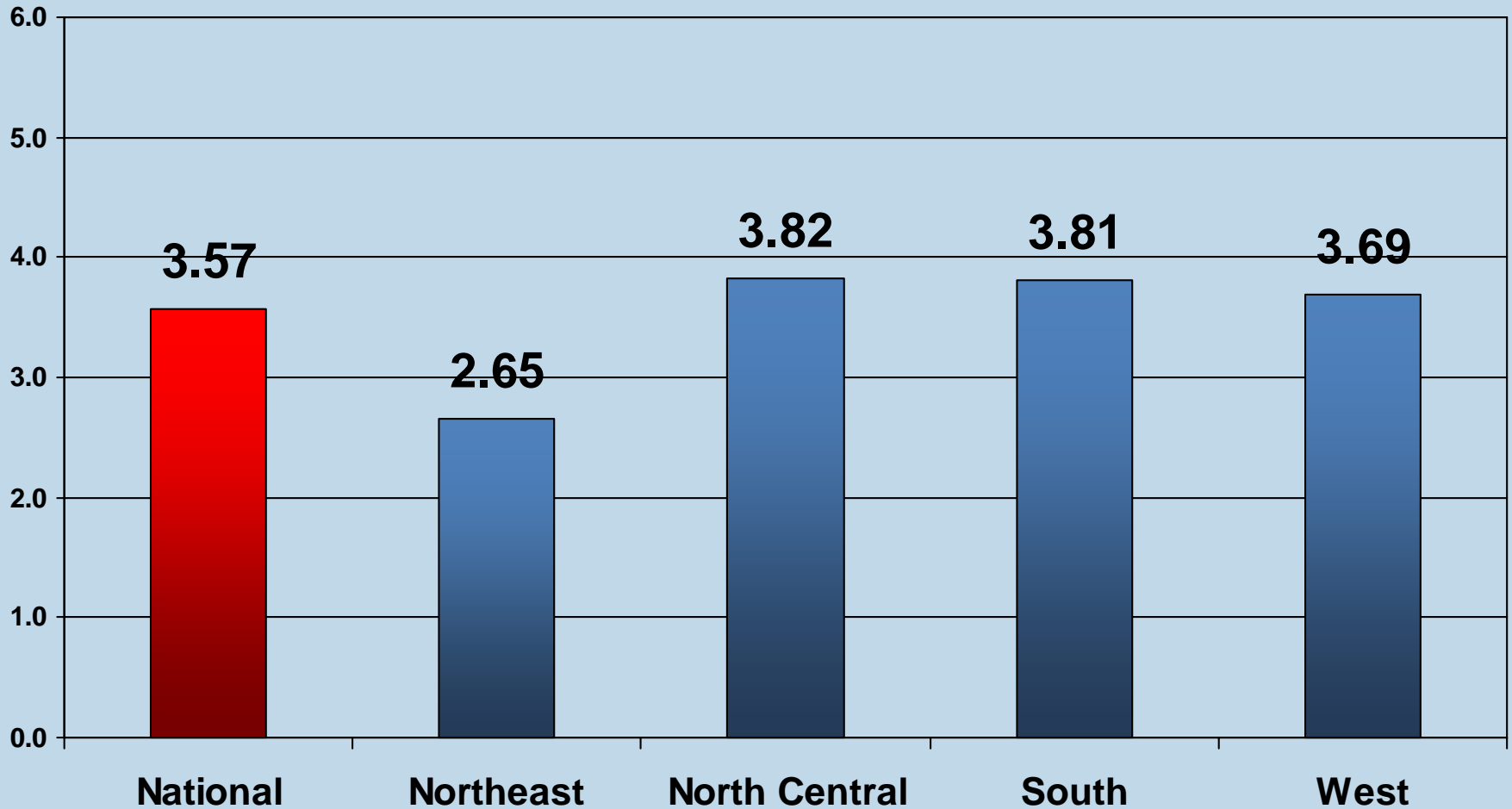
## South

- Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas

## West

- Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California

# Average PRI Score By Region



# KNOWLEDGE AREAS

- *Northeast residents least likely to recall preparedness messages*
- *North Central and Southern respondents most aware of emergency broadcasting channel*

	<b>National</b>	<b>North-east</b>	<b>North Central</b>	<b>South</b>	<b>West</b>
In the past 30 days, have seen or heard messages that encourage people to take steps to be prepared for emergency situations in community	<b>47%</b>	21%	58%	55%	45%
Know how to find the emergency broadcasting channel on the radio	<b>49%</b>	42%	58%	54%	37%
Aware that local government has an emergency or disaster plan for community	<b>48%</b>	39%	44%	52%	55%

# PREPAREDNESS ACTIONS

• *Western respondents most likely to own a designated supplies kit*

	National	Northeast	North Central	South	West
Taken First Aid	36%	31%	35%	35%	44%
Volunteered to help	18%	12%	22%	20%	14%
Practiced or drilled	24%	20%	25%	29%	17%
Set a meeting place	27%	18%	34%	27%	26%
Made communication plans	32%	28%	35%	33%	33%
Has portable supply kit	40%	29%	42%	40%	49%
Has supply kit in designated place	36%	24%	30%	38%	48%

# SCHOOL AND EMPLOYER PLANS

	<b>National</b>	<b>Northeast</b>	<b>North Central</b>	<b>South</b>	<b>West</b>
All of children's schools have emergency plans	<b>76%</b>	<b>70%</b>	<b>86%</b>	<b>76%</b>	<b>70%</b>
Employer has detailed emergency plan	<b>73%</b>	<b>74%</b>	<b>78%</b>	<b>75%</b>	<b>63%</b>

*\*small base sizes*

# INFLUENCE OF RECENT DISASTERS

• *Northeast respondents are least likely to take any action based on Midwest floods and tornadoes and California wildfires*

	<b>National</b>	<b>Northeast</b>	<b>North Central</b>	<b>South</b>	<b>West</b>
<b>Yes</b>	<b>19%</b>	<b>10%</b>	<b>20%</b>	<b>22%</b>	<b>20%</b>
<b>No</b>	<b>81%</b>	<b>89%</b>	<b>80%</b>	<b>77%</b>	<b>80%</b>

*Q: Has the recent news coverage of the Midwest floods and tornadoes and the California wildfires prompted you to take any actions to get ready for a possible disaster in your area?*

# INFLUENCE OF INFORMATION SOURCES

- North Central, Southern, and Western respondents are most likely to prepare based on information from local weather and TV news announcers
- Southern respondents are most encouraged by religious leaders

	National	Northeast	North Central	South	West
Police or fire officials	83%	80%	88%	80%	87%
Local weather announcer	62%	46%	69%	67%	65%
Local Gov. officials	63%	65%	56%	62%	69%
Red Cross	60%	64%	59%	58%	61%
Religious leaders	38%	30%	34%	48%	31%
Local T.V. news announcer	60%	47%	64%	65%	60%
Local school officials	41%	31%	51%	35%	49%
Your children	44%	42%	48%	43%	43%
Friends and family	63%	60%	64%	65%	62%
FEMA	60%	62%	50%	63%	63%
Celebrities	8%	8%	10%	11%	3%

*\*Top Two Box Likelihood Scores Q: I'm going to read you some possible sources of information about disaster preparedness. On a scale of 1 to 5 with 1 being not at all likely and 5 being very likely, how likely is it that you would take specific disaster preparedness actions recommended to you by the following people?*



# EVACUATION BARRIERS

	<b>National</b>	<b>Northeast</b>	<b>North Central</b>	<b>South</b>	<b>West</b>
<b>Concerns about traffic on evacuation routes</b>	<b>43%</b>	<b>46%</b>	<b>36%</b>	<b>45%</b>	<b>43%</b>
<b>Concerns about elderly relative</b>	<b>36%</b>	<b>33%</b>	<b>34%</b>	<b>40%</b>	<b>32%</b>
<b>Concerns about a pet</b>	<b>34%</b>	<b>32%</b>	<b>33%</b>	<b>34%</b>	<b>35%</b>
<b>Lack of transportation</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>	<b>18%</b>	<b>15%</b>
<b>None of these</b>	<b>27%</b>	<b>31%</b>	<b>30%</b>	<b>25%</b>	<b>24%</b>

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