

# Disaster Preparedness Poll

## April 2007

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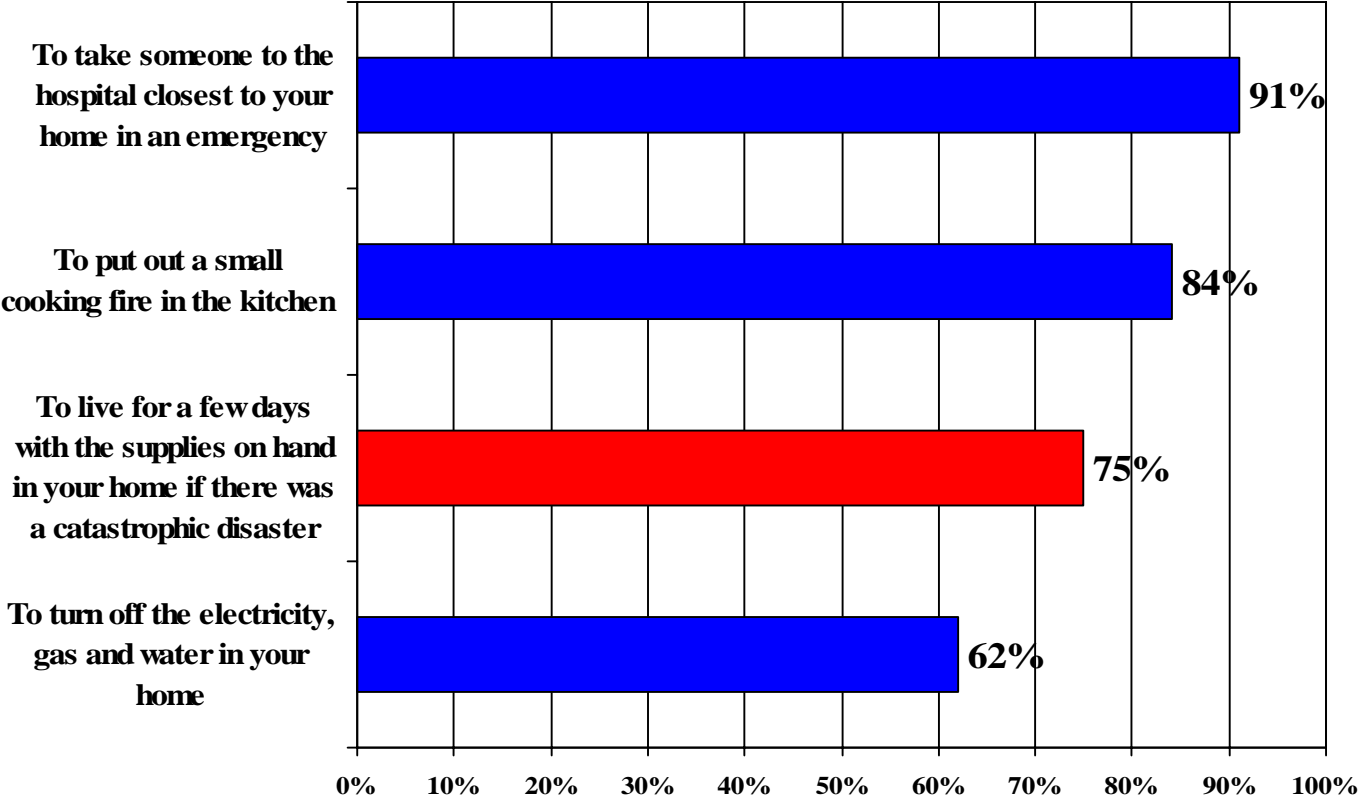
Survey description: Harris Interactive, on-line survey of 2563 respondents, fielded April 10-16, 2007, with a margin of error of +/-2%

Survey provided as a pro-bono contribution to the American Red Cross in support of its disaster preparedness efforts

Report Date: May 15, 2007

Communication and Marketing Department  
Research & Planning

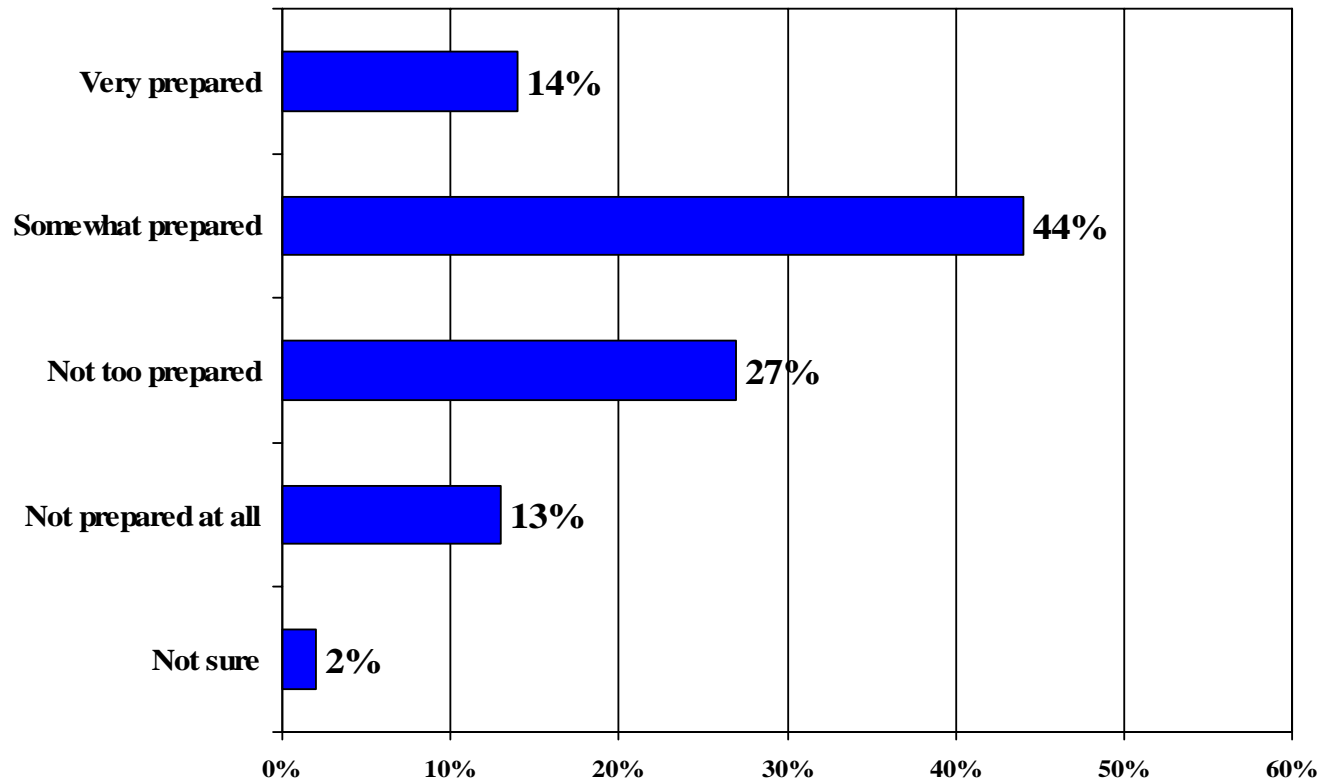
In the event of an emergency, three out of four Americans report they are prepared to live for a few days with the supplies they have on hand.



*I would like you to think about how prepared your household is for unexpected events. After I read each one, please let me know if you think you and the people in your household are personally prepared for such an event?*

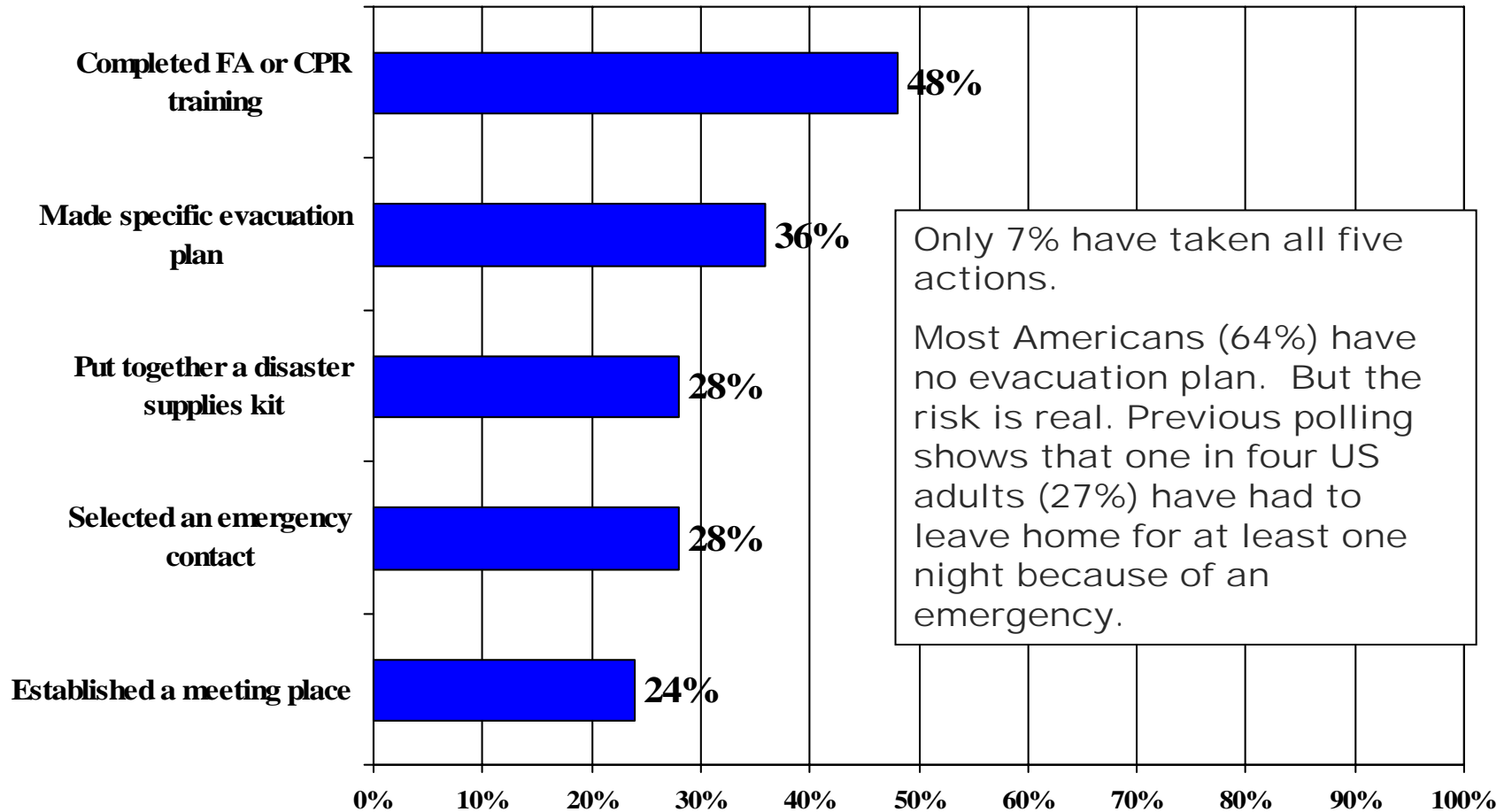


# Four in ten Americans report that they are “not too prepared” or “not prepared at all”

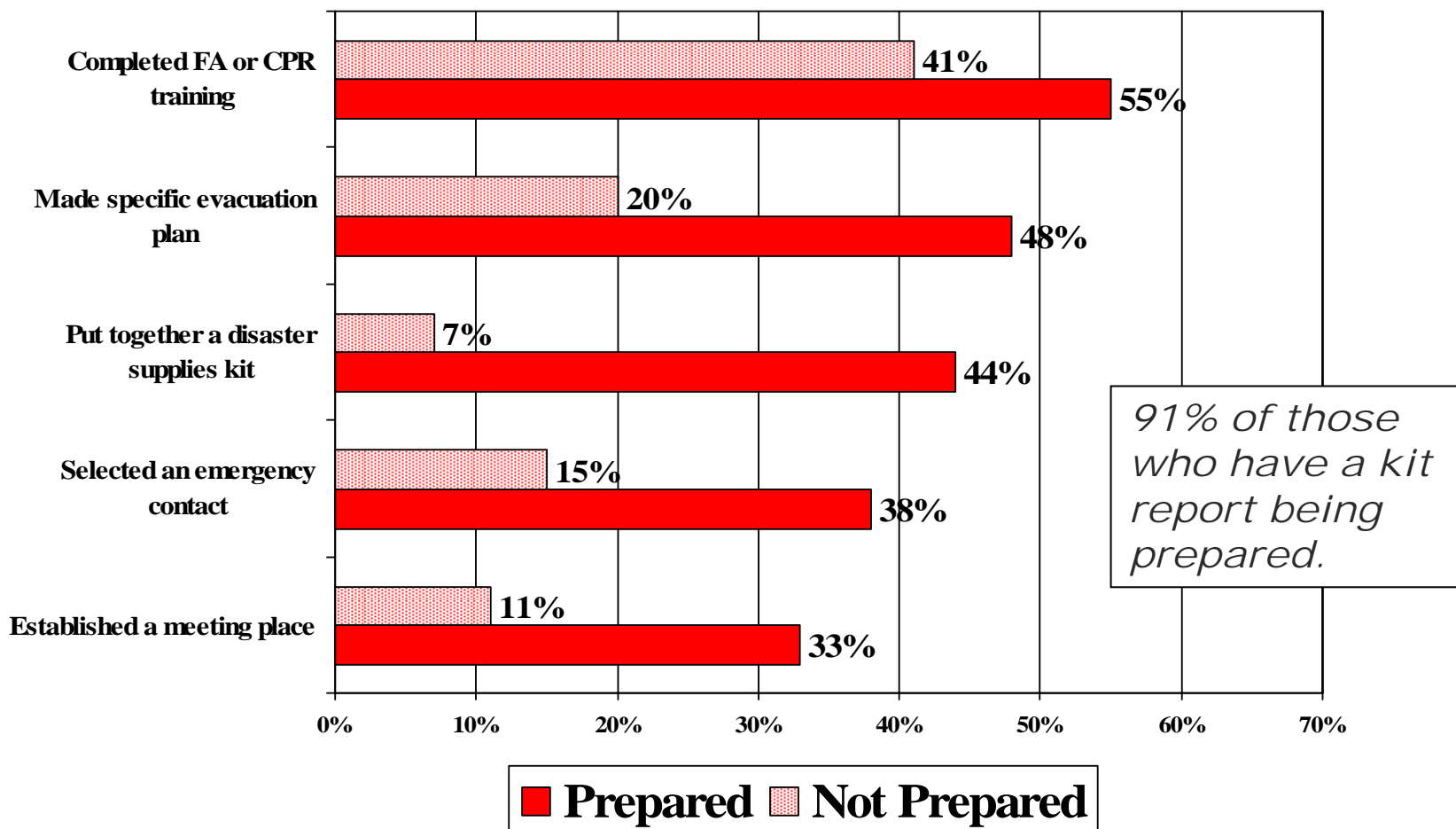


*Now, thinking about you and your household, how prepared are you for a long-term power outage or a disaster such as a hurricane, earthquake, flood, wildland fire or terrorist attack by having the necessary supplies, including extra food and water for three days?*

# Three in ten (29%) have not taken even one of these actions to prepare for disaster



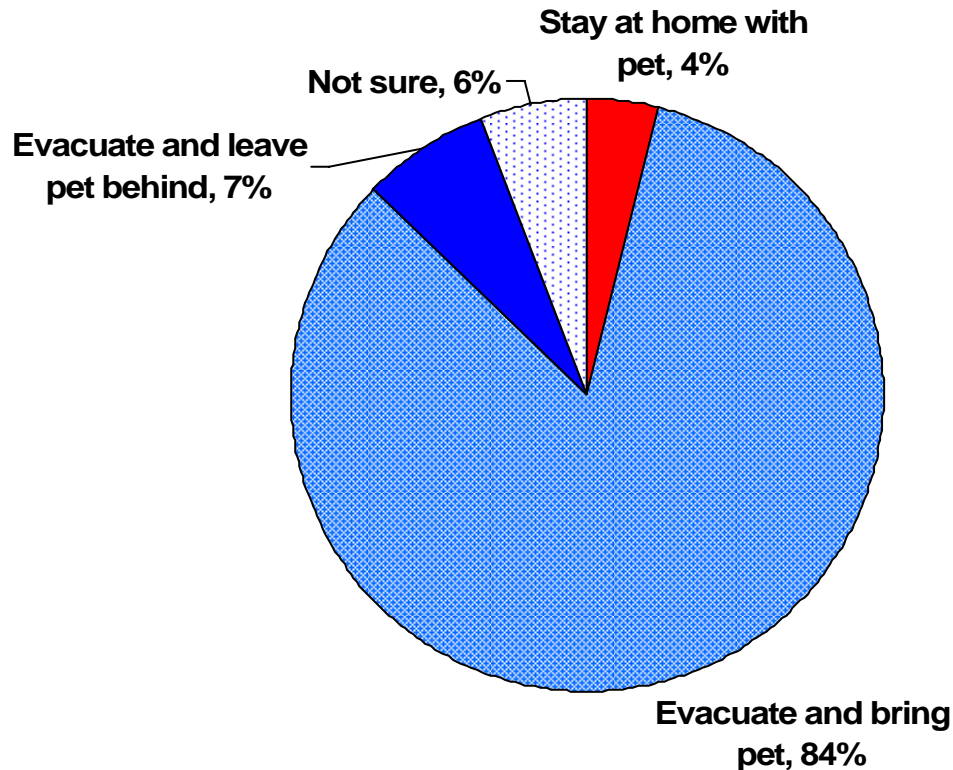
# Having a kit is the action that is most consistent with reporting being prepared



Have you done any of the following actions to prepare in the event of an emergency or disaster situation?

# Pets and Evacuation

Six in ten households (59%) own a pet. Among households with children, two thirds have a pet (67%).



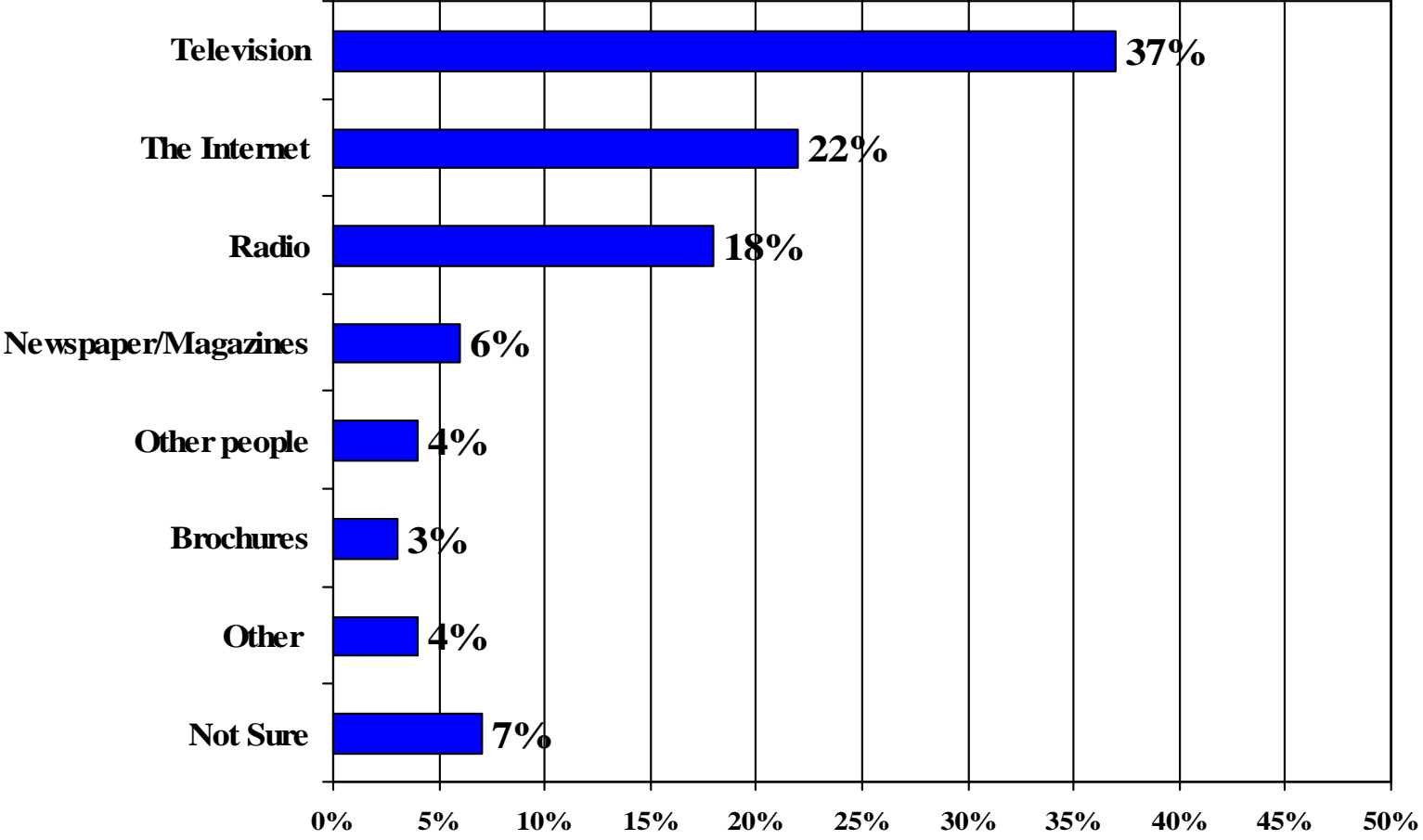
*While households with pets are more likely to report being prepared (60% versus 54%):*

*-Only 37% of pet owners have a plan for their pets in case of disaster.*

*-Households with children were the most likely to expect to leave pets behind in an evacuation (11%)*

*Do you have any pets in the household? If yes, do you have plan in place for your pet or pets in the case of an emergency or disaster?*

# Where are individuals most likely to get information about emergency preparedness?



*Where are you most likely to get information about emergency preparedness?*



# How prepared are people with disabilities?

- This category includes individuals with blindness or several visual impairment, deafness or difficulty hearing, and long-lasting conditions that substantially limit physical activities or that increases the difficulty of learning, remembering or concentrating.
- ◆ 58% of these individuals report they are prepared or very prepared for a long-term power outage or a disaster, the same as for other respondents.
- ◆ These individuals were as likely as other respondents to have taken each of the five preparedness steps tracked in the poll.
- ◆ On the other hand, this means that
  - Seven in ten do not have a disaster supply kit
  - Six in ten do not have an evacuation plan
  - Seven in ten have not emergency contact outside the area.
  - Fewer than two in ten report being very prepared

# How prepared are seniors (ages 65 and over)?

- ◆ Seniors are more likely to report being prepared or very prepared compared to other Americans(72% versus 57%)
- ◆ They are more likely to have:
  - Put together a disaster supplies kit (33% versus 29%)
  - Made an evacuation plan (47% versus 35%)
  - Selected an emergency contact outside of their area (34% versus 28%)
  - Considered a disaster plan for their pet (62% versus 37%)
- ◆ They are less likely to have completed first aid or CPR training (41% versus 52%)
- ◆ They are more likely to get their preparedness information from television (47% versus 38%) and less likely to get it from the internet (13% versus 25%)
- ◆ Still:
  - Two out of three seniors don't have a disaster supplies kit
  - Half don't have an evacuation plan

# How prepared are parents with children under the age of 18?

- ◆ Parents with children are less likely than other Americans to report being prepared for a disaster (52% versus 62%)
- ◆ They are less likely to have a disaster kit (26% versus 31%)
- ◆ They are more likely to
  - Have an evacuation plan (44% versus 34%)
  - Have a designated meeting place (30% versus 23%)
  - Have completed first aid or CPR training (58% versus 47%)
- ◆ They are less likely to have a plan in place for their pets (34% versus 43%)
- ◆ They are less likely to get preparedness information from television (35% versus 42%).
- ◆ Three in four do not have disaster kits and nearly half do not have an evacuation plan.

# How prepared are individuals with incomes below \$35,000?

- ◆ Low-income Americans are less likely to report being prepared for a disaster (54% versus 61%)
- ◆ They are less likely to have taken first aid or CPR training (42% versus 53%)
- ◆ They are equally likely to have a kit, a meeting place, an evacuation plan and a emergency contact.
- ◆ Still:
  - Seven in ten lack a disaster supplies kit.
  - Two thirds do not have an evacuation plan.

# How prepared are the residents of hurricane-prone states?

- Hurricane-prone states includes all coastal states from Texas to Maine
- ◆ They are more likely to:
  - Report being prepared or very prepared for a disaster (62% versus 57%)
  - Have a disaster supplies kit (31% versus 28%)
  - Have an evacuation plan (40% versus 34%)
  - Have an emergency contact outside the area (31% versus 27%)
  - Have a meeting place (27% versus 23%)
  - Have a disaster plan for their pets (44% versus 36%)
- ◆ They are equally likely to have first aid or CPR training.
- ◆ They are more likely to get their disaster preparedness information from television (43% versus 36%) and less likely to get it from the Internet (20% versus 26%)
- ◆ Still:
  - Two thirds do not have a disaster supplies kit
  - Six in ten don't have an evacuation plan

# Regional Values for Key Measures

Key Measures	East	Midwest	South	West
Percent who report being very prepared for a long-term power outage or a disaster by having the necessary supplies, including extra food and water for three days	13%	11%	14%	19%
Percent who report being prepared or very prepared for a long-term power outage or disaster	59%	54%	60%	57%
Percent who have completed first aid or CPR training	49%	47%	46%	52%
Percent who have a specific plan for evacuation	35%	33%	38%	36%
Percent who have a disaster supplies kit	24%	20%	32%	35%
Percent who have an emergency contact outside of their area	21%	22%	33%	32%
Percent who have established a meeting place if they can't return home	27%	20%	25%	23%

# Regional Values for Key Measures

Key Measures	East	Midwest	South	West
Percent who own pets	58%	54%	62%	61%
Percent of pet owners who have a plan for their pets in the event of a disaster	30%	28%	44%	40%
Percent of pet owners who would bring their pets with them if they had to evacuate	83%	80%	84%	87%
Percent who are most likely to get information about emergency preparedness on television	38%	35%	43%	29%
Percent who are most likely to get information about emergency preparedness on the internet	23%	20%	19%	27%

# Gender Differences

Key Measures	Males	Females
Percent who report being very prepared for a long-term power outage or a disaster by having the necessary supplies, including extra food and water for three days	17%	13%
Percent who have completed first aid or CPR training	54%	46%
Percent who have a specific plan for evacuation	39%	35%
Percent who have a disaster supplies kit	34%	25%
Percent who have an emergency contact outside of their area	31%	27%
Percent who have established a meeting place if they can't return home	28%	21%
Percent who know how to turn off the utilities	72%	62%

# Gender Differences

Key Measures	Males	Females
Percent who own pets	54%	64%
Percent of pet owners who would bring their pets with them if they had to evacuate	85%	92%
Percent who are most likely to get information about emergency preparedness on television	35%	44%
Percent who are most likely to get information about emergency preparedness on the internet	25%	22%

# States included in each region

- ◆ East: CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI, VT, WV
- ◆ Midwest: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI
- ◆ South: AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX, VA
- ◆ West: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY