

Uncovering the
safety concerns of Americans



FEDERAL SIGNAL

Safety and Security Systems / Alerting & Notification

Advancing security and well-being.

About the survey Zogby International was commissioned by Federal Signal to conduct an online nationwide survey of 2,020 adults. All surveys were completed November 8 through November 10, 2010. A sampling of Zogby International's online panel, which is representative of the adult population of the US, was invited to participate.

Foreword by Joe Wilson

Natural disasters and terrorists threats are Americans' greatest public safety concerns. However, Americans are not prepared for either. In fact, less than half of Americans say they have an emergency plan in place or an emergency kit, according to new research completed by Zogby International on our behalf.

Americans' preparedness is important to Federal Signal—a company known for protecting the safety and well-being of communities around the world through integrated communication systems. Our business is alerting and notification, and the results of this survey point out important information when it comes to how we communicate with citizens to keep them safe. Two key points include:

- 1) No single alerting method is a surefire way to reach people in an emergency, multiple forms are needed to break through the clutter.
- 2) Education is critical—not only to educate the public on what to do in an emergency, but to educate public officials on how to reach the public during an emergency.

We need to remind Americans what individuals and families can do on their own. If they are familiar with their community's emergency procedures, and have some emergency plans of their own, they are more likely to be safe during a disaster.

As we enter 2011 and approach the 10th anniversary of the worst terrorist attacks on American soil, we're committed to helping ensure that Americans are not only prepared for an emergency situation, but that they're aware of what is being done to keep them safe in a disaster.

As part of our continued dedication to keeping Americans safe, Federal Signal has partnered with the Safe America Foundation in its 'March to a Million' campaign. The goal is to mobilize one million people to participate in disaster training programs leading up to September 11, 2011.



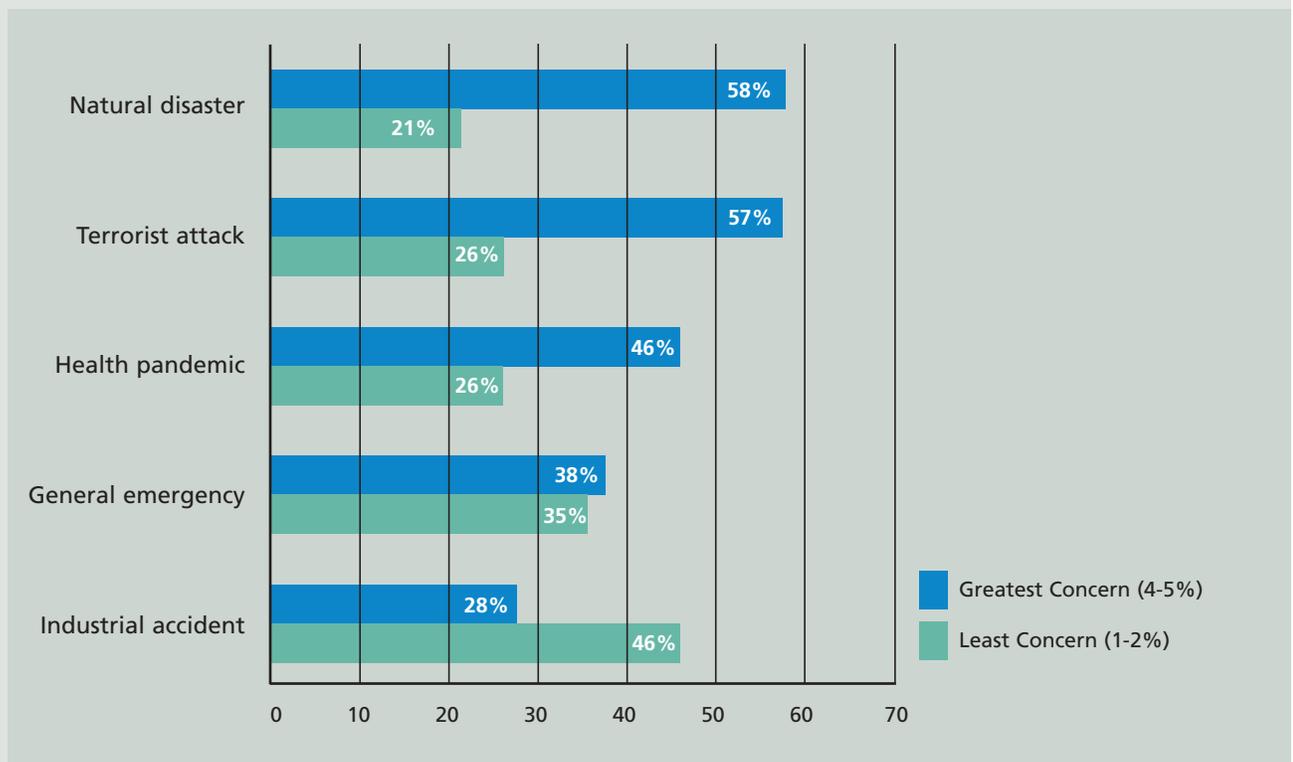
Joe Wilson
Vice President and General Manger
Federal Signal, Safety and Security Group

Uncovering Americans' **greatest public safety concerns**

▶ AMERICANS ARE MOST CONCERNED ABOUT NATURAL DISASTERS AND TERRORIST ATTACKS

- Respondents were asked to rank their greatest public safety concerns, and listed a natural disaster just above a terrorist attack.
- The next top concern was a health pandemic like the bird flu at 46%, with a general emergency following at 38%.
- Of least concern was an industrial accident at 28%, which is most likely due to the low number of industrial and/or chemical plants located in the U.S.
- Those most likely to rate a natural disaster as their top concern are Americans living in the Central/Great Lakes region, with 61%, while those in the East are least likely to say the same at 49%.
- The Central/Great Lakes residents are also more likely than other regions to say their number one concern is a terrorist attack, while those living in the West are least likely to say the same at 49%.

Greatest public safety concern (%)

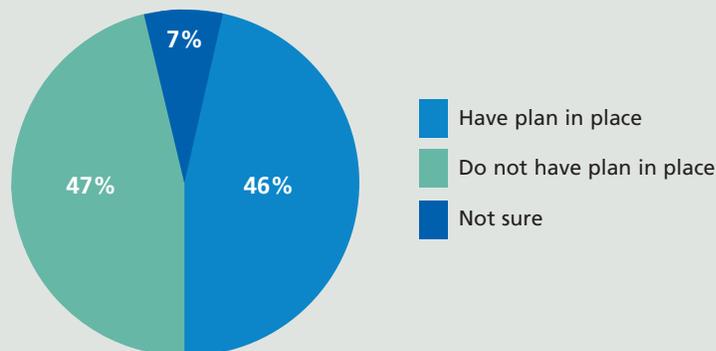


▶ AMERICANS ARE CONFIDENT OF THEIR KNOWLEDGE OF PROPER SAFETY PROCEDURES

- Three in five (61%) respondents say they are confident that they have sufficient knowledge about proper safety procedures such as evacuation plans, while 37% are not confident.
- Still, 37% do not feel confident in their abilities to react properly in an emergency. These respondents have interesting characteristics:
 - women: 52%
 - No children under 17: 57%
 - Live in the West: 55%
- The 61% of respondents who say they are confident about proper safety procedures also have some interesting characteristics:
 - Men: 69%
 - Have children under 17: 68%
 - Live in the South: 64%

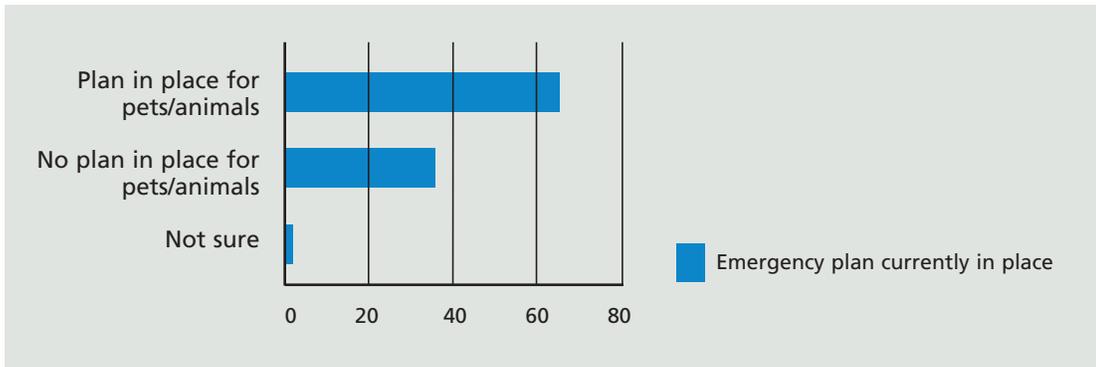
▶ LESS THAN HALF OF AMERICAN CITIZENS HAVE AN EMERGENCY PLAN

- Americans are evenly divided between having an emergency plan in place and not having one – 46% say they have a plan and 47% say they do not.

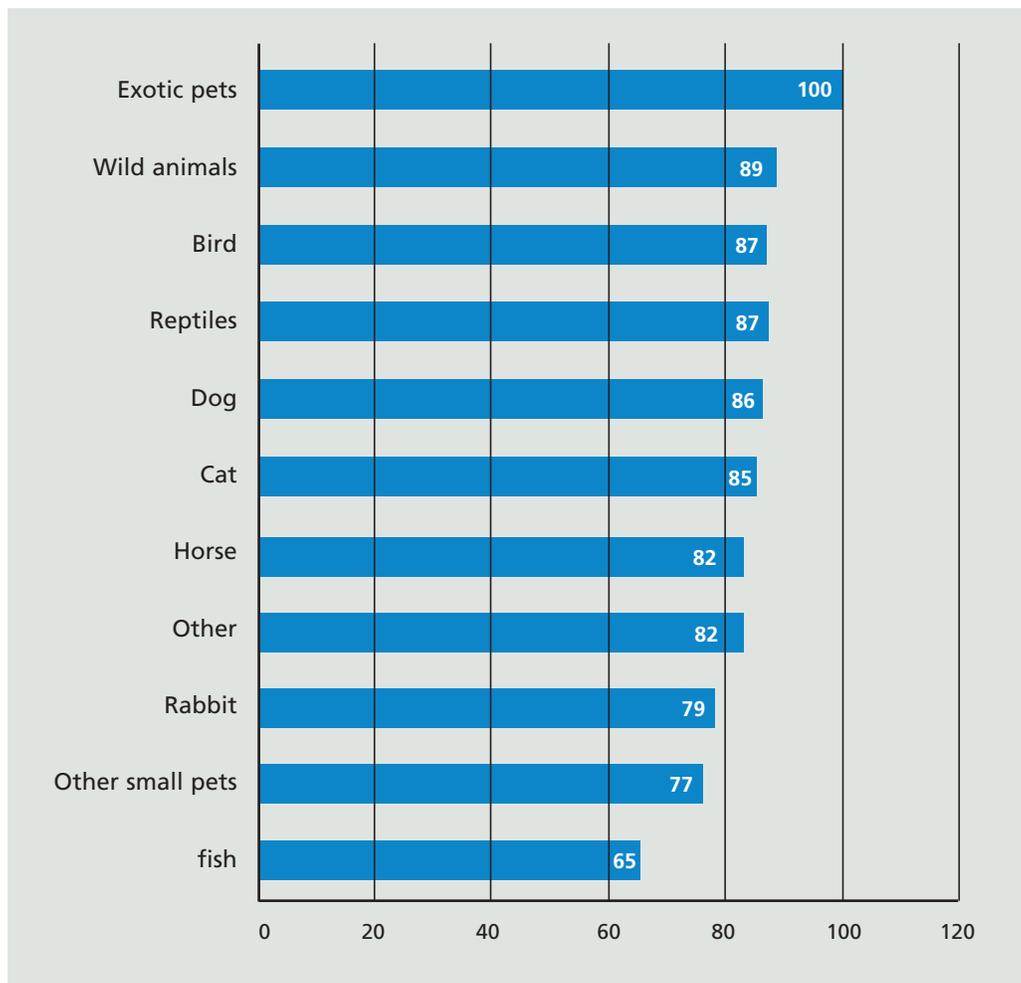


- Those living in the South (49%), 50-64 year old (51%) and men (49%) are most likely to say they have an emergency plan in place, while those living in the East (39%), 18-29 year old (40%) and women (44%) are least likely.

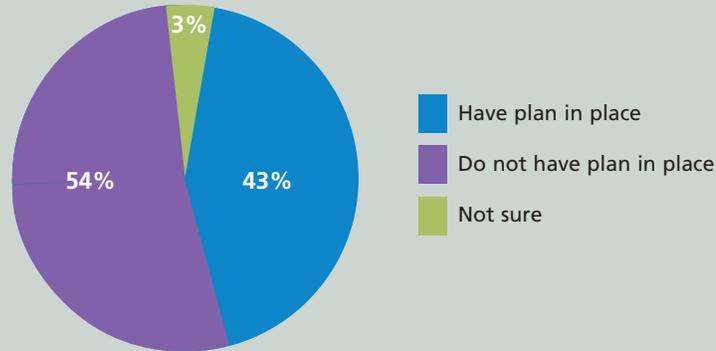
- **People include pets in emergency plans:** Among those who do have an emergency plan in place, two-thirds (65%) have considered their pets or other animals in their plan.



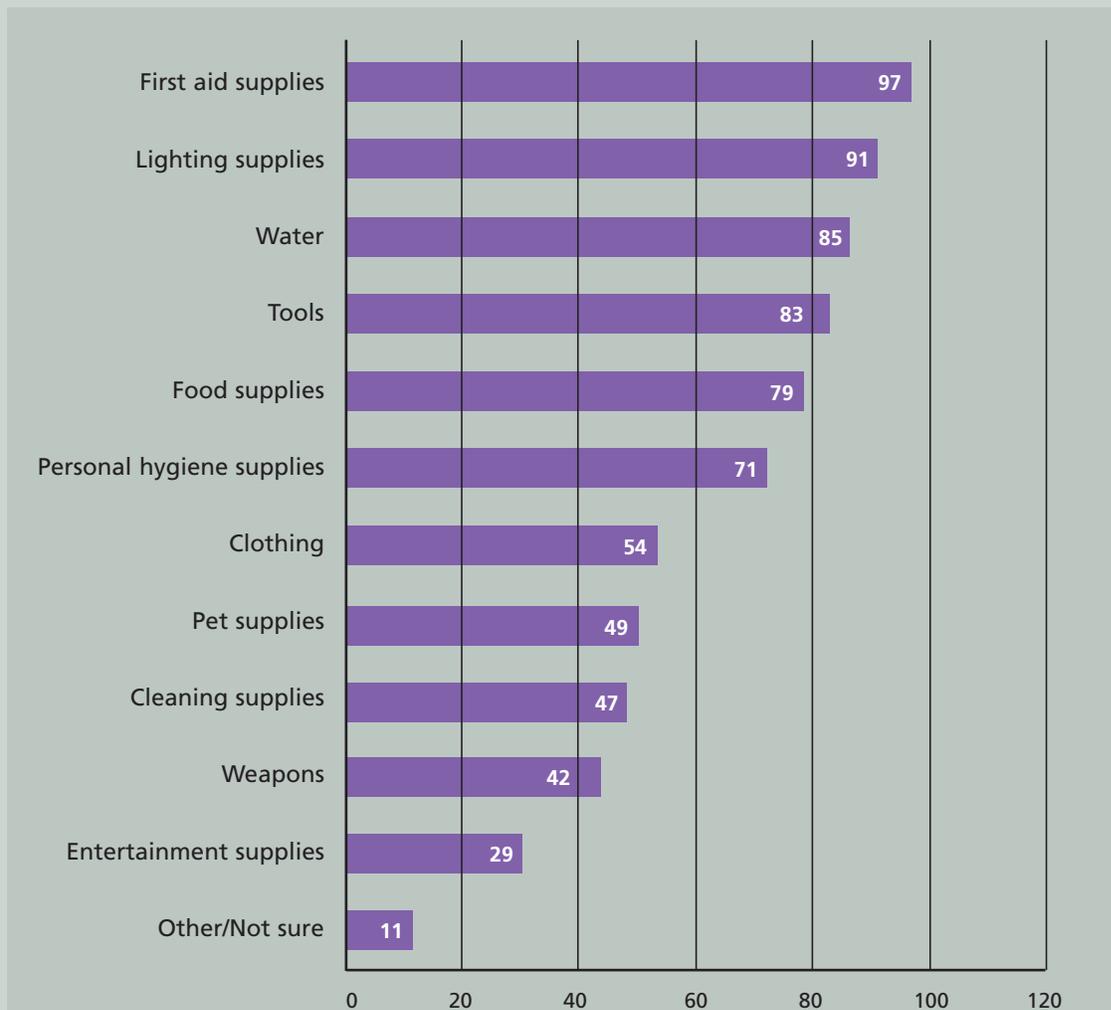
- **What kinds of pets?** Respondents who have a plan AND have considered their pets mostly own exotic pets (e.g. tigers, monkeys, zebras, etc.), wild animals (e.g. squirrels, raccoons, wolves), and birds and reptiles at (87%).



- **Most have an emergency kit:** More than half (54%) of Americans do not have an emergency kit available to them to deal with emergency situations, while 43% say they do have such a kit on hand.

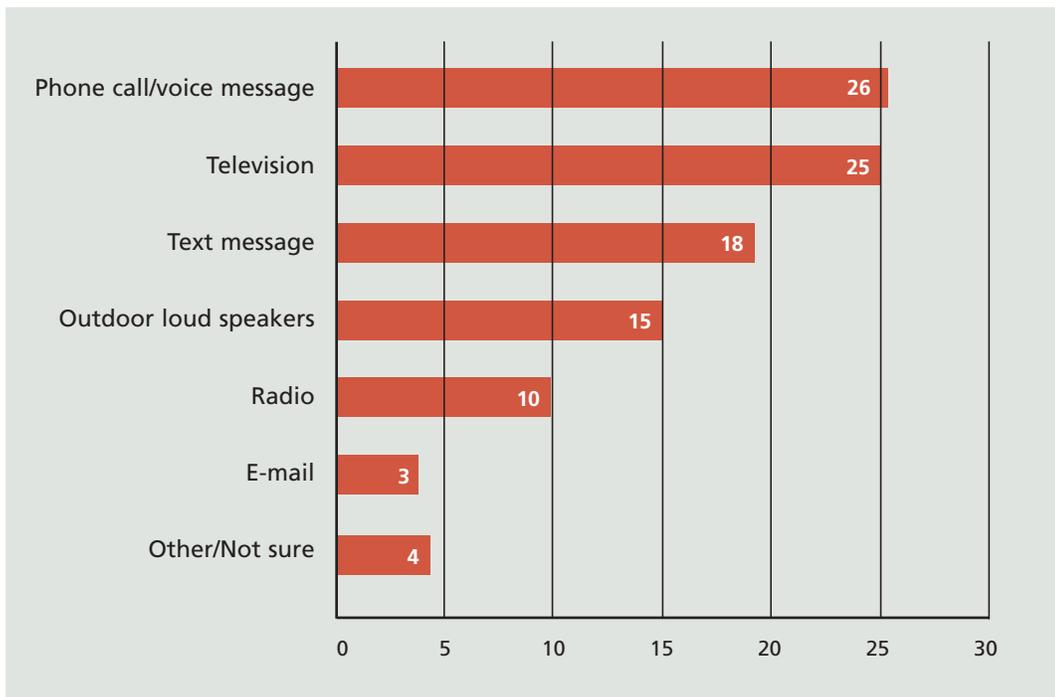


- **What's in the emergency kits?** Nearly all the respondents who say they have an emergency kit say they have first aid supplies (97%) or lighting supplies (91%) like flashlights and extra batteries. More than four in five say they have water (85%) and tools (83%) in their kit. Seventy-nine percent say they have food supplies on hand and 71% include personal hygiene supplies in their emergency kit.



▶ AMERICANS PREFER TECHNOLOGY FOR EMERGENCY NOTIFICATION

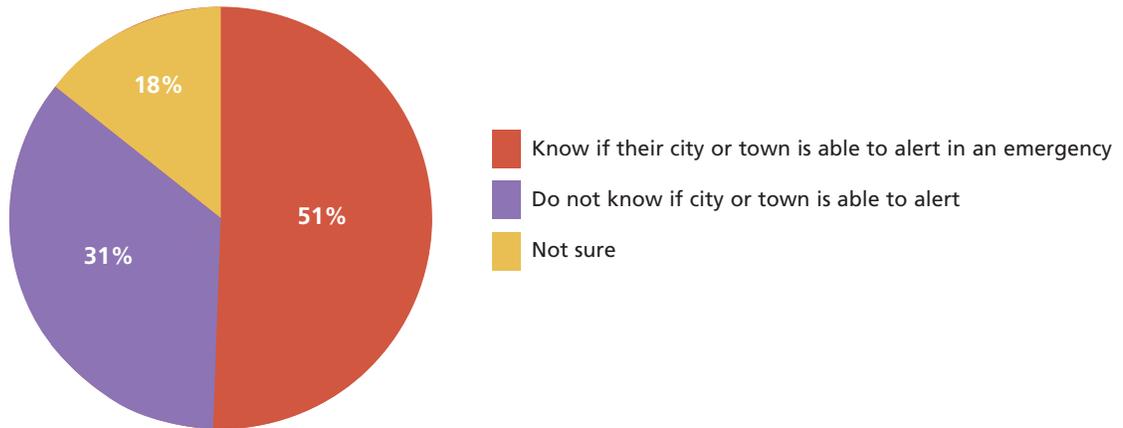
- One in four say they would prefer to be notified by a telephone call (26%) or by television (25%). Another 18% say they would like to be notified of an emergency by text message and 15% would like the announcement by outdoor loudspeakers. One in ten prefers to be notified by radio.
- **Younger generation prefers TV and Texts:** Responses are similar among all age groups, with the exception of those aged 18-29 most preferring to receive their notification on the Television (33%) or a text message (29%).



- When respondents **proactively seek** emergency information 39% would turn to their television, while one in three (32%) would search on the Internet. One in ten would make phone calls (11%) or use mobile Internet to find more about an emergency.
- Respondents age 18-29 (45%) are the most likely age group to proactively search for information on the Internet. Women (45%) are more likely than men (33%) to turn to a Television.

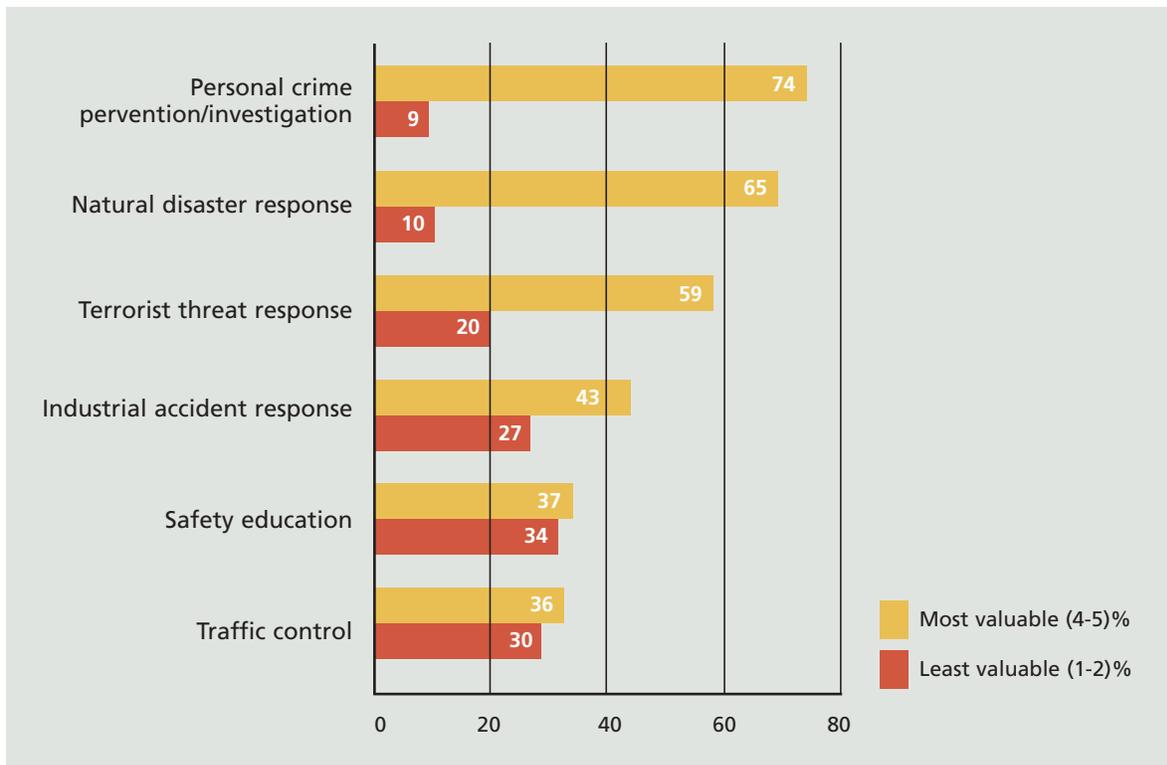
▶ ONLY HALF OF THE POPULATION KNOWS ABOUT LOCAL ALERTING

- Half (51%) say that they know if their city or town is able to alert them in case of an emergency, while 31% say they do not know and 18% are not sure.



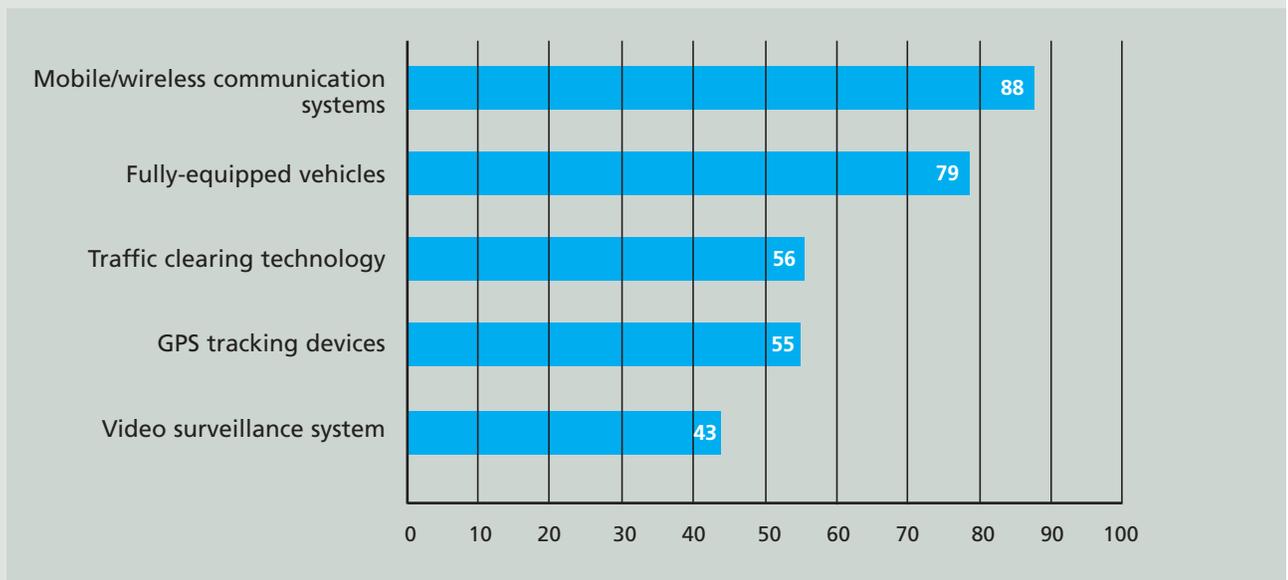
▶ AMERICANS WANT PUBLIC SAFETY OFFICERS FOCUSED ON CRIME PREVENTION

- Three-fourths (74%) of Americans say one of the most valuable duties of their public safety officers (PSO) is personal crime prevention and investigation.
- Sixty-five percent say the PSO response to a natural disaster is most valuable to them personally and 59% say the PSO response to a terrorist threat is most valuable. Least valuable are the PSO programs on safety education (37%) or traffic control (36%).



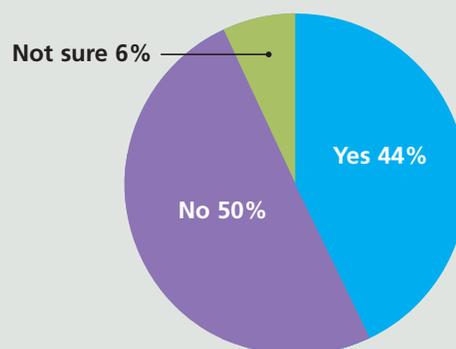
▶ AMERICANS WANT PUBLIC SAFETY OFFICERS EQUIPPED WITH TECHNOLOGY

- The vast majority (88%) of respondents say mobile or wireless communication systems are the most important tools for public safety officers to perform their duties. Just over three in four (79%) say having fully-equipped vehicles is most important.
- More than half indicate that traffic clearing technology (56%) and GPS tracking devices (55%) are most important.
- Least important is a video surveillance system (43% say most important).



▶ LESS THAN HALF OF AMERICANS HAVE A FAMILY/HOUSEHOLD EMERGENCY PLAN

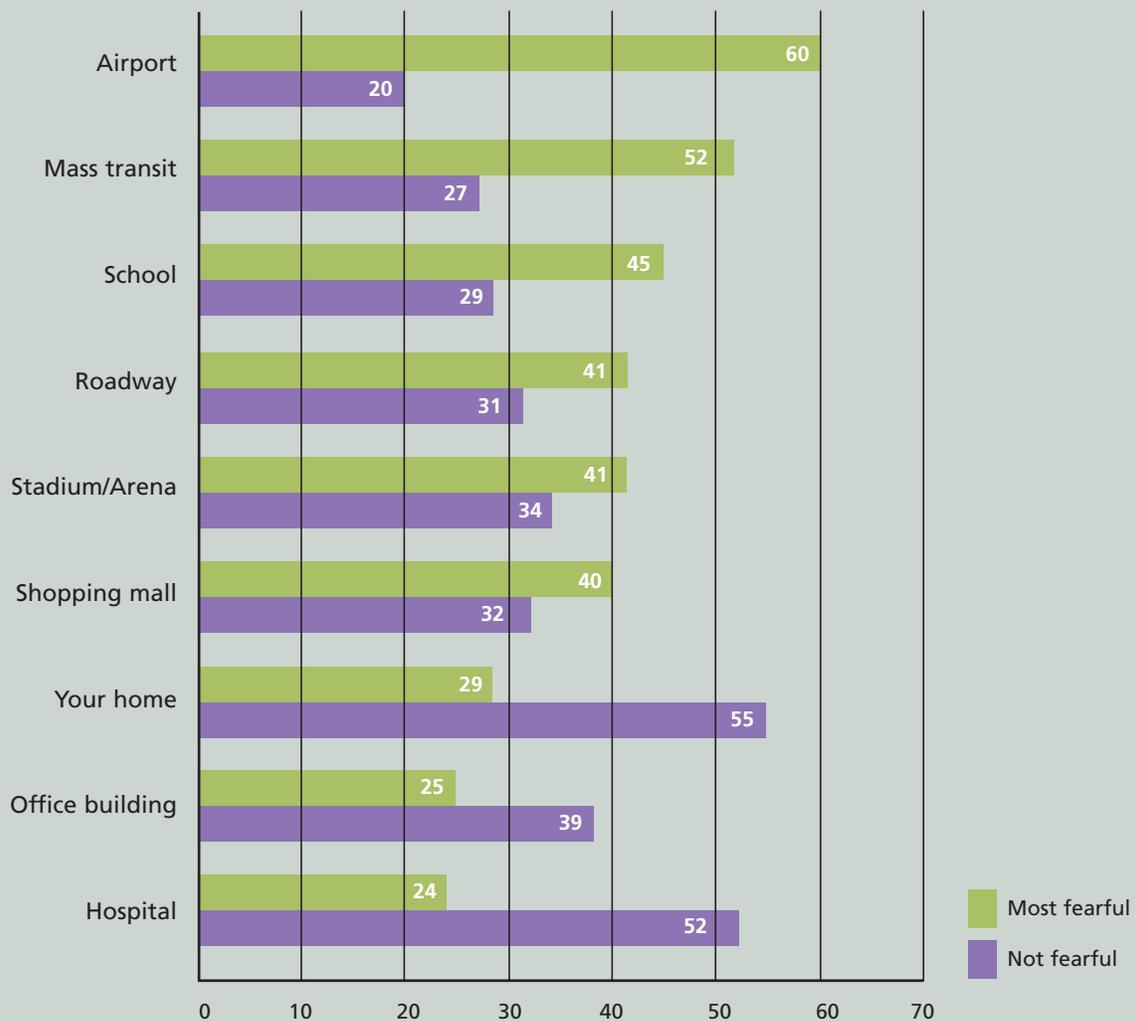
- Half of respondents say their family does not have an emergency plan, while 44% say they do.
- Those living in the West (47%) are the most likely region to have a family/household emergency plan, while those in the East (40%) are least likely.
- Respondents who are married (48%) are far more likely than singles (36%) to have an emergency plan.
- Rural residents (53%) are more likely than those in other living situations to have a family/household emergency plan, while those in large cities (40%) are least likely.



▶ AMERICANS ARE MOST FEARFUL OF EMERGENCIES AT THE AIRPORT OR ON MASS TRANSIT

- The place respondents are most fearful of an emergency taking place is the airport (60%), followed closely by some form of mass transit (52%).
- About two in five respondents are most fearful that a school, a stadium or arena, a roadway, and a shopping mall will be the location for an emergency.
- Twenty-nine percent are most afraid that their home will be the location of an emergency.
- The least fearful locations are an office building (25%) and a hospital (24%).

In the event of an emergency, what locations do Americans fear the most?





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