



Personal Preparedness In America:

Findings From the
Citizen Corps Survey of Four Urban Areas

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INTRODUCTION

Disaster preparedness became a renewed priority for our nation as a direct response to the devastation of September 11, 2001. Following the tragedies of that day, government at all levels has imbedded stronger collaboration with non-governmental civic and private sector organizations and the general public in policies and practices. The Citizen Corps grassroots model of community preparedness has spread across the country, and Americans have been asked to become fully aware, trained, and practiced on how to respond to potential threats and hazards.

To evaluate the nation's progress on personal preparedness, the Federal Emergency Management Agency's (FEMA's) Community Preparedness Division and Citizen Corps conduct national and urban area household surveys to measure the public's knowledge, attitudes, and behaviors relative to preparing for a range of hazards. This report provides a summary of the findings from the 2007 Citizen Corps Urban Area Survey.

RESEARCH OBJECTIVES

The research objectives and survey questions for the 2007 Citizen Corps National and Urban Area Surveys were developed based on previous research, preparedness modeling, and policy and guidance from the Department of Homeland Security (DHS). The urban area study included a sample of 2,000 respondents drawn from four Metropolitan Statistical Areas (MSAs) Urban Area Security Initiative (UASI) areas: Indianapolis, IN; New York City, NY; Houston, TX; and San Francisco, CA. Findings from this study provide the ability to analyze differences in different geographic areas and should be reviewed in conjunction with *Personal Preparedness in America: Findings from the 2007 Citizen Corps National Survey*.

2003 Citizen Corps National Survey

In 2003, Citizen Corps conducted a similar survey nationally that provided baseline data on individual preparedness for disasters. Several specific questions from this survey were retained in the 2007 survey to provide trend data. Comparisons between the findings from the 2003 and the 2007 surveys are noted throughout the report.

Citizen Preparedness Reviews¹

FEMA's Community Preparedness Division periodically publishes the Citizen Preparedness Review to highlight specific areas of research regarding community preparedness and to summarize research findings from multiple sources. To assess the research landscape on preparedness, Citizen Corps has developed and maintains the Citizen Preparedness Surveys Database of surveys on personal and business preparedness conducted in the United States since September 11, 2001. Currently, the database contains 81 surveys on individual preparedness, 28 surveys on business, and 10 surveys on school preparedness. Analyzing research from this wide variety of sources allows larger preparedness trends and research gaps to be identified.

¹ The Citizen Preparedness Reviews and other preparedness research are available at: <http://www.citizencorps.gov/ready/research.shtm>

Citizen Preparedness Review Issue 3, *Patterns in Current Research and Future Research Opportunities* (published in summer 2006), made several recommendations for future research that were taken into consideration in the development of the 2007 Citizen Corps National and Urban Area Surveys including to:

- More fully explore participants' knowledge of the correct preparedness measures and appropriate responses for different types of hazards.
- Investigate a more comprehensive range of knowledge, supplies, and skills related to disaster preparedness, such as knowledge of warning systems, evacuation routes, and training for specific skills.
- More fully explore motivational barriers to preparedness, such as degree of uncertainty about ability to perform recommended measures or perceptions that recommended measures will not make a difference in disaster situations.
- Investigate demographic and contextual characteristics as they relate to preparedness including: prior experience with disasters, disability/ability factors, and community engagement.
- Examine individuals' preparedness in multiple locations in addition to their homes, such as the school, workplace, and community.

RESEARCH METHOD

Under contract to FEMA’s Community Preparedness Division, Macro International Inc. (Macro), an applied research and consulting firm, supported the survey design, data collection and analysis and reporting of the 2003 and 2007 Citizen Corps Surveys.

Survey Design

The survey instrument consists of 55 items covering the following topics:

• Severity/Efficacy	• Prevention	• Volunteering
• Risk Awareness/Perception	• Disaster Supplies	• Disability
• Stages of Change	• Household Plan	• Outreach
• Reliance	• Community Plan	• Brand Awareness
• Personal Response	• Drills/Exercises	• Demographics

Office of Management and Budget (OMB) Approval and Implementation

In accordance with the Paperwork Reduction Act, the Office of Management and Budget (OMB) approved a multi-year collection on May 18, 2007. The OMB Control Number for this survey is 1670-0006.

Institutional Review Board (IRB) Exemption Approval

In addition to OMB approval, the research survey was also granted Institutional Review Board (IRB) exemption from Macro International’s internal IRB under 45 CFR 46.101(b)(2b).

Survey Administration

The 2007 Citizen Corps Urban Area Survey was fielded from July 2007 to November 2007. The survey was administered using Macro’s computer-assisted telephone interviewing system. Macro also provided Spanish interviewers as an option for Spanish-speaking respondents.

Sampling

Macro conducted the survey with a sample size of 2,000 respondents from four urban areas (500 respondents in each area). This provides overall results at +/-4 percent sampling error (at 95% confidence), while providing statistically valid segment-level results. Findings that have a higher percentage than the sampling error are unlikely to be inaccurate and are considered to be statistically significant.

The sample was selected via random digit dialing (RDD) from a list-assisted sampling frame. The RDD sampling frame represents the non-institutionalized U.S. adult population residing in households equipped with land-line telephones. The frame excludes adults in penal, mental, or other institutions; adults living in other group quarters such as dormitories, barracks, convents, or boarding houses (with 10 or more unrelated residents); adults living in a household without a telephone; and/or adults who did not speak English or Spanish well enough to be interviewed in either language.

Citizen Corps examined a variety of areas, considering several criteria in choosing the four urban areas to study: whether the area was designated as an UASI jurisdiction and received UASI-

related funds; what types of hazards the area was at high risk for (natural disaster, act of terrorism, hazardous materials accident, or disease outbreak); the geographic U.S. location (east, west, north, south); the relative population size of the area; and whether the area experienced a disaster recently. Using the FY2006 UASI designations, Citizen Corps determined that the urban areas of San Francisco Bay, CA, Houston, TX, Indianapolis, IN, and New York City, NY, provided the most variety among these criteria and also fulfilled the needs of the household survey.

City	UASI	Hazard Type	Geographic Location	Relative Population Size
New York	Yes	High Terrorism	NE	Large
Houston	Yes	Hurricane, Flood, Tornado	S	Large
San Francisco	Yes	Earthquake	W	Large
Indianapolis	Yes	Tornado	MW	Small

Macro used information from the DHS Web site regarding the 2006 UASI jurisdictions to identify the appropriate localities associated with each of the four urban areas. The following localities were identified as falling within the UASI jurisdictions for the four selected urban areas.

San Francisco—Bay Area, CA

Cities of Oakland, San Francisco, and San Jose; counties of Alameda, Contra Costa, Marin, Napa, San Mateo, Santa Clara, Santa Cruz, Solano, and Sonoma; incorporated cities including Berkeley, Daly City, Fremont, Hayward, Palo Alto, Richmond, Sunnyvale, and Vallejo

New York City Area, NY

Cities of New York and Yonkers; counties of Nassau, Suffolk, and Westchester

Houston Area, TX

City of Houston; counties of Harris, Fort Bend, Montgomery, Brazoria, and Galveston

Indianapolis Area, IN

City of Indianapolis; counties of Hamilton and Marion

Weighting

Each telephone number in the sample areas had an equal chance of selection. However, operational aspects, such as non-response and landline saturation, may produce respondents that over-represent or under-represent certain population segments. Macro accounted for these potential biases by weighting the data according to geography, age, gender, and race. (See Appendix A for the survey respondents profile based on the weighted data). This adjusted the sample's demographic distributions to match the distribution in the U.S. Census population estimates.

Research Questions

Building on the findings of the 2003 Citizen Corps National Survey, the understanding of disaster preparedness garnered from citizen preparedness and the Community Preparedness and Participation Target Capability, the following research questions were developed to guide the design and analysis of this study:

- To what extent are individuals prepared for disasters? What barriers do individuals perceive in preparing for disasters?
- What is the perception of vulnerability to different types of disasters? How do people perceive the utility of preparedness?
- In which stage of the Stages of Change Model (Precontemplation, Contemplation, Preparation, Action, Maintenance) are individuals relative to disaster preparedness?
- How does disaster preparedness differ for individuals with disabilities?
- What is the perceived social responsibility for reporting suspicious behavior?
- How aware are individuals of specific Federally-sponsored community preparedness programs, and what are their communication preferences about these programs?

RESEARCH FINDINGS

Results from the 2007 Citizen Corps Urban Areas Survey are organized according to the research questions to further inform these critical aspects of preparedness. This section reports on the basic findings of the survey of the urban areas as well as how these findings are different from the 2007 Citizen Corps National Survey. (See Appendix B for the survey instrument). Statistically significant differences across different demographics and contextual variables such as religiousness or employment status are also provided.

To What Extent Are Individuals Prepared for Disasters?

To What Extent Have Individuals Gathered Disaster Supplies?

The extent to which individuals report having gathered and maintained specific disaster supplies is an important identifier of actual preparedness (versus perceived preparedness). To assess individuals' levels of preparedness, participants were asked about the existence of disaster preparedness supplies in their homes, workplaces, and cars.

There were large differences among participants from the four areas surveyed having supplies set aside for a disaster. Slightly fewer participants from New York (50%) and Indianapolis (52%) had set aside supplies than participants nationally (53%). Houston had the highest percentage of participants that had set aside disaster supplies at 65 percent, and San Francisco was second with 60 percent of individuals setting aside supplies.

If participants indicated they had set supplies aside in their homes to be used only in the event of a disaster, they were asked to list what those supplies included. The supplies most frequently mentioned as being part of disaster supply kits included supplies of bottled water and packaged foods, with fewer respondents mentioning other essential supplies such as flashlights or a first aid kits. Fewer New York participants had bottled water and food set aside than participants in the other areas and nationally, while fewer San Francisco participants reported having flashlights and batteries (see Table 1 below for percentages). It is important to note that in the event of a disaster, participants may be without electricity, which will require individuals to have access to a battery-powered or crank radio to receive information about the disaster; despite the importance of this item, only 23 to 28 percent of participants had battery-powered radios in their kits. Participants in all of the four urban areas were more likely to have battery-powered radios, however, than those in the national sample.

Three out of four participants with disaster supplies reported that they updated their supplies at least once a year. Nine percent of New York participants had never updated their supplies, while only 4 percent of Houston participants said that they had never updated their supplies.

Table 1: Home Disaster Supply Kits*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
A supply of bottled water	73%	74%	68%	77%	79%
A supply of packaged food	71%	71%	64%	68%	71%
A flashlight	40%	43%	45%	40%	38%
A first aid kit	34%	34%	35%	27%	30%
Batteries	25%	31%	24%	35%	22%
A portable, battery-powered radio	23%	29%	24%	28%	28%
Medications	9%	8%	10%	11%	10%
Cash	3%	1%	3%	3%	2%
Financial documents	2%	2%	2%	1%	2%
Eyeglasses	1%	2%	1%	1%	1%
Photocopies of personal identification	1%	2%	1%	0%	0%
Other	38%	34%	37%	27%	41%

*These responses were unaided and asked as part of a multiple response question. The results represent the total percent of respondents mentioning the existence of the particular item in their homes as part of their disaster preparedness kits.

Participants were also asked if they had disaster preparedness kits in their cars and workplaces (if applicable, based on employment status). About one-quarter of participants or more said they had supplies set aside in their cars, and almost half of participants who were employed said they had supplies set aside in their workplaces. Fewer participants in New York reported having supplies in their cars, but likewise fewer participants there reported owning cars. San Francisco had the highest percentage of participants (51%) with supplies at work, while New York was much lower (37%).

Table 2: Disaster Supply Kits in Multiple Locations

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
In your home	53%	52%	50%	65%	60%
In your car	30%	31%	23%	24%	30%
In your workplace	45%	47%	37%	46%	51%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Suburban residents (69%) were significantly more likely than those living in rural areas (54%) to have disaster preparedness supplies set aside in their homes. • Education: Individuals with a college education or more (70%) were significantly more likely than those with a high school education or less (52%) to have supplies set aside in their homes. Participants with a college education or more (82%) were significantly more likely than those with a high school education or less (61%) to have supplies of bottled water in their disaster supplies at home. • Household Income: Individuals who made \$25K or less per year (77%) were significantly more likely than those who made \$50K to \$74K per year (53%) to have supplies of packaged food in their disaster supplies at home. • Race: Non-Hispanics (27%) were significantly more likely than Hispanics (16%) to have disaster supplies set aside in their cars.
Indianapolis	<ul style="list-style-type: none"> • Household Income: Households making \$50K to \$74K per year (9%) were significantly more likely than those making \$75K or more per year (0%) to have financial documents and photocopies of personal identification among their disaster supplies. • Geography: Rural residents (64%) were significantly more likely than urban residents (42%) to have disaster supplies set aside. Rural residents (57%) were also significantly more likely than individuals who lived in suburban areas (36%) to update

	<p>these supplies more than once a year.</p> <ul style="list-style-type: none"> • Gender: Women (37%) were significantly more likely than men (20%) to have portable, battery-powered radios among their disaster supplies. • Age: Individuals ages 35 to 54 (30%) were significantly more likely than older individuals (17%) to have portable battery-powered radios among their disaster supplies.
New York	<ul style="list-style-type: none"> • Age: Participants ages 35 to 54 (44%) were significantly more likely than older adults (19%) to have first aid kits in their homes. • Geography: Individuals living in suburban areas (82%) were significantly more likely than those living in urban areas (57%) to have supplies of bottled water in their homes.
San Francisco	<ul style="list-style-type: none"> • Geography: Suburban residents (84%) were significantly more likely than those who lived in urban areas (72%) to have supplies of bottled water in their homes in case of a disaster. • Age: Individuals who were age 55 or older (36%) were significantly more likely than individuals ages 18 to 34 (21%) to have supplies set aside in their cars. • Education: Respondents with a college education or more (33%) were significantly more likely than those with a high school education or less (18%) to have supplies set aside in their cars.

To What Extent Do Individuals Have a Household Emergency Plan?

Overall, less than half of participants reported having household emergency plans that included instructions for household members about where to go and what to do in the event of a disaster. Over half (52%) of Houston residents reported having household plans, which measured above the national sample (42%). New York and San Francisco residents were considerably less likely to report having plans (32% and 36%, respectively). Most participants with plans had discussed these plans with other members of their households (84% to 89%).

Participants were also asked if they had copies of important financial documents in a safe place that would help them rebuild or seek assistance after a disaster. Only 60 percent of New York and 62 percent of San Francisco participants disclosed that they had copies of important financial documents in a safe place, compared with 70 percent of Houston and 75 percent of Indianapolis participants.

Table 3: Household Disaster Preparedness Plans

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	42%	42%	32%	52%	36%
No	58%	58%	68%	48%	64%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (56%) were significantly more likely than those with a high school education or less (42%) to have household emergency plans. • Gender: Of the participants with household emergency plans, women (95%) were significantly more likely than men (77%) to have discussed plans with other household members. • Geography: Suburban residents (91%) were significantly more likely than urban residents (77%) to have discussed plans with other household members. • Age: Individuals age 55 or more (81%) were significantly more likely than those ages 35 to 54 (70%) and 18 to 34 (59%) to have copies of important financial and insurance

	information in a safe place.
Indianapolis	<ul style="list-style-type: none"> • Age: Respondents between the ages of 35 and 54 (47%) were significantly more likely than respondents ages 18 to 34 (29%) to have household emergency plans. • Geography: Rural (51%) and suburban (47%) respondents were significantly more likely than urban respondents (32%) to have household emergency plans. • Household Income: Of the households who had household emergency plans, those who made \$50K to \$74K per year (97%) were significantly more likely than those who made \$25K to \$49K per year (81%) to have discussed plans with other members in their households.
New York	<ul style="list-style-type: none"> • Age: The 35 to 54 and 55 and older age groups were significantly more likely (33% and 37%, respectively) to have emergency plans in their homes than those in the 18 to 34 age group (14%). Of the participants who had plans for their homes, the participants ages 35 to 54 and 55 and older were significantly more likely (61% and 68%, respectively) than those ages 18 to 34 (44%) to have copies of important financial and insurance documents in a safe place. • Education: Of the participants who had plans, those with a college education or higher were significantly more likely (88%) to have discussed that plan with other household members than those with a high school education or less (71%). Participants with a college education or more (63%) were also significantly more likely to have copies of important documents than participants with a high school education or less (50%). • Geography: Suburban residents (69%) were significantly more likely than those living in urban areas (54%) to have copies of important financial and insurance documents in a safe place.
San Francisco	<ul style="list-style-type: none"> • Race: White respondents (40%) were significantly more likely than Asian respondents (20%) to have household emergency plans. • Ethnicity: Non-Hispanics (65%) were significantly more likely than Hispanics (42%) to have copies of important financial and insurance documents in a safe place. • Household Income: Individuals who made \$75K or more per year (69%) were significantly more likely than individuals who made \$25K or less per year (45%) to have copies of important financial and insurance information in a safe place. • Education: Respondents with a college education or more (67%) were significantly more likely than those with a high school education or less (42%) to have copies of important financial and insurance documents in a safe place.

How Familiar are Individuals with Their Community-based Disaster Preparedness Systems?

Participants were asked to rate their familiarity with various community-based disaster preparedness systems. Residents of the four urban areas differed substantially in their knowledge of community plans and systems. For example, there was a wide range of knowledge of alerts and warning systems in the four urban areas, with 59 percent of Indianapolis residents indicating familiarity, and only 26 percent familiarity indicated by residents of New York and 30 percent in San Francisco. Except for Houston, residents reported lower numbers than the national sample related to knowledge of shelter locations, evacuation routes, and how to get help relative to an evacuation. Only 13 percent of San Francisco participants and 17 percent of Indianapolis participants were familiar with shelter locations near them. Houston residents were more familiar with both shelter locations (52%) and community evacuation routes (41%). This finding may be due to Houston’s vulnerability to hurricanes and the resulting experience in evacuations and sheltering.

The findings from the national survey indicated that 29 percent of participants were familiar with how to get help evacuating. More than twice the number of Houston residents than participants in the other areas was familiar with evacuating; respondents in New York (22%) and San Francisco (20%) were both below the national response (29%). Except for New York residents (46%), at least half of residents who had children attending school were aware of the details of the emergency or evacuation plans for their children’s schools, including where the schools plan to evacuate and how to get information about their children in the event of disaster (Houston 50%, Indianapolis (52%), and San Francisco (53%). All the areas were below the national response (58%) in their awareness of the plans of their children’s schools.

Table 4: Familiarity with Community Plans/Systems*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Alerts and warning systems in your community?	45%	59%	26%	44%	30%
Official sources of public safety information?	34%	31%	26%	38%	26%
Shelter locations near you?	31%	23%	24%	29%	16%
How to get help with evacuating or getting to a shelter?	29%	25%	22%	41%	20%
Community evacuation routes?	26%	17%	25%	52%	13%

*Each percentage represents top-and-bottom-box scores, respectively. Those stating 4 or 5 (top-box, most familiar) and 1 or 2 (bottom-box, least familiar) are measured on a scale of 1 to 5; with 5 being “very familiar” and 1 being “not at all familiar”.

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Rural residents (50%) were significantly more likely than urban residents (30%) to be very familiar with community evacuation routes. Rural residents (37%) were significantly more likely than individuals who lived in urban areas (19%) to be very familiar with how to get help evacuating or getting to a shelter. • Education: Individuals with a high school education or less (29%) were significantly more likely than those with a college education or more (17%) to be very familiar with nearby shelter locations.
Indianapolis	<ul style="list-style-type: none"> • Geography: Rural respondents (50%) were significantly more likely to be familiar with alerts and warning systems, compared with urban respondents (32%). Rural residents (15%) were also significantly more likely to be very familiar with community evacuation routes than were suburban residents (6%). • Household Income: Households making \$25 to \$49K per year (23%) were significantly more likely to be very familiar with shelter locations near them, than were households making \$50 to \$74K per year (7%) and households making \$75K or more (8%). • Gender: Men (21%) were significantly more likely than women (11%) to be very familiar with official sources of public safety information.
New York	<ul style="list-style-type: none"> • Household Income: Participants who made \$25K or less per year (25%) were significantly more likely than those who made \$75K or more per year (9%) to report that they were very familiar with how to get help evacuating or getting to a shelter.

	<ul style="list-style-type: none"> • Geography: Individuals who lived in suburban areas (19%) were significantly more likely than those living in urban areas (8%) to say they were very familiar with community alerts and warning systems. • Age: Those ages 55 or older (25%) were significantly more likely than those ages 18 to 34 (6%) to be very familiar with nearby shelter locations.
San Francisco	<ul style="list-style-type: none"> • Race: White respondents (19%) were significantly more likely than Asian respondents (4%) to be very familiar with community alerts and warning systems. • Household Income: Individuals who made \$25K to \$49K per year (17%) were significantly more likely than those who made \$75K or more per year (7%) to be very familiar with how to get help evacuating or getting to a shelter. • Geography: Rural residents (27%) were significantly more likely than urban (11%) and suburban (13%) residents to be very familiar with official sources of public safety information.

What Is the Extent of Volunteer Support for Emergency Responders/Community Safety?

Volunteerism was also investigated as part of this study in order to better understand residents’ willingness to engage in such activities. Residents of the different areas ranged in their time volunteered to support emergency responder organizations with a low of 15 percent and 17 percent for New York and Houston, respectively, and 23 percent for both Indianapolis and San Francisco. The most frequently mentioned organizations that participants had volunteered with included Neighborhood Watch, the American Red Cross, and local fire and police departments.

A greater percentage of participants had volunteered to help during a disaster (27% to 37%). Houston was particularly high at 37 percent, which could potentially be needs-related, per Hurricane Katrina. A majority of participants were willing to take a 20-hour disaster preparedness training course (65% to 72%), with participants in New York (72%) and San Francisco (72%) more willing than the other areas to take the 20-hour training course.

Table 5: Volunteering for Emergency Responder/Community Safety

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	23%	23%	15%	17%	23%
No	77%	77%	85%	83%	77%

Table 6: Volunteering to Help in a Disaster

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	32%	27%	26%	37%	27%
No	68%	73%	74%	63%	73%

Table 7: Willingness to Take a 20-hour Disaster Preparedness Training Course

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	65%	68%	72%	65%	72%
No	35%	32%	28%	35%	28%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Rural (29%) and suburban (23%) residents were significantly more likely than urban residents (8%) to have volunteered for an organization that focused on community safety in the past 12 months. Participants who lived in rural areas (81%) were significantly more likely than those who lived in suburban areas (63%) to be willing to take a 20-hour training course to be qualified to help their communities recover from disasters. • Gender: Men (46%) were significantly more likely than women (27%) to have ever volunteered to help in a disaster. • Education: Individuals with a college education or more (44%) were significantly more likely than those with a high school education or less (18%) to have ever volunteered to help in a disaster.
Indianapolis	<ul style="list-style-type: none"> • Gender: Men (36%) were significantly more likely than women (19%) to have ever volunteered to help in a disaster. • Geography: Individuals who lived in rural areas (42%) were significantly more likely than those living in suburban areas (23%) to have ever volunteered to help in a disaster. • Household Income: Households that made \$75K or more per year (78%) were significantly more likely than households with a yearly income of \$50K to \$74K (61%) to be willing to take a 20-hour training course to be qualified to help their communities recover from disasters. • Age: Individuals ages 18 to 34 (75%) and those ages 35 to 54 (77%) were significantly more likely than older individuals (56%) to be willing to take a 20-hour training course to be qualified to help their communities recover from disasters.
New York	<ul style="list-style-type: none"> • Gender: Men were significantly more likely (77%) than women (67%) to say that they were willing to take the 20-hour training course. • Geography: Participants living in rural areas (37%) were significantly more likely to have volunteered for an emergency responder organization in the past 12 months than suburban (14%) or urban (13%) participants. • Education: Individuals with a college education or more (76%) were significantly more willing to take the course than those with a high school education or less (39%).
San Francisco	<ul style="list-style-type: none"> • Ethnicity: Non-Hispanic respondents (25%) were significantly more likely than Hispanic respondents (12%) to have volunteered for any emergency responder organizations in the past 12 months. • Education: Individuals with a college education or more (31%) were significantly more likely than those with a high school education or less (11%) to have ever volunteered to help in a disaster. • Household Income: Individuals who made \$75K or more per year (81%) were significantly more likely than those who made \$25K to \$49K per year (67%) to be willing to take a 20-hour training course to be qualified to help their communities recover from disasters.

Do Individuals Know What To Do in the First Five Minutes After Specific Types of Disasters (Natural, Radiological, Explosion, or Chemical Release)?

This survey sought to measure individuals’ perceptions of their abilities to know what to do in the first few minutes of a disaster (self-efficacy) as well as their belief that their actions could make a difference (response-efficacy). Participants were asked to rate their confidence in their own abilities as they related to a specific set of disasters.

Participants overall felt most confident in their abilities to know what to do in the first 5 minutes of a sudden natural disaster such as an earthquake or tornado. Across areas, confidence dropped when dealing with a manmade disaster such as an explosion of a radiological or dirty bomb, release of a chemical agent, or an explosion or bomb. There were considerable differences in confidence levels across the areas. New York residents were less confident than other areas, especially when dealing with a chemical agent, an explosion or bomb, or natural disasters. Houston residents were more confident relative to the release of a chemical agent than were residents in other areas. Most areas felt the least confident dealing with a radiological or dirty bomb.

Table 8: Knowledge of How to Respond in the First Five Minutes*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
A sudden natural disaster such as an earthquake or tornado	57%	62%	36%	56%	60%
An explosion or bomb	33%	31%	24%	32%	28%
The release of a chemical agent	23%	22%	15%	27%	21%
An explosion of a radiological or dirty bomb	19%	20%	16%	19%	19%

*Each percentage represents top-and-bottom-box scores, respectively. Those stating 4 or 5 (top-box, very confident) and 1 or 2 (bottom-box, not very confident) on a scale of 1 to 5, with 5 being 'very confident' and 1 being 'not very confident' in their abilities to know what to do in the first 5 minutes following a disaster.

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Gender: Men (21%) were significantly more likely than women (12%) to feel very confident in their abilities to know what to do in the first 5 minutes of an explosion or bomb. • Education: Individuals with a college education or more (36%) were significantly more likely than those with a high school education or less (25%) to feel very confident in their abilities to know what to do in the first 5 minutes of a sudden natural disaster. • Ethnicity: Hispanics (21%) were significantly more likely than non-Hispanics (4%) to feel not confident at all in their abilities to handle a disaster.
Indianapolis	<ul style="list-style-type: none"> • Household Income: Households who made \$25K to \$49K per year (25%) were significantly more likely than those who made \$75K or more per year (9%) to feel very confident in their abilities to know what to do in the first 5 minutes of an explosion or bomb. • Gender: Men (24%) were significantly more likely than women (9%) to feel very confident in their abilities to know what to do in the first 5 minutes of an explosion or bomb. • Geography: Urban residents (15%) were significantly more likely than suburban residents (4%) to feel very confident in their abilities to know what to do in the first 5 minutes of the release of a chemical agent.
New York	<ul style="list-style-type: none"> • Gender: Men (16%) were significantly more confident in their abilities to know what to do in the first 5 minutes of any type of explosion or bomb than women (9%). • Race: Blacks (15%) were significantly more likely than Whites (7%) to feel very

	<p>confident in knowing what to do in the first 5 minutes of a release of chemical agent.</p> <ul style="list-style-type: none"> • Age: Individuals age 55 or older (13%) were significantly more likely than those ages 18 to 34 (4%) and 35 to 54 (7%) to feel confident in their knowledge of what to do in the first 5 minutes of a radiological/dirty bomb.
San Francisco	<ul style="list-style-type: none"> • Gender: Men were significantly more confident than women in their abilities to know what to do in the first 5 minutes of every disaster listed. • Race: White respondents (36%) were significantly more confident than Asian respondents (11%) in their abilities to know what to do in the first 5 minutes of a sudden natural disaster. • Geography: Rural respondents (51%) were significantly more confident in their abilities to know what to do in the first 5 minutes of a sudden natural disaster than both suburban and urban respondents (29% and 30%, respectively).

What is the Extent of Participation in Preparedness Drills/Exercises?

Residents were asked if they had participated in a number of disaster preparedness drills in their homes, workplaces, or schools, aside from a fire drill. The most participants reported participating in a workplace evacuation drill, ranging from 37 to 43 percent depending on the area. Very few residents in the four areas surveyed had participated in a home evacuation (9% to 13%, depending on area) or home shelter-in-place drill (6% to 13%, depending on area). New York residents had participated the least in home, workplace, school, and shelter-in-place drills. Overall, the responses from the four areas surveyed were close to the national response.

Table 9: Participation in Drills

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
A workplace evacuation drill	41%	40%	40%	37%	43%
A workplace shelter-in-place drill	27%	33%	20%	25%	24%
A school evacuation drill	19%	23%	19%	15%	16%
A school shelter-in-place drill	14%	12%	8%	14%	12%
A home evacuation drill	13%	12%	10%	13%	9%
A home shelter-in-place drill	10%	9%	6%	13%	8%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Rural residents (20%) were significantly more likely than urban residents (8%) to have participated in home shelter-in-place drills in the past 12 months. • Education: Individuals with a college education or more (41%) were significantly more likely than those with a high school education or less (23%) to have participated in workplace evacuation drills in the past 12 months. • Gender: Men (31%) were significantly more likely than women (18%) to have participated in workplace shelter-in-place drills in the past 12 months.
Indianapolis	<ul style="list-style-type: none"> • Gender: Men (13%) were significantly more likely than women (6%) to have participated in home shelter-in-place drills in the past 12 months. • Geography: Suburban residents (7%) were significantly less likely than urban residents (20%) and rural residents (17%) to have participated in home

	<p>evacuation drills in the past 12 months.</p> <ul style="list-style-type: none"> • Age: Individuals ages 35 to 54 (43%) were significantly more likely than older individuals (26%) to have participated in workplace evacuation drills in the past 12 months.
New York	<ul style="list-style-type: none"> • Household Income: Participants who made less than \$25K per year (82%) were significantly more likely to report not having participated in a workplace evacuation drill than those earning \$25K or more (53% to 59%). Participants who made less than \$25K per year (35%), however, were significantly more likely to have participated in a school evacuation drill than those earning \$25K or more (6% to 21%). • Education: Those with a college education or more (43%) were much more likely to have participated in a workplace evacuation drill than those with a high school education or below (27%). • Age: Those ages 18-34 (29%) were significantly more likely to have participated in a school evacuation drill than those older than 34 years of age (12% to 17%).
San Francisco	<ul style="list-style-type: none"> • Household Income: Individuals who made \$25K to \$74K per year (both 14%) were significantly more likely than those who made \$75K or more per year (4%) to have participated in home evacuation drills. • Gender: Men (49%) were significantly more likely than women (35%) to have participated in workplace evacuation drills. • Geography: Urban residents (37%) were significantly more likely than suburban residents (18%) to have participated in workplace shelter-in-place drills.

How Many Individuals Have Received Training in Preparation for a Disaster?

Because emergency skills are an important aspect of disaster preparedness, participants were asked if they had engaged in any sort of emergency-based training programs. For all areas, cardiopulmonary resuscitation (CPR) training was found to be the most common—taken by nearly one-third of participants (28% to 32%)—which was slightly lower than the national response (35%). New York residents had attended CPR training and first aid skills training less than residents in the other areas. However, fewer Indianapolis participants had attended preparedness meetings. Around 10 percent of participants in each area had attended Community Emergency Response Team (CERT) training, mirroring the national response. More San Francisco residents had attended CERT training (12%) than residents in other areas.

Table 10: Preparedness Training Programs

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Attended CPR training	35%	32%	27%	32%	28%
Attended first aid skills training	33%	31%	22%	30%	29%
Attended a meeting on how to be better prepared for a disaster	23%	20%	23%	22%	26%
Attended training as part of a Community Emergency Response Team or CERT	10%	8%	8%	9%	12%

The majority of individuals taking preparedness classes or emergency training attributed their motivation to a mandatory function of their job or school (50% to 53%) for all areas. Other highly ranked motivations included being prepared and feeling concern for safety of family and others. San Francisco participants reported concern for personal safety (11%) as a motivator

more so than Houston (4%) or Indianapolis (6%) residents. Overall, the area responses were similar to the national response.

Table 11: Motivators for Preparedness Training*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Mandatory for job/school	51%	53%	50%	52%	50%
To be prepared	16%	10%	11%	14%	16%
Concern for safety of family or others	15%	12%	13%	14%	14%
Easy to sign up	7%	6%	8%	7%	8%
Concern for personal safety	7%	6%	7%	4%	11%
To have the necessary skills to help others	7%	6%	5%	8%	7%
General interest/hobby	6%	5%	6%	2%	4%
Because others (family or friends) did	4%	2%	4%	2%	4%
Other	5%	9%	6%	3%	6%

*These responses were unaided and asked as part of a multiple response question. The results represent the total percent of respondents mentioning the particular motivator from the list.

What Barriers Do Individuals Perceive in Preparing for Disasters?

What Are the Barriers to Undertaking Disaster Preparedness Activities?

If participants had not yet prepared, they were asked about their perceived barriers to preparedness. They were asked—from a provided set of potential reasons—whether that was a primary reason, somewhat of a reason, or not a reason at all. Across the board, the greatest primary reason for not preparing was participants’ reliance on emergency responders such as fire, police, or emergency personnel to help them. This was greatest in New York and Houston (42% and 47%, respectively), and higher than the 37 percent reported nationally.

Lack of knowledge continues to be a primary barrier, both nationally and across the areas. Almost 1 in 4 participants indicated not knowing what to do to prepare in Indianapolis and San Francisco, increasing to more than 3 in 10 in New York and Houston.

Houston tended to rate more barriers as primary reasons than other surveyed urban areas. Besides reliance on responders, more than 25 percent of participants from Houston cited not having time, not knowing what to do, and not wanting to think about it as primary reasons, all greater than the national finding.

San Francisco tended to have fewer participants cite the barriers provided as primary reasons for not preparing. Aside from reliance on responders, the only other barrier measuring greater than the national finding related to lack of time (32% versus 24%).

There were differences related to self-efficacy (“I don’t think I’d be able to do it”) and response efficacy (“I don’t think it will make much of a difference”) across areas. Both New York and Houston indicated higher levels than the other areas relative to thinking that preparation would not make much of a difference (21% for both New York and Houston, compared with 12% for Indianapolis and 14% for San Francisco). Almost 2 in 10 respondents from Houston indicated that they did not think they would be able to prepare in advance.

Table 12: Barriers to Preparedness

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I think that emergency responders, such as fire, police, or emergency personnel, will help me.	37%	38%	42%	47%	40%
I don't know what I'm supposed to do.	27%	24%	31%	33%	24%
I just haven't had the time.	24%	20%	27%	35%	32%
I don't want to think about it.	19%	15%	19%	26%	16%
It costs too much.	17%	7%	10%	23%	10%
I don't think it will make much of a difference.	17%	12%	21%	21%	14%
I don't think I'd be able to.	13%	10%	11%	19%	13%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Urban residents (45%) were significantly more likely than suburban residents (24%) to think that not having had the time was a primary reason for not having prepared. • Education: Individuals with a high school education or less (39% and 37%, respectively) were significantly more likely than those with a college education or more (19% and 12%, respectively) to feel that a primary reason for not preparing was that they did not want to think about it, or that they didn't think it would make a difference. • Ethnicity: Hispanics (34%) were significantly more likely than non-Hispanics (17%) to feel that a primary reason for not preparing was that it costs too much. • Household Income: Participants who made \$25K or less per year (34%) were significantly more likely than those who made \$75K or more per year (7%) to feel that a primary reason for not preparing was that they didn't think they would be able to take the necessary preparedness steps.
Indianapolis	<ul style="list-style-type: none"> • Education: Individuals with a high school education or less (46%) were significantly more likely than those with a college education or more (17%) to feel that not knowing what they were supposed to do in the event of a disaster was a primary reason for not having taken any disaster preparedness steps. • Gender: Men (71%) were significantly more likely than women (54%) to feel that not wanting to think about preparedness was <i>not</i> an adequate reason at all for not preparing.
New York	<ul style="list-style-type: none"> • Education: Individuals with a high school education or less (45% and 23%, respectively) were significantly more likely than those with a college education or more (26% and 5%, respectively) to feel that not knowing what they were supposed to do and feeling that it cost too much were primary reasons for why they had not taken any disaster preparedness steps. • Education: Those with a high school education or less (68%) were significantly more likely than participants with a college education or more (33%) to report that a primary reason for not taking any disaster preparedness steps was that they thought emergency responders would help them.
San Francisco	<ul style="list-style-type: none"> • Age: Individuals age 55 or older (52%) were significantly more likely than those ages 18 to 34 (21%) to feel that not having enough time was their primary reason for not taking disaster preparedness measures. • Education: Respondents with a high school education or less (28% and 34%, respectively) were significantly more likely than those with a college education or more (9% and 7%, respectively) to state that primary reasons for not taking disaster preparedness steps were that they did not want to think about it and did not think it would make a difference. • Geography: Respondents living in suburban areas were significantly more likely (84%) than those living in urban areas (67%) to feel that they would not be able to perform the necessary disaster preparedness steps.

What Are the Barriers to Taking Preparedness Training?

When participants were asked about the barriers that kept them from taking any sort of preparedness training, time was a major factor. One in five residents of Houston, Indianapolis, and New York cited lack of time as a main reason, which was greater than the national finding of 16 percent. Twenty-three percent of Houston and 22 percent of New York residents cited that it was difficult to get information on what to do, compared with 15 percent for the national finding. It is worth noting that 45 to 55 percent of respondents answered with “other” as their response, and a majority of those responses dealt with either not having heard of any available training, not

having been offered any preparedness training, or having taken training beyond the 2-year limit noted in the question.

Table 13: Barriers to Preparedness Training*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Lack of time	16%	21%	21%	21%	14%
Haven't thought about it	15%	10%	12%	9%	9%
Difficult to get information on what to do	15%	16%	22%	23%	19%
Don't think it is important	5%	3%	5%	3%	3%
Lack of money/Too expensive	2%	4%	2%	2%	1%
Don't think it will be effective	2%	3%	1%	2%	4%
Other	53%	54%	45%	47%	55%

*These responses were unaided and asked as part of a multiple response question. The results represent the total percent of respondents mentioning the particular motivator from the list.

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (28% and 37%, respectively) were significantly more likely than those with a high school education or less (5% and 9%, respectively) to have attended a meeting on how to be better prepared for a disaster and to have attended first aid skills training. • Household Income: Individuals who made \$25K to \$49K per year (36%), those who made \$50K to \$74K per year (31%), and those who made \$75K or more per year (39%) were significantly more likely than those individuals who made \$25K or less per year (10%) to have attended CPR training. • Gender: Women (30%) were significantly more likely than men (15%) to feel that the main reason they had not received any preparedness training was because information on what to do was too difficult to get.
Indianapolis	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (36%) were significantly more likely than those with a high school education or less (16%) to have attended first aid skills training in the past 2 years. • Household Income: Households making \$50 to \$75K (31%) were significantly more likely to have attended a meeting on how to be better prepared for a disaster than were households making \$25 to \$49K (14%). • Geography: Rural residents (55%) were significantly more likely than urban residents (34%) and suburban residents (26%) to have attended CPR training in the past 2 years. Urban residents (14%) were significantly more likely than suburban residents (5%) to have attended training as part of a CERT in the past 2 years.
New York	<ul style="list-style-type: none"> • Age: Individuals who were between the ages of 35 and 54 (31%) were significantly more likely than older adults (16%) to have attended first aid skills training. • Gender: Men (11%) were significantly more likely than women (5%) to have attended CERT training. Men (30%) were also significantly more likely than women (13%) to have reported lack of time as the main reason for not receiving any preparedness training. • Education: Individuals with a college education or more (13%) were significantly more likely than those with a high school education or less (0%) to have reported their motivation for attending preparedness training as the desire to be prepared. • Household Income: Individuals who made \$25K or less per year (33%) were significantly more likely than those who made \$75K or more per year (15%) to report that difficulty to get information on what to do was their main reason for not participating in any preparedness training.

San Francisco	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (28%) were significantly more likely than those with a high school education or less (15%) to have attended a preparedness meeting in the past 2 years. Individuals with a high school education or less (31%) were significantly more likely than those with a college education or more (16%) to feel that difficulty to get information on what to do was their primary reason for not receiving any preparedness training. • Household Income: Respondents who made \$75K or more per year (34%) were significantly more likely than those who made \$25K or less per year (19%) to have attended CPR training in the past 2 years.
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Who Will Individuals Look To For Help During the First 72 Hours?

Individuals’ expectations of reliance on others in the event of a disaster can also be important as they relate to individuals’ preparedness levels. Participants were asked to describe how much they would rely on certain groups of individuals for assistance in the first 72 hours following a disaster.

Across the areas, mirroring the national survey response, there was overwhelming agreement amongst participants that they would expect to rely on household members. Individuals also placed high levels of reliance on fire, police, and emergency personnel. However, there were differences in the extent of that expectation, with 72 percent of respondents from New York indicating that they would expect to rely on emergency personnel for assistance in the first 72 hours following a disaster, compared with 54 percent in San Francisco.

Participants across the areas would also expect to rely on non-profit organizations and their faith communities, although the extent of that reliance differed by area. For example, in Indianapolis, participants showed relatively high levels of expected reliance on both non-profit organizations (43%) and their faith communities (44%). In contrast, participants from San Francisco were slightly lower than the national finding in their expected reliance on non-profit organizations (37% compared with 40%) and much lower in their expected reliance on their faith communities (25% compared with the national 39%). These findings are consistent with responses to how participants responded to the below question on religiosity.

Table 14: Expectation of Reliance on Others*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Household members	71%	69%	64%	72%	71%
Fire, police, emergency personnel	57%	62%	72%	61%	54%
People in my neighborhood	48%	47%	44%	41%	47%
Non-profit organizations	40%	43%	46%	41%	37%
My faith community, such as a congregation	39%	44%	34%	43%	25%
State and federal government agencies, including FEMA	30%	32%	41%	37%	29%

*Each percentage represents top-box scores, respectively. Those stating 4 or 5 (top-box, most relied upon) are on a scale of 1 to 5, with 5 being “expect to rely on a great deal” and 1 being “do not expect to rely on at all” for assistance in the first 72 hours following a disaster.

Overall, fewer participants would expect to rely on State and Federal government agencies, including the FEMA, in the first 72 hours following a disaster. More participants indicated that they would not expect to rely on State and Federal government agencies at all.

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Gender: Women (31%) were significantly more likely to rely on non-profit organizations than men (17%). • Race: Hispanics (42%) were significantly more likely than non-Hispanics (19%) to rely on their faith communities. • Education: Individuals with a high school education or less (50%) were significantly more likely than those with a college education or more (33%) to rely a great deal on fire, police, and emergency. • Household Income: Individuals who made \$25K or less per year (41%) were significantly more likely than those who made \$75K or more per year (7%) to rely a great deal on non-profit organizations.
Indianapolis	<ul style="list-style-type: none"> • Gender: Women (69%) were significantly more likely than men (57%) to expect to rely a great deal on household members for assistance during a disaster. • Household Income: Households who made \$25K or less per year (25%) were significantly more likely than those who made \$50K to \$74K per year (7%) to expect to rely on State and Federal government agencies for assistance during a disaster. • Age: Individuals ages 18 to 34 (44%) were significantly more likely than those age 55 or older (22%) to expect to rely on their faith communities a great deal.
New York	<ul style="list-style-type: none"> • Gender: Women (55%) were significantly more likely than men (43%) to expect to rely a great deal on fire, police, and emergency personnel. • Race: Blacks (37%) were significantly more likely than Whites (21%) to expect to rely a great deal on non-profit organizations. • Household Income: Individuals who made \$25K or less per year (48%) were significantly more likely than those who made \$75K or more a year (15%) to expect to rely a great deal on non-profit organizations. • Education: Individuals with a high school education or less (45%) were significantly more likely than those with a college education or more (22%) to expect to rely a great deal on non-profit organizations.
San Francisco	<ul style="list-style-type: none"> • Household Income: Individuals that made \$25K or less per year were significantly more likely (37%) to rely on their faith communities in the event of disaster, than those who made \$25K to \$49K (13%), \$50K to \$74K (18%), and those who made more than \$75K per year (11%). • Geography: Respondents who lived in rural areas were significantly more likely (40%) than suburban residents (19%) to expect to rely on people in their neighborhoods in the event of a disaster. • Gender: Women (60%) were significantly more likely than men (49%) to rely on household members in the event of a disaster.

Do Individuals Expect to Need Help During an Evacuation?

Respondents were also asked specifically if they would expect to need help to evacuate or to get to a shelter in the event of a disaster. All the areas reported higher levels than the national finding of individuals expecting to need help evacuating. Almost half of respondents from San Francisco indicated they would need help in evacuating or getting to a shelter, and 6 of 10 respondents from New York City indicated that they expected to need help.

Table 15: Reliance on Help from Others During in Evacuation

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	38%	44%	62%	42%	49%
No	62%	56%	38%	58%	51%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Gender: Women (49%) were significantly more likely than men (36%) to expect to need help evacuating in the event of a disaster. • Race/Ethnicity: Hispanics (63%) were significantly more likely than non-Hispanics (33%) to expect to need help evacuating in the event of a disaster. • Education: Individuals with a high school education or less (62%) were significantly more likely than those with a college education or more (35%) to expect to need help evacuating or finding shelter in the event of a disaster • Household Income: Individuals who made \$25K or less per year (47%) were significantly more likely than those who made \$75K or more per year (25%) to expect to need help evacuating or finding shelter in the event of a disaster.
Indianapolis	<ul style="list-style-type: none"> • Gender: Women (53%) were significantly more likely than men (34%) to expect to need help evacuating or finding shelter during a disaster. • Household Income: Households who made \$25K or less per year (52%) were significantly more likely than those who made \$50K to \$74K per year (35%) to expect to need help evacuating or finding shelter in the event of a disaster. • Race/Ethnicity: Hispanics (73%) were significantly more likely than non-Hispanics (42%) to expect to need help evacuating in the event of a disaster. Also, Blacks (59%) were significantly more likely than Whites (38%) to expect to need help evacuating.
New York	<ul style="list-style-type: none"> • Gender: Women (68%) were significantly more likely than men (57%) to expect to rely a great deal on fire, police, and emergency personnel. • Race: Whites (55%) were significantly less likely than any other racial group (68% to 73%) to expect to need help evacuating or seeking shelter in the event of a disaster. • Household Income: Individuals who made \$25K or less per year (86%) were significantly more likely than those who made \$75K or more a year (50%) to expect to need help evacuating or finding shelter in the event of a disaster. • Education: Individuals with a high school education or less (75%) were significantly more likely than those with a college education or more (59%) to expect to need help evacuating or finding shelter in the event of a disaster.
San Francisco	<ul style="list-style-type: none"> • Household Income: Individuals that made \$25K or less per year were significantly more likely (72%) to rely on their faith communities in the event of disaster, than those who made \$25K to \$49K (57%), \$50K to \$74K (48%), and those who made more than \$75K per year (35%). • Education: Individuals with a high school education or less (74%) were significantly more likely than those with a college education or more (43%) to expect to need help evacuating or finding shelter in the event of a disaster. • Gender: Women (56%) were significantly more likely than men (42%) to expect to need help evacuating during a disaster. • Race/Ethnicity: Whites (34%) were significantly less likely than any other racial group (67% to 74%) to expect to need help evacuating or seeking shelter in the event of a disaster. Also, Hispanics (79%) were significantly more likely than non-Hispanics (42%) to expect to need help evacuating.

What Is the Perception of Vulnerability to Different Types of Disasters? How Do People Perceive the Utility of Preparedness?

What Are Individuals' Perception of Risks of Different Types of Disasters?

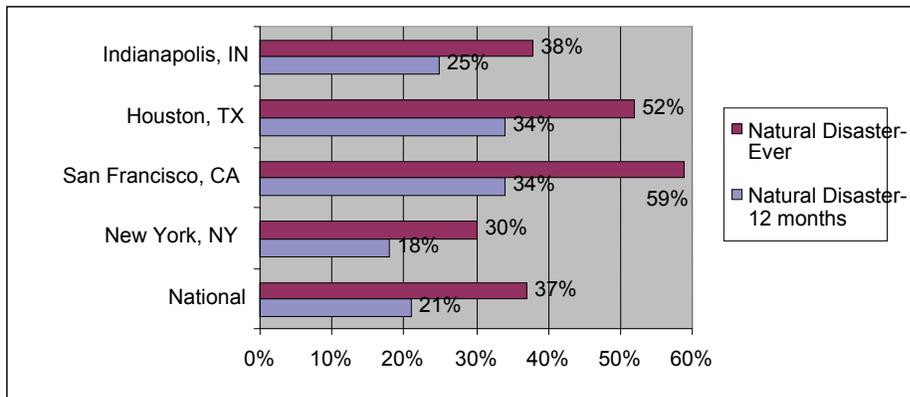
Risk perception was assessed in two different ways. First, participants were asked to state how likely (using a scale of 1 to 5, with 1 meaning not very likely and 5 meaning very likely) they thought it was that a specific type of disaster would occur in their community in the next 12 months. Then they were asked how likely they believed the disaster would *ever* occur in their communities.

The survey demonstrated large differences in risk perceptions. Of the disaster types, a natural disaster such as an earthquake, flood, hurricane, tornado, or wildfire, was rated as the disaster most likely to occur for three of the four areas (Indianapolis, Houston, and San Francisco). Respondents from Houston and San Francisco indicated greater perceptions of vulnerability to natural disaster, with over 3 in 10 indicating the likelihood of a natural disaster affecting their communities in the short term (12 months), compared with 2 in 10 for the national survey; furthermore, over 5 in 10 reported a belief that a natural disaster would affect their community at some time, compared with more than 3 in 10 of the national respondents.

Of the four areas studied, most areas indicated a similar sense of vulnerability to an act of terrorism in the short term, with about 1 in 10 indicating that they felt such a disaster might occur in the next 12 months—except for New York, where one-quarter of the respondents felt that a terrorist attack might occur in the next 12 months. More New York area respondents thought a terrorist attack might ever occur in their communities, with 38 percent indicating that this was likely. It is worth noting that a disaster from a terrorist attack is felt to be more likely for the New York urban area than a natural disaster, both in the short term and in the long term.

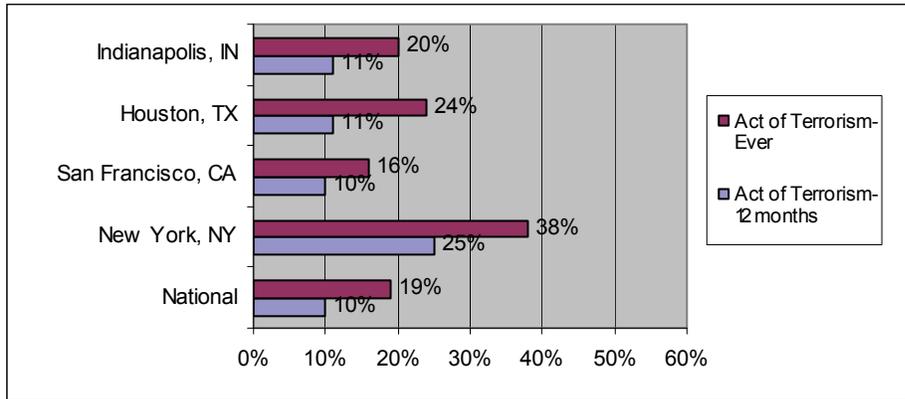
Participants from Houston were the most likely to feel that a hazardous materials (HAZMAT) accident was likely to happen in the next 12 months or ever (22% and 29%, respectively), more so than national respondents (13% and 22%, respectively) and all the other areas.

Figure 1: Perception of Risk of a Natural Disaster*



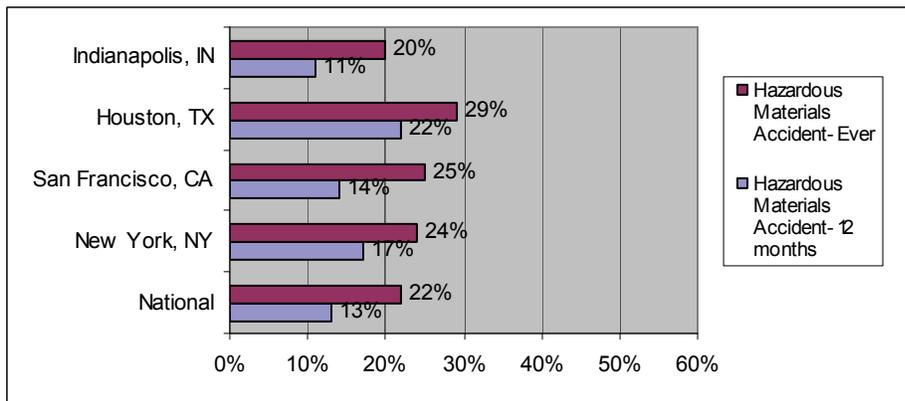
*Likelihood each disaster would occur, top-box scores (those stating 4 or 5, on a scale of 1 to 5; 5 being "very likely" that the disaster would occur and 1 being "not very likely" that the disaster would occur)

Figure 2: Perception of Risk of an Act of Terrorism*



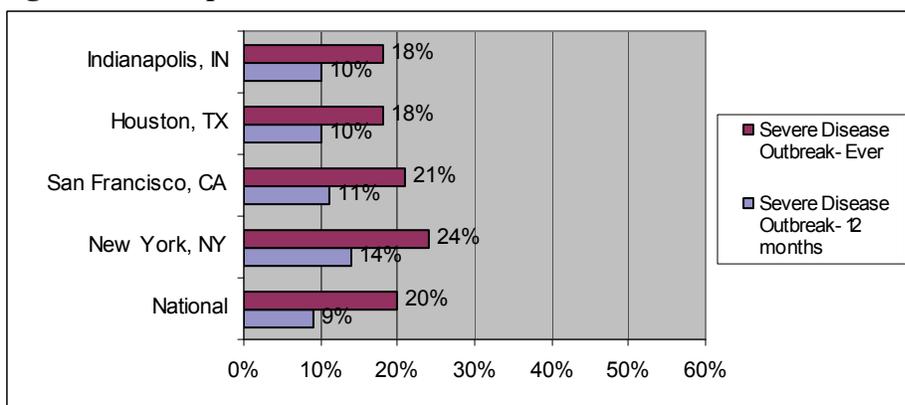
*Likelihood each disaster would occur, top-box scores (those stating 4 or 5, on a scale of 1 to 5; 5 being "very likely" that the disaster would occur and 1 being "not very likely" that the disaster would occur)

Figure 3: Perception of Risk of Hazardous Materials Accident*



*Likelihood each disaster would occur, top-box scores (those stating 4 or 5, on a scale of 1 to 5; 5 being "very likely" that the disaster would occur and 1 being "not very likely" that the disaster would occur)

Figure 4: Perception of Risk of a Severe Disease Outbreak*



*Likelihood each disaster would occur, top-box scores (those stating 4 or 5, on a scale of 1 to 5; 5 being "very likely" that the disaster would occur and 1 being "not very likely" that the disaster would occur)

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Ethnicity: Non-Hispanics (40%) were significantly more likely than Hispanics (22%) to think that a natural disaster was very likely to ever hit Houston. • Geography: Suburban residents (50%) were significantly more likely than urban (28%) and rural (19%) residents to think that a natural disaster was very likely to ever happen in Houston. • Household Income: Individuals who made \$75K or more per year (24%) were significantly more likely than those who made \$25K to \$49K per year (10%) and those who made \$50K to \$74K per year (7%) to think that a hazardous materials accident was very likely to ever hit Houston. Participants who made \$25K per year or less (17%) were significantly more likely than those who made \$75K per year or more (3%) to think that a terrorist attack was very likely to happen in Houston in the next 12 months.
Indianapolis	<ul style="list-style-type: none"> • Gender: Men (32%) were significantly more likely than women (20%) to think that a natural disaster was very unlikely to happen in the next 12 months. • Geography: Urban residents (24%) were significantly more likely than suburban (8%) and rural (6%) residents to think that it was very likely that a natural disaster would hit in the next 12 months. • Education: Individuals with a college education (15%) were significantly more likely than those with a high school education (4%) to think that there would be a terrorist attack in the next 12 months. • Age: Individuals age 55 or older (27%) were significantly more likely than those ages 35 to 54 (17%) to think that a hazardous materials accident was very unlikely to ever happen in the Indianapolis area.
New York	<ul style="list-style-type: none"> • Geography: Individuals who lived in urban areas (19%) were significantly more likely to rate terrorist attacks as very likely in the next 12 months, or ever, than suburban areas (8%). • Household Income: Households earning less than \$25K a year (23%) were significantly more likely to rate HAZMAT accidents as very likely within the next 12 months than individuals with higher incomes (5%). • Education: Individuals with a high school degree (21%) or less were significantly more likely to rate natural disaster, terrorist attacks, hazardous materials accidents, and disease outbreak as very likely to occur in the next 12 months than those with a college degree or more (13%).
San Francisco	<ul style="list-style-type: none"> • Gender: Women were significantly more likely (21%) than men (11%) to say that a natural disaster was very likely to occur in the next 12 months. • Income: Individuals who made \$25K or less per year were significantly more likely (14%) than those who made \$75K or more per year (4%) to think that a terrorist attack was very likely to ever occur in San Francisco. • Education: Respondents with a college education or more were significantly more likely (48%) to believe that natural disaster would ever hit San Francisco than those with a high school education or less (21%).

What Is the Perceived Effect of the Utility of Advance Preparation for Different Types of Disasters?

The survey sought to measure individuals’ perceptions of the efficacy or utility of preparing in advance of a disaster. Participants were asked separately about natural disasters, acts of terrorism, hazardous materials accidents, and severe disease outbreaks. When compared with national survey responses, the respondents from the four urban areas indicated slightly greater beliefs that preparation, planning, and emergency supplies would help them handle a natural disaster, with San Francisco showing the greatest difference (85% compared with 78%).

Similar to the national response, the surveys reported much lower levels of efficacy for the other types of disasters surveyed, with an act of terrorism demonstrating a much greater belief that preparing in advance would not help in the situation. New York City and San Francisco respondents had the lowest levels of efficacy relative to acts of terrorism (59% and 58%, respectively) and the highest percentages indicating that nothing done to prepare would help handle the situation (37% and 38%, respectively).

Participants indicated greater response efficacy for incidents such as severe disease outbreak and hazardous materials accidents, with most areas having higher levels of response efficacy than the national finding. More than 1 in 5, however, still believed that nothing would help them in those situations either. Of interest is that Indianapolis was the only area to report a lower level of efficacy relative to a hazardous materials accident, with 63 percent of respondents indicating a belief that preparation in advance would be beneficial in the situation compared with the national finding of 67 percent.

Table 16: Utility of Advance Preparations for a Natural Disaster

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I can handle the situation without any preparation.	14%	12%	9%	13%	9%
Preparation, planning, and emergency supplies will help me handle the situation.	78%	83%	82%	82%	85%
Nothing I do to prepare will help me handle the situation.	8%	5%	9%	5%	6%

Table 17: Utility of Advance Preparations for an Act of Terrorism

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I can handle the situation without any preparation.	4%	2%	4%	4%	3%
Preparation, planning, and emergency supplies will help me handle the situation.	61%	62%	59%	61%	58%
Nothing I do to prepare will help me handle the situation.	35%	36%	37%	34%	38%

Table 18: Utility of Advance Preparations for a Hazardous Materials Accident

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I can handle the situation without any preparation.	10%	8%	7%	9%	9%
Preparation, planning, and emergency supplies will help me handle the situation.	67%	63%	69%	70%	70%
Nothing I do to prepare will help me handle the situation.	23%	29%	24%	22%	21%

Table 19: Utility of Advance Preparations for a Severe Disease Outbreak

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I can handle the situation without any preparation.	8%	4%	6%	8%	5%
Preparation, planning, and emergency supplies will help me handle the situation.	69%	74%	73%	69%	69%
Nothing I do to prepare will help me handle the situation.	23%	22%	21%	23%	26%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (15%) were significantly more likely than those with a high school education or less (7%) to think that they could handle a natural disaster without any preparation. • Geography: Suburban residents (86%) were significantly more likely than individuals who lived in urban areas (76%) to think that preparation, planning and emergency supplies would help them with a natural disaster; however, these individuals were significantly more likely than rural residents (11%) to think that nothing they did to prepare would help them in the event of a hazardous materials accident. Urban residents (13%) were significantly more likely than suburban (6%) and rural (1%) residents to think that they could handle a severe disease outbreak without any preparation.
Indianapolis	<ul style="list-style-type: none"> • Gender: Men (16%) were significantly more likely than women (8%) to feel that they could handle a natural disaster without any preparation. • Age: Individuals aged 55 or older (9%) were significantly more likely than those ages 18 to 34 (1%) to think that nothing they could do to prepare would help them handle a natural disaster.
New York	<ul style="list-style-type: none"> • Age: The 18- to 34-year-old age group was significantly more likely (16%) than the 35 to 54 age groups (6%) to believe that there was nothing they could do to prepare for a natural disaster. The oldest age group (55 and older) was significantly more likely (15%) than younger age groups (18–34: 4%; 35–54: 6%) to think that they could handle a natural disaster without any preparation. • Household Income: Individuals who made \$25K or less per year were significantly more likely than those who made \$75K or more to believe that preparation, planning, and emergency supplies would help them handle a terrorist act (73% and 56%, respectively). • Education: Individuals with a college education or more (28%) were significantly more likely to think there was nothing they could do to prepare for a hazardous materials accident when compared with those with a high school education or less (12%). • Geography: Individuals who lived in urban areas (75%) were significantly more likely than those who lived in rural areas (57%) to think that preparation, planning, and emergency supplies would help them in a severe disease outbreak.
San Francisco	<ul style="list-style-type: none"> • Gender: Men were significantly more likely than women to report feeling that they could handle a natural disaster without any preparation (13% of men over 5% of women). • Geography: Respondents living in rural areas were significantly more likely (15%) to feel that they could handle a natural disaster without any preparation than those living in suburban areas (5%). • Education: Individuals with a high school education or less were significantly more likely (15%) than those with a college education or more (4%) to think that

- nothing they did to prepare would help them handle a natural disaster.
- **Household Income:** Individuals who made less than \$25K a year were significantly more likely (11% and 16%, respectively) than those who made more than \$25K a year (3% and 7%, respectively) to believe they could handle a terrorist attack or a hazardous materials accident without any preparation.

What Is the Perceived Effect of Advance Preparation on Ability to Respond to Disasters?

As a follow-up to the questions related to their confidence in knowing what to do in the first 5 minutes of a disaster, participants were then asked how much preparing in advance would help them handle a disaster. For all areas, over half of participants said preparing for a disaster would help them (54% to 58% said “very much”, depending on area).

Respondents were also asked whether they had spoken with others about the need to be prepared for disasters. Over half of San Francisco participants (53%) said they had talked to someone about preparing, which was higher than the other areas. For those who had talked to others about preparing in advance, residents of Houston had talked to household members more so than the other areas (49%). Residents of Indianapolis (10%) and Houston (9%) had talked to their faith communities more than residents of New York (5%) and San Francisco (7%).

Table 20: Perception of Effectiveness of Advance Preparations

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Very much	55%	56%	54%	57%	58%
Somewhat	34%	33%	32%	30%	34%
Very little	8%	9%	10%	10%	6%
Not at all	3%	1%	4%	2%	3%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Geography: Rural residents (75%) were significantly more likely than urban residents (49%) to think that preparing for a disaster would help them handle the disaster. • Education: Individuals with a college education or more (49%) were significantly more likely than those with a high school education or less (24%) to have talked with someone about the need to be prepared for disasters that may affect their communities. • Gender: Men (23%) were significantly more likely than women (11%) to have talked to people from work/school about the need to be prepared.
Indianapolis	<ul style="list-style-type: none"> • Age: Individuals who were age 55 or more (13%) were significantly more likely than those ages 35 to 54 (6%) to think that preparing for a disaster would do very little to help them handle the disaster. Individuals ages 35 to 54 (34%) and 55 or more (44%) were significantly more likely than those ages 18 to 34 (18%) to think that preparing for a disaster would somewhat help them handle the disaster.
New York	<ul style="list-style-type: none"> • Race: Blacks (63%) were significantly more likely than Whites (49%) to think that preparing for a disaster would help them to handle the disaster. • Gender: Women (48%) were significantly more likely than men (23%) to have talked to household members about the need to be prepared. • Age: Individuals ages 35 to 54 (20%) were significantly more likely than older adults (4%) to have talked to people from work/school about the need to be prepared.

**San
Francisco**

- **Income:** Individuals who made \$25K to \$49K per year (73%) were significantly more likely than those who made \$50K to \$75K per year (44%) to think that preparing for a disaster would help them handle the disaster.
- **Geography:** Rural residents (69%) were significantly more likely than suburban residents or urban residents (55% to 57%) to feel that preparing for a disaster would help them to handle the disaster.
- **Education:** Individuals with a high school education or less (63%) were significantly more likely than those with a college education or more (56%) to feel that preparing for a disaster would help them handle the disaster.
- **Ethnicity:** Non-Hispanics (56%) were significantly more likely than Hispanics to have talked to someone about the need to be prepared for disasters.

In Which Stage of the Stages of Change Model (Precontemplation, Contemplation, Preparation, Action, Maintenance) Are Individuals Relative to Disaster Preparedness?

Developed by Prochaska and DiClemente, the Stages of Change Model or Transtheoretical Model of Behavior Change² states that behavior change is not an event, but rather a process. In this conceptualization, individuals move through five distinct stages that indicate their readiness to attempt, make, or sustain behavior change. These five stages are *precontemplation*, *contemplation*, *preparation*, *action*, and *maintenance*. The stages are not linear, as individuals do not necessarily progress from one stage to the next, but instead individuals may relapse to earlier stages and begin the process again. Often, social marketing campaigns are targeted toward individuals in the contemplation stage, as these individuals may be more readily prompted to take action if given assistance.

Figure 5: Stages of Change Model

STAGE	DESCRIPTION
Precontemplation	The individual is not intending to change or even thinking about change in the near future (usually measured as the next 6 months).
Contemplation	The individual is not prepared to take action at present, but is intending to take action within the next 6 months.
Preparation	The individual is actively considering changing his or her behavior in the immediate future (e.g., within the next month).
Action	The individual has actually made an overt behavior change in the recent past, but the changes are not well established (maintained for 6 months or less).
Maintenance	The individual has changed his or her behavior, maintained the change for more than 6 months, and is working to sustain the change.

The survey asked participants to rate their individual levels of preparedness for a major disaster³. Nearly 4 out of 10 participants (39%) stated that they had been prepared for at least the past 6 months. Thirty-two percent of respondents indicated their intention to begin preparing either in the next month or in the next 6 months. Fifteen percent said they were not planning to do anything about preparing at all. Houston and San Francisco area respondents were more likely to indicate that they had been prepared for at least 6 months than national respondents (39% and 42%, compared with 32%). Similarly, both those areas had smaller numbers of individuals not planning to do anything about preparing, than the national finding. Thirteen percent of respondents from San Francisco and 15 percent of respondents from Houston indicated that they were not planning to do anything about preparing for a major disaster, compared with 27 percent nationally.

Both Indianapolis and New York participants reported lower levels of preparedness (26% and 23%, respectively) than the national finding of 32 percent. However, in these areas there were

² Prochaska, J. O., and C. C. DiClemente. (1982). Transtheoretical therapy: Toward a more integrative model of change. *Psychotherapy: Theory, research and practice*, 20, 161–173.

³ The question on Stages of Change originated from and was used with the permission of the National Center for Disaster Preparedness (NCDP). 2007. *The American Preparedness Project: Where the US public stands in 2007 on terrorism, security, and disaster preparedness*. New York, NY: NCDP.

more individuals in the various stages of contemplation and preparation than those in precontemplation (not intending to change).

Table 21: Stages of Change Preparedness

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
I have not yet prepared but I intend to in the next 6 months	20%	20%	24%	20%	21%
I have not yet prepared but I intend to in the next month	7%	8%	10%	12%	9%
I just recently began preparing	14%	19%	15%	13%	15%
I have been prepared for at least the past 6 months	32%	26%	23%	39%	42%
I am not planning to do anything about preparing	27%	27%	28%	15%	13%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Ethnicity: Non-Hispanics (45%) were significantly more likely than Hispanics (22%) to have been prepared for the past 6 months. • Geography: Urban residents (17%) were significantly more likely than suburban (8%) to have not yet prepared but intend to in the next month. • Education: Individuals with a college education or more (45%) were significantly more likely than those with a high school education or less (22%) to have been prepared for the past 6 months. • Household Income: Participants who made \$25K or less per year (22%) were significantly more likely than those who made \$75K or more per year (2%) to have not yet prepared but intend to in the next month.
Indianapolis	<ul style="list-style-type: none"> • Geography: Rural residents (38%) were significantly more likely than urban residents (19%) to have been prepared for at least the past 6 months. • Age: Individuals ages 35 to 54 (25%) were significantly more likely than older adults (13%) to have not yet prepared but intend to in the next 6 months.
New York	<ul style="list-style-type: none"> • Gender: Men (34%) were significantly more likely than women (24%) to not have done anything at all about preparing. • Age: Individuals ages 18 to 34 (16%) were significantly more likely than the older age groups (8% and 7%) to not have anything yet prepared but intend to in the next month. • Household Income: Individuals making \$25K or less per year (39%) were significantly more likely than those who made more than \$25K per year (21%) to not have yet prepared but intend to in the next 6 months. • Education: Individuals with a college education (32%) or more were significantly more likely than those with a high school education (18%) or less to have not done anything at all about preparing. • Geography: Participants living in suburban areas (31%) were significantly more likely than those living in urban areas (19%) to have been prepared for at least the last 6 months.
San Francisco	<ul style="list-style-type: none"> • Gender: Men were significantly more likely (18%) to not plan on doing anything about preparing than women (8%). • Age: Individuals age 55 or older were significantly more likely (52%) than those ages 18 to 34 (24%) to have been prepared for at least 6 months. • Household Income: Respondents who made \$25K or less per year (18%) were significantly more likely to have not yet prepared but intend to in the next month, than those who make \$75K or more per year (5%).

How Does Disaster Preparedness Differ for Individuals with Disabilities?

What Is the Potential Impact of Disability on Disaster Preparedness?

In the event of a disaster, individuals with physical or mental disabilities may have unique challenges relative to their abilities to respond to the event. Most regions reported almost 1 in 5 residents having a physical or other disability that would affect their capacity to respond to an emergency, consistent with the national average of 19 percent. These participants were then asked if they had received training or made special preparations that would allow them to better respond. Responses ranged from a low of 15 percent for New York City residents with a disability, to 33 percent of Houston residents. Another 10 to 16 percent of residents currently lived with or cared for someone with a physical or other disability, including frail older adults. New York was the highest in this category at 16 percent. Of these individuals, 20 percent (New York) to 36 percent (Indianapolis) reported having received specific information or training in order to assist that person in the event of a disaster. Although most regions fell close to the national sample in responses (30%), New York was well below the national average at 20 percent. When combined (individuals having a disability or caring for someone with a disability), close to one-third of the residents in these areas would need extra help for themselves or those they cared for in the event of a disaster.

Table 22: Disability’s Affect on the Capacity to Respond

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	19%	19%	19%	12%	18%
No	81%	81%	81%	88%	82%

Table 23: Preparedness Training/Preparations Specific to Your Handicap

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	24%	36%	15%	33%	24%
No	76%	64%	85%	67%	76%

Table 24: Living with Someone with a Disability

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	13%	10%	16%	13%	11%
No	87%	90%	84%	87%	89%

Table 25: Received a Disability-Specific Training

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	30%	36%	20%	29%	30%
No	70%	64%	80%	71%	70%

Demographic Differences	
Houston	• There were no significant demographic differences in this grouping.
Indianapolis	• There were no significant demographic differences in this grouping.
New York	• Geography: Suburban participants were significantly more likely (24%) to have received training specific to their own disability than those living in urban areas (7%).
San Francisco	• There were no significant demographic differences in this grouping.

For disaster profiles based on other demographics at the national level, please see the 2007 Citizen Corps National Survey for findings related to this research question.

What Is the Perceived Social Responsibility for Reporting Suspicious Behavior?

What Is the Willingness to Report Suspicious Behavior?

The survey explored participants’ past experiences observing suspicious behavior or circumstances and their subsequent actions. Despite only 8 to 12 percent of participants across the various areas having seen any suspicious behavior or circumstances in the past 12 months, 94 to 98 percent agreed that they have a personal responsibility to report such behavior to the authorities. When participants who had seen suspicious behavior or circumstances were asked what they did in response to the behavior, 38 to 49 percent reported having taken proactive action (called police or neighbor/friend) to deal with the suspicious circumstance. San Francisco residents were most proactive overall while Houston was least proactive. However, 16 to 30 percent of respondents in all areas reported not taking any action (waited for someone else, left the area, or did nothing). “Other” responses, which made up 24 to 46 percent of responses, were composed primarily of responses that related to taking action, although not necessarily in the same ways that were pre-coded in the survey.

Table 26: Observation of Suspicious Behavior

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Yes	10%	8%	10%	9%	12%
No	90%	92%	90%	91%	88%

Table 27: Reaction to Suspicious Behavior

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Called police and/or a tipline	40%	35%	39%	35%	44%
Nothing	20%	20%	18%	9%	22%
Called neighbor/friend	7%	5%	3%	3%	5%
Left the area/situation/event	7%	0%	12%	7%	4%
Waited for someone else to do something	1%	1%	0%	0%	0%
Other	29%	41%	28%	46%	24%

Demographic Differences	
Houston	• There were no significant demographic differences in this grouping.
Indianapolis	• There were no significant demographic differences in this grouping.
New York	• There were no significant demographic differences in this grouping.
San Francisco	<ul style="list-style-type: none"> • Ethnicity: Hispanics were significantly more likely (13%) than non-Hispanics not to feel a personal responsibility to report suspicious behavior to the authorities. • Household Income: Individuals who made \$75K or more per year (99%) and those who made \$25K to \$49K per year (98%) were significantly more likely than those who made \$50K to \$74K (87%) and those who made \$25K or less per year (85%) to feel a personal responsibility to report suspicious behavior to the authorities.

How Aware Are Individuals of Specific Federally-Sponsored Community Preparedness Programs and What Are Their Community Preferences About These Programs?

What Are Individuals' Awareness of Preparedness Campaigns and Programs?

Respondent awareness of the community-based preparedness organizations varied. While 35 to 52 percent of participants recalled having heard of CERT, only 8 to 13 percent of individuals expressed awareness of Citizen Corps. New York was much less familiar with CERT than the other areas, while Indianapolis was higher than the national finding. Indianapolis respondents also reported having heard of Ready.gov more than other areas. Many of the participants weren't exactly sure what role and purpose these organizations actually played in their communities. Some related these to volunteers based in their communities. Some residents were able to identify Ready.gov as a Web site that helps inform residents about emergency preparedness steps.

Table 28: Awareness of Federally-Sponsored Programs

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Citizen Corps	11%	12%	8%	13%	10%
Community Emergency Response Teams (CERT)	50%	52%	35%	44%	49%
Ready.gov	16%	23%	13%	13%	14%

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Ethnicity: Non-Hispanics (49%) were significantly more likely than Hispanics (30%) to have ever heard of CERT. • Geography: Suburban (53%) and rural (58%) residents were significantly more likely than urban residents (30%) to have ever heard of CERT. • Household Income: Individuals who made \$75K or more per year (18%) were significantly more likely than those who made \$25K to \$49K per year (7%) to have ever heard of Ready.gov.
Indianapolis	<ul style="list-style-type: none"> • Age: Respondents ages 18 to 34 were significantly more likely to have heard of Citizen Corps (24%) than were respondents ages 35 to 54 (9%) and 55 or over (7%). Individuals age 55 or older (10%) were significantly less likely than those ages 18 and above (21% to 39%) to have heard of Ready.gov. • Education: Respondents with a college education or more (58%) were significantly more likely to have heard of CERTs than those with a high school education or less (36%).
New York	<ul style="list-style-type: none"> • Education: Individuals with a high school education or less (14%) were significantly more likely to have heard of Citizen Corps than those with a college education or more (6%). • Geography: Participants living in suburban areas (40%) were significantly more likely to have heard of CERT than those living in urban areas (30%).
San Francisco	<ul style="list-style-type: none"> • Education: Individuals with a college education or more (53%) were significantly more likely than those with a high school education or less (33%) to have heard of CERT. • Age: Adults aged 55 or older (59%) were significantly more likely than those ages 18 to 34 (35%) to have heard of CERT. Individuals ages 18 to 34 (21%) were significantly more likely than those age 55 or older (8%) to have heard of Ready.gov.

What Are the Preferred Methods of Communication/Outreach?

Regular mail was the most commonly preferred method of receiving information on preparedness training to help make residents safer in a disaster. All the areas were similar to the national response (48%) except for Indianapolis, which was higher at 58 percent. E-mail, Internet, TV or radio broadcasts, and personal contact by phone or in person were also identified as preferred vehicles to reach individuals. San Francisco was slightly higher in indicating e-mail as a preferred method, and Houston indicated TV or radio broadcasts more so than the other areas. Overall, the areas and the national responses were similar.

Table 29: Communication Preferences*

	National	Indianapolis, IN	New York, NY	Houston, TX	San Francisco, CA
Regular mail	48%	58%	48%	48%	47%
TV or Radio broadcasts	17%	16%	14%	21%	14%
E-mail	12%	14%	14%	11%	15%
Personal contact by phone or in person	12%	13%	16%	14%	11%
Internet	9%	9%	9%	11%	14%
Local newspaper	8%	8%	5%	7%	8%
Community events	8%	7%	8%	9%	8%
Information placed at local businesses, libraries, post offices	4%	3%	4%	2%	4%
Schools	3%	2%	3%	3%	2%
Place of worship	2%	2%	2%	3%	2%
Place of employment	2%	3%	1%	2%	3%
Other	17%	15%	17%	11%	19%

*These responses were unaided and asked as part of a multiple response question. The results represent the total percent of respondents mentioning the particular communication preference from the list.

Demographic Differences	
Houston	<ul style="list-style-type: none"> • Household Income: Individuals who made \$25K or less per year (62%) were significantly more likely than those who made \$75K or more per year (44%) to prefer receiving preparedness information by regular mail. Participants who made \$25K or less per year (26%) were also significantly more likely than those who made \$50K to \$74K per year (13%) and those who made \$75K or more per year (12%) to prefer to receive preparedness information by personal contact (phone or in person). • Geography: Rural residents (16%) were significantly more likely than urban residents (5%) to prefer to receive preparedness information through the local newspaper. • Education: Individuals with a college education or more (13%) were significantly more likely than those with a high school education or less (4%) to prefer to receive preparedness information through e-mail.
Indianapolis	<ul style="list-style-type: none"> • Household Income: Respondents from households making \$75K or more per year (24%) were significantly more likely than those making \$25K to \$49K per year (8%) to prefer e-mail as the best way to receive disaster preparedness information. • Gender: Women (5%) were significantly more likely than men (0%) to think that place of employment was the best way to receive disaster preparedness information.

<p>New York</p>	<ul style="list-style-type: none"> • Gender: Women were significantly more likely (63%) to prefer to receive information through regular mail than men (42%). • Age: Participants ages 35 to 54 were significantly more likely (21%) to prefer to receive information by e-mail than participants age 55 or older (5%). • Household Income: Individuals who made \$75K or more per year (20%) were significantly more likely than those who made \$25K or less per year (2%) to prefer to receive information by e-mail. • Education: Participants with a college education or more (17%) were significantly more likely to prefer to receive information by e-mail than those with a high school education or less (6%).
<p>San Francisco</p>	<ul style="list-style-type: none"> • Gender: Women (52%) were significantly more likely than men (41%) to prefer to receive disaster preparedness information through regular mail. • Geography: Suburban residents (22%) were significantly more likely than urban (8%) and rural (7%) residents to prefer to receive disaster preparedness information through e-mail. • Geography: Individuals who lived in rural areas (24%) were significantly more likely than those who lived in urban areas (10%) to prefer to receive information about disaster preparedness through TV or radio broadcasts.

SUMMARY AND RECOMMENDATIONS

The following recommendations are based on findings from the 2007 Citizen Corps Urban Area Survey that highlight differences in personal preparedness and civic engagement among the four surveyed areas. These findings and recommendations are intended to be reviewed in conjunction with *Personal Preparedness in America: Findings from the 2007 Citizen Corps National Survey*. Researchers and practitioners are encouraged to use these recommendations in their efforts to increase community resilience.

- ***Individuals generally did not feel that disasters of any type were likely to occur in their communities. There were, however, noteworthy differences among the four urban areas surveyed by type of hazard. The public should have a baseline understanding of how to respond to any hazard, but should be specifically trained in response skills and preparedness measures for the hazards most likely to occur in their communities.***

The overall perceptions of the likelihood of a near term disaster (next 12 months) nationally and within the surveyed urban areas were low (no greater than 35% for any type of disaster). There were, however, some noteworthy differences among the four regions. In the Houston and San Francisco areas, 34 percent of residents were much more likely to perceive that a natural disaster would impact their communities in the next 12 months than residents in Indianapolis (25%) and New York (18%). In turn, New York residents (25%) perceived a higher risk of a terrorist attack than participants in any of the other urban areas (Houston and Indianapolis, 11%; San Francisco, 10%). Also, Houston residents (22%) perceived a greater threat of the occurrence of a hazardous material accident than participants in other regions (New York, 17%; San Francisco, 14%; and Indianapolis, 11%).

Findings of the national survey demonstrate that awareness of vulnerability is strongest for natural hazards, which suggests that increasing awareness of susceptibility for natural hazards may increase motivation to prepare. Increasing motivation to prepare for terrorism, hazardous materials accidents and disease outbreak may need to focus on the response efficacy of the preparedness actions. In addition, because people are frequently traveling to areas with different risk profiles than their home communities, it is important that everyone have a baseline understanding of appropriate immediate response protocols for any hazard.

- ***Many individuals did not believe that preparing for terrorist attacks would make a difference in an actual event. Preparedness and response education must contain messages about response efficacy for the recommended actions for each hazard. A particular emphasis on response efficacy is needed for hazards that are less***

understood by the public (hazardous materials accidents, severe disease outbreaks, and terrorist attacks).

Nationally and in the urban areas surveyed, most individuals perceived that preparing in advance would help them in the event of a natural disaster (82% to 85%, depending on area). Fewer believed in the utility of preparing for a hazardous materials accident (63% to 70%, depending area) and fewer still for an act of terrorism (58% to 61%, depending on area). In fact, a large number of individuals (34% to 38%, depending on area) indicated that nothing they did could prepare them for an act of terrorism—including New York (37%), which experienced the terrorist attacks of February 1993 and September 2001.

Due to dense populations, urban areas are more vulnerable to terrorist acts and to the rapid spread of infectious diseases. Because the majority of the U.S. population lives in or near an urban center, social marketing and disaster preparedness education efforts need to underscore the effectiveness of preparedness measures and response skills for these events. Communications and training must highlight the specific preparations and skills necessary to survive and minimize health effects for events such as explosions, chemical releases, dirty bombs, and disease outbreaks.

- ***Many individuals lacked confidence in their abilities to know what to do in the first few minutes of different types of disasters. Communication and outreach strategies should educate individuals about specific response skills needed for natural hazards most likely to occur in their communities and include a particular emphasis on less understood hazards, such as an explosion, chemical release, or dirty bomb.***

In Houston, San Francisco, and Indianapolis, approximately twice as many people reported being confident in their ability to know what to do in the first five minutes of a natural disaster versus responding to an explosion, release of a chemical agent, or a dirty bomb. Yet while the numbers were higher for a natural disaster, there were still many individuals who lacked confidence in their abilities. For example, in San Francisco 4 in 10 residents were not confident in their knowledge of what to do in the immediate aftermath of a natural disaster (described as an earthquake or tornado). Residents of New York were less confident in their abilities to respond to any type of disaster compared to the other three urban areas and nationally. Only 36 percent of New Yorkers reported confidence in their abilities to respond in the first five minutes of a natural disaster versus 57 percent for the nation and 62 percent for Indianapolis, the highest of the urban areas surveyed. Less than a quarter of New Yorkers reported confidence responding to an explosion, release of a chemical agent, or dirty bomb (24%, 15%, and 16%, respectively). Residents in the other urban areas reported confidence levels closer to the national findings (33%, 23% and 19%, respectively).

Because densely populated urban areas are more vulnerable to hazards for which the public is least confident in responding, communication strategies in urban areas should focus on these

less understood hazards as well the most likely natural hazards. Public education needs to be tailored to specific attributes of the urban area and to address hazard-specific knowledge, skills, training, and exercises. Ongoing evaluation of communication and training activities is necessary to better assess ways to make outreach more effective and to identify where new approaches may be necessary.

- ***While individuals in all the urban areas had similar perceived impediments to preparedness, important differences need to be taken into account when planning local communication and outreach activities. Realistic expectations of emergency response capabilities must be communicated.***

Similar to the national sample, the majority of participants in all four urban areas surveyed indicated that they had not prepared because they believed that emergency personnel would help them in the event of a disaster (38% to 47%, depending on area). Individuals in Houston indicated a wider range of primary barriers and had higher percentages for all of the barriers asked about than residents in any other urban area or nationally. For example, 35 percent cited they hadn't had the time, compared to 24 percent nationally.

Communication at all levels must address the nationwide misperception that emergency responders will be able to assist everyone immediately in the event of a disaster. Especially in the case of large-scale disasters, response personnel will be stretched thin and will not be able to assist everyone in need in the immediate aftermath. The public needs to have a more realistic understanding of the capacity of community emergency services and to understand their responsibility for personal preparedness. To achieve more realistic expectations of emergency responders, communities should consider using local emergency responders to communicate the message that preparedness is a shared responsibility between government and the public. Local preparedness education and training outreach strategies should also address the specific barriers identified by community residents, such as lack of time, by embedding training and exercises in existing social network activities.

- ***Expectations of reliance on non-profit organizations and faith communities differed by urban area. Organizations that the public expects to rely on in a disaster must be integrated into the community's emergency planning, training and exercises. Understanding the extent to which their constituencies will look to them for help in a disaster may encourage these organizations to take a stronger role in community preparedness.***

The 2007 Citizen Corps Urban Area Survey findings demonstrated that the degree to which individuals would look to non-profit organizations and their faith communities differed among the urban areas surveyed. New York residents were more likely to rely on non-profit

organizations than San Francisco residents (46% and 37%, respectively). On the other hand, residents in Indianapolis were more likely (44%) to rely on their faith communities than either New York (34%) or San Francisco (25%).

While non-profit and faith-based sectors have a role to play in all disasters and should be integrated into community emergency operations plans, understanding regional differences can help prioritize these efforts. Local emergency planning officials and leaders in the faith and non-profit communities should understand the degree to which their residents will look to them for information and support in the event of a disaster.

- ***Residents in the four surveyed urban areas who perceived they were more vulnerable to a natural disaster were more likely to have disaster supplies set aside in their homes than respondents nationwide, but the specific supplies were still inadequate. Greater efforts must be made to help individuals understand the reasons for stocking supplies beyond food and water, such as radios, flashlights, batteries, first aid kits, and personal documents, and the need to have supplies in multiple locations.***

More residents in Houston (65%) and San Francisco (60%) indicated having set aside supplies in their homes than did the national sample (53%) or the other urban areas (Indianapolis, 52%; New York, 50%). This finding likely reflects residents' relatively higher expectations of the potential occurrence of a natural disaster in their community. In both Houston and San Francisco, 34 percent of residents in each area indicated they felt that a natural disaster might occur in the next 12 months compared to the national sample (21%). Unfortunately, this expectation did not result in these residents stocking a more complete set of supplies. Similar to the national findings, the specific items identified as disaster supplies by residents of all four surveyed urban areas were also incomplete.

Communications and outreach with the public should explain the reasons why specific items and supplies need to be set aside and maintained for use only in disasters. Explaining why these items are necessary relative to the potential impact of likely hazards for the community may have a greater motivating affect and may help individuals to perceive greater self- and response-efficacy. Because disasters can occur at any time, residents should be encouraged to keep supplies in multiple locations, including workplaces and vehicles.

- ***Important differences existed among the urban areas surveyed regarding having a household emergency plan. In addition, individuals who reported being prepared often lacked a household plan. Communications efforts should explain the importance of having a household plan, the components of a plan, and the need to discuss and practice the plan.***

There were considerable differences among the urban areas on who had a household plan. Compared to respondents nationwide (42%), Houston residents (52%) were significantly more likely to have a household plan and Indianapolis was at the same level (42%), while San Francisco (36%) and New York (32%) fell below the national mark. Surprisingly, while 42 percent of residents from San Francisco indicated they had been prepared for the last 6 months, only 36 percent indicated they had household emergency plans. This indicated that many who felt they were prepared may not have completed some of the most basic aspects of preparedness.

It is essential to continue to educate individuals on the importance of a household plan as a critical element of preparedness. Real life examples of people who have experienced a disaster with and without a plan may increase the sense of relevance for the public. Social networks, such as the workplace, schools, neighborhoods, and faith communities, should be tapped to provide a familiar, supportive environment to walk people through the planning process and to assist households with testing their plans.

- ***Most individuals in the four surveyed urban areas did not know where to find official sources of information in the event of a disaster and were not familiar with local alerts and warnings, evacuation routes, and shelter locations. Greater education on community plans and resources is needed.***

Individuals indicated a concerning lack of familiarity with critical elements of local emergency plans. Responses also highlighted differences in preparedness knowledge in these urban areas. Fewer residents in New York and San Francisco (both 26%) were familiar with official sources of public information than the national sample (34%). Perhaps due to the recent sheltering and evacuation during hurricane activity, a significantly higher percentage of Houston residents were knowledgeable about evacuation routes and how to get help with evacuating/sheltering (52% and 41%, respectively) than respondents nationwide (26% and 29%, respectively), yet only 29 percent were familiar with shelter locations, less than the national finding (31%). Houston residents (52%) were approximately twice as familiar with their community evacuation routes as the other three urban areas (New York, 25%; Indianapolis, 17%; San Francisco, 13%). Significantly fewer New York (26%) and San Francisco residents (30%) were aware of alerts and warnings than the national sample (45%), and at 59 percent, Indianapolis residents were the most familiar with local alerts and warnings.

Communicators should look to understand gaps in knowledge of their residents relative to critical community response protocols including alerts and warnings, shelter locations and evacuation routes, and how to obtain assistance with evacuations and sheltering. Outreach activities should specifically address these shortfalls and include specific information on these topics. Community awareness and readiness should be tested and evaluated through community exercises that effectively include the public.

- ***Participation in preparedness drills/exercises was insufficient. Prior practice is crucial for effective execution. Drills are needed in the workplace, in schools, and at home, and should be integrated into social networks.***

With a few exceptions, the residents of the surveyed urban areas had participated in fewer drills of any kind than respondents nationwide. San Franciscans had participated slightly more in workplace evacuation drills (43%) versus the national sample (41%); residents of Indianapolis had participated in more workplace shelter-in-place and school evacuation drills (33% and 23% respectively) than the national sample (27% and 19%, respectively); and Houston residents had conducted more home-based shelter-in-place drills (13%) than the national sample (10%). The higher level of participation in workplace shelter-in-place drills in Indianapolis may be because Indianapolis is more tornado-prone than the other surveyed urban areas. Interestingly, though, Indianapolis residents were less likely to report having conducted a home shelter-in-place drill (9%) than Houston (13%) or respondents nationwide (10%).

Social networks, such as workplaces, schools, faith communities, and neighborhoods, should be encouraged to incorporate a variety of drills into their preparedness plans, including shelter-in-place and evacuation drills. Special emphasis should be placed on the importance of school and home-based drills, as too few individuals have practiced how to undertake life-saving response activities for these locations.

- ***Urban areas differed with respect to whether individuals with a disability or those who cared for someone with a disability had made special preparations that would help them better respond to a disaster. Education and training opportunities must be more accessible to people with disabilities, and preparedness outreach should include considerations for people with disabilities and their caregivers.***

In general, the urban areas had around the same percentage of residents with a disability that would affect their capacity to respond to a disaster as the national sample—about 1 in 5 residents. There were, however, considerable differences among the surveyed urban areas in terms of the preparations of those individuals, or of their caregivers, for responding to a disaster. Of those with disabilities, significantly fewer residents in the New York area (15%) had participated in disaster preparedness training related to their disability than Indianapolis (36%) or Houston (33%). Additionally, although there were more residents in New York who cared for or lived with someone with a disability than in the other urban areas, fewer of these individuals in New York (20%) had completed any type of disaster training relative to that person's disability compared to the other regions (Indianapolis, 36%; San Francisco, 30%; and Houston, 29%).

More must be done to provide information, resources, and training to individuals with specific disabilities, as well as to their family members and those who care for them. Training should include how their disabilities could impact them in the event of a disaster and the actions they could take now to prepare. Greater understanding of why there are more individuals with disabilities and their caregivers taking the steps necessary to prepare for a disaster in some areas, may help improve the effectiveness of outreach efforts in other locations, and should be explored.

CONCLUSION AND NEXT STEPS

FEMA's Community Preparedness Division 2007 Citizen Corps Urban Area Survey highlights areas of similarity and important differences in thoughts, perceptions, and behaviors on personal preparedness and community safety among four surveyed urban areas and compared to the national findings. Survey questions addressed several critical areas in the field of disaster preparedness research, including elements of personal preparedness such as stocked supplies, plans, knowledge of community protocols, and training; perceptions of risk for different hazards and perceived ability to respond; and barriers and motivators to preparedness.

The differences revealed by surveying specific urban areas demonstrate the importance of understanding the unique attributes of each community. While national statistics are useful to capture trends over time and to have an assessment of national attitudes and perceptions, it is clear that there are important geographical differences with respect to community preparedness and self-sufficiency. Research at the local or regional level is needed to provide an understanding of the attitudes, behaviors, and needs of community members to develop better, more targeted outreach and educational efforts and to set priorities. Research on specific actions such as understanding evacuation routes or shelter locations can provide critical insight for government officials to work with community organizations and the public to improve planning and communication. Furthermore, surveys targeted to local populations can test actual knowledge of local plans and protocols at a more specific level than a national survey.

Both the national findings and the urban area findings from this research demonstrate that effective strategies for community preparedness must couple national leadership with effective implementation at the community level through social networks. Since September 11, 2001, DHS and FEMA national policy and guidelines have recognized the importance of government collaboration with non-government sectors and the importance of supporting grassroots efforts such as Citizen Corps. State and local governments have also embraced this strategy. While there has been significant progress, we must continue to adapt and improve our outreach, education, training, and exercises to achieve a true culture of preparedness where everyone in America is an active participant.

APPENDIX A

Survey Respondents Profile

The following charts display the distribution of demographics across the four sample urban areas:

In your current residence, do you live...?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
With family members	75%	72%	74%	79%	71%
With roommates (including boyfriend/girlfriend)	5%	4%	6%	4%	9%
With both family members and roommates	2%	1%	0%	2%	2%
Alone	18%	23%	20%	15%	18%

Are there children under the age of 18 living in your residence?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	52%	51%	46%	55%	48%
No	48%	49%	54%	45%	52%

Does at least one of the children currently attend a school outside of your home, including day care or part-time kindergarten?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	79%	77%	84%	78%	81%
No	21%	23%	16%	22%	19%

Which best describes your job status?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Work full-time	47%	54%	51%	53%	50%
Work part-time	10%	10%	10%	10%	11%
Student	6%	5%	4%	4%	5%
Unemployed	7%	5%	6%	10%	7%
Retired	21%	21%	24%	15%	19%
Other	11%	7%	6%	10%	8%

Would you describe the location of your residence as...?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Urban	28%	29%	52%	40%	39%
Suburban	43%	57%	41%	48%	53%
Rural	29%	13%	7%	12%	7%

Do you generally use public transportation, such as subways or buses, to get to school or work?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	11%	8%	53%	11%	18%
No	89%	92%	47%	89%	82%

CITIZEN CORPS URBAN AREA SURVEY

Do you feel that, based on the type or location of your job, you are at higher risk for certain types of disasters or emergencies?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	42%	38%	61%	46%	48%
No	58%	62%	39%	54%	52%

Do you feel that, based on the type or location of your job, you will have a higher level of responsibility in the event of certain types of disasters or emergencies?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	59%	55%	67%	58%	54%
No	41%	45%	33%	42%	46%

Does your household have a pet or service animal?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	51%	47%	34%	48%	40%
No	49%	53%	66%	52%	60%

What is the highest level of education you have received?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Less than 12th grade	7%	5%	9%	11%	8%
High School Graduate or GED	24%	20%	16%	16%	11%
Some College but No Degree	23%	25%	19%	24%	17%
Associate Degree in College	11%	10%	13%	10%	9%
Bachelor's Degree	20%	25%	22%	22%	29%
Masters Degree	11%	12%	16%	12%	20%
Doctorate Degree	3%	2%	6%	6%	6%

How religious would you say you are? Would you say...	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Very Religious	37%	44%	27%	44%	24%
Somewhat Religious	43%	42%	44%	38%	37%
Barely Religious	11%	9%	12%	11%	17%
Not at all religious	10%	4%	16%	7%	23%

Which of the following best describes your race? Would you consider yourself to be...?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
White	75%	72%	52%	58%	56%
Black or African American	12%	23%	23%	18%	7%
Asian	2%	1%	6%	3%	16%
American Indian or Alaska Native	2%	1%	2%	3%	3%
Native Hawaiian or Other Pacific Islander	1%	0%	1%	1%	4%
Something Else	9%	4%	17%	18%	16%

Are you of Hispanic, Latino, or Spanish origin?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Yes	13%	4%	23%	29%	19%
No	87%	96%	77%	71%	81%

CITIZEN CORPS URBAN AREA SURVEY

Age	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
18-24	13%	6%	6%	13%	10%
25-34	18%	18%	18%	20%	16%
35-44	20%	23%	20%	20%	20%
45-54	19%	22%	21%	22%	21%
55-64	14%	14%	16%	14%	16%
65 and over	16%	16%	19%	12%	17%

Which of the following income ranges represents your annual household income in 2006?	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Less than \$25,000	20%	14%	21%	18%	16%
\$25,000 to less than \$50,000	27%	28%	21%	27%	17%
\$50,000 to less than \$75,000	22%	20%	19%	16%	18%
\$75,000 or more	30%	38%	40%	40%	49%

Gender	National	Indianapolis, IN	NY, NY	Houston, TX	San Francisco, CA
Men	48%	48%	47%	50%	50%
Women	52%	52%	53%	50%	50%

APPENDIX B

2007 Citizen Corps National Survey Script

OMB Control #: 1670-0006 Expiration Date: 5/31/2010

INTRODUCTION

S1. Hello, my name is _____ and I am calling from Macro International. We are conducting public opinion research under contract with the U.S. Department of Homeland Security. For this research, we are obtaining people's views about how well prepared they are for an emergency or disaster in their communities. Is this a private residence?

- 01 Yes, continue
- 02 No, non-residential [Go to S1_02]
- 03 Hang-up
- 04 Answering machine
- 07 Termination screen
- 14 CONTINUE IN SPANISH
- 99 Refused [TERMINATE, INITIAL REFUSAL]

//If S1=02//

(S1_02) Thank you very much, but we are only interviewing private residences. Thank you for your time.

S2. I would like to speak with an adult, age 18 or older, who lives in the household. Would that be you?

- 01 Yes //GO TO Intro2//
- 02 No [ASK TO TRANSFER TO ADULT]
- 99 REFUSED //TERMINATE, INITIAL REFUSAL//

NewS2. May I speak with an adult member of the household?

- 01 Yes, transferring
- 02 Not available //schedule callback//
- 99 REFUSED //TERMINATE, INITIAL REFUSAL//

S3. Hello, my name is _____ and I am calling from Macro International. We are conducting public opinion research under contract with the U.S. Department of Homeland Security. For this research, we are obtaining people's views about how well prepared they are for an emergency or disaster in their communities.

- 01 Continue
- 99 REFUSED

Intro2a. The survey will only take about 15 minutes.

Your telephone number was chosen randomly. I will not ask for your name, address, or other personal information that can identify you. You do not have to answer any question you do not want to, and you can end the interview at any time. Your participation in this survey is entirely voluntary. Your answers to the survey questions will be held confidential by Macro International. Your name or any other information that could identify you will not be associated with your responses or used in any reports. If you have any questions, I will provide a telephone number—either here at Macro International or at the Department of Homeland Security—for you to call to get more information or to validate this research. This interview may be monitored for quality assurance purposes.

- 01 Continue
- 02 RESPONDENT WANTS MORE INFORMATION
- 99 REFUSED //TERMINATE, INITIAL REFUSAL//

//IF Intro2a=02//

Intro2b.

[For questions about the survey administration/confidentiality concerns: Carol Freeman (Macro International) 301-572-0581]

[For questions about the nature of the study or validity of the study: Jacqueline Snelling (DHS) 202 786-9577]

- 01 Continue
- 02 Requested callback
- 99 REFUSED //TERMINATE, INITIAL REFUSAL//

A. SCREENER

A1. In your current residence, do you live...?

- 01 With family members
- 02 With roommates (including boyfriend/girlfriend)
- 03 With both family members and roommates
- 04 Alone
- 98 Don't Know
- 99 Refused

[if A1=01 or 02 or 03]

A2. Are there children under the age of 18 living in your residence?

- 01 Yes
- 02 No
- 98 Don't Know
- 99 Refused

[if A2=01]

A3. Does at least one of the children currently attend a school outside of your home, including day care or part-time kindergarten?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

A4. Which best describes your job status? [READ LIST] [MUL=2]

- 01 Work full-time
- 02 Work part-time
- 03 Student
- 04 Unemployed
- 05 Retired
- 06 Other
- 98 Don't know
- 99 Refused

B. SEVERITY / EFFICACY

I'd like to ask you some questions about different kinds of disasters. Throughout this survey, when I use the term "disaster", I am referring to events that could disrupt water, power, transportation, and also emergency and public services for up to three days.

//SPECIAL// THROUGHOUT SURVEY MAKE THIS STATEMENT AVAILABLE TO CALLERS WHEN THEY TYPE "SPECIAL":

Throughout this survey, when I use the term "disaster", I am referring to events that could disrupt water, power, transportation, and also emergency and public services for up to three days.

B1. In a **natural disaster**, such as an earthquake, a hurricane, a flood, a tornado, or wildfires, which of the following statements best represents your belief?

- 01 I can handle the situation without any preparation.
- 02 Preparation, planning, and emergency supplies will help me handle the situation.
- 03 Nothing I do to prepare will help me handle the situation.
- 98 Don't know
- 99 Refused

//ROTATE B2-B4//

B2. In an **act of terrorism**, such as a biological, chemical, radiological, or explosive attack, which of the following statements best represents your belief?

- 01 I can handle the situation without any preparation.
- 02 Preparation, planning, and emergency supplies will help me handle the situation.
- 03 Nothing I do to prepare will help me handle the situation.
- 98 Don't know
- 99 Refused

B3. In a **hazardous materials accident**, such as a transportation accident or a power plant accident, which of the following statements best represents your belief?

- 01 I can handle the situation without any preparation.
- 02 Preparation, planning, and emergency supplies will help me handle the situation.
- 03 Nothing I do to prepare will help me handle the situation.
- 98 Don't know
- 99 Refused

B4. In a **severe disease outbreak**, such as a bird flu epidemic, which of the following statements best represents your belief?

- 01 I can handle the situation without any preparation.
- 02 Preparation, planning, and emergency supplies will help me handle the situation.
- 03 Nothing I do to prepare will help me handle the situation.
- 98 Don't know
- 99 Refused

C. RISK AWARENESS / PERCEPTION

On a scale of 1 to 5, with 5 being “very likely” and 1 being “not likely at all,” how likely do you think...?

C1. ...Some type of natural disaster such as earthquakes, floods, hurricanes, tornadoes, and wildfires will occur in your community in the next 12 months?

- 05 VERY LIKELY
- 04
- 03
- 02
- 01 NOT VERY LIKELY
- 98 Don't know
- 99 Refused

CATI: DISPLAY LEAD STATEMENT FROM SECTION C INTRO FOR ITEMS C2-C8: “On a scale of 1 to 5, with 5 being “very likely” and 1 being “not likely at all,” how likely do you think...?”

[If C1=01-04]

C2. Some type of natural disaster **will ever occur** in your community? Please use the same scale of 1 to 5, with 5 being “very likely” and 1 being “not likely at all.”

//ROTATE C3, C5, C7//

C3. Some type of terrorism, including biological, chemical, radiological, or explosive attack will occur in your community **in the next 12 months**?

[If C3=01-04]

C4. Some type of terrorism **will ever occur** in your community? [repeat scale as necessary]

C5. Some type of hazardous materials accident, such as a chemical transportation accident or a power plant accident will occur in your community **in the next 12 months**?

[If C5=01-04]

C6. Some type of hazardous materials accident **will ever occur** in your community? [repeat scale as necessary]

C7. Some type of widespread disease outbreak such as the bird flu will occur in your community **in the next 12 months**?

[If C7=01-04]

C8. Some type of disease outbreak **will ever occur** in your community? [repeat scale as necessary]

D. STAGES OF CHANGE

D1. In thinking about preparing yourself for a major disaster, which best represents your preparedness?

[SINGLE RESPONSE]

- 01 I have not yet prepared but I intend to in the next 6 months
- 02 I have not yet prepared but I intend to in the next month
- 03 I just recently began preparing
- 04 I have been prepared for at least the past 6 months
- 05 I am not planning to do anything about preparing
- 98 Don't know
- 99 Refused

[If D1=01, 02, or 05]

D2. For each of the following statements, please tell me whether it is “The primary reason”, “Somewhat of a reason,” or “Not a reason at all” why you have not taken any disaster preparedness steps?

- 01 A Primary Reason
- 02 Somewhat of a reason
- 03 Not a reason at all
- 98 DON'T KNOW
- 99 REFUSED

//ROTATE LIST//

- a. I don't know what I'm supposed to do.
- b. I just haven't had the time.
- c. I don't want to think about it
- d. It costs too much.
- e. I don't think it will make a difference
- f. I don't think I'd be able to
- g. I think that emergency responders, such as fire, police or emergency personnel, will help me.

E. RELIANCE

E1. In the first 72 hours following a disaster, please indicate how much you would expect to rely on the following for assistance. Please use a scale of 1 to 5, with 5 being "expect to rely on a great deal" and 1 being "do not expect to rely on at all."

- 05 EXPECT TO RELY ON A GREAT DEAL
- 04
- 03
- 02
- 01 DO NOT EXPECT TO RELY ON AT ALL
- 98 DON'T KNOW
- 99 REFUSED

//ROTATE LIST//

- a. Household members
- b. People in my neighborhood
- c. Non-profit organizations, such as the American Red Cross or the Salvation Army
- d. My faith community, such as a congregation
- e. Fire, police, emergency personnel
- f. State and Federal Government agencies, including FEMA

E2a. If a disaster happened in your community, how would you find out what was happening or where to go and what to do?

- 01 [Record response]
- 98 Don't know
- 99 Refused

//IF E2a=01//

E2b. If that does not work, what would you do next?

[IF RESPONDENT SAYS ANYTHING THAT REQUIRES ELECTRICITY OR SIMILAR, ASK THEM WHAT THEY WOULD DO IF THERE WAS NO POWER. PROBE UNTIL UNPRODUCTIVE AND INCLUDE ALL RESPONSES.]

- 01 [Record response]
- 98 Don't know
- 99 Refused

E3. In the event of a disaster, would you expect to need help to evacuate or get to a shelter?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

F. PERSONAL RESPONSE

F1. How confident are you in your ability to know what to do in the first 5 minutes of [fill in from below]? Please use a scale of 1 to 5, with 5 being "very confident" and 1 being "not at all confident."

//ROTATE//

- a. An explosion of a radiological or dirty bomb?
- b. The release of a chemical agent?
- c. An explosion or bomb?
- d. A sudden natural disaster such as an earthquake or tornado?

- 05 VERY CONFIDENT
- 04
- 03
- 02
- 01 NOT VERY CONFIDENT
- 98 Don't know
- 99 Refused

F2. How much do you think preparing for a disaster will help you to handle the disaster?
Would you say...

- 01 Very much
- 02 Somewhat
- 03 Very little
- 04 Not at all
- 98 Don't know
- 99 Refused

F3. How confident are you about your own ability to handle a disaster? Please use a scale of 1 to 5, with 5 being "very confident" and 1 being "not at all confident."

- 05 VERY CONFIDENT
- 04
- 03
- 02
- 01 NOT VERY CONFIDENT
- 98 Don't know
- 99 Refused

F4. Have you talked to anyone about the need to be prepared for disasters that may affect your community?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[If F4=01]

F5. Who have you talked to? DO NOT READ LIST

[PROBE: Anyone else? [MUL=5]

- 01 HOUSEHOLD MEMBERS
- 02 PEOPLE IN MY NEIGHBORHOOD
- 03 PEOPLE FROM WORK/SCHOOL
- 04 MY FAITH COMMUNITY
- 05 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

F6. In the past 2 years, have you done any of the following? //ROTATE ITEMS a-d//

- 01 Yes
- 02 No

- 98 DON'T KNOW
- 99 REFUSED

- a. Attended a meeting on how to be better prepared for a disaster
- b. Attended CPR training (yes/no)
- c. Attended first aid skills training (yes/no)
- d. Attended training as part of a Community Emergency Response Team or CERT (yes/no)

[If any of F6a-d=01]

F7. What motivated you to take this training? DO NOT READ LIST

[PROBE: Anything else? Record all responses] MUL=9

- 01 MANDATORY FOR JOB/SCHOOL
- 02 EASY TO SIGN UP (E.G., OFFERED AT WORK, SCHOOL OR PLACE OF WORSHIP)
- 03 CONCERN FOR PERSONAL SAFETY
- 04 CONCERN FOR SAFETY OF FAMILY OR OTHERS
- 05 TO HAVE THE NECESSARY SKILLS TO HELP OTHERS
- 06 GENERAL INTEREST/HOBBY
- 07 TO BE PREPARED
- 08 BECAUSE OTHERS (FAMILY OR FRIENDS) DID
- 09 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

[If all of F6a-d <> 01 ask F8]

F8. What is the main reason you have not received any preparedness training? DO NOT READ LIST.

[PROBE: Anything else? Record all responses] MUL=7

- 01 LACK OF TIME
- 02 LACK OF MONEY/TOO EXPENSIVE
- 03 DON'T THINK IT'S IMPORTANT
- 04 HAVEN'T THOUGHT ABOUT IT
- 05 DIFFICULT TO GET INFORMATION ON WHAT TO DO
- 06 DON'T THINK IT WILL BE EFFECTIVE
- 07 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

G. PREVENTION

Now I'd like to ask you a series of questions about your past experiences ...

G1. In the past 12 months, have you seen any suspicious behavior or circumstances?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[If G1=01]

G2. What did you do? [DO NOT READ LIST. Record all responses] MUL=5

- 01 CALLED POLICE AND/OR A TIPLINE
- 02 CALLED NEIGHBOR/FRIEND
- 03 WAITED FOR SOMEONE ELSE TO DO SOMETHING
- 04 LEFT THE AREA/SITUATION/EVENT
- 05 NOTHING
- 06 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

G3. Do you feel you have a personal responsibility to report suspicious behavior or circumstances to the authorities?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

H. DISASTER SUPPLIES

For this next set of questions, I'd like to ask you about some specific things you may or may not have done to prepare yourself and/or your household.

H1. Do you have supplies set aside in your home to be used only in the case of a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if H1=01]

H2. Could you tell me the disaster supplies you have in your home? DO NOT READ LIST

[PROBE: Anything else? Record all responses]

MUL=12

- 1 A SUPPLY OF BOTTLED WATER
- 2 A SUPPLY OF PACKAGED FOOD
- 3 A FLASHLIGHT
- 4 A PORTABLE, BATTERY-POWERED RADIO
- 5 BATTERIES
- 6 A FIRST AID KIT
- 7 EYEGLASSES
- 8 MEDICATIONS
- 9 PHOTOCOPIES OF PERSONAL IDENTIFICATION
- 10 FINANCIAL DOCUMENTS
- 11 CASH
- 12 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

[if H1=01]

H3. How often do you update these supplies? Would you say...

- 01 Never
- 02 Less than once a year
- 03 Once a year
- 04 More than once a year
- 98 Don't know
- 99 Refused

H4. Do you have supplies set aside in your car to be used only in the case of a disaster?

- 01 Yes
- 02 No
- 03 DON'T OWN A CAR
- 98 Don't know
- 99 Refused

[if A4=01 or 02]

H5. Do you have supplies set aside in your workplace to be used only in the case of a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

I. HOUSEHOLD PLAN

I1. Does your household have an emergency plan that includes instructions for household members about where to go and what to do in the event of a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if I1=01]

I2. Have you discussed this plan with other members in your household?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

I3. Do you have copies of important financial and insurance documents in a safe place to help you rebuild or seek assistance following a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

J. COMMUNITY PLAN

J1. Using a scale of 1 to 5 with 5 being "very familiar" and 1 being "not at all familiar," how familiar are you with...

//ROTATE//

- a. Alerts and warning systems in your community?
- b. Official sources of public safety information?
- c. Community evacuation routes?
- d. Shelter locations near you?
- e. How to get help with evacuating or getting to a shelter?

- 01 NOT AT ALL FAMILIAR
- 02
- 03
- 04
- 05 VERY FAMILIAR
- 98 Don't know
- 99 Refused

[if A3=01]

J2. Are you aware of the details of the emergency or evacuation plan of the child(ren)'s school including where the school plans to evacuate and how to get information about the child in the event of a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

K. DRILLS/EXERCISES

K1. Aside from a fire drill, in the past 12 months, have you participated in any of the following?

//ROTATE ITEMS//

a. A home evacuation drill

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

b. A home shelter in place drill (yes/no)

[if A4=01 or 02]

c. A workplace evacuation drill (yes/no)

[if A4=01 or 02]

d. A workplace shelter in place drill (yes/no)

[if A3=01 OR A4=03]

e. A school evacuation drill (yes/no)

[if A3=01 OR A4=03]

f. A school shelter in place drill (yes/no)

L. VOLUNTEERING

L1. During the past 12 months, have you given any time to help support emergency responder organizations or an organization that focuses on community safety, such as Neighborhood Watch?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if L1=01]

L2. Which one or ones?

- 01 [Record all responses]
- 98 Don't know
- 99 Refused

L3. Have you ever volunteered to help in a disaster?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if L3=01]

L4. What role did you play?

- 01 [Record all responses]
- 98 Don't know
- 99 Refused

L5. Would you be willing to take a 20-hour training course to be qualified to help your community recover from disasters?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

M. DISABILITY

M1. Do you have a physical or other disability that would affect your capacity to respond to an emergency situation?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if M1=01]

M2. Have you received any training or done any preparations, specific to your disability, that would allow you to respond better in the event of a disaster or emergency situation?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

M3. Do you currently live with or care for someone with a physical or other disability, including someone elderly who requires assistance?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if M3=01]

M4. Have you received any specific information or training in order to assist that person in the event of a disaster or emergency situation?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

N. OUTREACH

There are several organizations that are responsible for helping citizens such as yourself understand preparedness and assist you in being more prepared for disasters.

N1. What would be the best way for an official organization to provide you with information on preparedness and training to help make you safer in a disaster?
DO NOT READ LIST.

[PROBE: Anything else? Record all responses] MUL=12

- 01 REGULAR MAIL
- 02 E-MAIL
- 03 INTERNET
- 04 TV OR RADIO BROADCASTS
- 05 LOCAL NEWSPAPER
- 06 COMMUNITY EVENTS
- 07 PLACE OF WORSHIP
- 08 INFORMATION PLACED AT LOCAL BUSINESSES, LIBRARIES, POST OFFICES
- 09 PLACE OF EMPLOYMENT

- 10 SCHOOLS
- 11 PERSONAL CONTACT BY PHONE OR IN PERSON
- 12 OTHER [RECORD RESPONSE]
- 98 DON'T KNOW
- 99 REFUSED

O. BRAND AWARENESS

Next I'd like to ask you about a few specific organizations that you may or may not have heard of.

O1. Have you ever heard of Citizen Corps?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if O1=01]

O2. How would you describe Citizen Corps? [Record response]

- 01 Record response
- 98 Don't know
- 99 Refused

O3. Before taking this survey, had you ever heard of Community Emergency Response Teams or CERT?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if O3=01]

O4. How would you describe CERT? [Record response]

- 02 Record response
- 98 Don't know
- 99 Refused

O5. Have you ever heard of Ready.gov?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if O5=01]

O6. How would you describe Ready.gov? [Record response. Probe for more than "Web site."]

- 01 Record response
- 98 Don't know
- 99 Refused

P. DEMOGRAPHICS AND CONTEXT

Lastly, I would like to ask you for some information about you and your household. Again, all information that you provide will be held confidential.

P1. Would you describe the location of your residence as...?

- 01 Urban
- 02 Suburban
- 03 Rural
- 98 Don't know
- 99 Refused

[if A4=01-03]

P2 Do you generally use public transportation, such as subways or buses, to get to school or work?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if A4=01-02]

P3. Do you feel that, based on the type or location of your job, you are at higher risk for certain types of disasters or emergencies?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

[if A4=01-02]

P4 Do you feel that, based on the type or location of your job, you will have a higher level of responsibility in the event of certain types of disasters or emergencies?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

P5. Does your household have a pet or service animal?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

P6. What is the highest level of education that you attained? Would it be...?

- 01 Less than 12th Grade (no diploma)
- 02 High School Graduate or GED
- 03 Some College but No Degree
- 04 Associate Degree in College
- 05 Bachelor's Degree
- 06 Masters Degree
- 07 Doctorate Degree
- 98 Don't know
- 99 Refused

P7. How religious would you say you are? Would you say...

- 01 Very religious
- 02 Somewhat religious
- 03 Barely religious
- 04 Not at all religious
- 98 Don't know
- 99 Refused

P8. Which of the following best describes your race? Would you consider yourself to be...?
MUL=6

- 01 White
- 02 Black or African American
- 03 Asian
- 04 American Indian or Alaska Native
- 05 Native Hawaiian or Other Pacific Islander
- 06 Something else (Specify)
- 98 Don't know
- 99 Refused

P9. Are you of Hispanic or Latino or Spanish origin?

- 01 Yes
- 02 No
- 98 Don't know
- 99 Refused

P10. In what year were you born?

- 01 Enter response ____ //RANGE 1900-1989//
- 98 Don't know
- 99 Refused

P11. Which of the following income ranges represents your annual household income in 2006?
Feel free to stop me at the correct range. Was your household income...?

- 01 Less than \$25,000
- 02 \$25,000 to less than \$50,000
- 03 \$50,000 to less than \$75,000
- 04 \$75,000 or more
- 98 Don't know
- 99 Refused

P12. What state do you live in? __

P13. What is your zip code? _____ //RANGE 5-digit//

P14. Record gender [Do not ask]

- 01 Men
- 02 Women

Those are all of the questions that I have. On behalf of Macro International and the Department of Homeland Security, I would like to thank you for your time and participation. Thank you again.

Attn: Community Preparedness Division
Federal Emergency Management Agency (FEMA)
800 K St. NW
Washington, DC 20472-3630
Fax: 202-786-9922
citizencorps@dhs.gov
www.citizencorps.gov