Are We Ready?

Introducing the Public Readiness Index: A Survey-Based Tool to Measure the Preparedness of Individuals, Families and Communities

THE COUNCIL FOR
Excellence
IN GOVERNMENT

December 14, 2006

www.WhatsYourRQ.org
www.excelgov.org

INTRODUCTION

Consider this a report card on the American public's readiness.

In recent years, Americans have been urged to "get ready" -- to prepare for emergencies ranging from natural disasters to terrorist attacks. Millions of dollars have been spent to educate the public about what to do in an emergency . . . and how to do it.

But no one has ever given the public a simple, comprehensive and consistent tool to actually measure how prepared they are. No one has ever provided communities and the nation as a whole with a practical gauge to assess their preparedness, identify gaps where more work needs to be done, track improvements and recognize their successes. Until now.

In this report, we debut the Public Readiness Index (PRI), a first-of-its kind tool for individuals, families and communities to determine and evaluate their readiness. We are also announcing the nation's first Public Readiness "score." And we have developed a simple, on-line "RQ (Readiness Quotient) Test" for individuals and families to gauge their own level of preparedness.

Creation of the PRI is the result of an unprecedented collaboration with a broad array of stakeholders. This report is grounded in work by the Council for Excellence in Government in collaboration with government, business and civic leaders to focus on homeland security, domestic preparedness and emergency management in a unique way . . . from the citizens' perspective.

Our work has included town hall meetings across the country that engaged real people in a dialogue with local and national leaders about homeland security in a post-September 11th world. The Council has taken the pulse of the nation with important and provocative polling on a variety of "all-hazards" preparedness issues. We also convene a forum for major metropolitan emergency managers to network, educate themselves on the latest techniques and technologies, and share ideas and best practices. This report is a logical next step, and includes:

Who We Are and What We Did 2
The Public Readiness Index 5
Key Findings 6
- I. How Ready We Are: The Nation's Score
- II. The Reality: Our Knowledge & Behavior
- III. Data That Makes a Difference
- IV. The Landscape: Americans' Experience with Emergencies
- V. Why Americans Don't Prepare

Individuals & Families Can Test/Improve Their Readiness Quotient (RQ) 20
Next Steps 21
Acknowledgements 22
PRI Survey Questionnaire 23

WHO WE ARE AND WHAT WE DID

The Council for Excellence in Government is a non-profit organization that serves as an independent catalyst for constructive change in government. Our goals are to engage the public, improve the performance of government and build public-private partnerships.

This report is the culmination of many months of thinking, planning, asking questions and most important, listening. Hundreds of people were involved in the process, representing a broad array of ideas and perspectives.

On January 28, 2005, then U.S. Secretary for Homeland Security Tom Ridge announced that the Council for Excellence in Government, in partnership with the American Red Cross, the George Washington University Homeland Security Policy Institute, and the U.S. Department of Homeland Security were working to create a Public Readiness Index (PRI). At that time, more than 100 leaders of public, private and civic organizations in the nation's homeland security enterprise signed a commitment to work together to create the Public Readiness Index.

The Alfred P. Sloan Foundation has generously provided financial and intellectual support for this collaborative effort.

Advisory Committee

After the launch of the PRI effort, the Council formed a PRI Advisory Committee with a number of homeland security experts including Frank Cilluffo, Director of the Homeland Security Policy Institute (HSPI) and Associate Vice President for Homeland Security; Jan Lane, Deputy Director of the HSPI, George Washington University; Susan Neely, former Assistant Secretary for Public Affairs at the U.S. Department of Homeland Security; Joe Becker, Senior Vice President, Preparedness and Response from the American Red Cross; Chet Lunner, Acting Director of the U.S. Department of Homeland Security's Office for State and Local Government Coordination; Kristin Gossel, Director of the Ready Campaign at the U.S. Department of Homeland Security; and Scott Keeter, Director of Research at the Pew Research Center. Emergency managers from Chicago, Los Angeles, Washington, DC, New York City, San Francisco, Miami-Dade County, Harris County, TX, Boston and Philadelphia were also consulted regularly to help design the PRI.

The advisory board helped guide the project by assisting with stakeholder outreach, reviewing drafts of the questionnaire and other communications, and making recommendations on how best to institutionalize and promote the use of the PRI.

Stakeholder Outreach and Consultation

Throughout the design, piloting and implementation of the PRI, the Council consulted with first responders, elected and appointed officials, academic and policy experts, private sector representatives and voluntary organizations. Among these stakeholders were the U.S. Departments of Education, Health and Human Services and Veteran's Affairs; National Emergency Management Association; National Association of Counties; U.S. Conference of Mayors; National League of Cities; National Governors' Association; the National Conference of State Legislators as well as other academics and policy experts, such as Citizen Corps and "Weed and Seed" representatives.

Council staff also participated in a number of homeland security meetings and conferences where we discussed the PRI. We have also consulted with a large number of private sector and nonprofit homeland security stakeholders including the U.S. Chamber of Commerce, Sprint/Nextel, Deloitte, Accenture, Microsoft, General Dynamics, PriceWaterhouseCoopers, IBM, VISA, Oracle, Citigroup, and SAP.

Additionally, Council staff briefed Members of Congress and Congressional staff of the Select Bipartisan Committee to Investigate the Preparation for and Response to Hurricane Katrina, the Senate Homeland Security and Government Oversight Committee, and the House Homeland Security Committee.

Testing and Validation Process

The Council worked with a number of survey experts in the development of the PRI, with the nationally-recognized research firm of Schulman, Ronca & Bucuvalas, Inc. (SRBI) finalizing the design, piloting the questions, analyzing and overseeing the construction of the index and accompanying questionnaire to measure public readiness in the event of an emergency.

The PRI survey instrument was developed through a collaborative and rigorous process:

- Initial draft of the survey questionnaire sent to homeland security stakeholders for comment in March, 2005.

- A pretest of 200 interviews was conducted in June, 2005. Based on these results, a number of cognitive interviews followed in July, 2005 to achieve greater insight on individual motivation.

- Focus groups were conducted in Philadelphia, PA in August, 2005.

- In December 2005, the Council, in partnership with the American Red Cross, released a poll entitled: "The Aftershock of Katrina and Rita: Public Not Moved to Prepare." The poll, originally conducted before and during Hurricane Katrina (August 26-31) and then replicated two months later (October 26-30), provided a unique freeze-frame of public attitudes before and after the flood waters and headlines receded. Many of the questions in the survey are part of the Public Readiness Index. The study comprised two samples: the first among 1,008 randomly selected adults in the United States, conducted from August 28 to 31, 2005, the days immediately before and after Hurricane Katrina hit the Gulf Coast but before the full devastation in New Orleans was widely known; the second among 1,000 randomly selected adults in the United States, conducted from October 26 to 30, 2005.

- In March 2006, the PRI questionnaire was revised based on findings from the pre-and post-Katrina Hurricane survey and sent to more than 500 stakeholders to solicit comments and feedback.

- With this input, SRBI completed a draft questionnaire for another round of cognitive testing. A total of 20 pre-tests were conducted by telephone between April 20 and April 21, 2006. Participants were selected from three major cities (New York, Miami and Chicago) through random digit dialing (RDD).

- The questionnaire was revised to incorporate the findings of the cognitive testing. The final draft of the questionnaire was reviewed by emergency preparedness leaders from New York, Miami,

Chicago and San Francisco. After the final version of the questionnaire was approved by the staff of the Council for Excellence in Government, it was programmed for computer assisted telephone interviewing (CATI).

- The survey was conducted by telephone among a national probability sample of 1,000 non-institutionalized Americans aged 18 or older. In addition to the national sample, the survey also included interviews with 400 adults in four major metropolitan cities: Chicago, Miami/Dade County, New York City, and San Francisco. The community samples were drawn by random digit dialing within the geographically defined area. The telephone interviews were conducted by experienced interviewers at SRBI between May 4, 2006 and June 10, 2006.

This research and collaboration has produced a Public Readiness Index for communities to use to measure the preparedness of individuals or families for a natural disaster, terrorist attack or other emergency.

THE PUBLIC READINESS INDEX

The Public Readiness Index (PRI) is a barometer of how prepared individuals and families in a given community (the nation, state, city/town, geographical region) are for an emergency. An emergency can be anything from a natural disaster (hurricane or earthquake) to a terrorist attack or public health emergency, as well as lesser situations, such as an area power outage or snowstorm.

The PRI measures how prepared individuals and families are, and provides a practical "score" that assesses their readiness. Most importantly, the PRI tracks progress and clearly identifies gaps where individuals and families need to improve.

The PRI is scored on a scale from 0 to 10, based on the responses to 10 questions that examine key emergency preparedness knowledge and behavior elements.

Chart 1. The 10 Elements of the Public Readiness Index.

Public Readiness Index – 10 Point Scale

Knowledge Elements (Questions 1-3)

- Does your local government have an emergency or disaster plan for your community?
- Do you know how to find the emergency broadcasting channel on the radio?
- In the past 30 days, have you seen or heard any messages that encourage people to take steps to be prepared for emergency situations in your community?

Behavior Elements (Questions 4-10)

- Have you actually prepared a disaster supply kit with emergency supplies like water, food and medicine that is kept in a designated place in your home?
- Have you actually prepared a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly?
- Have you actually made a specific plan for how you and your family would communicate in an emergency situation if you were separated?
- Have you actually established a specific meeting place to reunite in the event you and your family cannot return home or are evacuated?
- Have you actually practiced or drilled on what to do in an emergency at home?
- Have you actually volunteered to help prepare for or respond to a major emergency?
- Have you actually taken first aid training such as CPR in the past five years?

Scores can be calculated for the nation or geographic/political units within the nation. The PRI can be used to estimate and compare the readiness of subpopulations within geographic/political units. In addition, the PRI provides a standardized index for the nation and its geographic/political subdivisions and a baseline against which progress in improving public readiness can be measured over time.

Individuals may learn their own RQ (Readiness Quotient) by taking the PRI survey at www.WhatsYourRQ.org. An individual's RQ score tells them in simple terms exactly how prepared they are. The RQ is calculated online, and the individual is offered information and links to improve their score. The RQ is described more fully later this report.

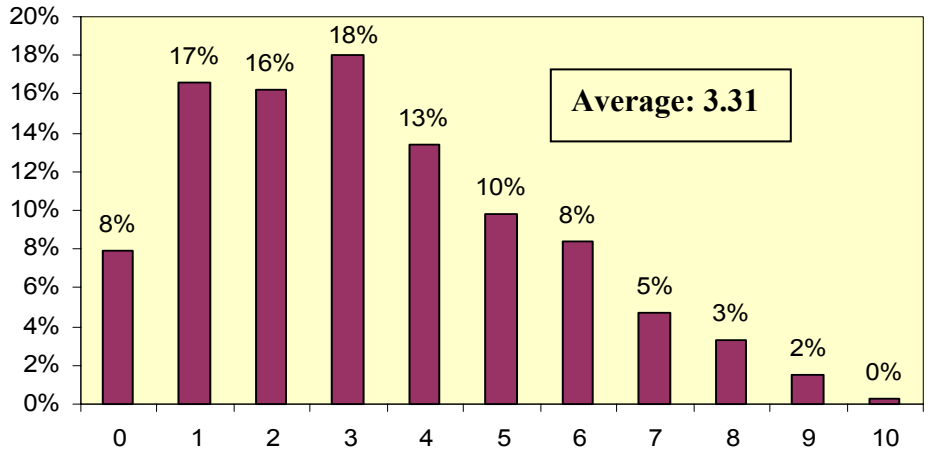
KEY FINDINGS

I. How Ready We Are: The Nation's Score

To determine the nation's PRI score, a random sample of 1,000 Americans across the country were surveyed by telephone interview between May 4 and June 10, 2006. In addition to this national sample, 400 adults in Chicago, Miami-Dade County, New York City and San Francisco were surveyed.

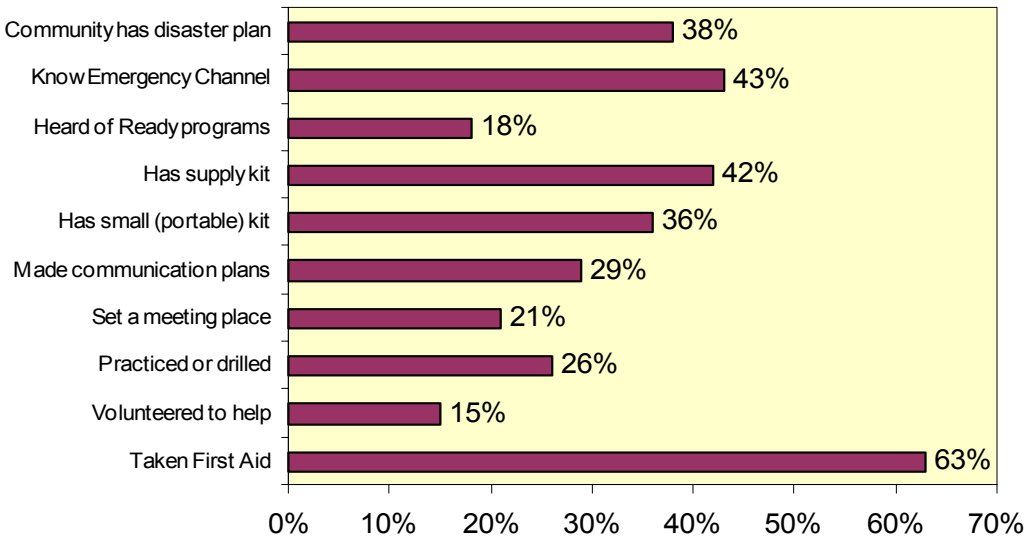
The Public Readiness Index score for the entire nation is: 3.31

Chart 2a. The Number of Readiness Steps Taken By Respondents to Be Prepared



The following chart shows how many respondents across the country gave a positive response to each element of the PRI.

Chart 2b. Public Readiness Index – Preparation for Emergency: National



The next section provides further explanation and compares results of the national and 4 city surveys.

II. The Reality: Knowledge & Behavior

Ten "elements" comprise preparedness. Three of the elements are knowledge-based and include:

- an individual's knowledge/awareness of: their local government's disaster plan;
- the radio emergency broadcast channel/alert system in their area; and
- preparedness campaign efforts in their community.

The remaining seven elements are behavior-based:

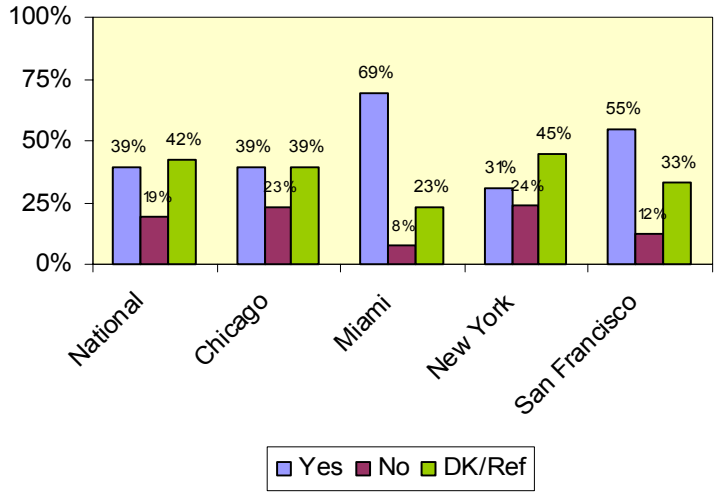
- preparation of a home disaster supply kit;
- preparation of a "go" kit for work or car;
- creation of a family communications plan;
- designation of a specific meeting place during an emergency;
- practicing and performing drills for emergency situations;
- volunteering to help in emergencies; and
- having successfully completed a first aid training in the past 5 years.

Knowledge Elements

Local Government Plans: Public awareness of local disaster plans is surprisingly low. Nationally, only 38% of people say that their local government has an emergency or disaster plan for their community. Nineteen percent said their local government does not have a plan. Two out of five Americans are not sure whether or not their local government has an emergency or disaster plan for their community.

The majority of Miami (69%) and San Francisco (55%) residents are aware that their local government has an emergency or disaster plan. However, those living in New York (31%) and Chicago (39%) are less aware of such a plan.

Chart 3: Knowledge of Local Emergency Plans

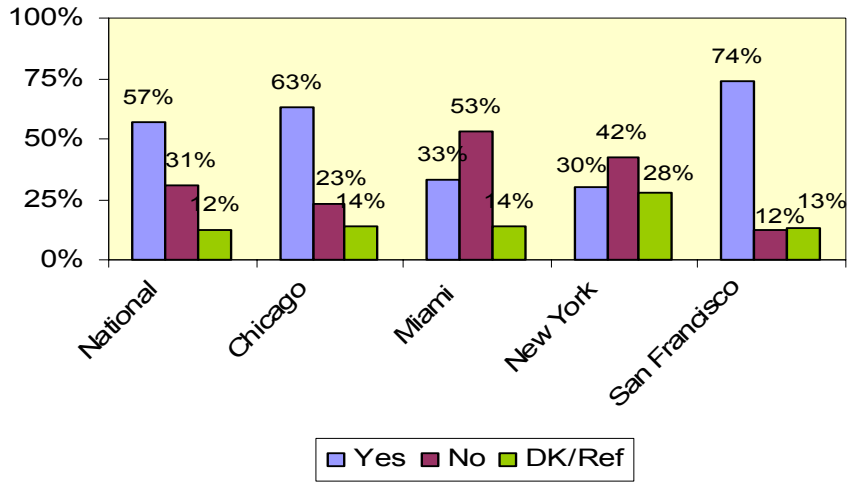


Q. Does your local government have an emergency or disaster plan for your community?

Emergency Alert Systems: The majority of Americans (57%) report that they have an emergency alert system in place in their community; nearly one-third (31%) say they do not have an emergency alert system in their community; and 12% are not sure.

Since not all communities have an emergency alert system, it is helpful to compare responses among the four cities areas in the sample. Almost three-fourths of San Franciscans (74%) say they have an emergency alert system, compared to 12% saying there is no emergency alert system and 13% saying they are not sure. The majority of Chicago residents (63%) also report that there is a siren or some other emergency alert system in their community. By contrast, most people in Miami (53%) say they do not have an alert system, and 42% of New Yorkers report that there is no emergency alert system in place in their community.

Chart 4: Knowledge of Emergency Alert System in the Community



Q. Is there a siren or some other emergency alert system in your community?

Local Preparedness Campaigns: Americans were asked if they have ever heard of various websites geared towards preparing for an emergency situation. The websites listed included two national websites (Ready.gov and ReadyKids), and well as local websites, such as AlertChicago.org and 72hours.org. Just sixteen percent of adults say they have heard about Ready.gov at the national level and 5% say they have heard of ReadyKids.

Adults in each of the four cities (13%-15%) are only slightly less likely to report they have heard of Ready.gov. Adults in San Francisco (2%), Miami (4%), New York (5%), and Chicago (7%) are about as likely to have heard of ReadyKids.

When asked about their local website for emergency preparedness information, people in Chicago and San Francisco are more likely to be aware of their local program than those in Miami and New York. In Chicago, 20% say they know of AlertChicago.org and in San Francisco 26% are aware of 72hours.org. Only 7% of Miamians recognize Ready, Set, Safety and only 8% of New Yorkers are familiar with ReadyNY.

Behavior Elements

What Have You Done to Prepare? Only 8% of the American public has done everything that is needed to fully prepare for a natural disaster or terrorist attack, according to the seven specific action steps. Another 11% say that they have done everything they are likely to do to prepare for an emergency situation; 49% have done some things to get ready; and one-third (32%) have taken no steps to prepare.

People living in areas that have experienced natural disasters are significantly more likely to have taken at least some steps to prepare. Only 7 % of those in Miami and 21% in San Francisco have taken no steps, compared to 38% in New York, and 41% in Chicago. However, nearly half of the residents of Miami say that they have done everything need or everything they are likely to do (49%) to prepare, compared to only 17% in Chicago, 18% in New York, and 19% in San Francisco.

How Prepared Are We? Regarding the seven specific steps to prepare for an emergency situation, the national survey found that:

- Most Americans (63%) have taken a first aid class;
- Forty-two percent have a disaster supply kit at home;
- Thirty six percent have a portable emergency kit in case of evacuation;
- Twenty-nine percent have a communication plan;
- Twenty-one percent have set a meeting place in case of separation during an emergency;
- Twenty-six percent have practiced or drilled what to do in the event of an emergency; and
- Fifteen percent have volunteered to help prepare for or respond to an emergency situation.

In total, four out of five Americans (81%) report taking at least one of the seven steps toward emergency preparedness, but only 2% have done all seven.

First Aid and Volunteering: Although more than six out of ten in the nation (63%) report taking a first aid class, this is less common in the four cities: Miami (50%), Chicago (51%) and San Francisco (53%) residents report that they have taken a first aid course, and only 38% of New Yorkers report having taken one. The proportion of those who have volunteered is not greatly dissimilar in Chicago (12%), Miami (20%), New York (16%) and San Francisco (15%), compared to the national proportion (15%).

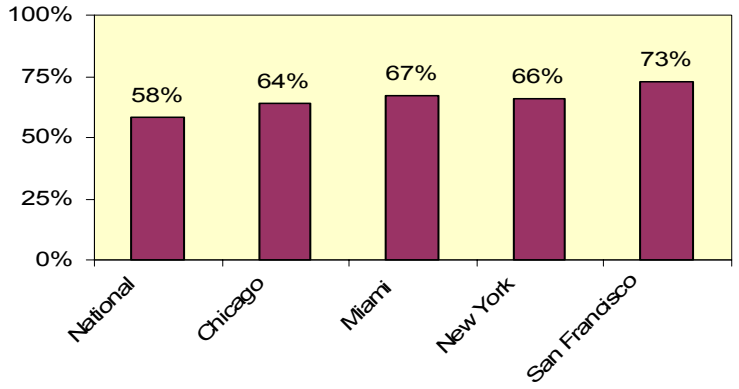
Plans, Drills, Meeting Place*:* Chicagoans are below the national average with regard to having a communication plan, with only 20% reporting having one. However, the other three cities are slightly above the national average. The proportion of the public who report having practice drills at home is lower in New York (19%) and San Francisco (20%) than the other two cities or the nation as a whole. The proportion of the public who have a specific place to meet outside of their home is somewhat less in Chicago (17%), and somewhat higher in New York (23%), San Francisco (25%) and Miami (27%), compared to the nation as a whole.

Emergency Kits: Miami (44%) and San Francisco (39%) residents are more likely to have a small portable kit ready in case of evacuation. People living in both these cities are also much more likely to have a disaster supply kit, with 55% of San Franciscans saying they have one and almost three-quarters (73%) of Miamians having one. Only 32% of Chicagoans and 40% of New Yorkers report having a disaster supply kit--below the national norm. Almost all respondents with a kit report they have a

flashlight (99%), and 93% say they have a first aid kit. Most people with a kit say they have a three-day supply of water (83%), and/or a three-day supply of food (81%). Four out of five (82%) report they have extra batteries in their kit. Over three-fourths (76%) have a battery-operated or hand cranked radio in their kit and 70% have a three-day supply of medicine.

What's the Plan? Those who report they have a communication plan in place (29%) were asked if there was a specific person living outside their community whom everyone knows to contact in case of separation. Less than three out of five (58%) who have a communication plan say there is a specific person living outside their community who family members know to contact. Each of the four cities fare better than the national average for having a specific contact, with San Francisco the highest at 73 percent.

Chart 5: Communication Plan Includes a Specific Contact Person



Q. Does your plan to communicate with family members in an emergency include a specific person living outside your community that everyone knows to contact if they become separated?

Communicating in an Emergency: Those with a communications plan were asked about the last time they had talked with family about how they would communicate in an emergency. Nearly two-thirds (65%) say they have talked with their family about the plan within the last six months, with 24% talking about it within the last month. Persons with family communication plans in Miami (36%) are more likely to have spoken with their families about the communication plan within the last month than those in New York (23%), Chicago (23%) and San Francisco (30%).

Where Would You Go? Over two-thirds of Americans (68%) report they have both a place to stay and the means to get there if they are ordered to evacuate. Nonetheless, one in ten in the national sample have no place to stay and no means to get there if ordered to evacuate. New Yorkers (46%) have the lowest percentage of adults who have both a place to stay and means to get there if they have to evacuate, followed by Chicago (50%), San Francisco (53%) and Miami (60%). Miami, despite having the highest proportion of residents with a place to go and a means to get there is still 8 percentage points lower than the national average. The same trend emerges with New Yorkers (24%) being most likely to report they have no place to stay and no means to get there, followed by Chicago (21%), San Francisco (19%), and Miami (14%). Nineteen percent of New Yorkers say they have a place to stay but do not have means to get there, while only 8% have no place to stay but means to get there.

Shelter Issues: Nearly three out of ten Americans (29%) would definitely follow evacuation orders to go to a local shelter, while another 41% report they would be very or somewhat likely to do this. However, 18% report they would be very or somewhat unlikely to go to a local shelter if ordered, and another 9%

say they would definitely not go. Those who report they are unlikely to or definitely would not evacuate to a shelter, most commonly cite that they have an alternative place to go (24%).

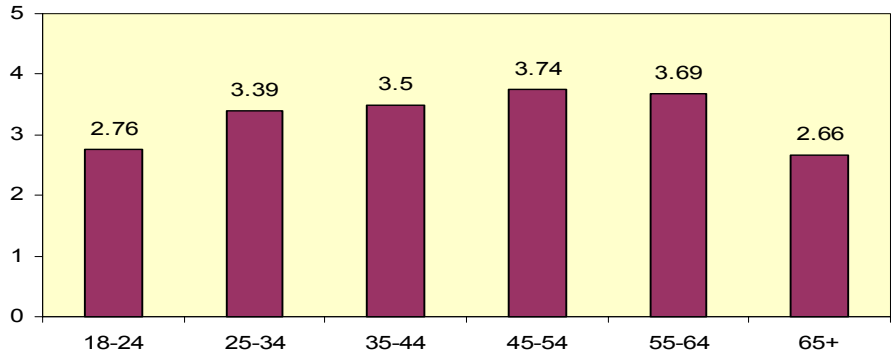
III. Data that Makes a Difference

The PRI data presents many important findings for public policy experts, first responders, elected and appointed officials, and communicators to consider and incorporate when developing local and national preparedness campaigns. Specifically, the survey found that:

Age, Education & Income Affect Preparedness: Respondents were asked basic demographic questions. The data reveal several interesting findings regarding how age, education and income may impact preparedness:

- Age Makes a Difference. People aged 65 or older are significantly less prepared than younger people.

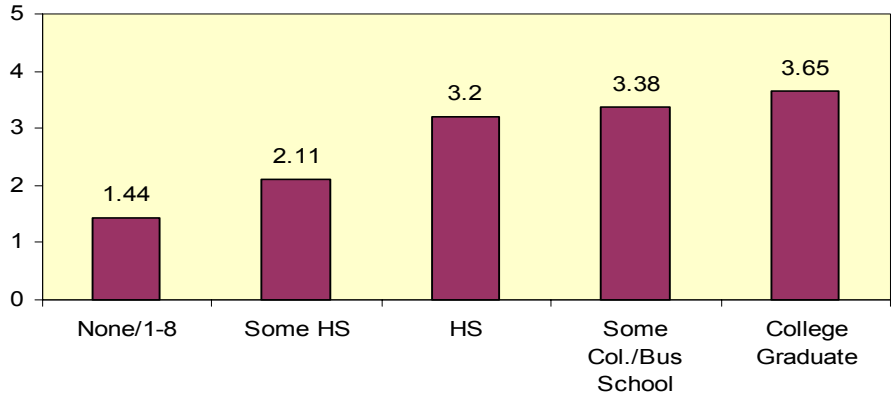
Chart 6: PRI Score By Age



Q. What was your age on your last birthday?

- Education Makes a Difference. Adults with some high school education or less are significantly less prepared than those with a high school diploma or more education.

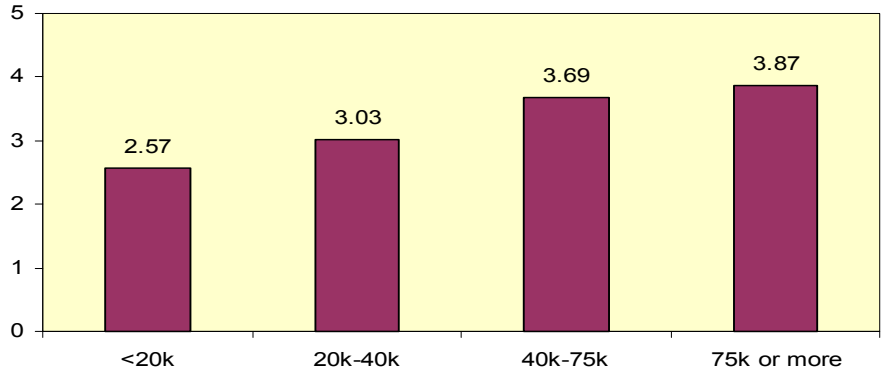
Chart 7: PRI Score By Education



Q. What is the highest grade of school or year of college that you have completed?

- Income Makes a Difference. Households with an income of $40,000 a year or lower are less likely to be prepared than households that earn more.

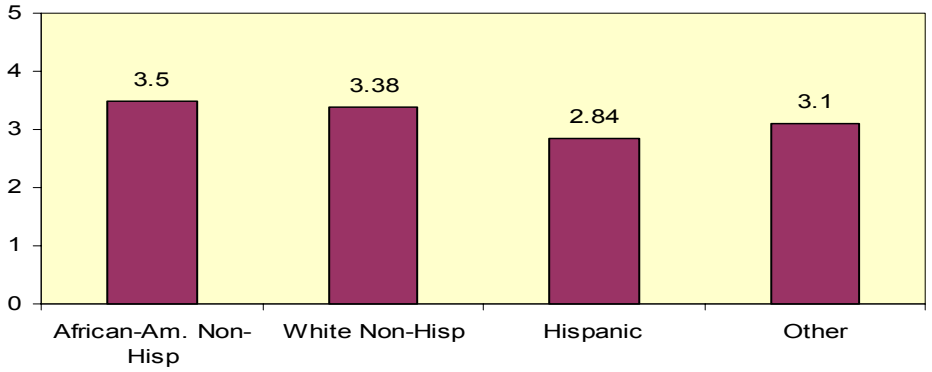
Chart 8: PRI Score By Income



Q. So that we can be sure we're getting a cross-section of all people, I'd like you to estimate your total household income for 2005, from all sources, before taxes were taken out.

- Hispanics are Less Prepared: Hispanics are less likely to be prepared than white or African-Americans.

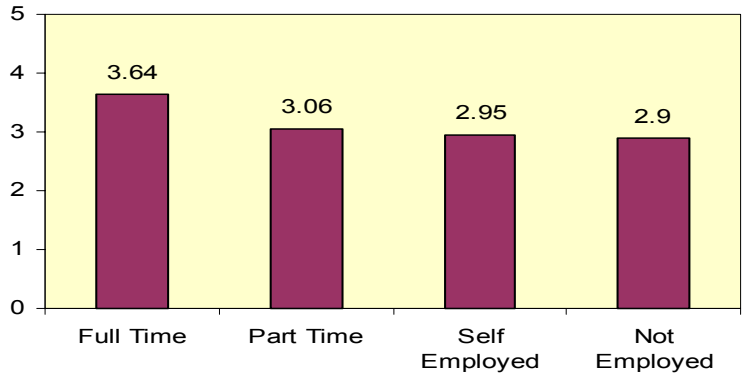
Chart 9: PRI Score By Respondent Race/Ethnicity



School and Work Impact Readiness: The data indicates that participation in the workplace and having school-aged children correlate highly with individual and family preparedness. Workplace and school readiness scores are not incorporated in the 10 point core PRI because they only apply to those who are employed or have children in school rather than the public as a whole. We recommend in addition to the 10 PRI questions, that 5 additional questions (included in attached survey) be asked of those who are employed or have children in school to determine correlations with the overall PRI score.

- Employment Status & Knowledge/Practice of Workplace Plans Increases Overall Preparedness: There is a strong correlation between an individual's PRI score and their employment status, awareness of workplace emergency plans, and practicing those plans.

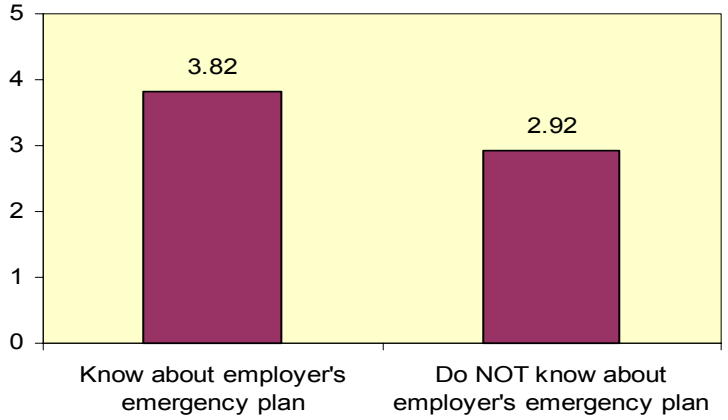
Chart 10: PRI Score By Employment Status



Q. Are you currently employed full-time, part-time, or not employed?

Sixty four percent of respondents are employed full- or part-time. Among them, two-thirds (67%) work for an employer with an emergency plan.

Chart 11: PRI Score By Knowledge of Employer Plan



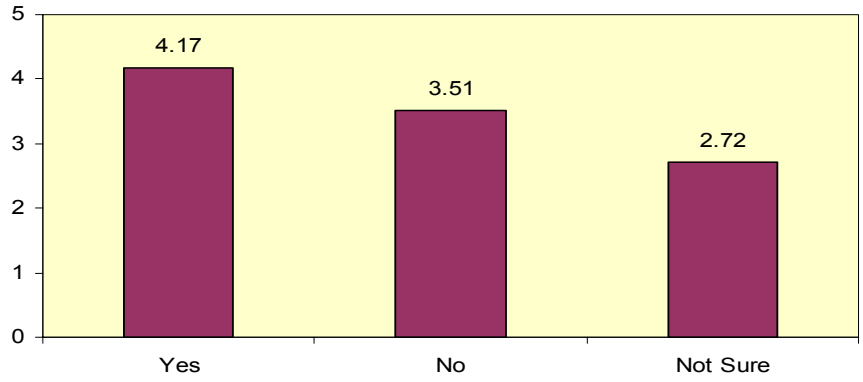
Q. Does your employer have a detailed plan for how to respond in different emergency situations?

Almost half of employees (49%) work at an office where emergency supplies are kept on hand. However, more than one in three (35%) employees do not. A little over half (53%) of employees performed an emergency drill at work within the last year; however a substantial number (42%) did not.

Employees in Chicago and San Francisco are about as likely as other employees nationally to have an emergency plan at work. Employees in Miami (74%) however, are more likely to work for an employer with an emergency plan, while those in New York (57%) are less likely to do so.

Employees who have practiced for an emergency at work score significantly higher on the PRI than employees who have not. A little over half (53%) of employees nationally performed an emergency drill at work within the last year; however a substantial number (42%) did not. Employees in Chicago (68%) are the most likely to have practiced their emergency plan at work within the last 12 months. The majority of employees in New York (61%) and San Francisco (61%) also have practiced their emergency plan at work, although only half of Miami employees have done so in the last year.

Chart 12: PRI Score by Employees Who Have Practiced Employer Plan



Q. Has there been any actual practice or drill of this plan at work in the past 12 months, or not?

- Having at Least One School-Aged Child at Home, Knowing the School's Emergency Plan, and Having Practiced It Increases Overall Preparedness: There is a strong correlation between an individual's overall PRI score and having a school-aged child at home, knowing the emergency plan of the child's school, and practicing the school's plan.

Chart 13: PRI Score by Children in School

Q. How many children in your household go to day care or school up through high school?

Thirty eight percent of respondents have at least one child in school. Of them, 71% report that all of the schools their children attend have an emergency plan. Almost one in five parents with school-age children (17%) do not know whether their children's school(s) has an plan.

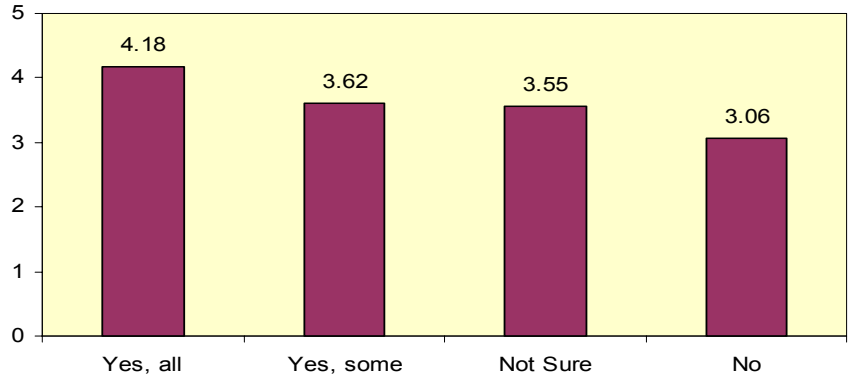
Almost half (48%) of the respondents with children in schools that have an emergency plan report that their children's school keeps emergency supplies on hand in case the students must shelter in place. However, a substantial number of parents (39%) do not know if their children's school has any supplies on hand.

Chart 14: PRI Score by Knowledge of School Plan.

Q. Does your child's school or day care facility have a written plan for how to respond in different emergency situations?

Adults with children in schools having an emergency plan in San Francisco (66%) are far more likely to say the school has emergency supplies on hand in case the students needed to shelter in place, than those nationally as well as in New York (51%) and Miami (50%). Only 37% of parents in Chicago say their children's schools have emergency supplies.

Chart 15. PRI Score by Practiced in School.



Q. Has there been any actual practice or drill of this plan at school in the last 12 months or not?

Adults with children who practiced their school's emergency plan in the last 12 months score significantly higher on the PRI.

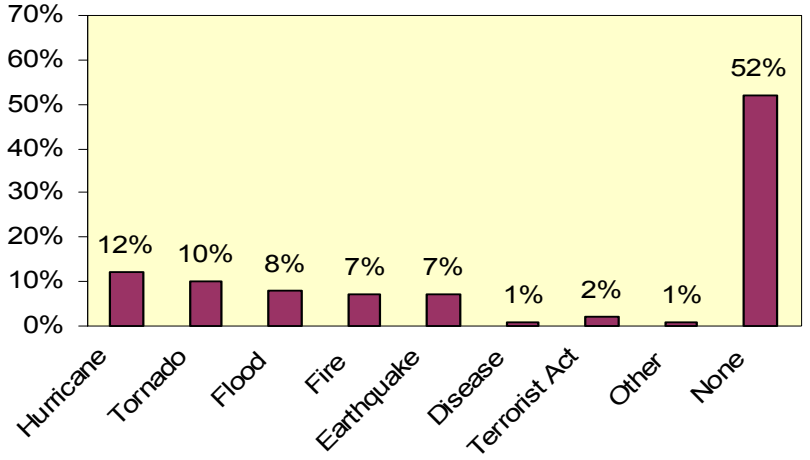
Most of these parents (70%) say that there has been a drill in the last twelve months at each of their children's schools and 6 percent say that some of their children's schools had a drill in the last year. Almost one in ten (9%) have children in school with an emergency plan but a drill was not run within the last year and a substantial proportion (14%) are not sure if an emergency drill has been run at their children's school. Parents with children in schools with an emergency plan in Miami (68%) and New York (71%) are just as likely as parents nationally to report that all of their children's schools had a practice drill in the last year. Those in Chicago (60%) and San Francisco (64%) are slightly less likely to say their children's schools had run an emergency drill in the past year.

These findings indicate that workplaces and schools provide opportune venues for communities to leverage the message of individual and family preparedness.

IV. The Landscape: Americans' Experience with Emergencies

What Kind of Emergency? *One-third of Americans have experienced one or more emergency situations--the most frequently cited was hurricane (12%),* followed by tornado (10%), flood (8%), fire (7%), and earthquake (7%). Only 2% have experienced a terrorist attack. Most Miami respondents (55%) say they have been in an emergency situation due to a hurricane; thirty-eight percent of San Franciscans report being in an emergency situation as a result of an earthquake. *One in seven persons living in the New York City (16%) report being in an emergency situation as a result of a terrorist act.*

Chart 16: Nation's Experience with Emergency Situations.

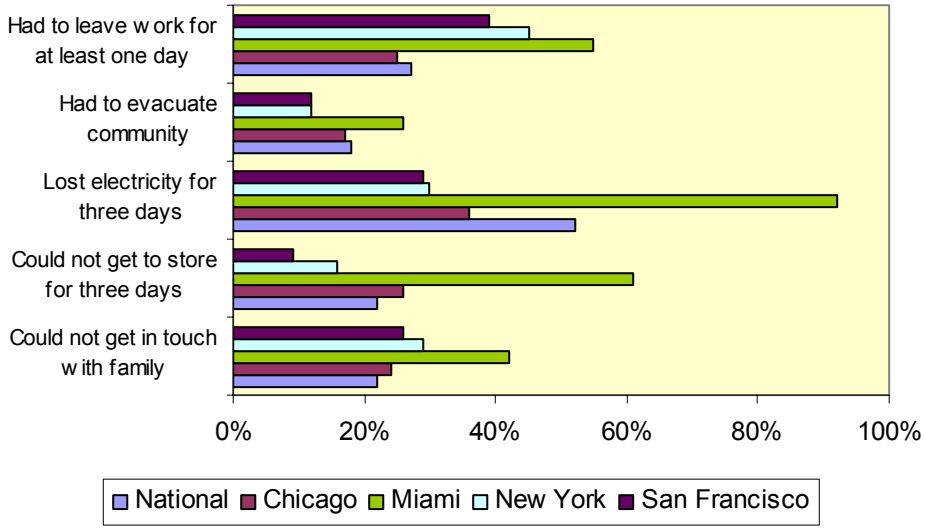


Q. Have you ever personally been involved in an emergency situation before as a result of……?

When Did it Happen? Nearly one in five of those with any emergency experience say it occurred within the past year. Another 41% of those with past experience in emergency situations report that it occurred one to five years ago. In total, *nearly seven out of ten respondents with experience in public emergency situations report such an experience within the past ten years.* This translates into nearly 23% of adult Americans who have experienced a public emergency situation within the past ten years. Most New Yorkers (64%), who have been in a public emergency situation report their most recent experience was 1 to 5 years ago, a time frame in which the September 11, 2001 terrorist attacks on the World Trade Center occurred. In Miami, 34% of residents with disaster experience report their most recent situation within the last year, in all likelihood reflecting the hurricanes which battered Florida during the last two years.

How Did it Impact You? *The majority of Americans (52%) who have been in an emergency situation report that they lost electricity for three or more days.* Thirty-two percent had to leave their home for at least one night. Twenty-seven percent had to leave work for at least a day. Twenty-two percent could not get in touch with their family, while an identical proportion could not get to a store for three days. Nineteen percent say that they saw others injured or killed; six percent were injured themselves. *In Miami, the overwhelming majority of disaster victims (92%) report losing electricity for three or more days; could not get to a store for three days (61%); had to leave work for at least one day (55%); and could not get in touch with their families (42%).* In New York, 30% of people involved in an emergency saw others injured or killed compared to 19% nationally.

Chart 17a: Nation's Experience with Emergency Situations – Impact.



Have you ever been in a public emergency situation when you…?

Chart 17b: Nation's Experience with Emergency Situations – Impact.

Have you ever been in a public emergency situation when you…?

How Likely is the Next One? Less than half of Americans expect a natural disaster, public health emergency or terrorist attack in their community in the next two years, and very few believe that any of these types of emergencies will definitely happen. Less than a quarter of Americans (23%) think a public health emergency (like Avian Flu) will probably occur in their community in the next two years, and only 3% think this till definitely happen. Twelve percent of Americans think a terrorist attack will probably happen in their community in the next two years, while only 2% think it will definitely happen.

Cities and the Next Emergency: *Miamians are the most likely to expect a natural disaster to occur in their community in the next two years*, with 47% saying that it will probably happen and another 36% saying that it will definitely happen. San Franciscans report high levels of expectation about future

natural disasters, with 50% saying that it will probably happen and another 7% saying that it will definitely happen in the next two years.

What's Next and Where? *Almost two in five New Yorkers believe that a terrorist attack will probably (32%) or definitely (5%) occur in their community in the next two years.* Persons living in Chicago (23%) and Miami (22%) are significantly more likely than the nation, as a whole, to believe that a terrorist attack will probably or definitely occur in their community within the next two years.

Trusted Sources: Almost half of Americans (45%) say that they trust the news media to provide the most accurate and reliable information during an emergency. One-third (33%) say their police/fire chief is the most trusted source for information. Eight percent say they would rely on the mayor for information, while others say they would trust city emergency management officials (5%), family and friends (5%), and no one (5%). However, in Miami, 60% say they trust the news, compared to 39% in Chicago, 33% in New York and 43% in San Francisco. By contrast, only 20% in Miami say they would trust their police/fire chief the most for information during an emergency, compared to 29% in San Francisco, 32% in the Chicago, and 37% in New York. The third most often cited source is the mayor, who is regarded as the most trusted source by 11% in New York, 14% in Chicago, 17% in Miami, and 21% in San Francisco.

Whose Instructions Would Be Followed? In the event of evacuation, nearly half of Americans (46%) say they would most likely follow the instructions of the police/fire chief. Slightly more than one-fifth of the national sample (21%) say they would follow the evacuation instructions of the "news". One in seven (14%) say they would likely follow their mayor's instructions. Public trust in the police/fire chief in emergency situations in Miami stands in stark contrast to the other three cities and the nation. In case of an evacuation, nearly half of the national sample, and similar proportions in Chicago (41%), New York (50%) and San Francisco (45%) would most likely follow the instructions of their police/fire chiefs. By contrast, only 24% of Miami residents say they would likely follow the instructions of their police/fire chief. The residents of Miami are more likely to follow the instructions from news sources (31%). The instructions of the mayor in all four cities are more likely to be followed in case of an emergency than in the nation as a whole.

V. Why Americans Don't Prepare

Thirty-two percent of Americans have done nothing to prepare for an emergency. Among this group:

- *Almost half (45%) simply have not thought about it;*
- *One-third (34%) do not think an emergency will happen to them or their family;*
- *One-quarter think that nothing they can do would be effective;*
- *Twenty-four percent do not want to think about it;*
- *Twenty-one percent say that not knowing what to do is a major reason for their lack of preparedness;*
- *Eighteen percent say it takes too much time; and*
- *Sixteen percent say it costs too much money.*

Those who have not prepared in San Francisco (36%) are a little less likely to say they have not thought about it. Miamians (23%) are the least likely to cite this as a major reason, and only 18% of Miamians who have taken no steps say that a major reason is that they do not think an emergency will happen to them. Surprisingly, nearly the same proportion of unprepared in San Francisco (29%) as nationally says they have not done more because they don't believe an emergency will happen. Chicagoans (31%) and

New Yorkers (28%) are somewhat more likely to say nothing would be effective was a major reason that they have not done more.

Reasons for Preparedness: The majority (80%) who have performed at least one task in order to prepare cite the need to be self-sufficient and not reliant on others for protection during an emergency as a major incentive for getting prepared. Nearly half (49%) of those who have taken steps to prepare for an emergency say that being responsible for children is a major reason. In contrast to the national pattern, most people in San Francisco (61%) and Miami (62%) who have taken at least one step to prepare say they have done so because they live in a high risk area. The proportion of New Yorkers (38%) and Chicagoans (26%) who have taken steps to prepare because they live in high risk areas is lower than in San Francisco and Miami, but still higher than the national rate.

INDIVIDUALS & FAMILIES CAN TEST/IMPROVE THEIR READINESS QUOTIENT (RQ)

The PRI is a survey-based tool to determine a community's (city, state, region, neighborhood, business, school or other organized community) preparedness "score" . . . but individuals and families can also find out their score—their own Readiness Quotient or "RQ" by taking the survey. The test includes the same knowledge and behavior elements as the PRI. Individuals interested in taking the RQ Test and getting their RQ score can log on to www.WhatsYourRQ.org. Test questions require "yes" or "no" answers. Once an individual completes all ten questions, their score is calculated. An overall RQ score is between 0 and 10. The questions are:

- Does your local government have an emergency or disaster plan for your community?
- Do you know how to find the emergency broadcasting channel on the radio?
- In the past 30 days, have you seen or heard any messages that encourage people to take steps to be prepared for emergency situations in your community?
- Have you actually prepared a disaster supply kit with emergency supplies like water, food and medicine that is kept in a designated place in your home?
- Have you actually prepared a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly?
- Have you actually made a specific plan for how you and your family would communicate in an emergency situation if you were separated?
- Have you actually established a specific meeting place to reunite in the event you and your family cannot return home or are evacuated?
- Have you actually practiced or drilled on what to do in an emergency at home?
- Have you actually volunteered to help prepare for or respond to a major emergency?
- Have you actually taken first aid training such as CPR in the past five years?

If your score is:

10 You are ready and should encourage a PRI survey in your community, region or state.

8 or 9 You are very close to being ready and should review all 10 elements of the RQ and resource links to see what you need to do to improve.

7 You have a good readiness foundation, but there is room for improvement. Explore the gaps in your knowledge, awareness and actions and look at the links to specific instructions and resources.

6 You want to be ready and better prepared, have most of the basics down, and now need to take some important next steps in your four gap areas.

4 or 5 You/ve got work to do, but raising the score can be easy if you look at some of the questions you answered "NO" to and tackle them right away, using the RQ resources links.

< 3 An RQ score of 3 or below means YOU NEED TO GET READY! Log on to www.ready.gov or www.redcross.org and find out what you and your family need to do – for example, get an emergency supply kit or make a family emergency plan. Contact your local Citizen Corps Council listed at www.citizencorps.gov or your local American Red Cross chapter to find out about first aid classes and volunteer opportunities in your community.

NEXT STEPS

The Council will continue to work with the American Red Cross, Big City Emergency Managers, and other government, business, civic and media leaders to promote the use of the PRI.

Once a baseline PRI has been established, the survey can be used to identify specific populations who need attention and to test the effectiveness of communications campaigns and other efforts to increase preparedness.

For example, the national PRI shows:

- People 65 or older are significantly less likely to be prepared than younger Americans;
- Those without a high school education, or a household income of less than $40,000, are less prepared than those with higher income and education; and
- Hispanics are less prepared than whites or African Americans.

We also know from the national survey that school and workplace preparedness raise PRI scores:

- Parents of school children, who are familiar with and know that emergency plans have been practiced at school, are significantly better prepared; and
- Full-time employees, who are familiar with and have practiced workplace plans, are significantly better prepared.

Armed with this information:

- Local and state government leaders can use the PRI survey to learn how prepared residents are, to pinpoint groups who are more or less prepared, and to target their communications campaigns and programs accordingly;
- Local media can use the PRI to report on the preparedness of their communities, track progress and identify gaps;
- Individuals can go to www.WhatsYourRQ.org to find out their "Readiness Quotient" —and get tips and links to information about how to raise their scores;
- Businesses can use the PRI survey to learn how ready their employees are and to integrate individual and family preparedness into their emergency plans;
- Schools can use the PRI to help students, teachers and parents learn their RQ's, find out how to improve, and connect family preparedness to the school plan; and
- Any organization, neighborhood or group can do the same by logging onto www.WhatsYourRQ.org.

Our goal is to institutionalize the PRI in communities around the country and to raise our individual and collective readiness. This will not only protect us; it will also strengthen our communities.

ACKNOWLEDGEMENTS

The Council is grateful to Ralph Gomory and Paula Olsiewski from The Alfred P. Sloan Foundation for their generous support of the Public Readiness Index.

Special thanks to former DHS Secretary Tom Ridge for his leadership in launching and supporting the PRI and to Leon Frazier from the Sprint/Nextel Corporation who sponsored the launch and the Big City Emergency Managers' Forum.

We would also like to thank the many members of the PRI Advisory Board who has helped to guide this project from the beginning. They are: Frank Cilluffo, Director of the Homeland Security Policy Institute (HSPI) and Associate Vice President for Homeland Security; Jan Lane, Deputy Director of the HSPI, George Washington University; Susan Neely, former Assistant Secretary for Public Affairs; Joe Becker, Senior Vice President, Preparedness and Response from the American Red Cross; Chet Lunner, Acting Director of the U.S. Department of Homeland Security's Office for State and Local Government Coordination; Kristin Gossel, Director of the Ready Campaign at the U.S. Department of Homeland Security; and Scott Keeter, Director of Research at the Pew Research Center.

We want to thank the Big City Emergency Managers, particularly those leaders in PRI pilot cities – Joe Bruno and his staff at the New York City Office of Emergency Management; Andrew Velasquez from the City of Chicago Office of Emergency Management and Communications; Annemarie Conroy from the San Francisco Office of Emergency Services and Homeland Security and Robert Palestrant and Carlos Castillo Miami-Dade Office of Emergency Management who contributed so much to this effort.

The Council is also grateful to the support offered by our other Big City Emergency Managers, including Ellis Stanley from the Los Angeles Emergency Preparedness Department, Barbara Childs-Pair from the Washington DC Emergency Management Agency, Carlo Boccia from the City of Boston's Office of Homeland Security & Emergency Management, Mark Sloan from Harris County, TX and Michael Nucci from the Philadelphia Office of Emergency Management.

The Council would also like to offer thanks to the team at Schulman, Ronca & Bucuvalas, Inc. (SRBI), particularly John Boyle, Robert McGaw and Chintan Turakhia.

Special thanks to the DHS Under Secretary for Preparedness, George Foresman; FEMA Director, David Paulison; Assistant Secretary for Public Affairs Cynthia Bergman; Liz DiGregorio and Karen Marsh from Citizen Corps; Heather Blanchard from Ready.gov; former Counselor to the Deputy Secretary and Acting Executive Director for the Office of State and Local Government Coordination and Preparedness, Matt Mayer; and the former Director of Public Education, Lara Shane.

This was a collective effort of the Council for Excellence in Government team, including Carl Fillichio, Melissa Hardin, Michael Huang, Lynn Jennings, Matt Kohut, Patricia McGinnis, and David Roberts. Our corporate partners have also played an instrumental role in providing input and guidance throughout the process, which we appreciate very much.

Finally, the Council would like to thank the hundreds of first responders, elected and appointed officials, academic and policy experts, private sector and voluntary organizations representatives that took the time and energy to participate in this process and to provide their input and guidance.

PRI SURVEY QUESTIONNAIRE

THE PUBLIC READINESS INDEX

The Public Readiness Index is based on three knowledge items and seven behavior items that are each scored as a 0 (no or not done) or 1 (yes or done). A count across these ten items yields an individual score of 0 to 10.

The average PRI score can be calculated for the nation or geographic or political units within the nation. The average PRI score can be compared between geographic or political units to estimate relative public readiness. The average PRI score can be compared between subpopulations within geographic or political units to determine relative readiness of different populations within those areas.

Most importantly, the Public Readiness Index provides a standardized index for the nation and its geographic and political subdivision against which they can measure progress in improving public readiness over time.

WORKPLACE AND SCHOOL READINESS MEASURES

Employer and school based readiness programs are important in encouraging public readiness activities.

However, these programs cannot be incorporated in a core public readiness index because they do not apply to the total public. Moreover, since the size of the sub-population to which employer and school readiness programs apply may vary substantially between geographic and political units, the inclusion of these measures in the core readiness index would make them non-comparable across units.

In addition to the 10 point PRI, workplace and school readiness measures should be used to compare readiness between equivalent subpopulations (e.g., families with school aged children) in different geographic or political units, or more importantly, the same units over time.

PUBLIC READINESS INDEX QUESTIONS

1. Does your local government have an emergency or disaster plan for your community?

   Yes……1
   No…….0

2. Do you know how to find the emergency broadcasting channel on the radio?

   Yes…….1
   No……0

3. In the past 30 days, have you seen or heard any messages that encourage people to take steps to be prepared for emergency situations in your community?

   Yes……..1
   No……0

4. I'm going to read you a short list of things that some people have done to prepare in the event of an emergency situation. For each one, please tell me if you have actually done it or not. Have you actually ……..

	Done	Not Done	Not Sure
A. Prepared a Disaster Supply Kit with emergency supplies like water, food and medicine that is kept in a designated place in your home?	1	0	0
B. Prepared a small kit with emergency supplies that you keep at home, in your car or where you work to take with you if you had to leave quickly	1	0	0
C. Made a specific plan for how you and your family would communicate in an emergency situation if you were separated?	1	0	0
D. Established a specific meeting place to reunite in the event you and your family cannot return home or are evacuated?	1	0	0
E. Practiced or drilled on what to do in an emergency at home?	1	0	0
F. Volunteered to help prepare for or respond to a major emergency	1	0	0
G. Taken first aid training such as CPR in the past five years?	1	0	0

CORE READINESS INDEX IS A COUNT OF YES IN Q1, Q2 AND Q3 AND DONE IN Q4A-G. SCORE RANGES FROM 0 TO 10.

WORKPLACE READINESS MEASURES

1. Are you currently employed full time, part time, or not employed?

   Yes—full time…….1
   Yes—part time……..…..2
   Not employed……..3
   (Vol.) Self-employed……4

2. Does your employer have a detailed plan for how to respond in different emergency situations?

   Yes…….1
   No/Not sure…….….0

2a. Has there been any actual practice or drill of this plan at work in the last 12 months, or not?

   Has…….1
   Has Not/Not sure……..……..0

SCHOOL READINESS MEASURES

1. How many children in your household go to day care or school up through high school?

_____ NUMBER
None…….00

2. Does your child's school or day care facility have a written plan for how to respond in different emergency situations?

Yes, all do……2
Yes, some do…….....1
No/not sure……...0

2a. Has there been any actual practice or drill of this plan at school in the last 12 months, or not?

Yes, all of them…….2
Yes, some of them……1
No/not sure……0

3. Has your family received any information about this plan from (any of) the schools in the last 12 months?

Has…….1
Has Not/not sure……..0

EMPLOYER READINESS: 0-2 SCHOOL READINESS: 0-3

DEMOGRAPHICS
Now just a few final questions so we can classify your answers.

D1. Including yourself, how many people are currently living in your household?

_____ RECORD NUMBER (RANGE 1-9)
7 = 7+; 8 = DK; 9 = Refused

D2. What is the highest grade of school or year of college that you have completed?

None, or grades 1-8……1
High school incomplete (grades 9-11)…….2
High school complete (grade 12 or GED certificate)…….3
Business or technical/vocational school after High school……..4
Some college; no 4 year degree……..5
College graduate (BS, BA or 4 year degree)……6
Post college graduate Masters/PhD/medical/law……7
Don't know……8

D3. What was your age on your last birthday?

_____ ENTER AGE: RANGE 18-99
97 = 97+, 98 = DK, 99 = REFUSED

D4. Are you of Latino or Hispanic origin?

Yes……1
No……2
(VOL). Don't know……..3
Refused……..4

D5. Do you consider your race as African-American (or black), American Indian or Alaskan native, Asian or Pacific Islander, white or something else?

African-American (black)……..1
American Indian or Alaskan native (native American)…….2
Asian or Pacific Islander……..3
White (Caucasian)……4
(VOL) Mixed……5
Other [SPECIFY]……6
(VOL) Don't Know……7
(VOL) Refused…….8

D6. So that we can be sure we're getting a cross-section of all people, I'd like you to estimate your total household income for 2005, from all sources, before taxes were taken out. As with all of the interview, this information will be strictly confidential. Just stop me when I get to the right category. [READ]

Less than $10,000……..1
10 to under $20,000……2
20 to under $30,000……3
30 to under $40,000…….4
40 to under $50,000…….5
50 to under $75,000…….6
75 to under $100,000……7
100 to under $150,000……..8
$150,000 or more……9
(VOL.) DON'T KNOW……98
(VOL.) Refused……99