

Attitudes and Behaviors Toward Disaster Preparedness

*Prepared for the American Red Cross
July 20, 2004*



Together, we can save a life



WirthlinWorldwide's National Quorum™ of 1,001 adult Americans over the age of 18. Field Dates: June 4 - 7, 2004
Margin of error \pm 3.1 percentage points in 95 out of 100 cases.
When applicable, data from previous tracking waves have been included.

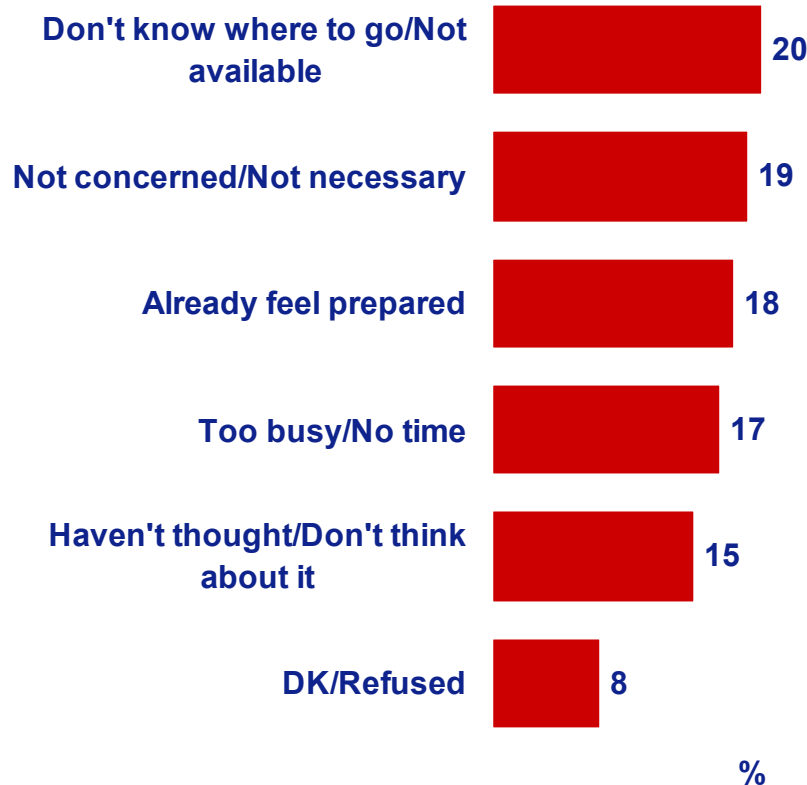
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Barriers to Being Prepared

What are some of the barriers or circumstances that explain why neither you nor another adult in your household have taken the initiative to receive specific information and/or training on how to prepare for a catastrophic disaster or other emergency situation?



Only 22% of respondents took the initiative to receive specific information or training on disaster preparedness.

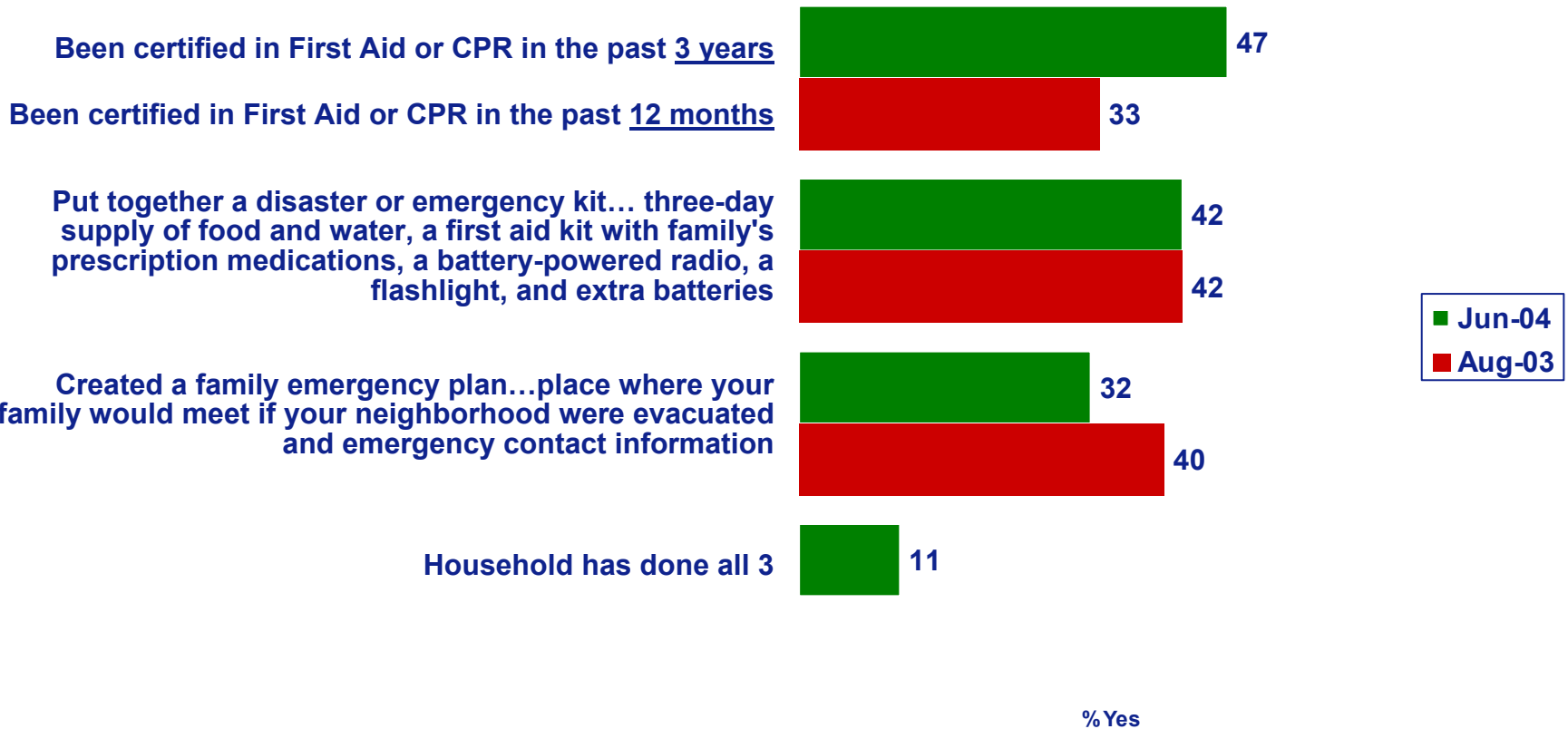
Base: 773 Adult Americans who have not taken initiative to receive specific information and/or training on how to prepare for catastrophe or other emergency situation; TOP SPECIFIC MENTIONS LISTED

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Actions Taken to Prepare for Catastrophe

There are many actions Americans can take to prepare for a catastrophic disaster. After I read each set of specific actions, please let me know, by saying YES or NO, if you or anyone in your household has done these things. Has anyone recently...

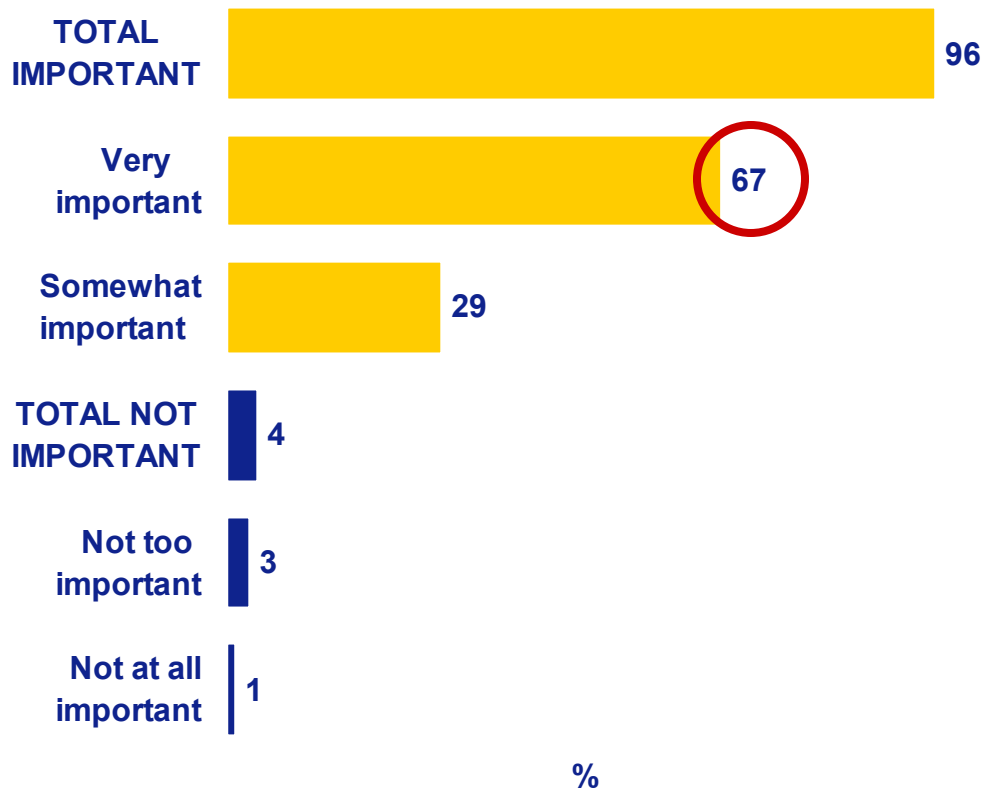
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Base: 1,001 Adult Americans

Level of Importance for All Americans to Have Taken Steps to Prepare for Catastrophic Disaster

How important do you feel it is for all Americans to personally have taken steps to prepare for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack? Is it ...



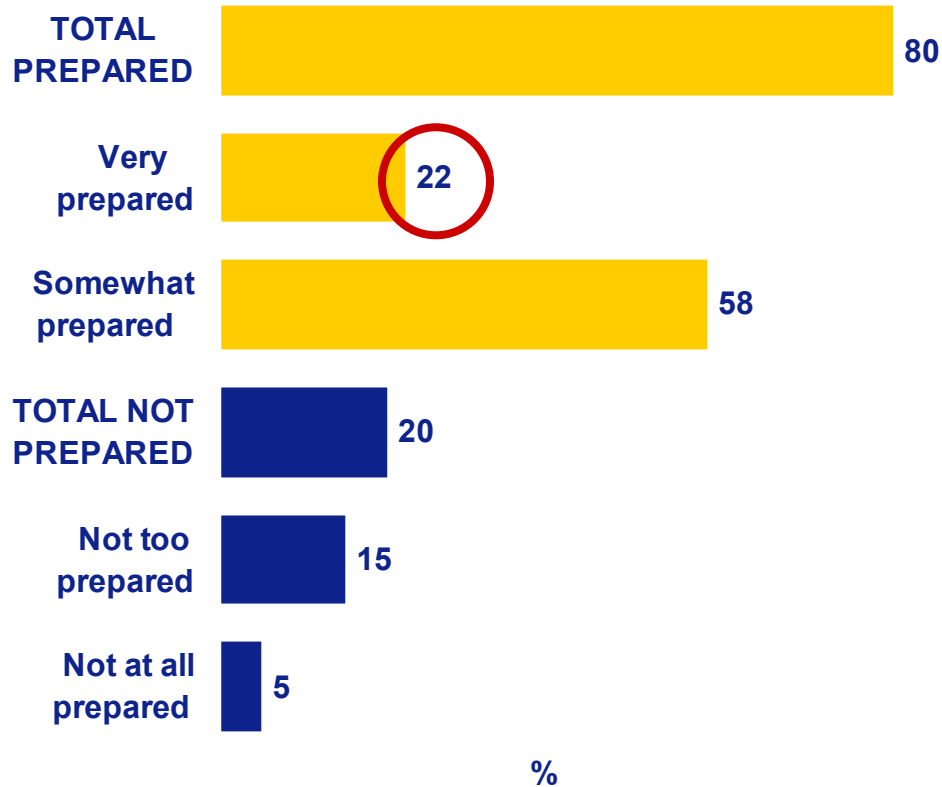
Base: 1,001 Adult Americans

Americans Who See the Importance of Preparedness

- Within the following demographic variables, these Americans are more likely to indicate that it is *Very Important* to take steps to prepare for a catastrophic disaster like a terrorist attack.
 - Those with lower levels of education (some college or less: 72%) compared to those with higher levels of education (college & post grads: 53%).
 - Similarly, those with lower levels of annual household income are also more likely to identify with the importance of preparation.
 - Less than \$30k (80% *Very Important*);
 - \$30k to \$60k (65% *Very Important*); and
 - Over \$60k (53% *Very Important*).
 - Those who do not have Internet access (79%) compared to those who have Internet access (62%).
- Regionally, there is a correlation between the regions that are most likely to have disaster experience and percentage who feel it is *Very Important* to take steps to prepare for a catastrophic disaster like a terrorist attack. Residents of the West South Central (77%); East South Central (75%); South Atlantic (71%); Mid Atlantic (69%); Pacific (68%); and Mountain (66%) are more likely to indicate it is *Very Important* to take steps to prepare for a catastrophic disaster.
- African Americans & Hispanics (83%) are more likely to indicate it is *Very Important* to take steps to prepare for a catastrophic disaster than Caucasians (63%).

Level of Household Preparedness for Catastrophic Disaster

Now, thinking about you and your household, how prepared are you for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack? Would you say you are...



Base: 1,001 Adult Americans

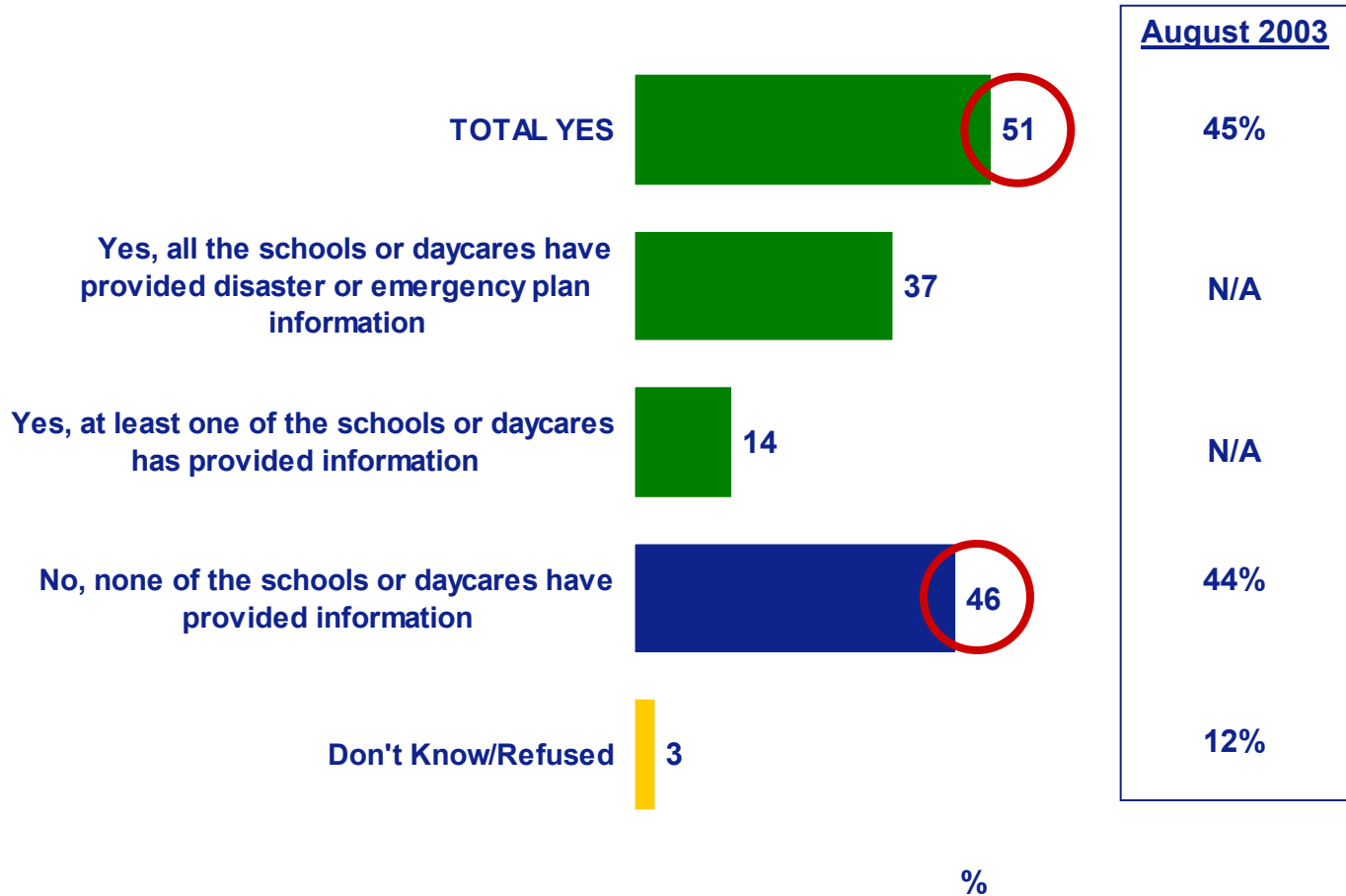
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Least & Most Prepared Americans

- Americans **least** prepared for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack are more likely to be:
 - Earning less than \$15,000 (44%);
 - West South Central (35%);
 - Age 35 or younger (28%);
 - Single (28%); and
 - Those who do not have access to the Internet (27%).
- Americans **most** prepared for a catastrophic disaster such as an earthquake, hurricane, or terrorist attack are more likely to be :
 - Those who have prepared a disaster kit (40%);
 - Those who have a family emergency plan (39%);
 - Those who have taken the initiative to get information about how to prepare for a catastrophic disaster in the past 12 months (33%);
 - Males 55 + (33%);
 - Residents of the Mid Atlantic (31%) or Pacific (28%) regions;
 - Those who have a member in their household who is certified in First Aid or CPR in the past 3 years (27%); and
 - Married with children (27%).

School or Day-care Provided Information Regarding its Disaster or Emergency Planning

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

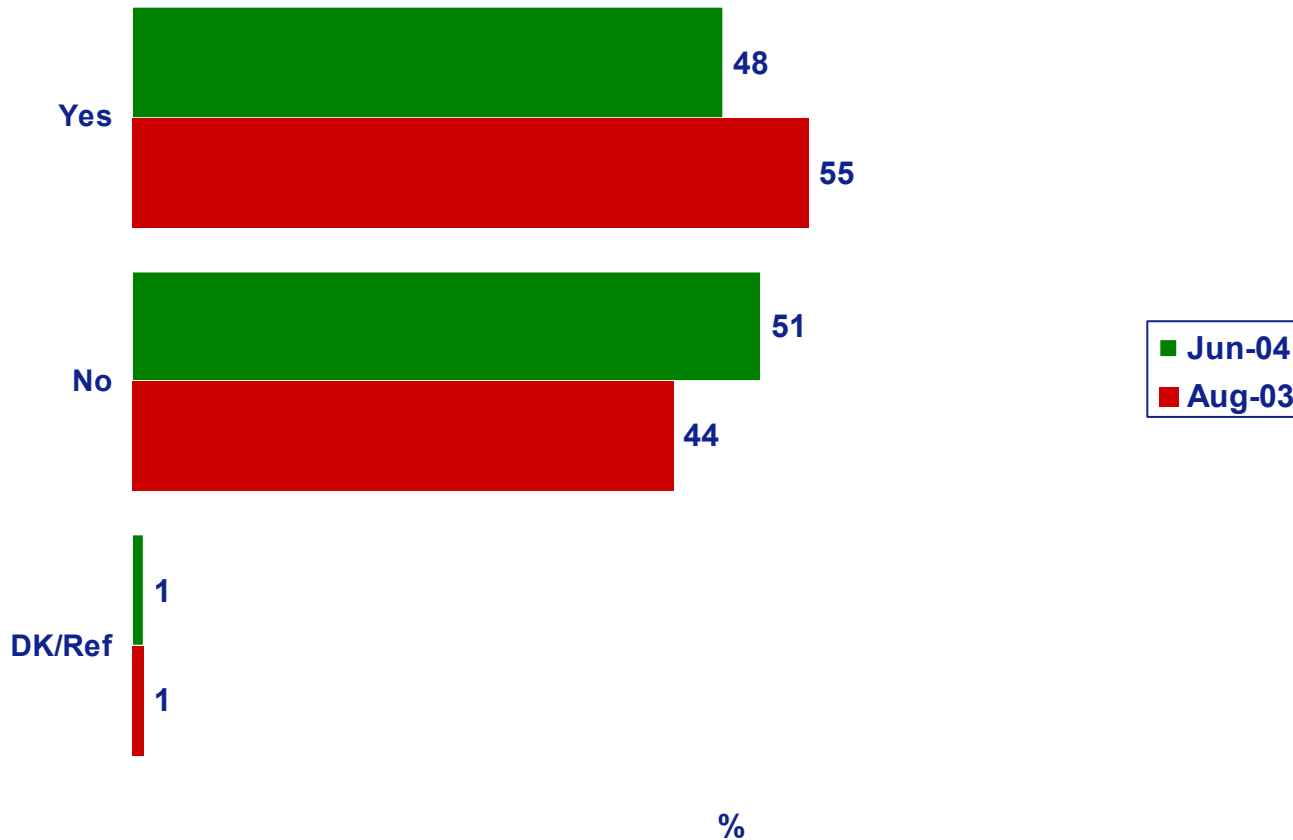


Base: 316 Adult Americans with school-age children living at home

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Employer Provided Information Regarding its Disaster or Emergency Planning

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



2004 Base: 625 Employed Adult Americans
2003 Base: 608 Employed Adult Americans

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Preparedness Messages

I am now going to read you a few statements about preparedness. After I read each one, please tell me if you agree or disagree with each statement. The first/next is ...

	<i>Total Agree</i>	<i>Strongly Agree</i>	<i>Total Disagree</i>
When all Americans are prepared for all types of disasters, it strengthens our national security	84	58	16
If someone could make it easy for me to be prepared, I'll do it	82	53	17
I feel that if my household were currently prepared for a natural disaster such as an earthquake or hurricane, we would also be prepared for any other type of catastrophic disaster, including a terrorist attack	65	33	35
Since it's impossible to predict exactly what will happen in a catastrophic disaster, it's impossible to figure out exactly what I should do to prepare	56	22	44
It is very unlikely that a catastrophic disaster would occur where I live	40	21	59
If a catastrophic disaster happened, my small steps to prepare would not really help	36	14	62

Base: 1,001 Adult Americans (Each statement was asked roughly of one-half of all respondents)