



AT&T Disaster Preparedness Survey Hurricane Katrina & Rita Results

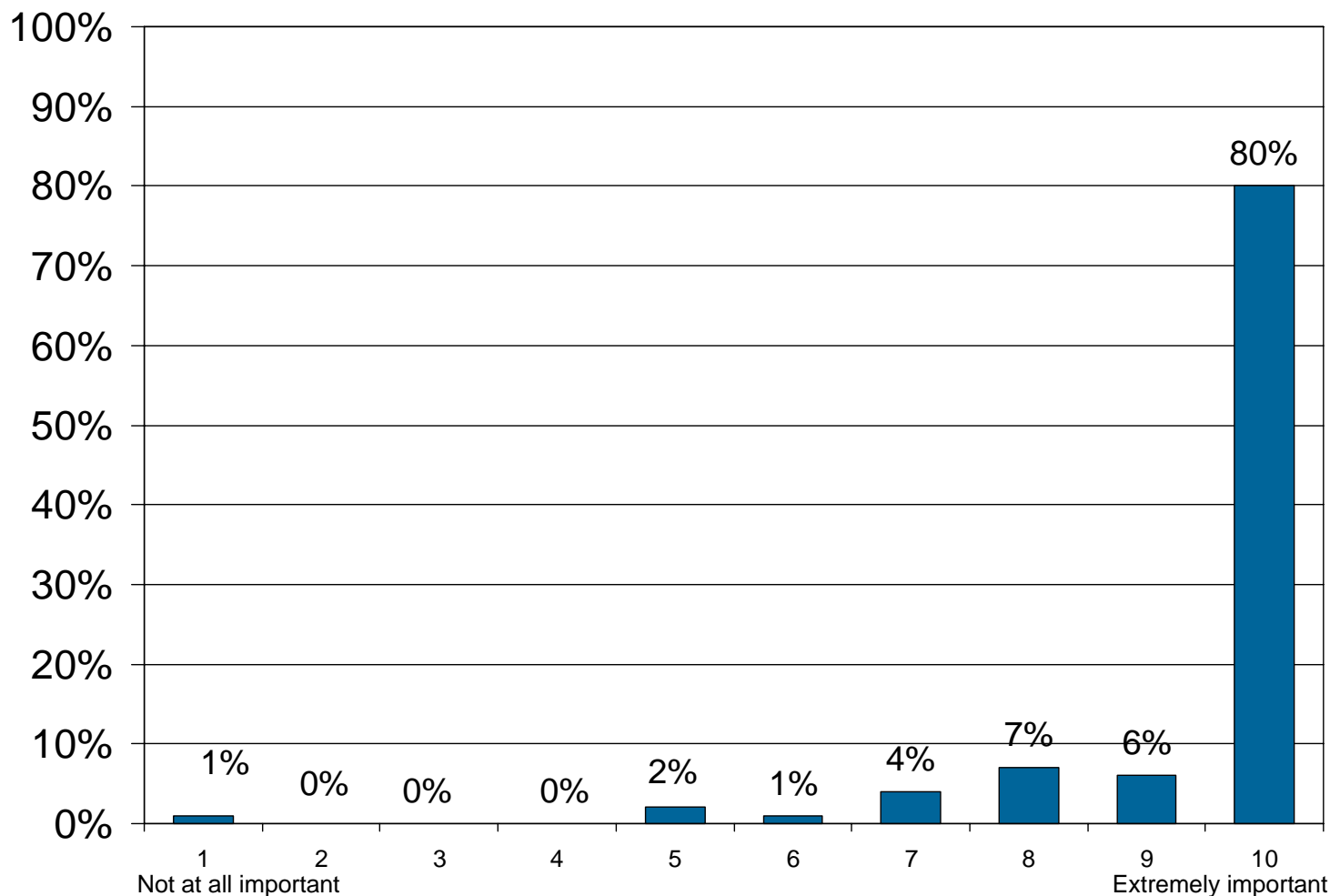
August 2006

Methodology

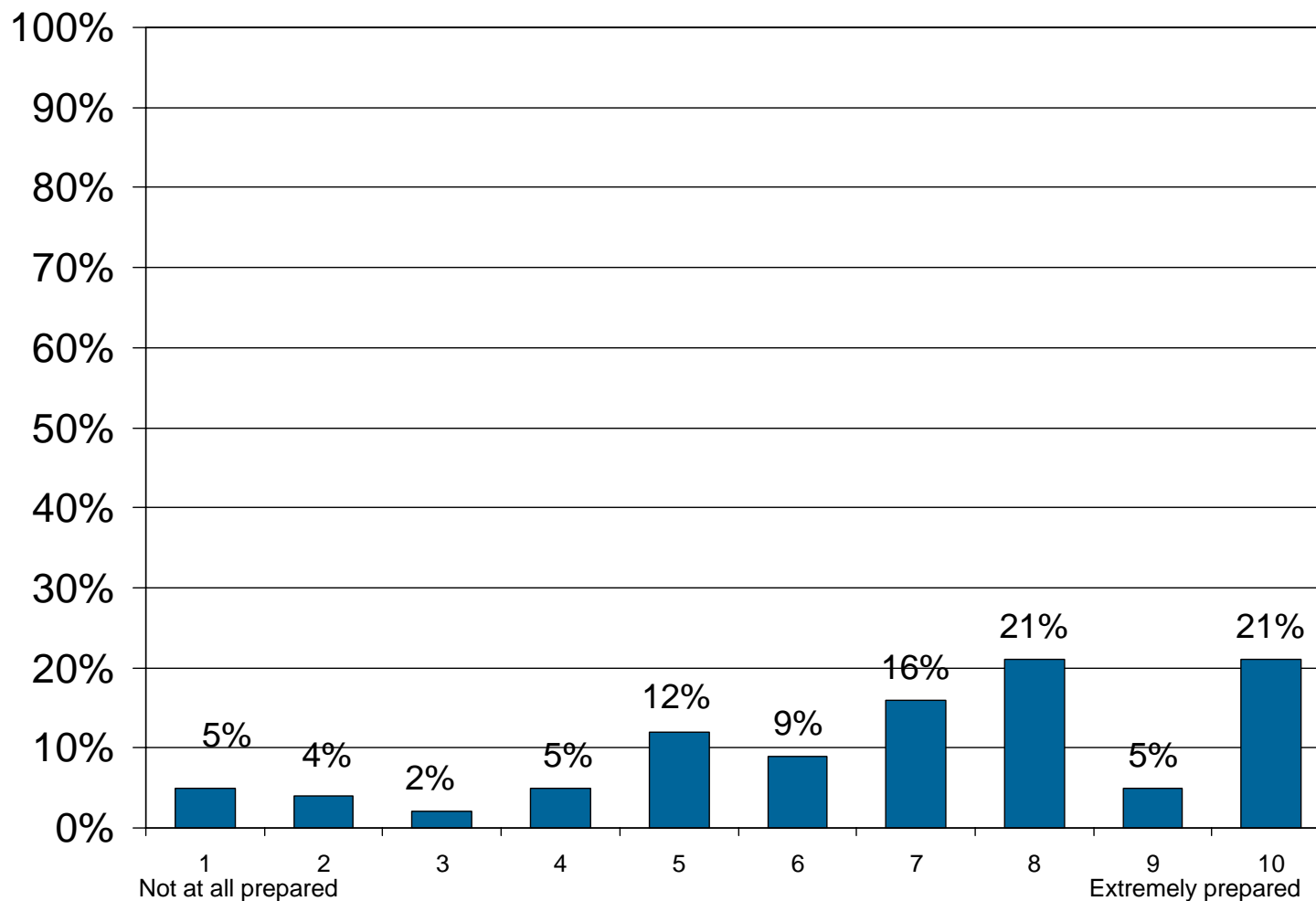


- Results are drawn from N=400 completed surveys among residents age 18+ from 4 states: Alabama, Louisiana, Mississippi, and Texas
- Sample was drawn from counties which were provided individual and public financial support from FEMA in the last decade
- The survey was administered August 9 -14, 2006
- The margin of error because is plus or minus three to five percentage points at a 95 percent confidence interval

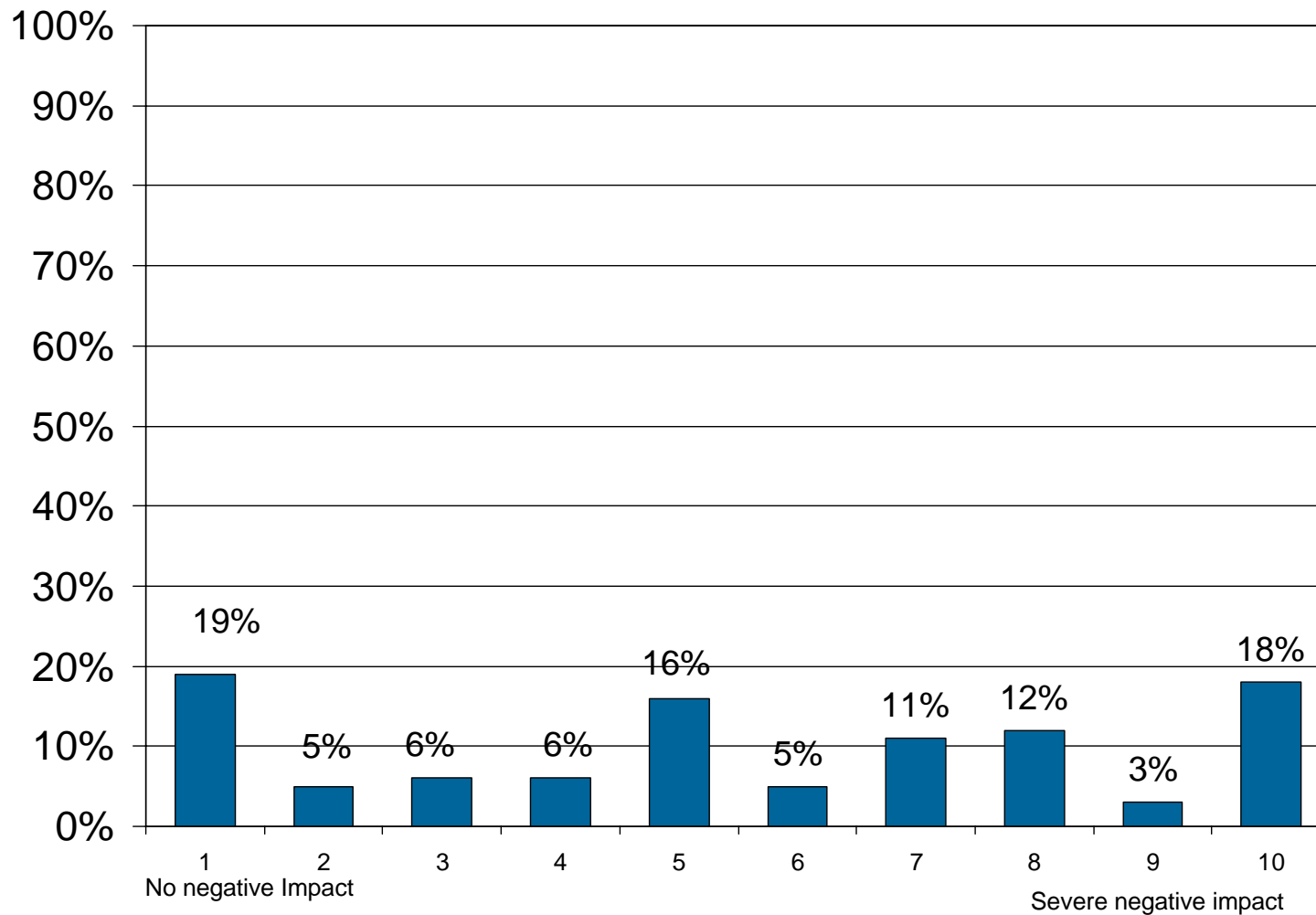
On a scale from 1 to 10, how important do you feel it is to be prepared in the event of a natural disaster?



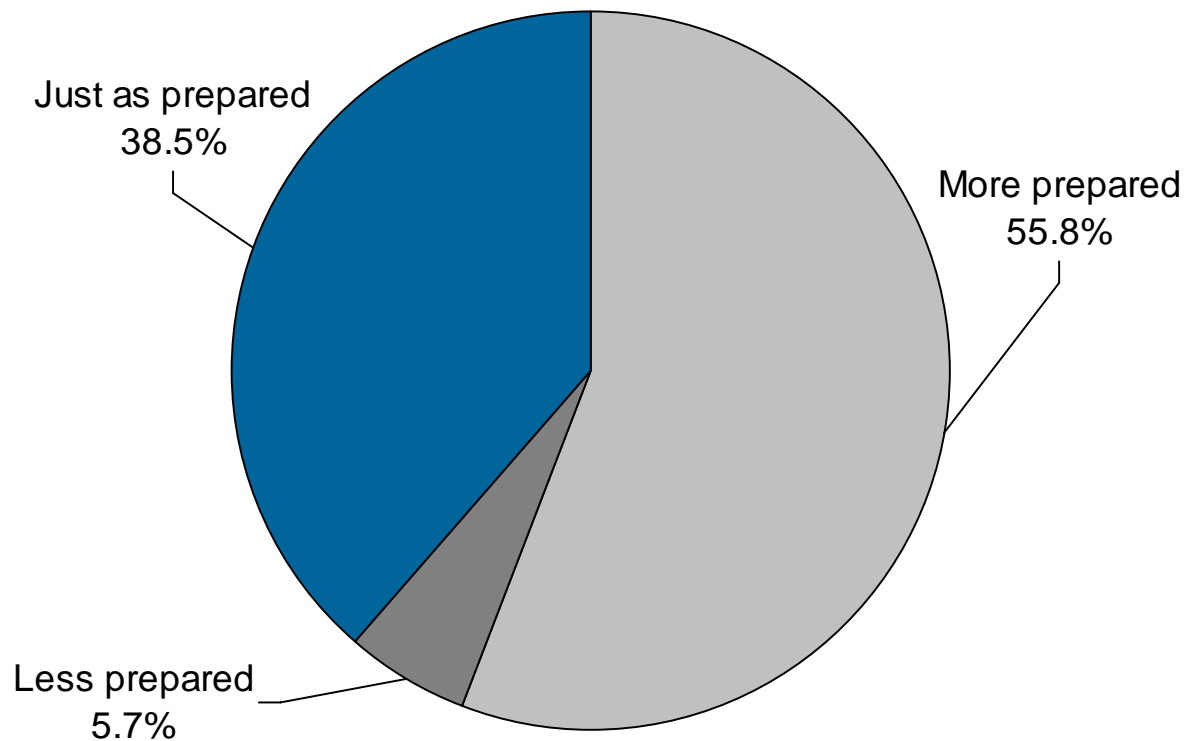
On a scale from 1 to 10, how prepared are you for a natural disaster?



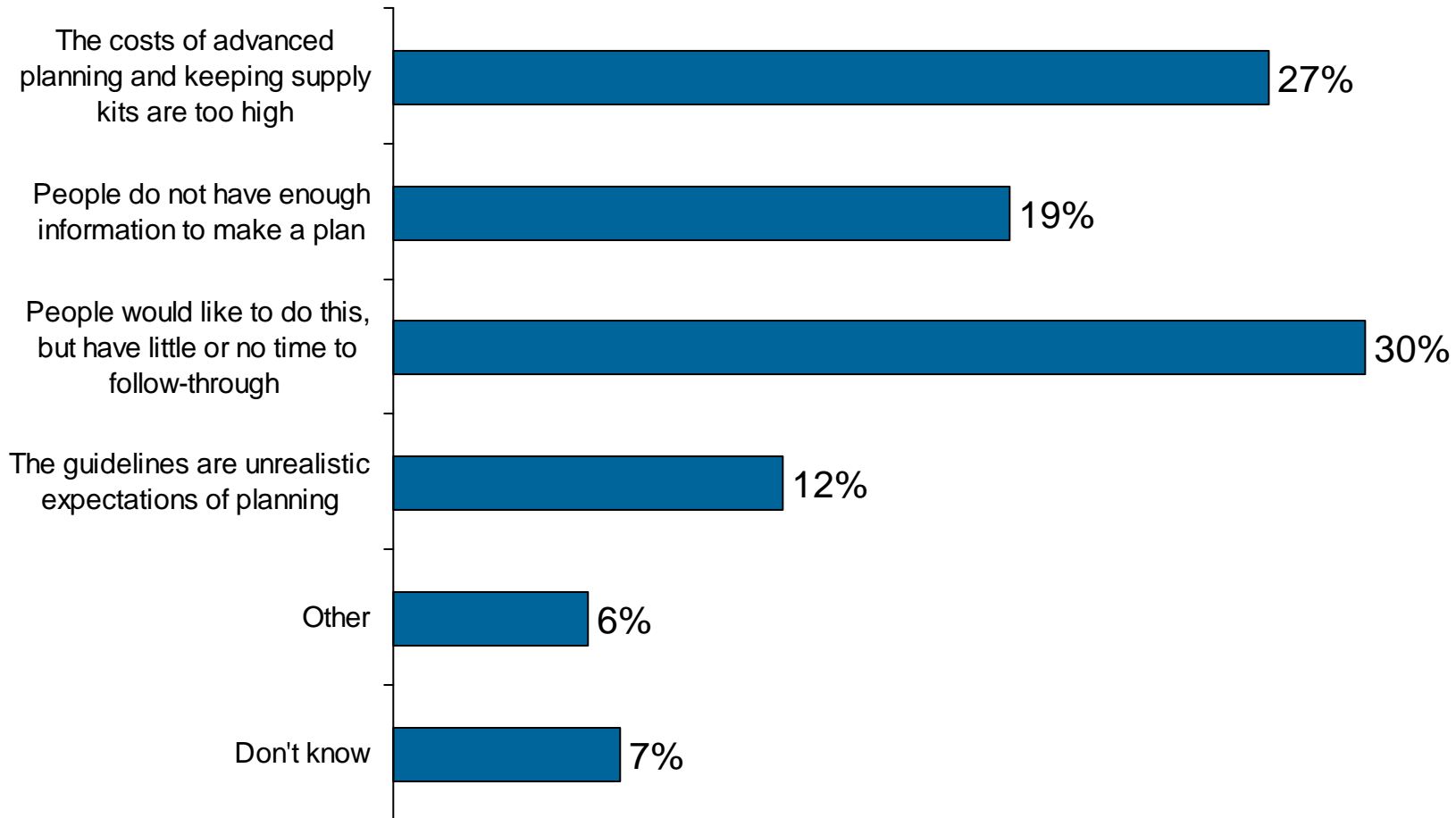
On a scale from 1 to 10, to what degree did you experience the direct impact of last year's hurricanes?



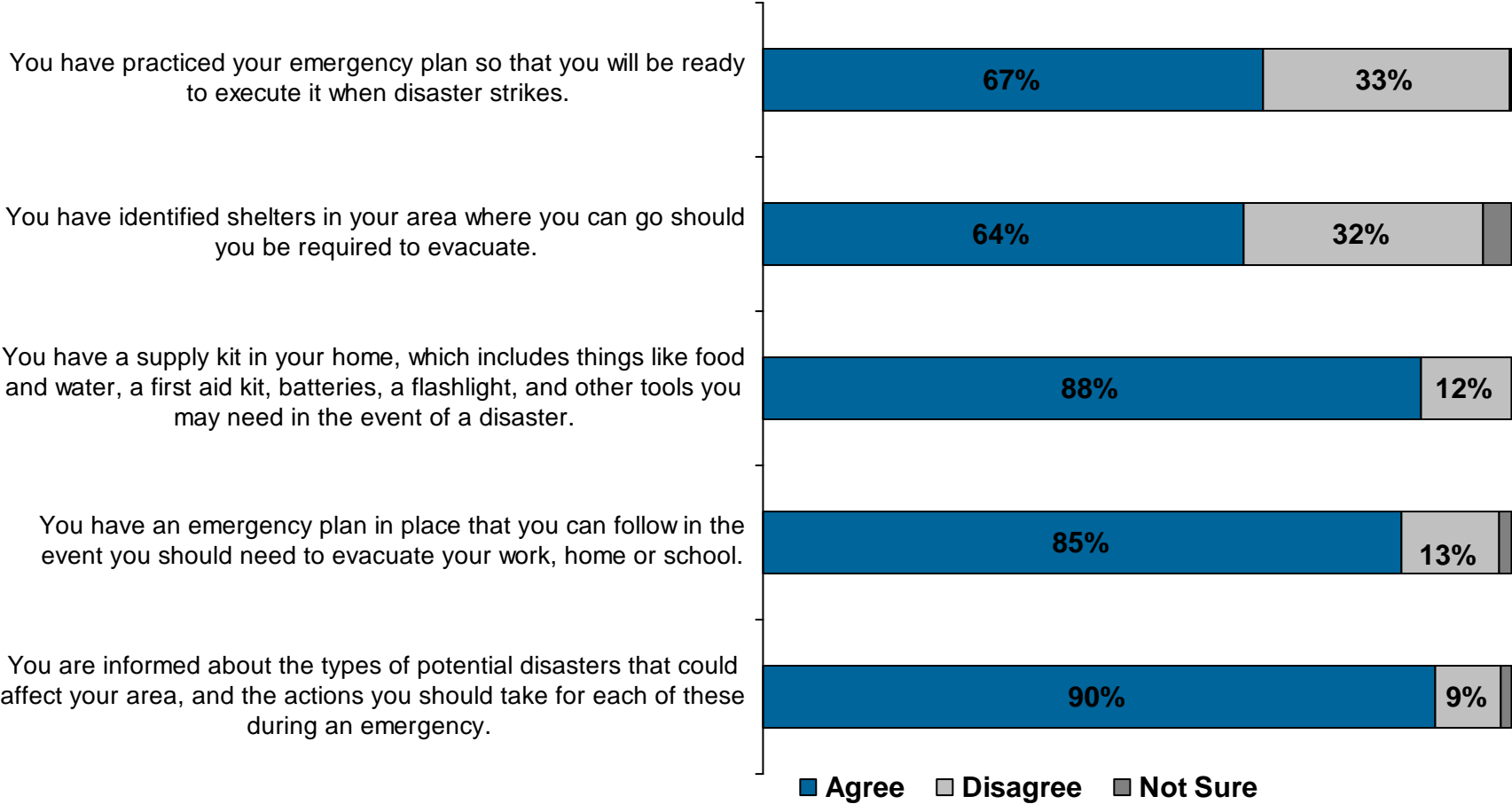
Compared with last summer, would you say you are now more, less, or just as prepared for a natural disaster?



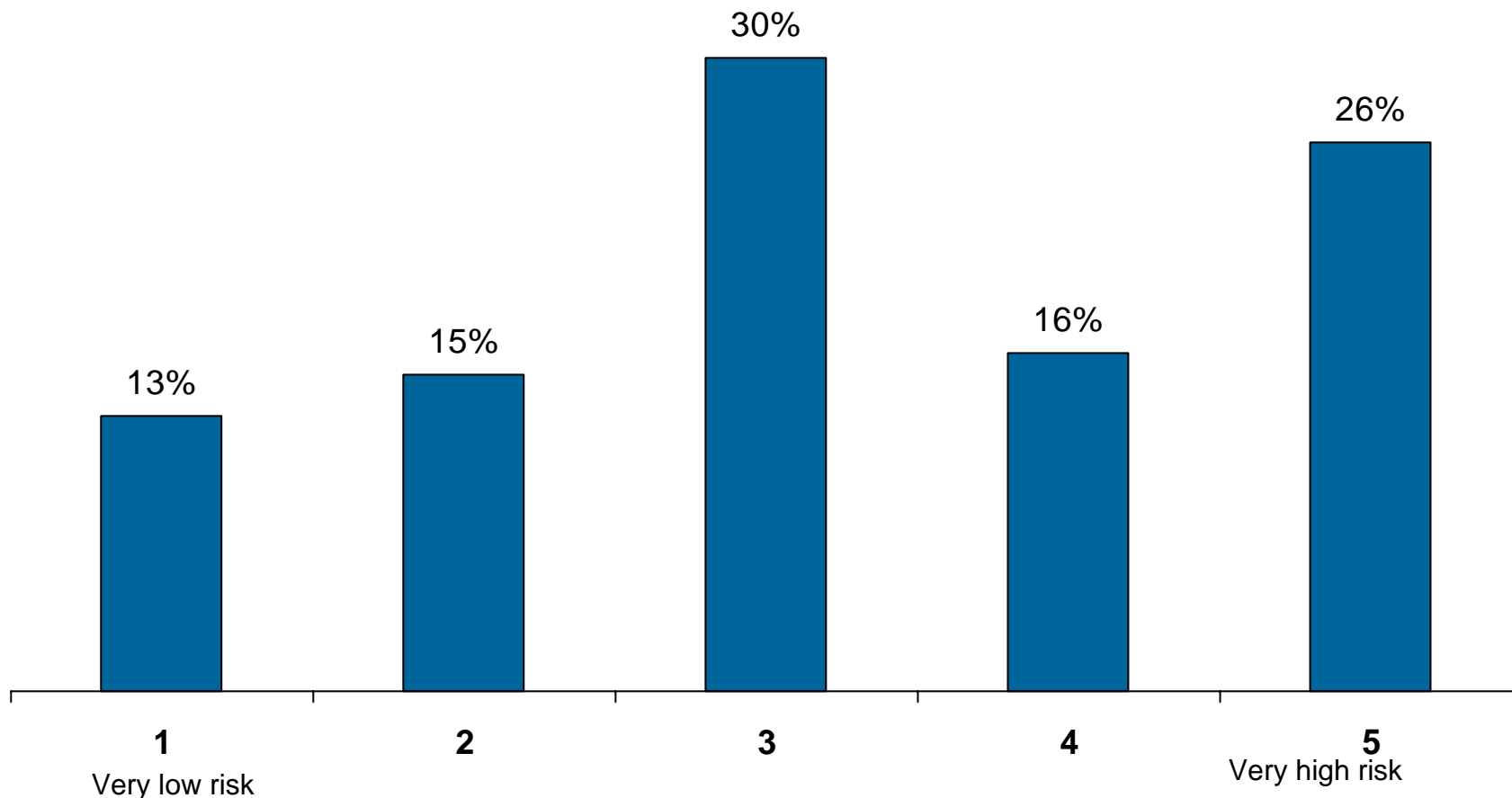
Thinking about the emergency preparedness guidelines, what do you feel are the biggest barriers to following the advice of these organizations?



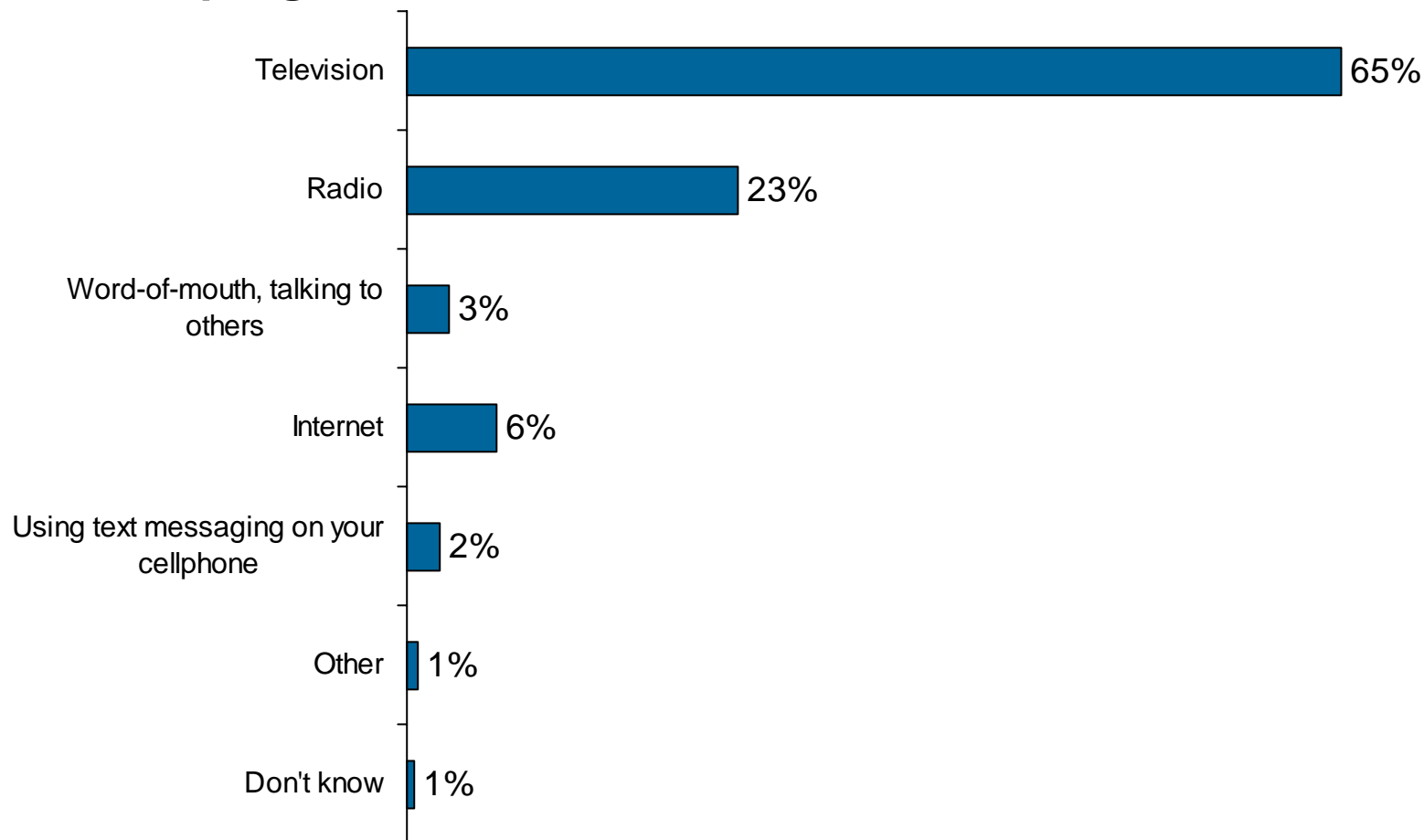
Do you “agree” or “disagree” to the following statements?



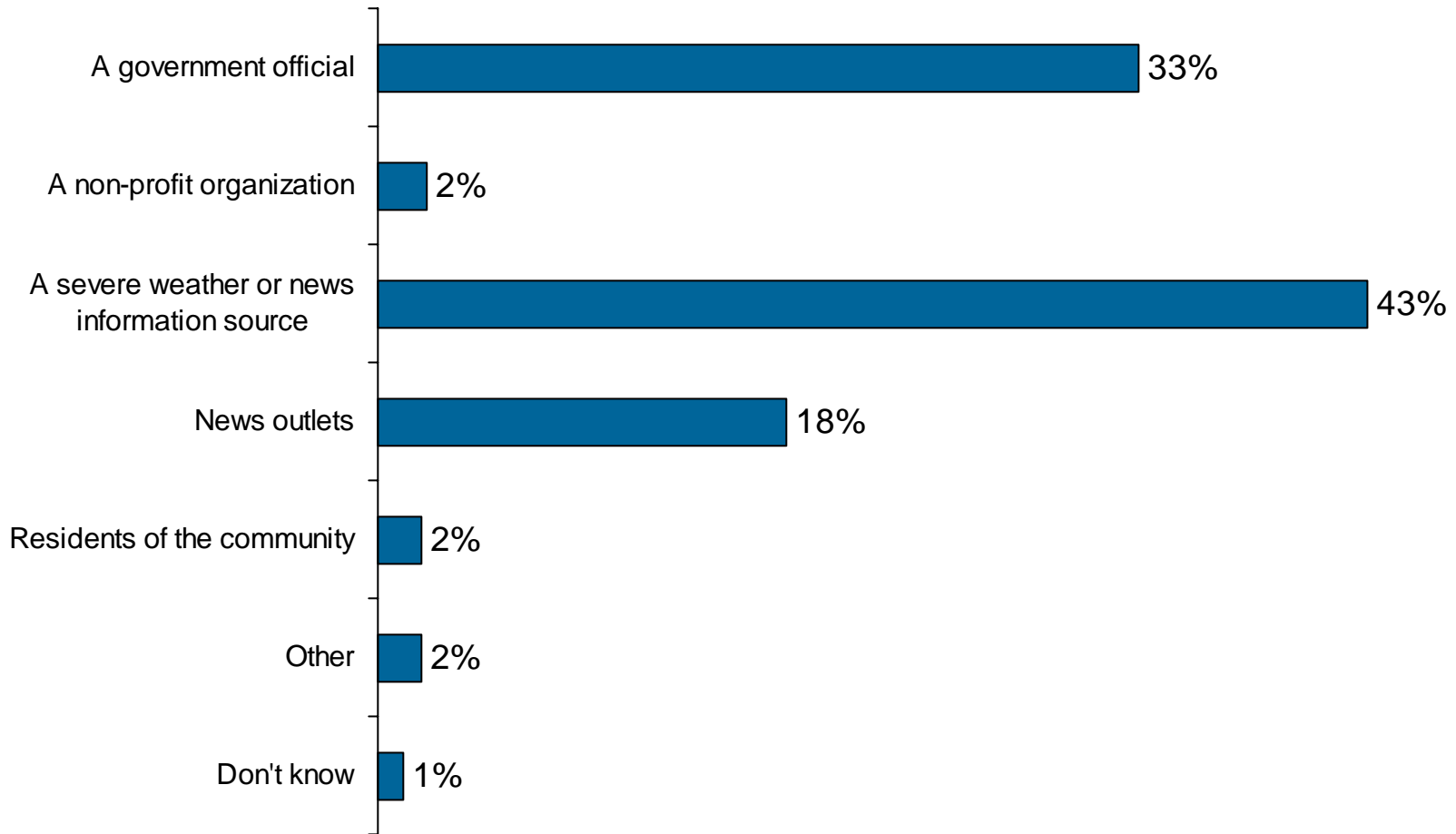
Please rate, on a scale from 1 to 5, to what extent do you feel you are at risk of being affected by a natural disaster over the next six months?



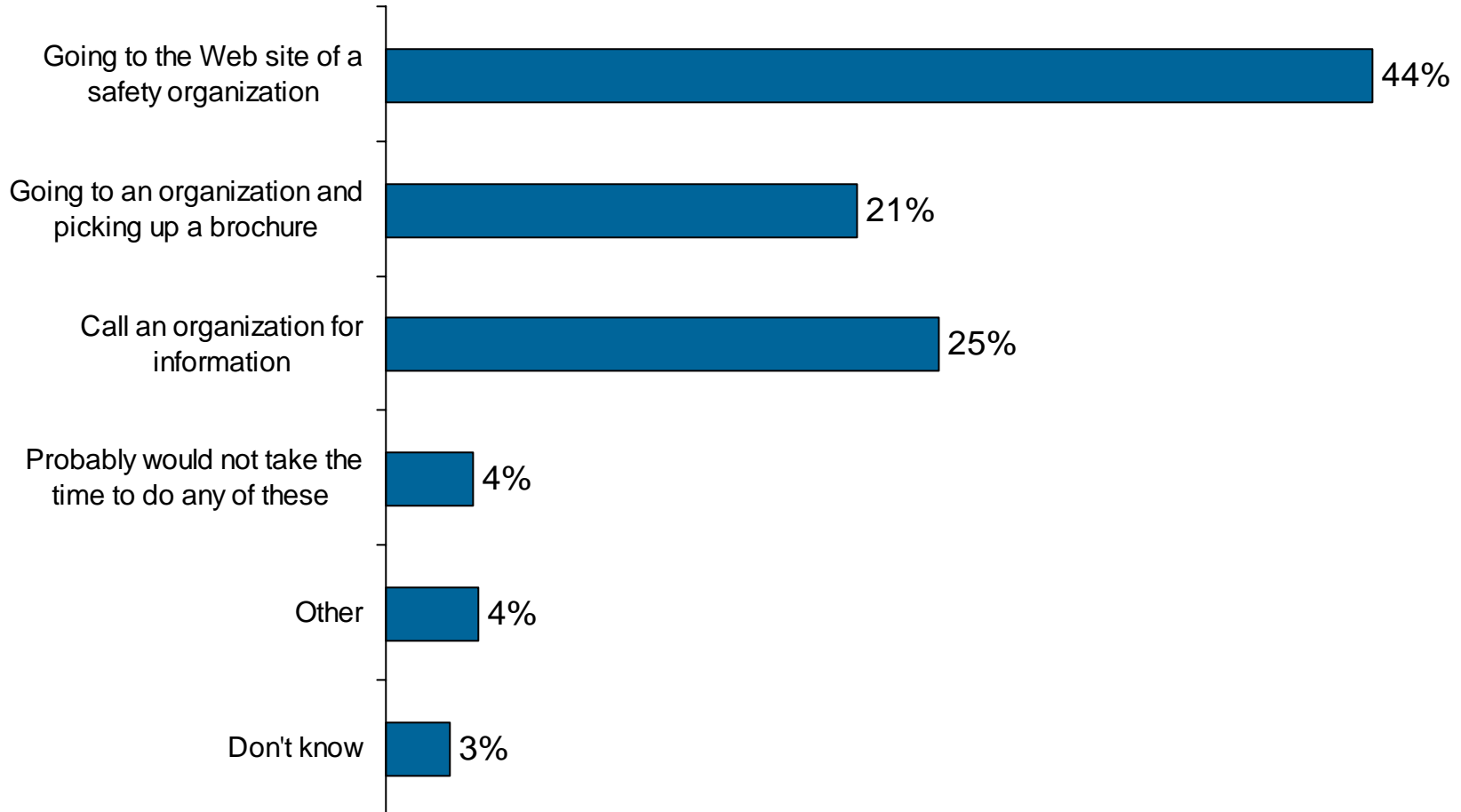
If you learned that your community was in the path of a hurricane, through which of the following would you prefer to receive news and information about the storm and its progress?



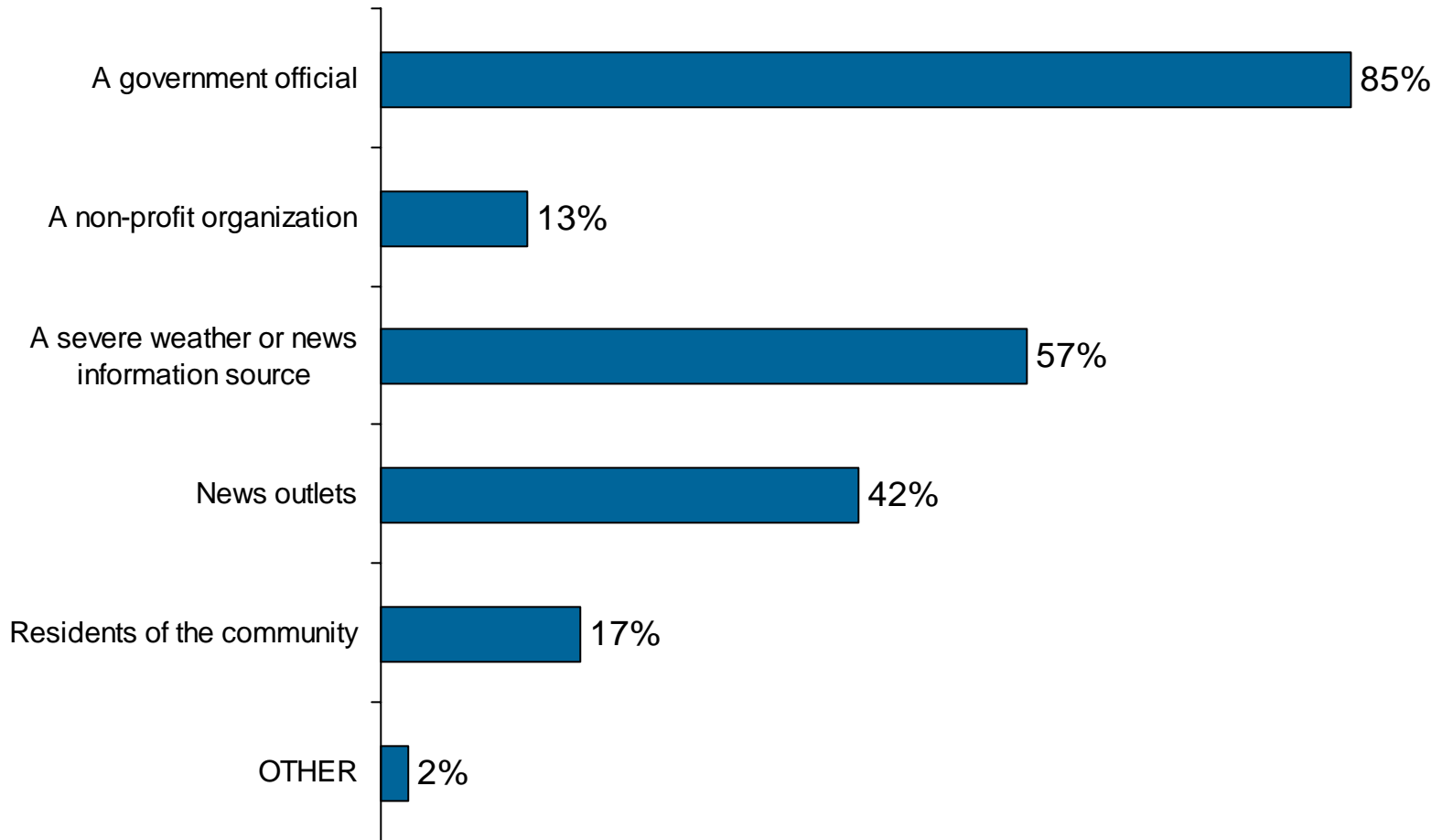
Which of the following types of organizations is most likely to influence your decision to prepare for a natural disaster?



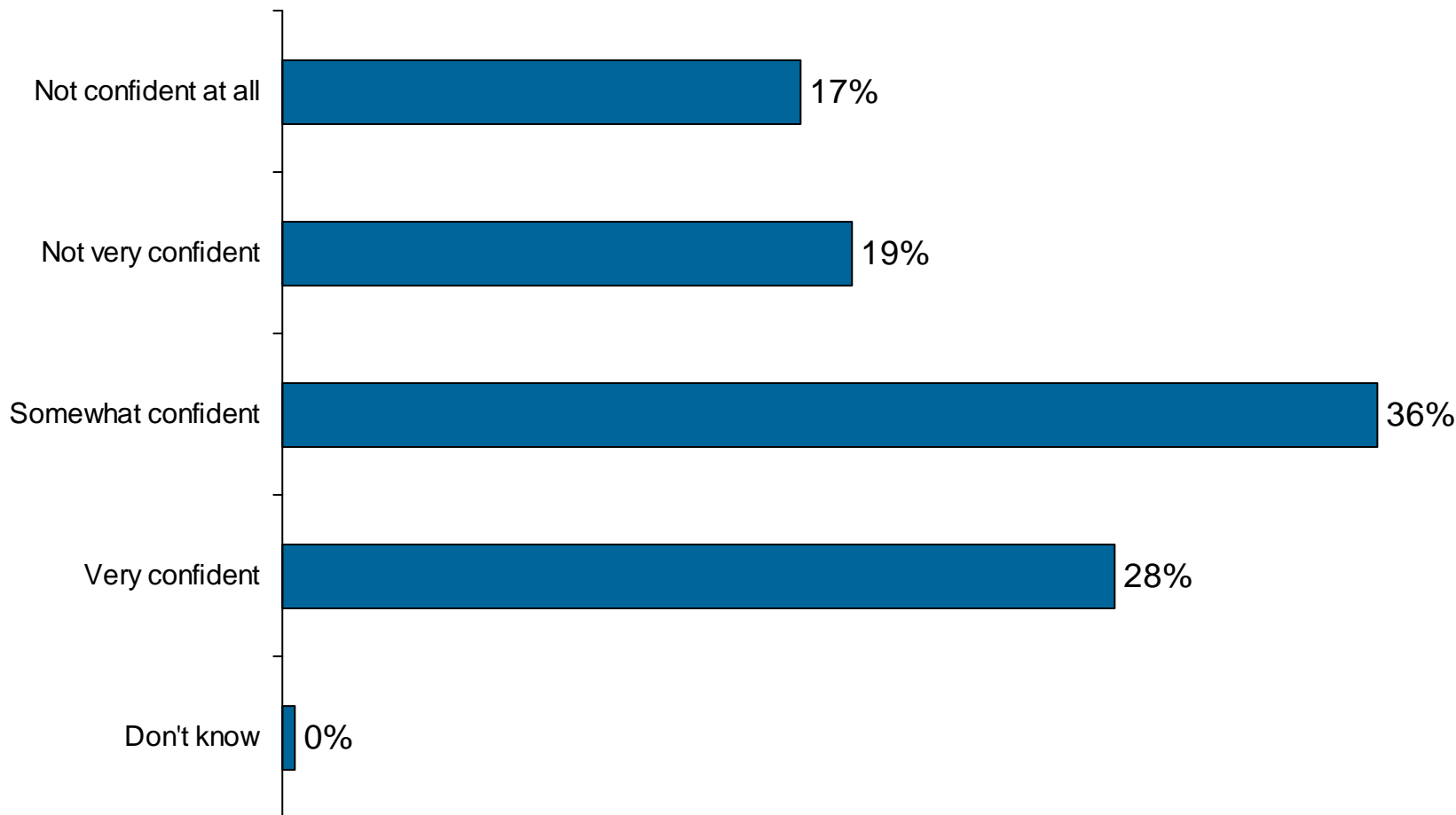
Which of the following steps, if any, would you most likely take first to learn about preparedness planning for natural disasters?



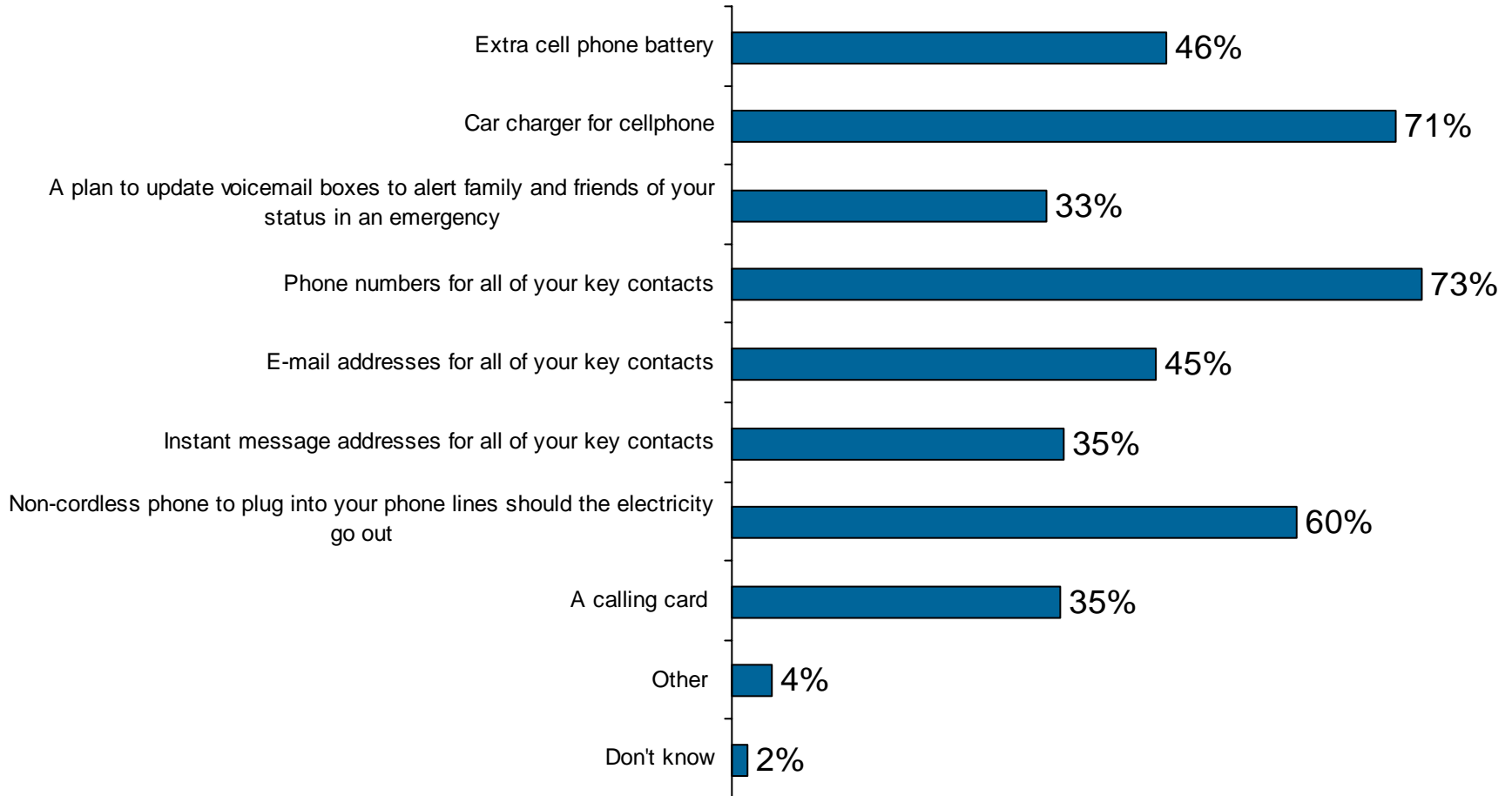
Which of the following types of organizations do you expect to provide your community with news and information about preparing for natural disasters?



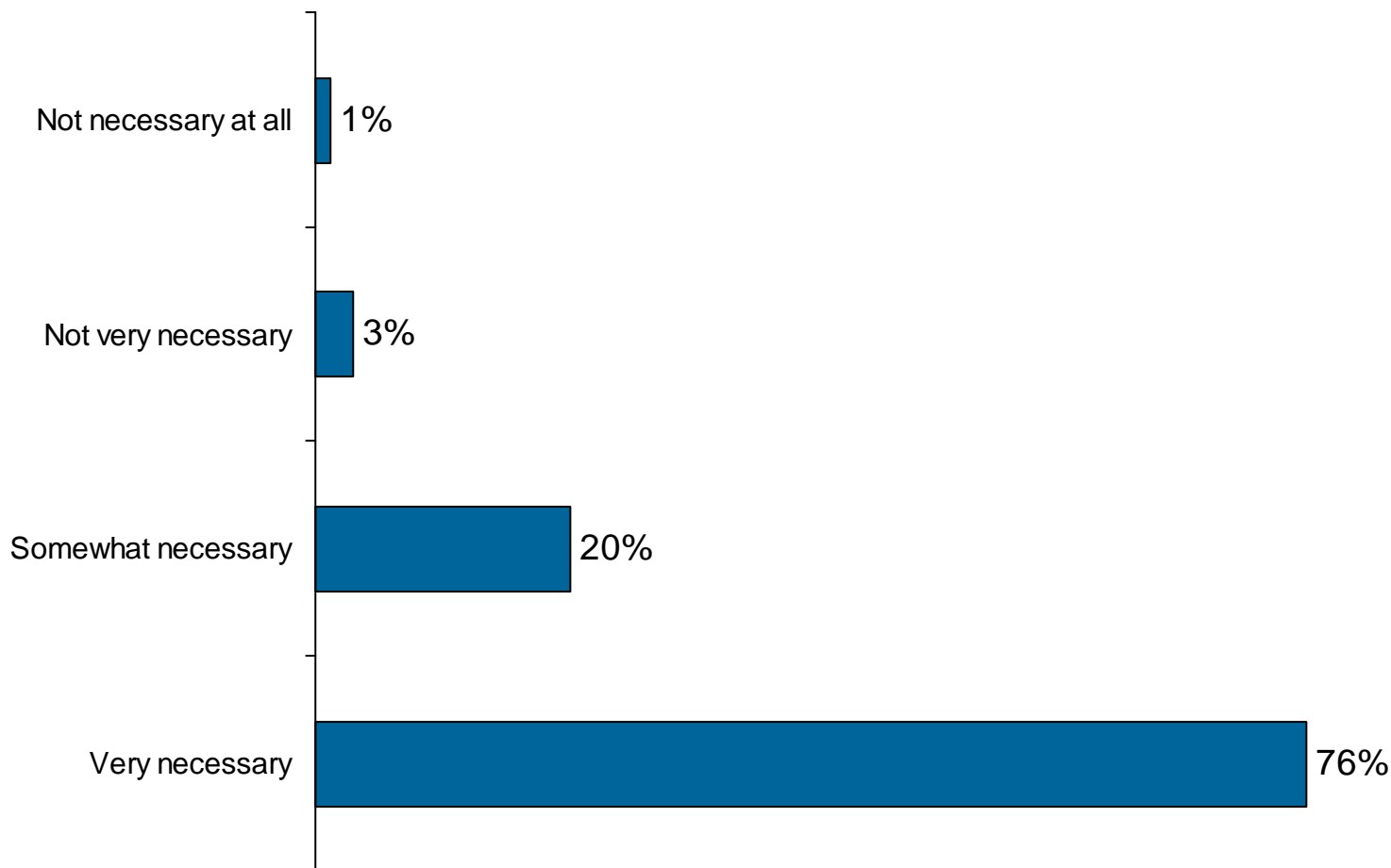
How confident do you feel that you will be able to figure out a way to communicate with your friends or family in the event of a disaster, even if phone lines and e-mail may not be available?



Of the following list of communications supplies and tactics that can be used in a disaster, which do you currently use, own, or practice?

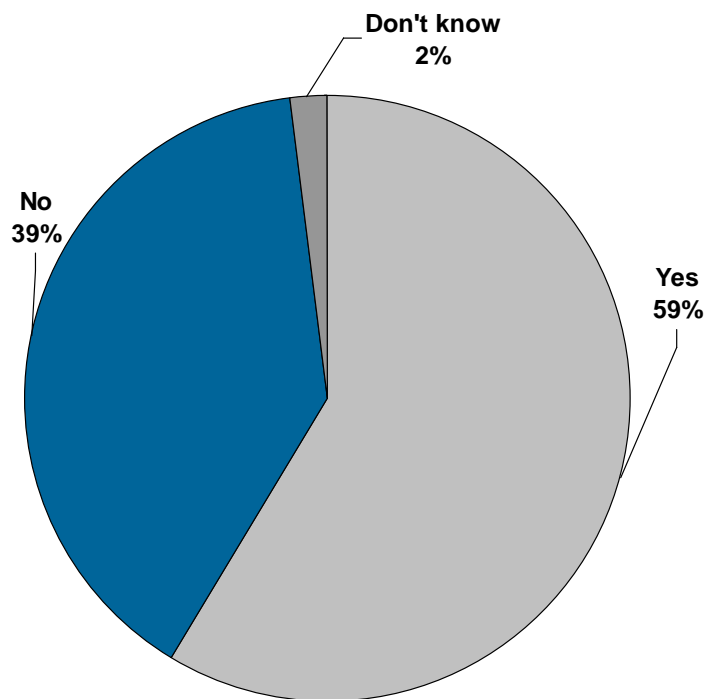


Thinking of the list of backup communications supplies and tactics you just heard, how necessary do you think these precautions are in the event of an emergency or natural disaster?



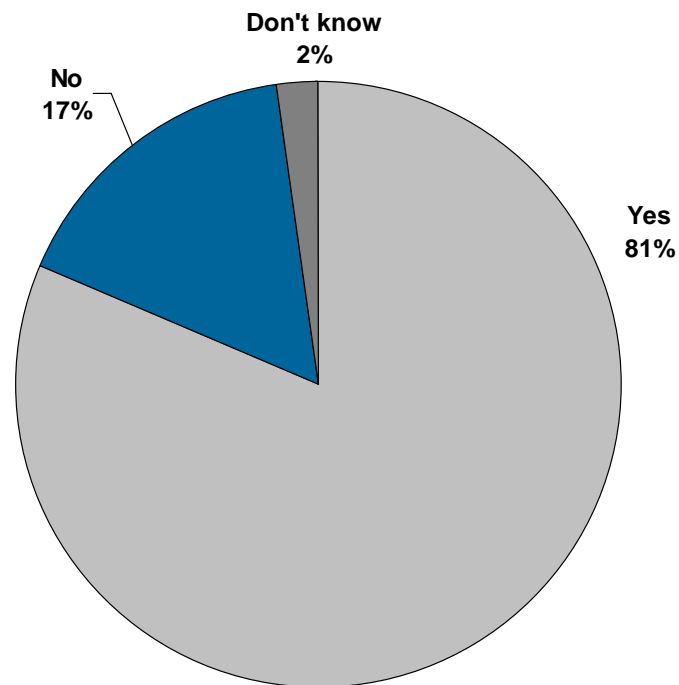


Does your household have an emergency communications plan in place in the event of a natural disaster?

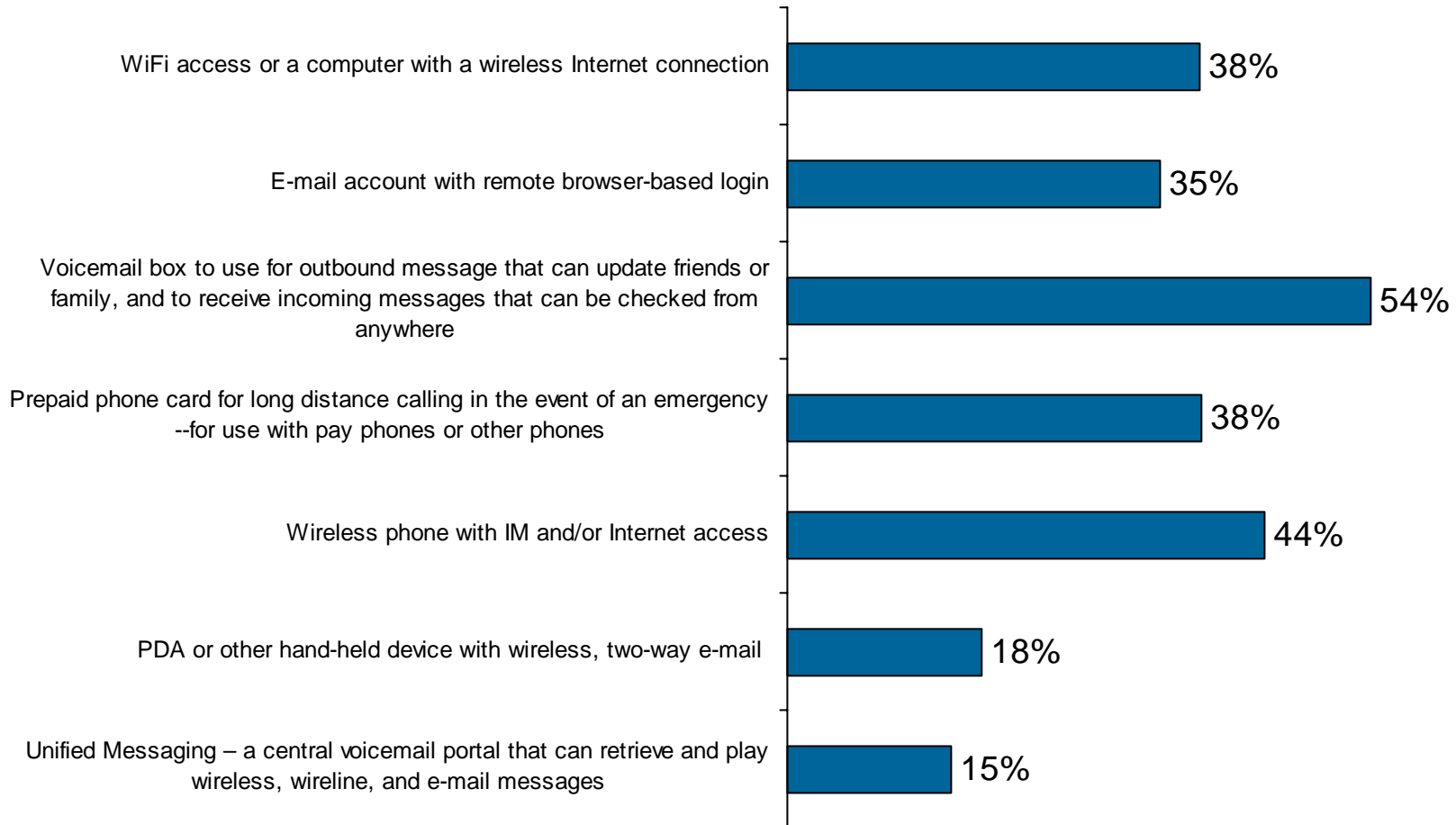


Does that plan include steps to take in the event that your family is separated due to business travel, school, holidays, or other activities?

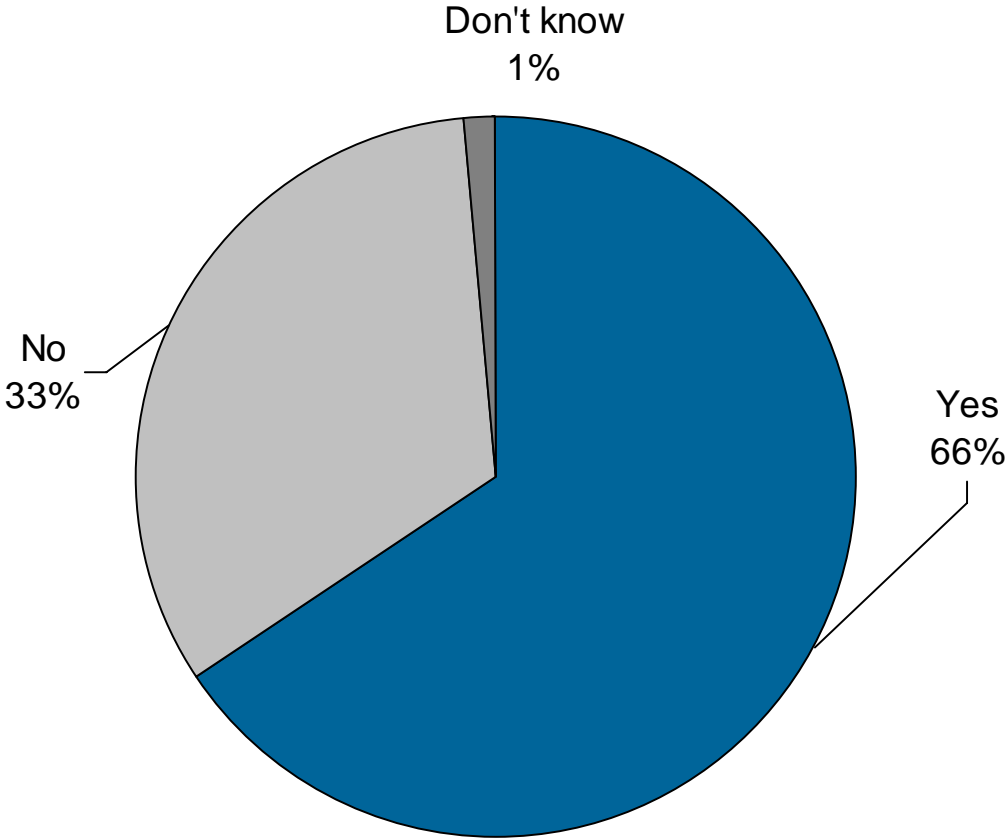
IF YES →



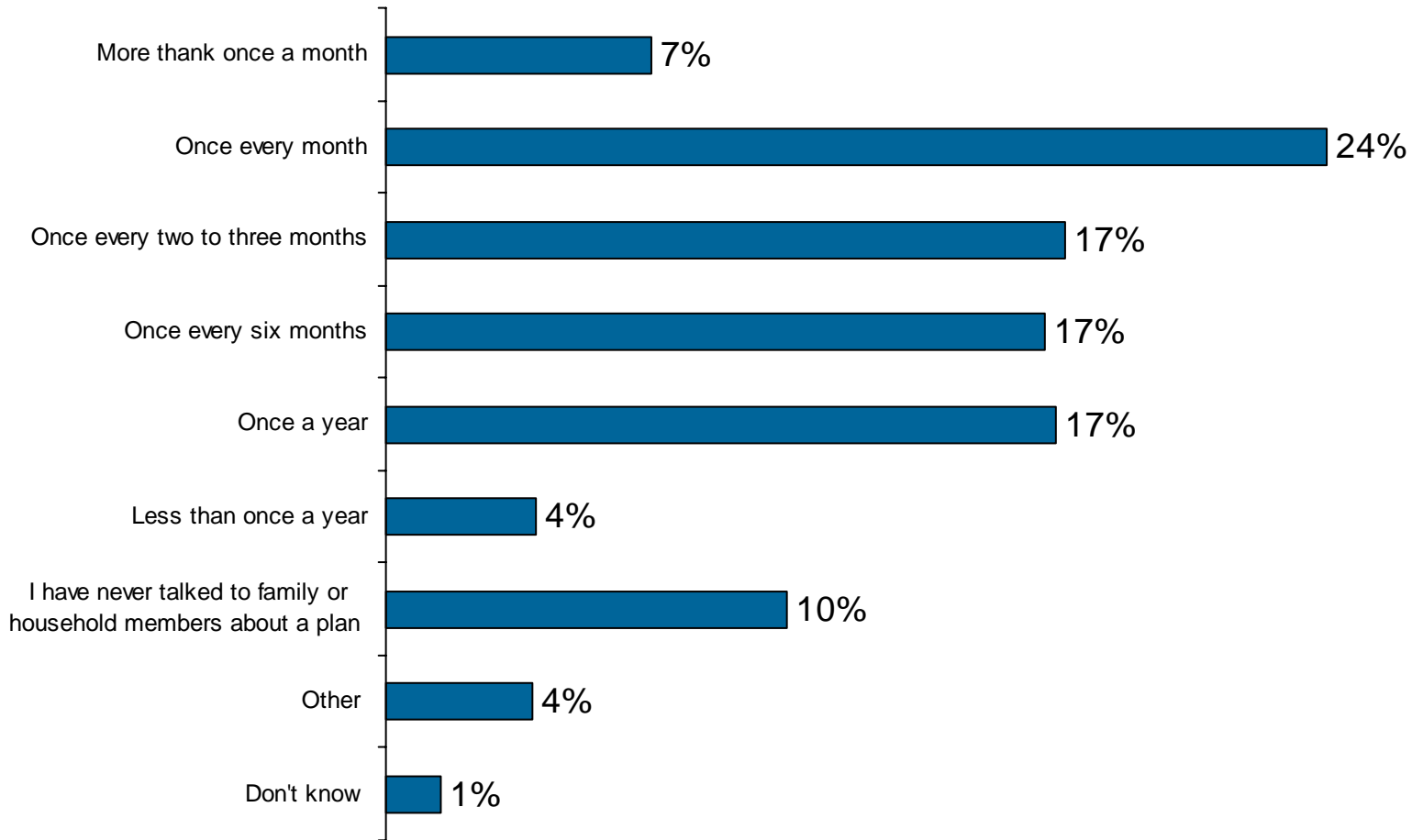
Do you have the following technologies that would allow you to access the Internet in remote locations so that you may communicate with loved ones in the event that your cell or home phone are not accessible during a natural disaster?



Did you realize these were viable options in the event of a disaster?



How often do you talk about any type of disaster preparedness planning with family members or people in your household?



What advice would you give those who want to be prepared in a natural disaster?

