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?

- Not at all prepared: 5%
- 1: 4%
- 2: 2%
- 3: 5%
- 4: 12%
- 5: 9%
- 6: 16%
- 7: 21%
- 8: 21%
- 9: 5%
- 10: 21%
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?

- Just as prepared: 38.5%
- More prepared: 55.8%
- Less prepared: 5.7%
Thinking about the emergency preparedness guidelines, what do you feel are the biggest barriers to following the advice of these organizations?

- The costs of advanced planning and keeping supply kits are too high: 27%
- People do not have enough information to make a plan: 19%
- People would like to do this, but have little or no time to follow-through: 30%
- The guidelines are unrealistic expectations of planning: 12%
- Other: 6%
- Don't know: 7%
Do you “agree” or “disagree to the following statements?

- You have practiced your emergency plan so that you will be ready to execute it when disaster strikes.
  - Agree: 67%
  - Disagree: 33%

- You have identified shelters in your area where you can go should you be required to evacuate.
  - Agree: 64%
  - Disagree: 32%

- You have a supply kit in your home, which includes things like food and water, a first aid kit, batteries, a flashlight, and other tools you may need in the event of a disaster.
  - Agree: 88%
  - Disagree: 12%

- You have an emergency plan in place that you can follow in the event you should need to evacuate your work, home or school.
  - Agree: 85%
  - Disagree: 13%

- You are informed about the types of potential disasters that could affect your area, and the actions you should take for each of these during an emergency.
  - Agree: 90%
  - Disagree: 9%
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?

- Very low risk: 13%
- Low risk: 15%
- Moderate risk: 30%
- High risk: 16%
- Very high risk: 26%
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?

- Television: 65%
- Radio: 23%
- Word-of-mouth, talking to others: 3%
- Internet: 6%
- Using text messaging on your cellphone: 2%
- Other: 1%
- Don't know: 1%
Which of the following types of organizations is most likely to influence your decision to prepare for a natural disaster?

- A government official: 33%
- A non-profit organization: 2%
- A severe weather or news information source: 43%
- News outlets: 18%
- Residents of the community: 2%
- Other: 2%
- Don't know: 1%
Which of the following steps, if any, would you most likely take first to learn about preparedness planning for natural disasters?

- Going to the Web site of a safety organization: 44%
- Going to an organization and picking up a brochure: 21%
- Call an organization for information: 25%
- Probably would not take the time to do any of these: 4%
- Other: 4%
- Don't know: 3%
Which of the following types of organizations do you expect to provide your community with news and information about preparing for natural disasters?

- A government official: 85%
- A non-profit organization: 13%
- A severe weather or news information source: 57%
- News outlets: 42%
- Residents of the community: 17%
- OTHER: 2%
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?

- Not confident at all: 17%
- Not very confident: 19%
- Somewhat confident: 36%
- Very confident: 28%
- Don't know: 0%
Of the following list of communications supplies and tactics that can be used in a disaster, which do you currently use, own, or practice?

- Extra cell phone battery: 46%
- Car charger for cellphone: 71%
- A plan to update voicemail boxes to alert family and friends of your status in an emergency: 33%
- Phone numbers for all of your key contacts: 73%
- E-mail addresses for all of your key contacts: 45%
- Instant message addresses for all of your key contacts: 35%
- Non-cordless phone to plug into your phone lines should the electricity go out: 60%
- A calling card: 35%
- Other: 4%
- Don't know: 2%
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?

- Very necessary: 76%
- Somewhat necessary: 20%
- Not very necessary: 3%
- Not necessary at all: 1%
Does your household have an emergency communications plan in place in the event of a natural disaster?

- No: 39%
- Yes: 59%
- Don't know: 2%

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

- No: 17%
- Yes: 81%
- Don't know: 2%
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?

- WiFi access or a computer with a wireless Internet connection: 38%
- E-mail account with remote browser-based login: 35%
- Voicemail box to use for outbound message that can update friends or family, and to receive incoming messages that can be checked from anywhere: 54%
- Prepaid phone card for long distance calling in the event of an emergency –for use with pay phones or other phones: 38%
- Wireless phone with IM and/or Internet access: 44%
- PDA or other hand-held device with wireless, two-way e-mail: 18%
- Unified Messaging – a central voicemail portal that can retrieve and play wireless, wireline, and e-mail messages: 15%
Did you realize these were viable options in the event of a disaster?

- Yes: 66%
- No: 33%
- Don't know: 1%
How often do you talk about any type of disaster preparedness planning with family members or people in your household?

- More than once a month: 7%
- Once every month: 24%
- Once every two to three months: 17%
- Once every six months: 17%
- Once a year: 17%
- Less than once a year: 4%
- I have never talked to family or household members about a plan: 10%
- Other: 4%
- Don't know: 1%
What advice would you give those who want to be prepared in a natural disaster?

- Always be prepared/Be prepared early: 38%
- Stock food/canned goods: 18%
- Stock water: 19%
- Be aware of news/weather reports: 15%
- Have a plan and practice it: 13%
- Don't wait to leave/evacuate: 14%
- Stock candles/flashlights: 6%
- Have a safe place to go: 6%
- Have a cell phone with charger: 5%
- Have a radio/TV with batteries: 3%