

AMERICAN RED CROSS

The Council for Excellence in Government

Readiness Quotient

National Poll

July 2008

Telephone survey of 1,006 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.

2007 data from telephone survey of 1,005 U.S. Adults 18 years and older on September 13-16, 2007 conducted by ORC International. Margin of error is +/- 3.1 percent at the 95% confidence level.

2006 data from Increasing Citizen Preparedness through Applied Research: Discussion of The Public Readiness Index, The Council for Excellence in Government, February 21, 2007.

Report Date: July 21, 2008

Communication and Marketing Department
Market Research

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**American
Red Cross**

Key Findings (continued)

- Other specific declines appeared in behavioral areas: In the past year:
 - 36% have a disasters supplies kit in a designated place, down from 42% in 2007.
 - 32% have made a communication plan, down from 39% in 2007.
 - 27% have set a meeting place, down from 31% in 2007, but up from 21% in 2006.
 - 36% reported that they had taken first aid or CPR training in the past five years, down from 41% in 2007 and marking a trend in the lack of training since 2006 (63%).
- Similar to 2007, only two percent have taken all seven actions mentioned in the PRI; 26 percent have not taken a single action.

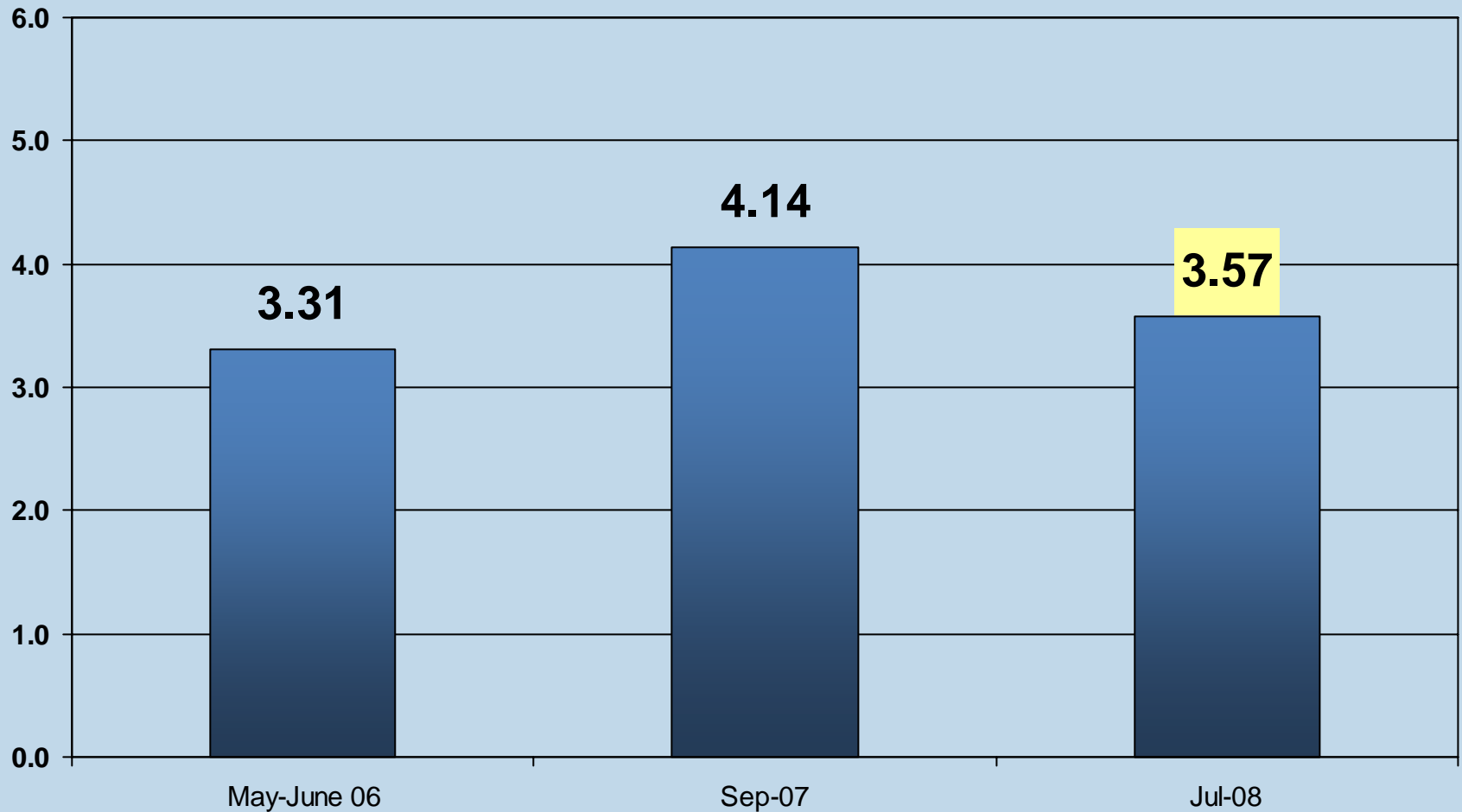
Key Findings (continued)

- Improvements emerged in readiness among schools and daycare centers:
 - Among those who know their children’s schools and daycares have emergency plans, 79% of parents report that all of the schools their children attend have practiced their emergency plans, up from 65% in 2007.
- Employers, schools, and daycare centers continue to play a key role in public readiness.
 - Employees are better prepared if their employer has a plan and practices the plan.
 - Parents are better prepared if their children’s schools or daycare centers have plans, practice those plans, and provide parents with written information about the plans.

Key Findings (continued)

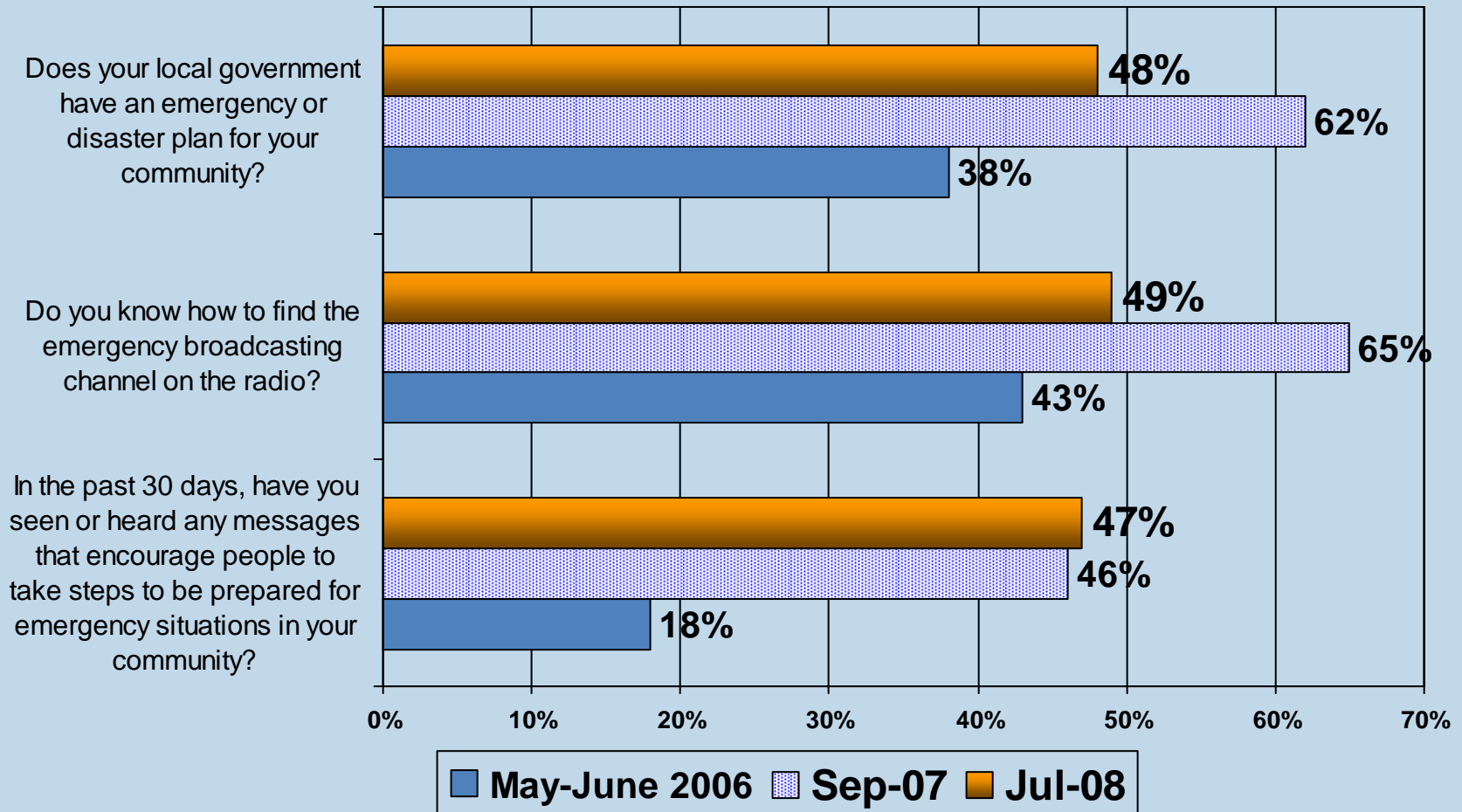
- Readiness continues to vary by age, education, income, race/ethnicity and employment status, though few improvements emerged in any of these groups.
 - The oldest (65 and over) and the youngest (34 and younger) are less prepared.
 - Respondent with a high school education only are less prepared.
 - Respondents earning below \$40,000 are less prepared. Higher income respondents show the sharpest decline in preparedness since 2007.
 - Non-Hispanic whites are less prepared and represent the sharpest decline in preparedness among ethnic groups since 2007.
 - Respondents who are employed part time or are not employed are less prepared. Retirees and seniors are less prepared than in 2007.

While still above the 2006 level, the average national PRI Score declined from September 2007

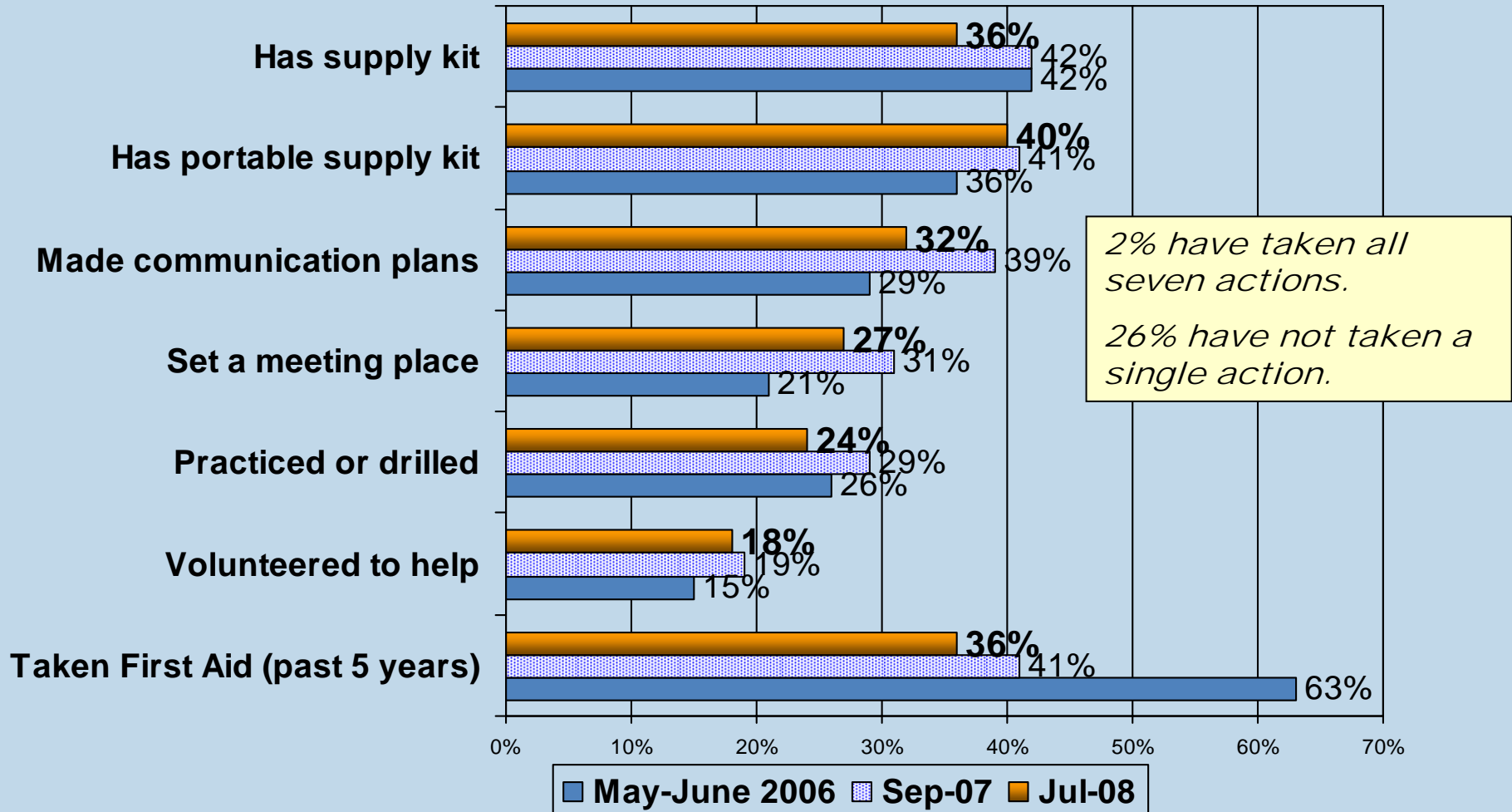


■ Average PRI

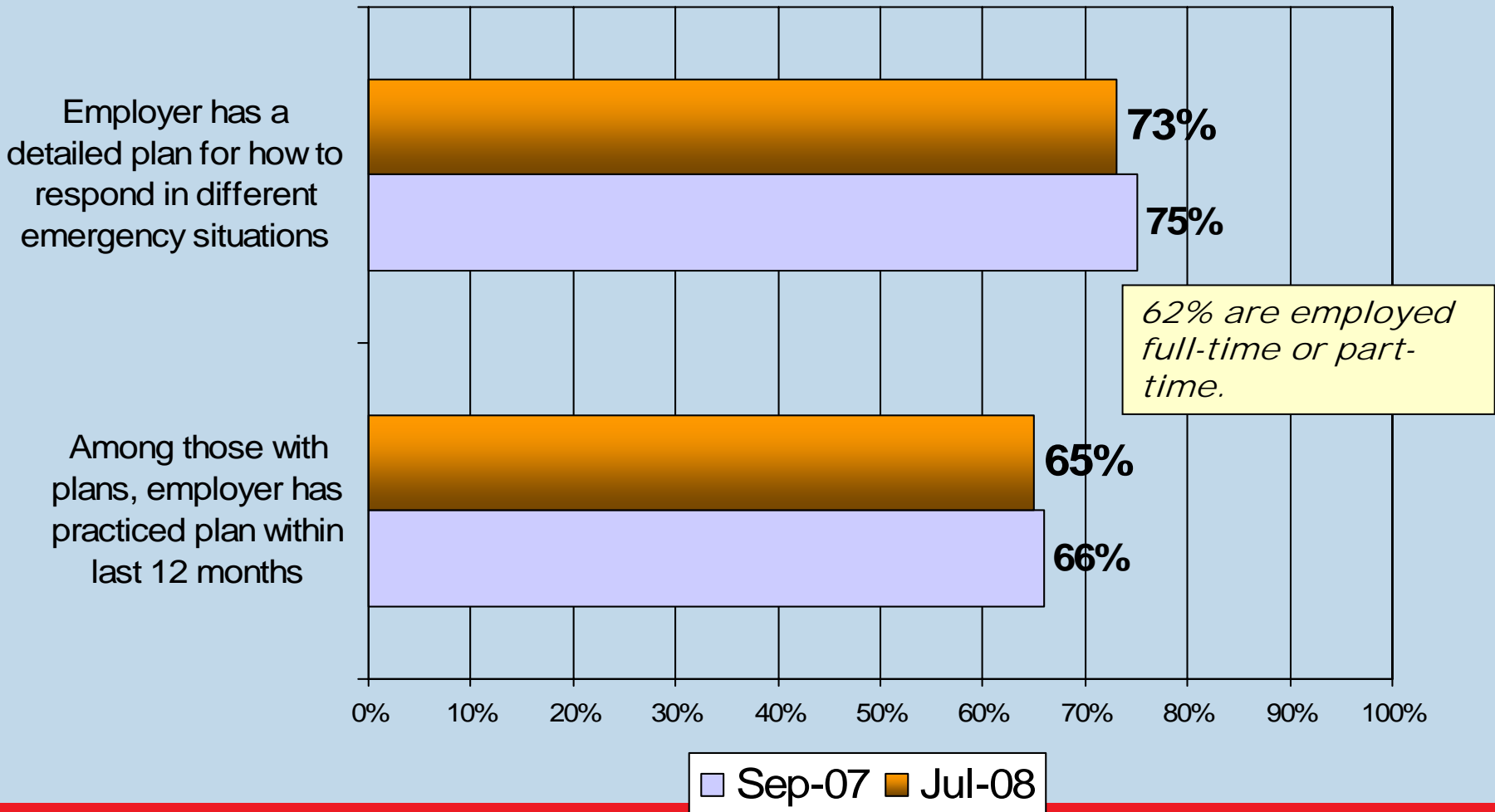
Knowledge of emergency broadcasting channel and awareness of local plans show substantial declines, though recall of preparedness messages remains stable



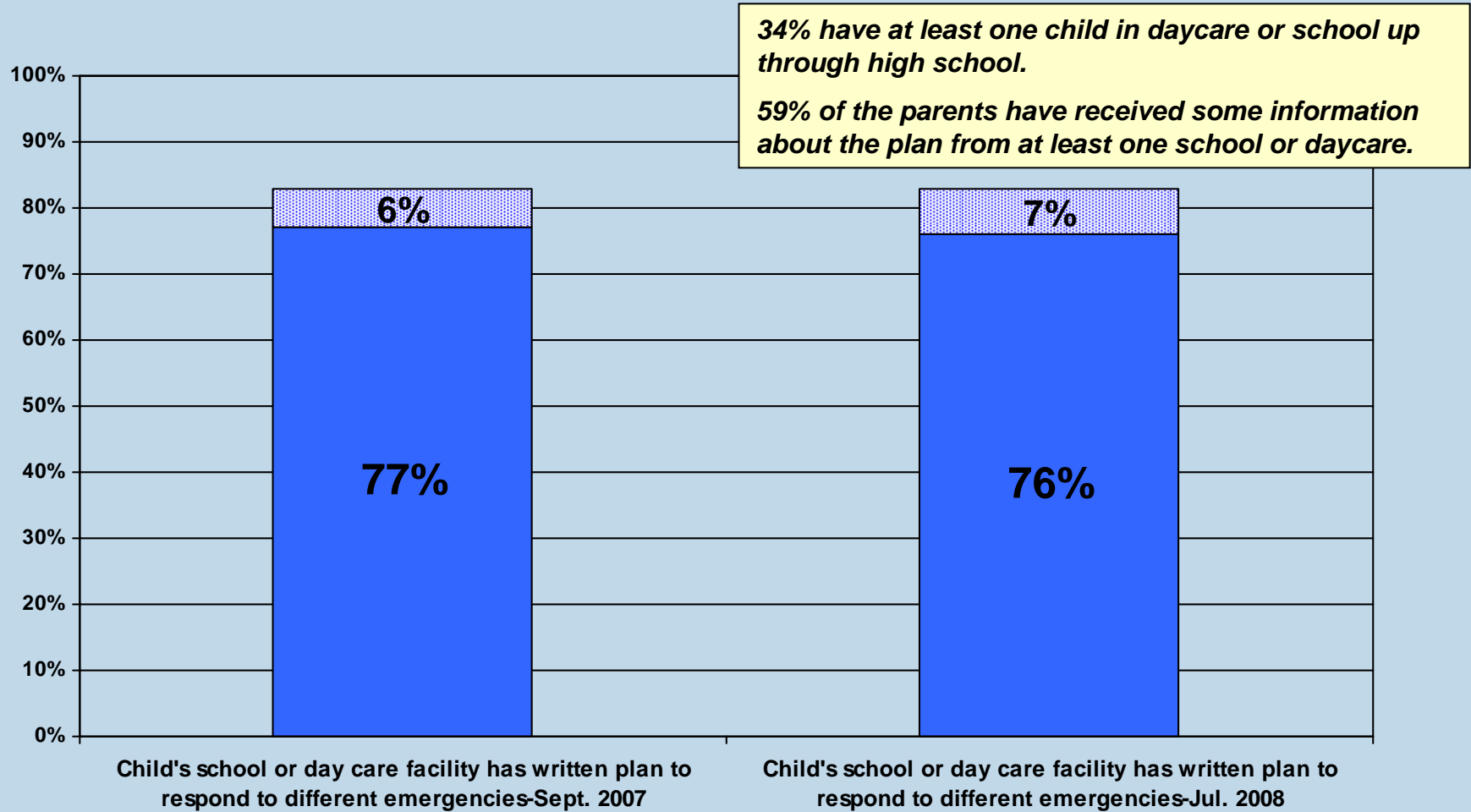
Since 2007, actions to improve readiness have declined or remained even, though most are still above 2006 levels



Three out of four employees report that their employers have a plan; two-thirds of those recently practiced the plan

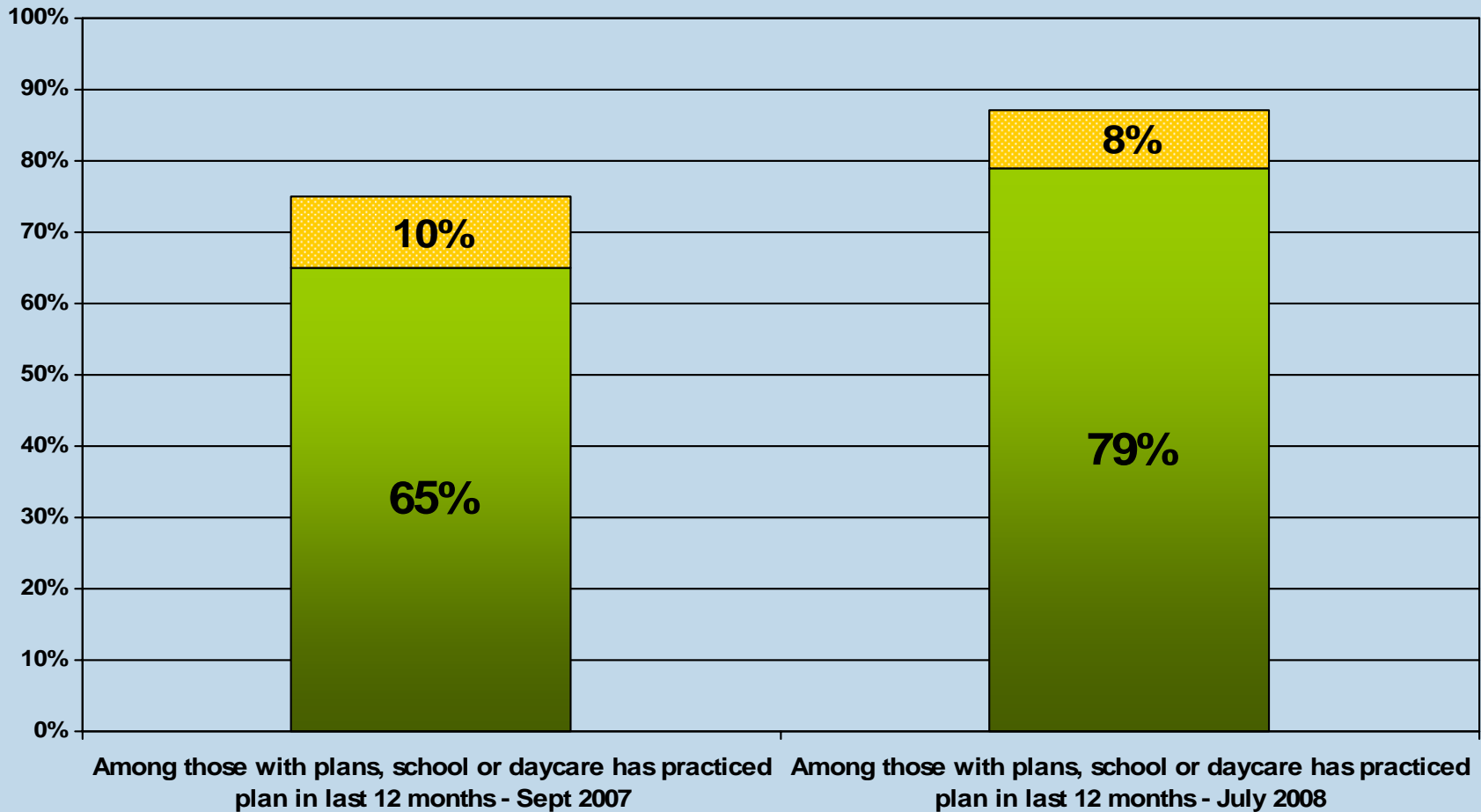


Most schools and daycare centers reportedly have an emergency plan



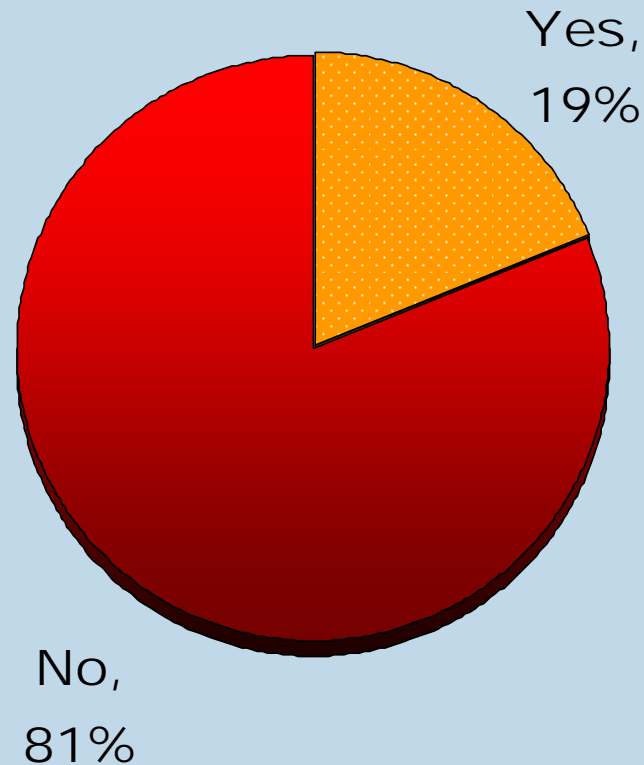
■ All of Them ■ Some of Them

Among those who know the schools have plans, eight in ten parents report that all of the schools their children attend have practiced their emergency plan, an improvement over 2007



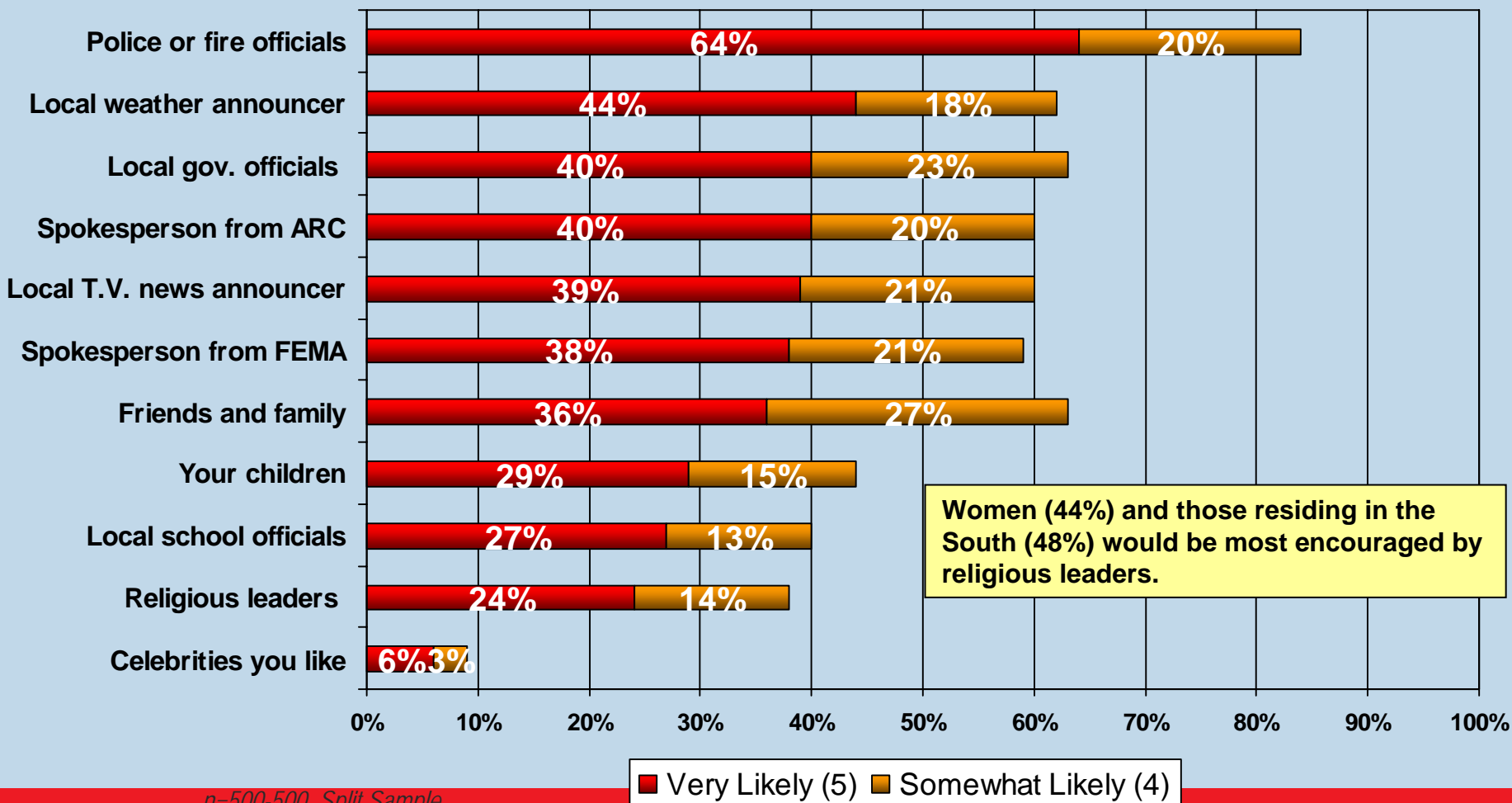
■ All of Them ■ Some of Them

Midwest floods and California wildfires prompted nearly a fifth of respondents to prepare



Regionally, those residing in the Northeast (10%) are least likely to take any action based on these recent disasters.

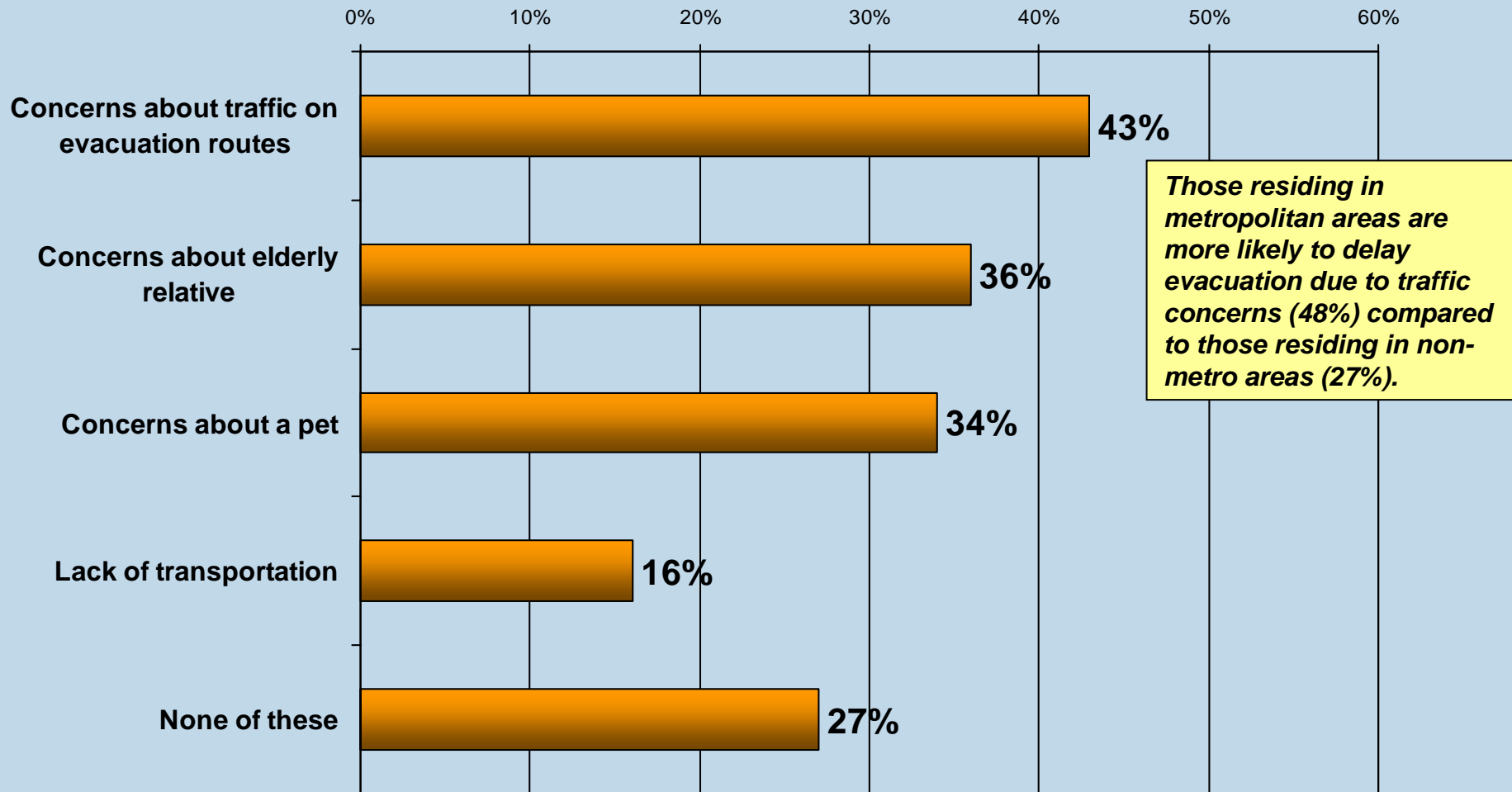
The vast majority of Americans would be most compelled to take preparedness actions if recommended by Police or Fire officials



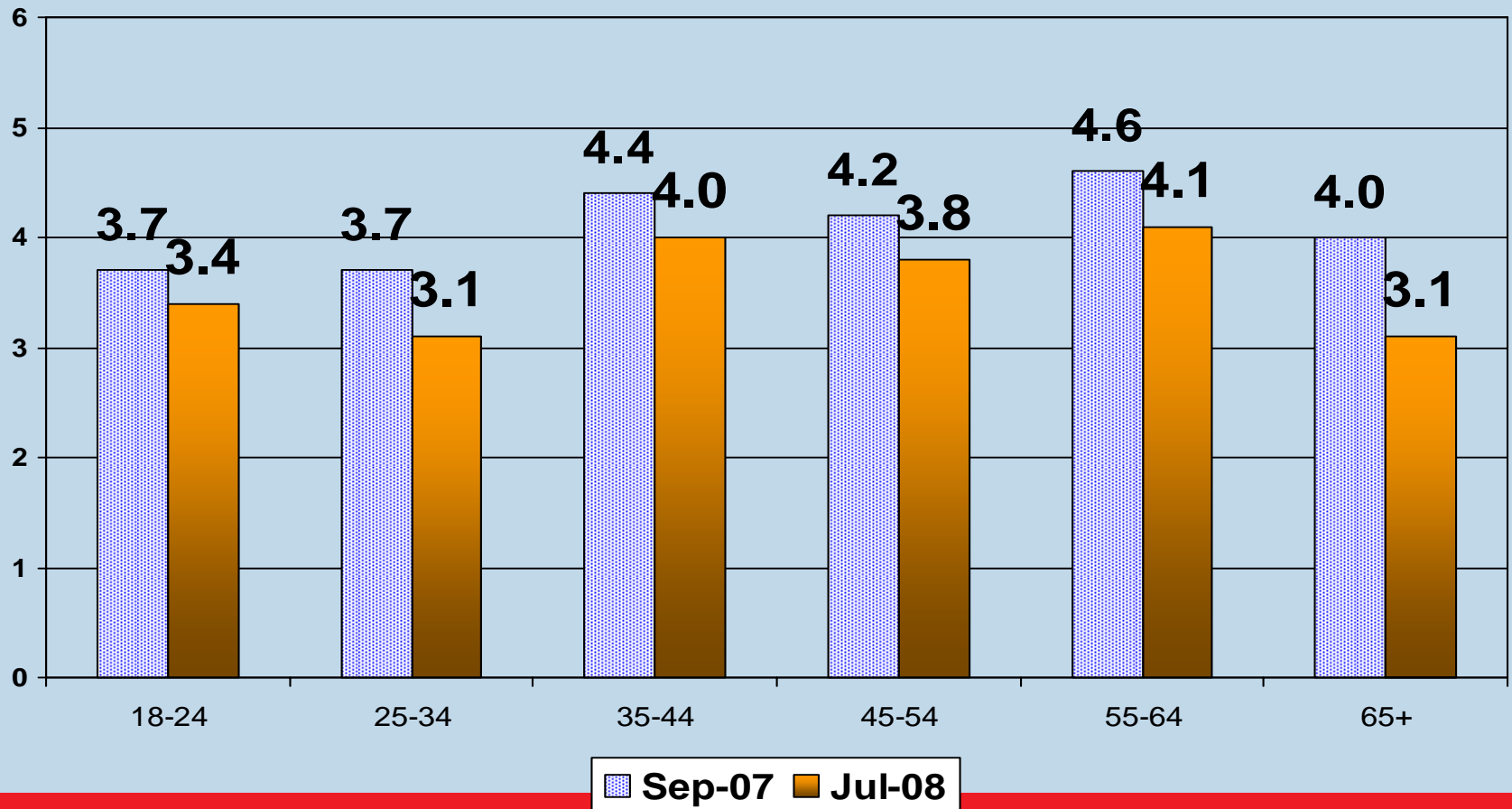
n=500-500, Split Sample

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?

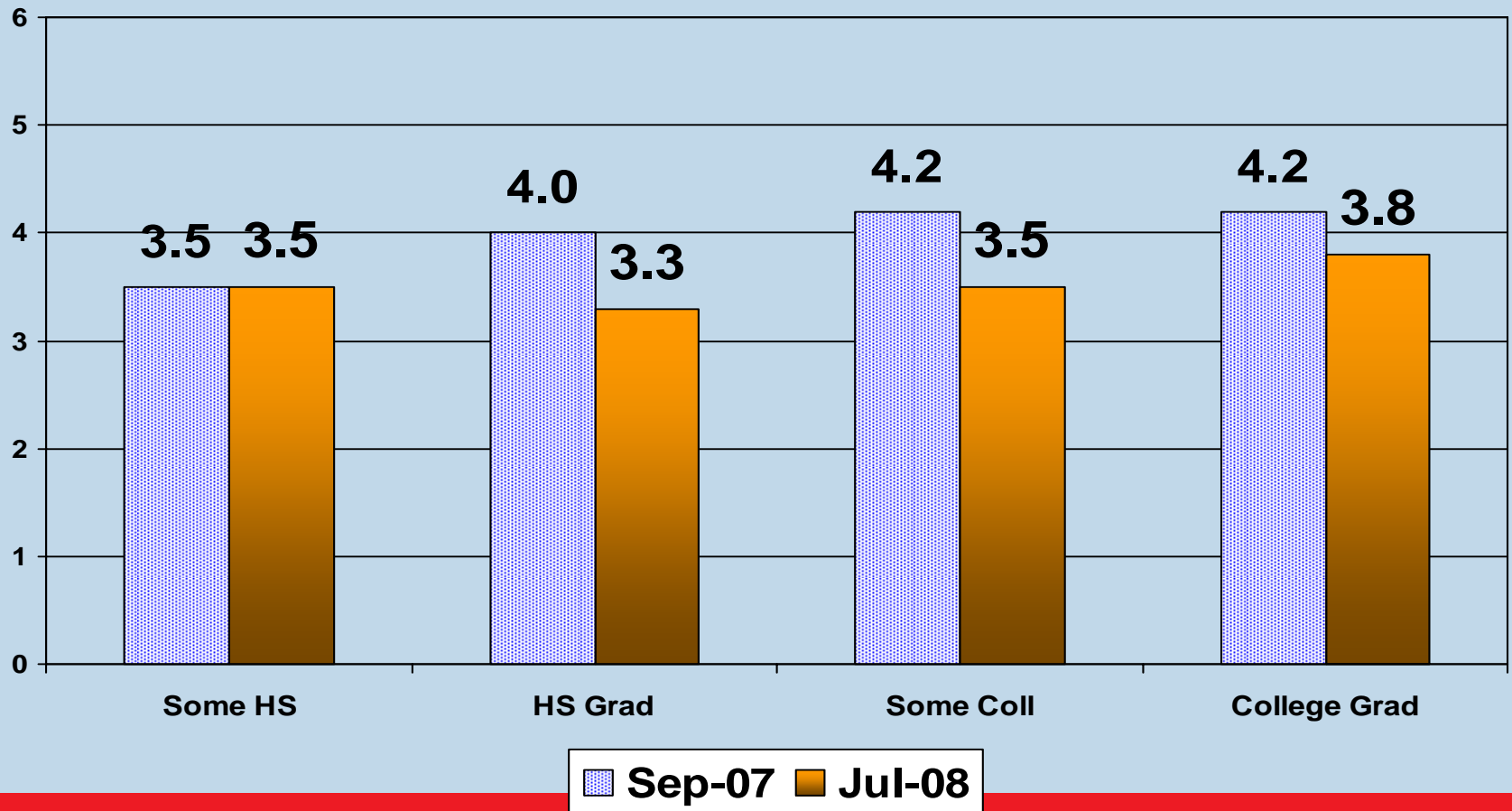
Several concerns would delay or prevent an ordered evacuation, including traffic, elderly relatives, and pets



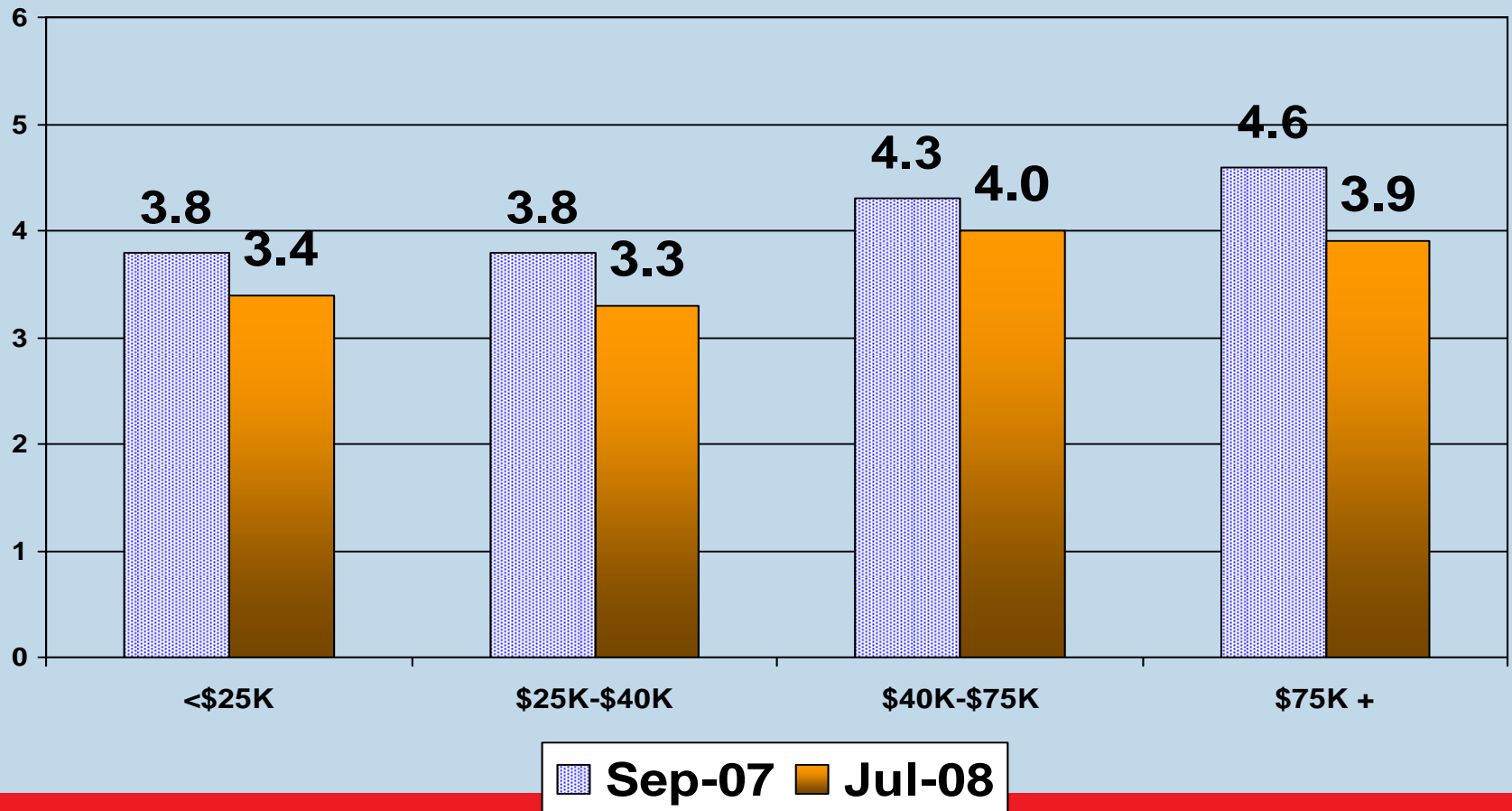
The oldest and youngest respondents are less prepared



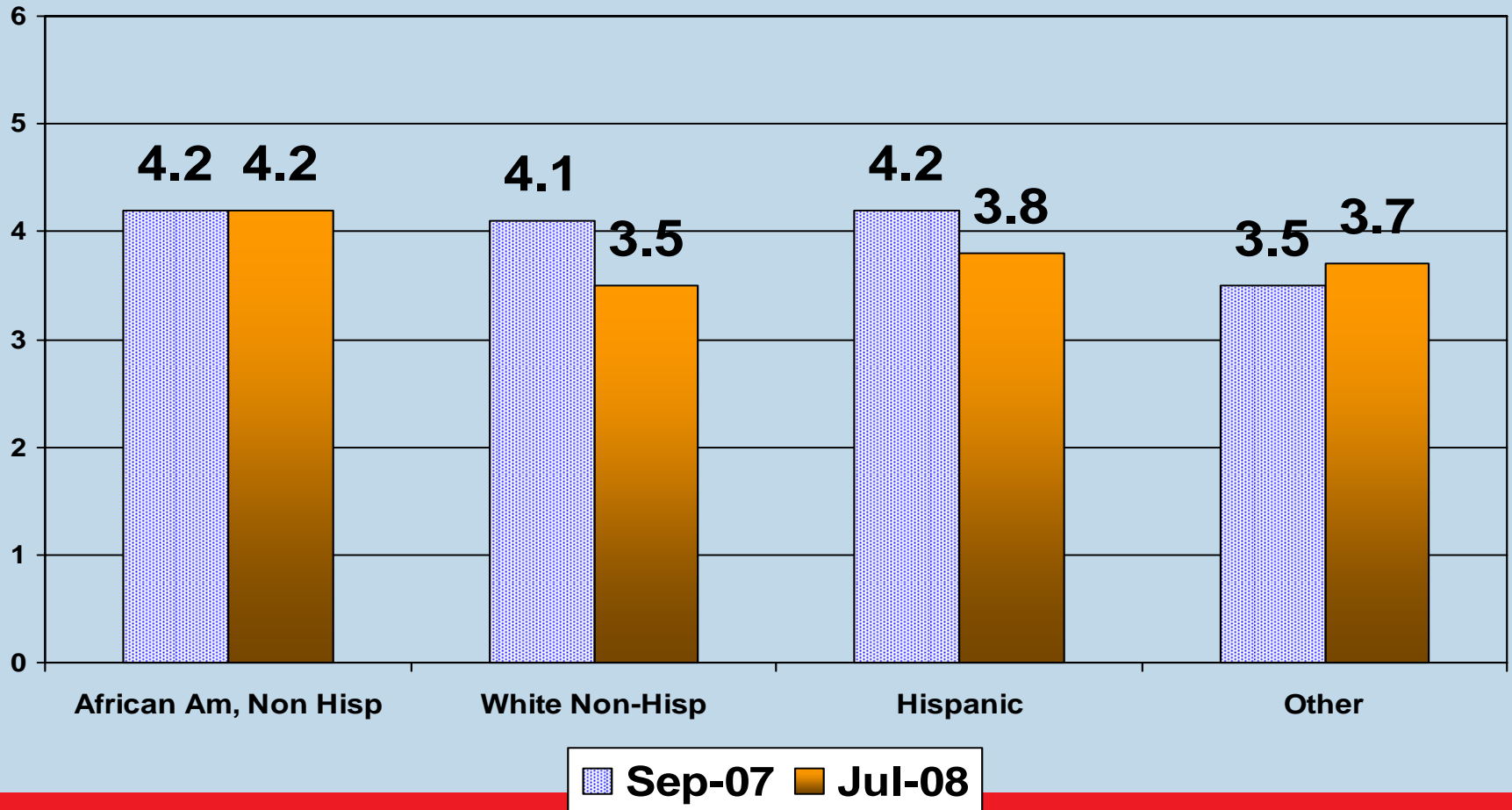
Respondents with a high school education only are less prepared



Respondents with lower incomes are less prepared

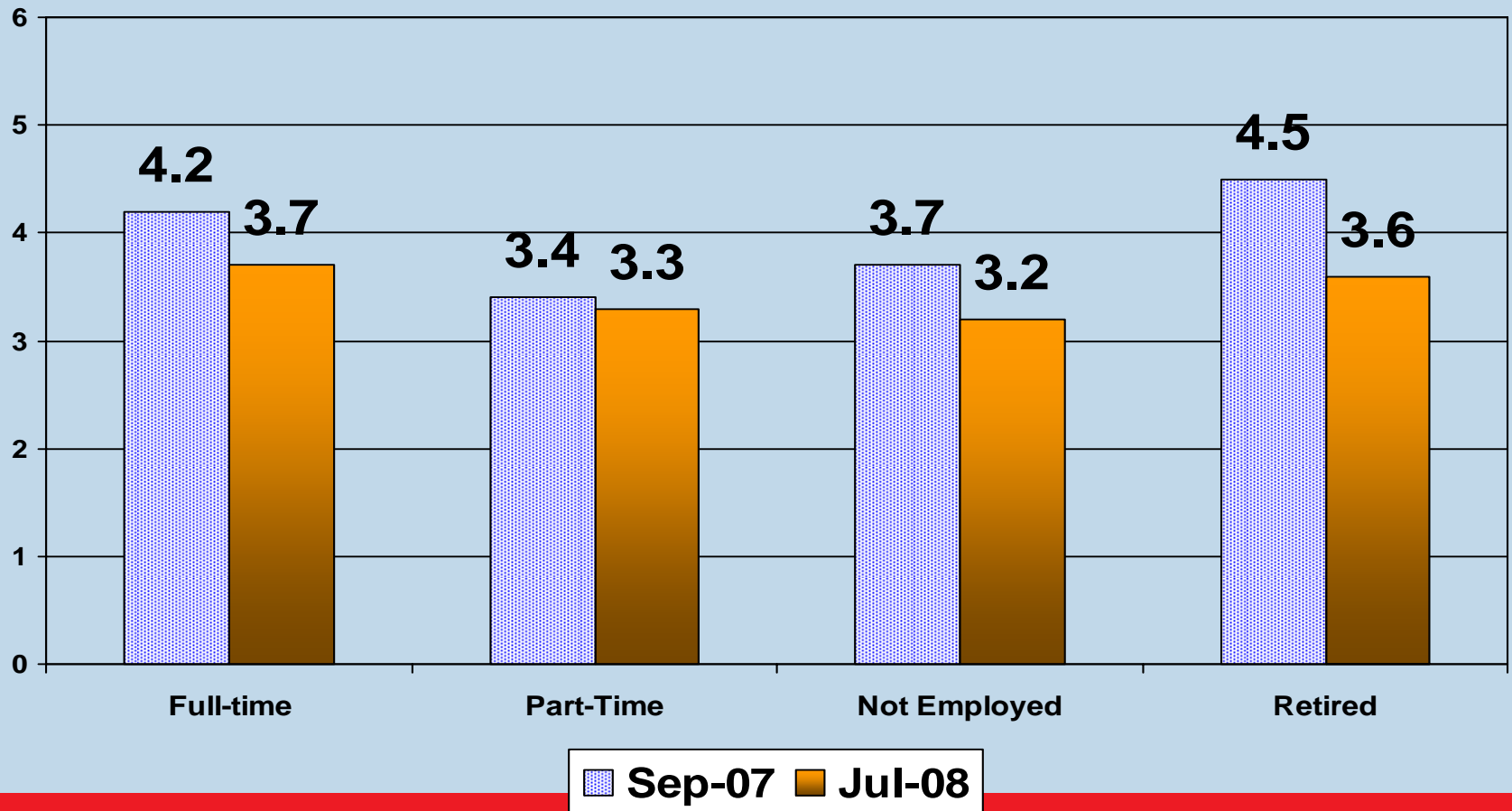


Preparedness declines for White respondents

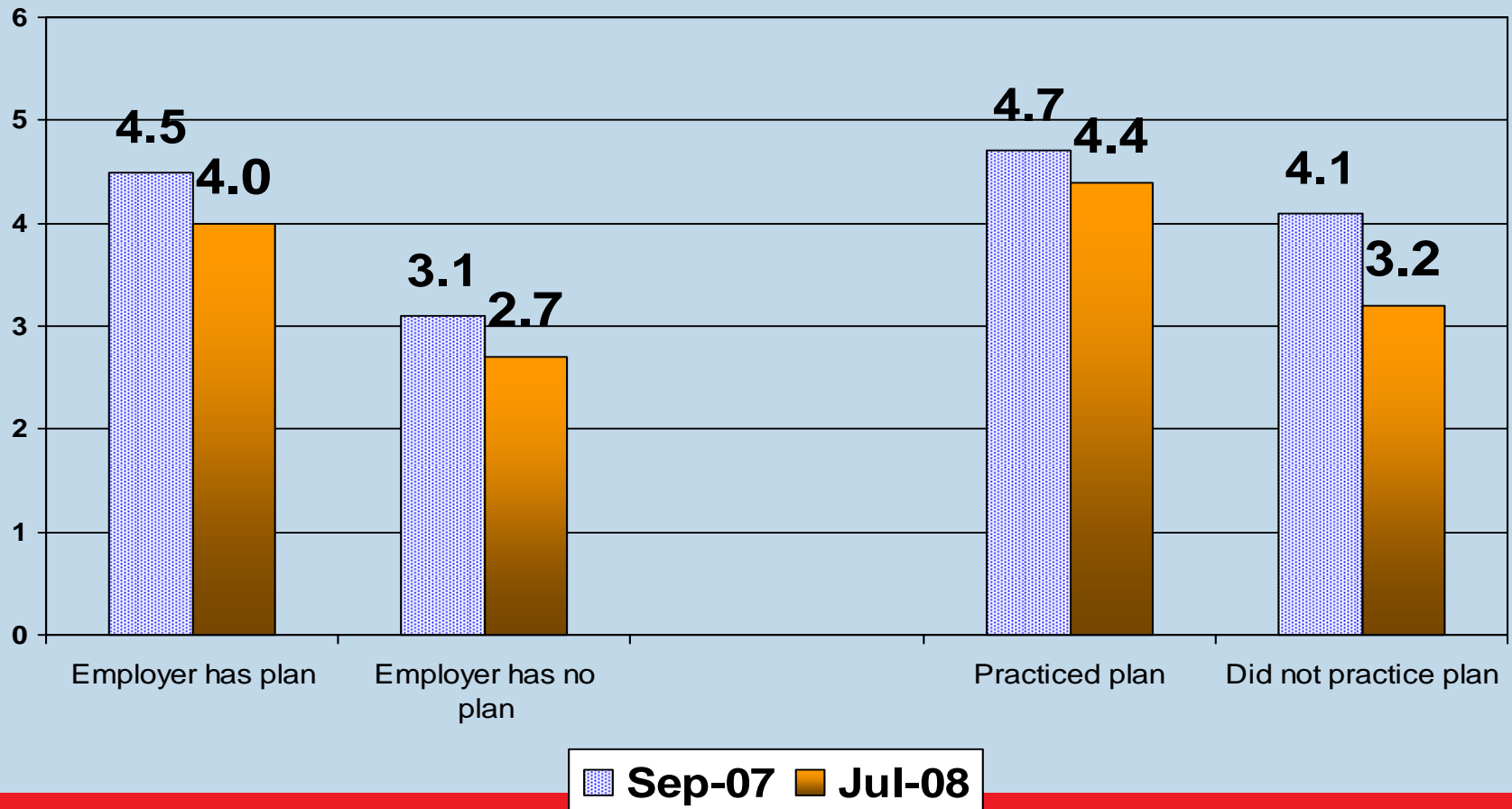


Note that the survey was conducted in English.

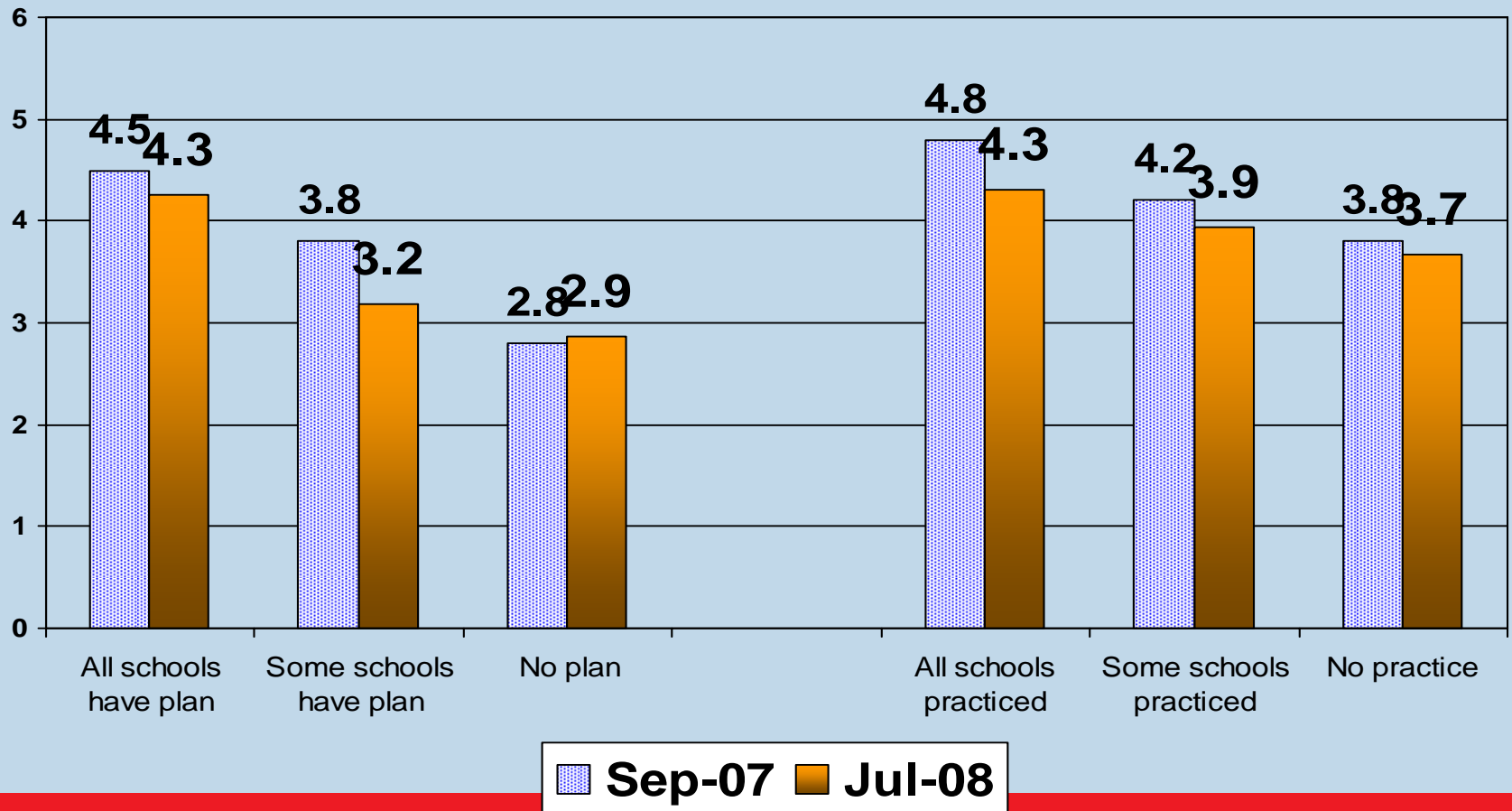
Respondents who are employed part time or are not employed are less prepared; preparedness among retirees declines sharply



Employees are better prepared if their employer has a plan and practices the plan



Respondents are better prepared if their children's schools or daycares have plans and practice them



Respondents who receive information about emergency plans for their child's school or daycare are better prepared

