

Diving deeper into  
America's greatest  
**public safety concerns**

2011 Annual Public Safety Survey



 **FEDERAL SIGNAL**  
Safety and Security Systems

*Advancing security and well-being.*

**About the survey** Having uncovered Americans' chief concerns and most likely behaviors in emergencies in November of 2010, Federal Signal Corporation re-commissioned Zogby International to conduct a new survey that further delineates public safety concerns and emergency preparedness, addressing more specific concerns among Americans. The online nationwide study of 2,153 adults was conducted from July 29 through July 31, 2011. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate.

## Foreword

The tragedy of 9/11 triggered a long overdue examination of emergency preparedness strategies and the systems that keep America safe. Yet a decade later, as public safety becomes increasingly more important, more than half of Americans still do not have an emergency plan in place and 37% do not feel confident in their abilities to react properly during an emergency, according to last year's American Public Safety Survey.

While Patriot Day (9/11) reminds Americans of the dangers that should never be completely removed from our minds, the unrest caused by this year's devastating earthquakes, tsunamis, tornadoes and other severe weather not only escalates public safety awareness, it reaffirms the need for emergency preparedness.

Advanced technology and messaging formats are enabling more effective emergency warning and mass notification systems. However, while it's true that reaching out to someone may indeed be easier, achieving dependable communications with everyone on a moment's notice at a time of crisis is at least as challenging as ever.

We all must consider new technologies together with a host of human factors—including age, physical disabilities and cultural differences—related to the diverse

needs of citizens all over the country. For these and other reasons, it has become increasingly apparent that no single alerting method is sufficient.

Emergency communications and mass notification systems need the capability to issue alerts through a variety of mediums, including telephones, text and e-mail, while also confirming receipt of those messages in real time. This reality also underscores why traditional warning devices such as sirens, radio broadcasts, and even police car PAs, continue to represent valid elements of a successful emergency communications strategy.

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 these surveys point out important information when it comes to how we communicate with citizens to keep them safe.

This year's updated Public Safety Survey examines how safe people feel, where citizens feel the safest, the state of disaster preparedness, and public emergency awareness, among other research.

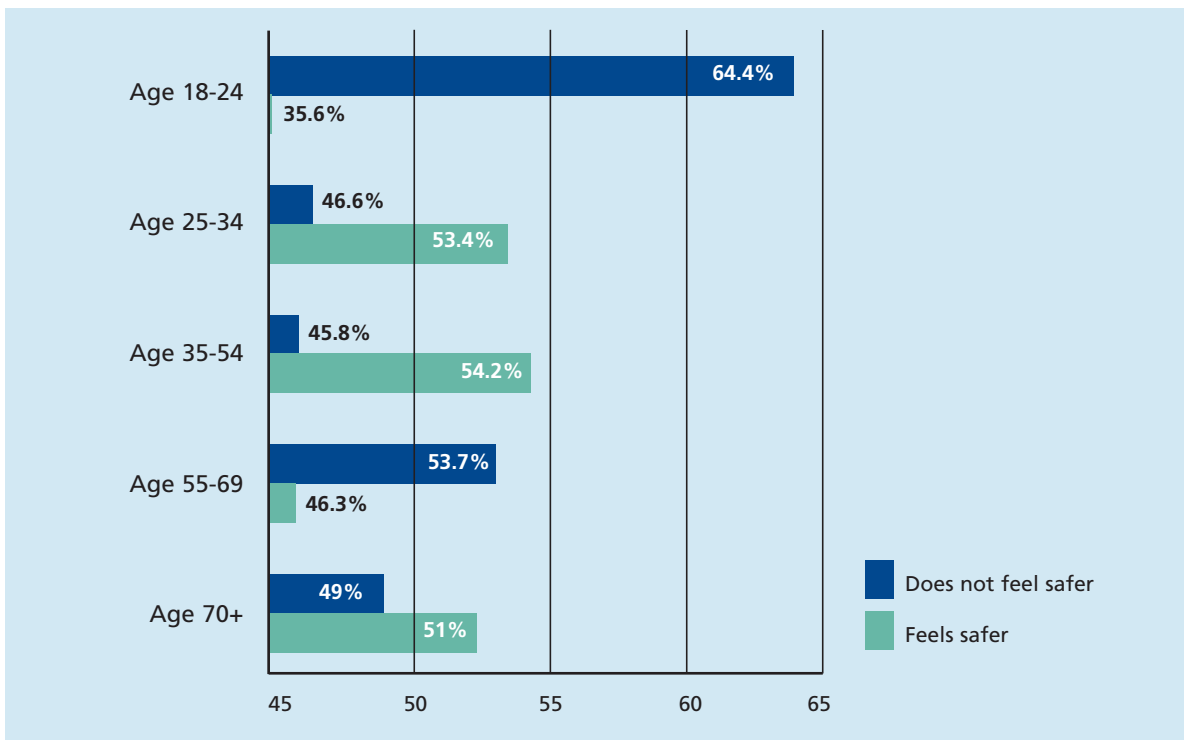


# Diving deeper into Americans' greatest public safety concerns

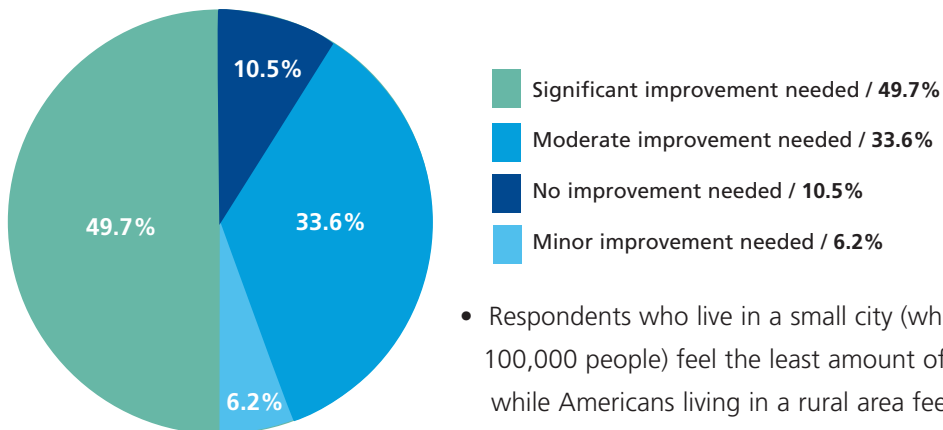
▶ Only half of Americans feel safer today in their day-to-day lives than 10 years ago.

- Nearly two-thirds (64%) of Americans between the ages of 18 and 24 still do not feel safer in their day-to-day lives, ten years after the 9/11 tragedy.

**Ten years after the 9/11 tragedy, do you feel that public safety and emergency preparedness has improved to the point where you feel safer in your day-to-day life?**



▶ Ten years after the 9/11 tragedy, 89.5% of Americans feel that some form of improvement – ranging from minor to significant improvement – is needed in public emergency awareness or communication where they live. Only 10.5% of Americans say improvement is not necessary.



- Respondents who live in a small city (where population is less than 100,000 people) feel the least amount of improvement is needed, while Americans living in a rural area feel the most improvement is needed.

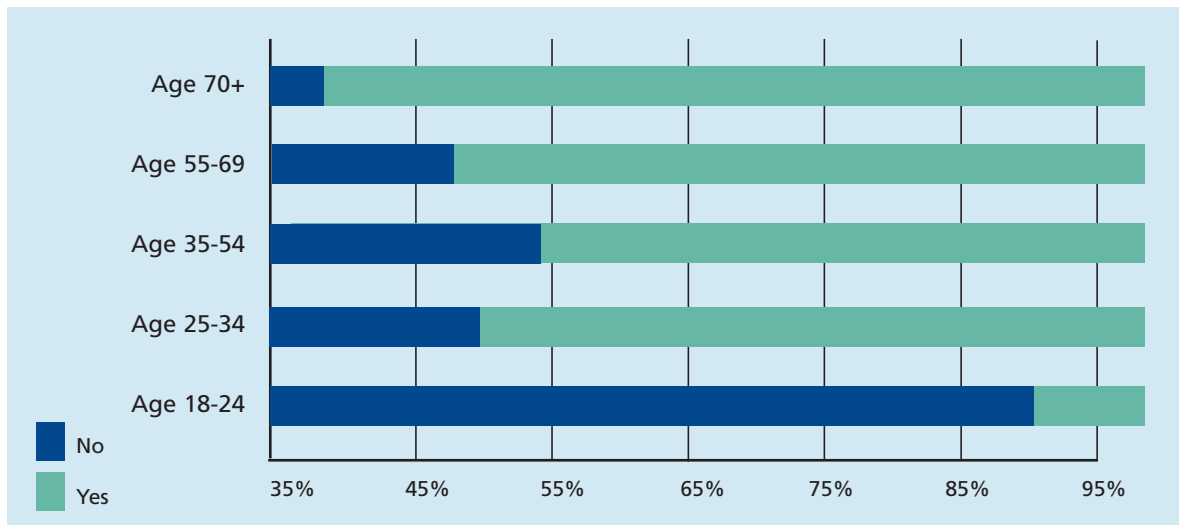
▶ One-third (33.9%) of Americans feel that public safety is a NOT a priority in their community.

- When asked to consider today's unexpected emergency risks (including natural disasters, terrorism, health pandemics, etc.), almost 4 out of 10 Americans feel that their city or town is slightly or not at all prepared in the event of an emergency.

▶ When asked about the recent devastating natural disasters (including the earthquakes, tsunamis, tornadoes, hurricanes, floods, etc., that occurred in 2011) more than half of Americans feel that attention to emergency preparedness has not increased.

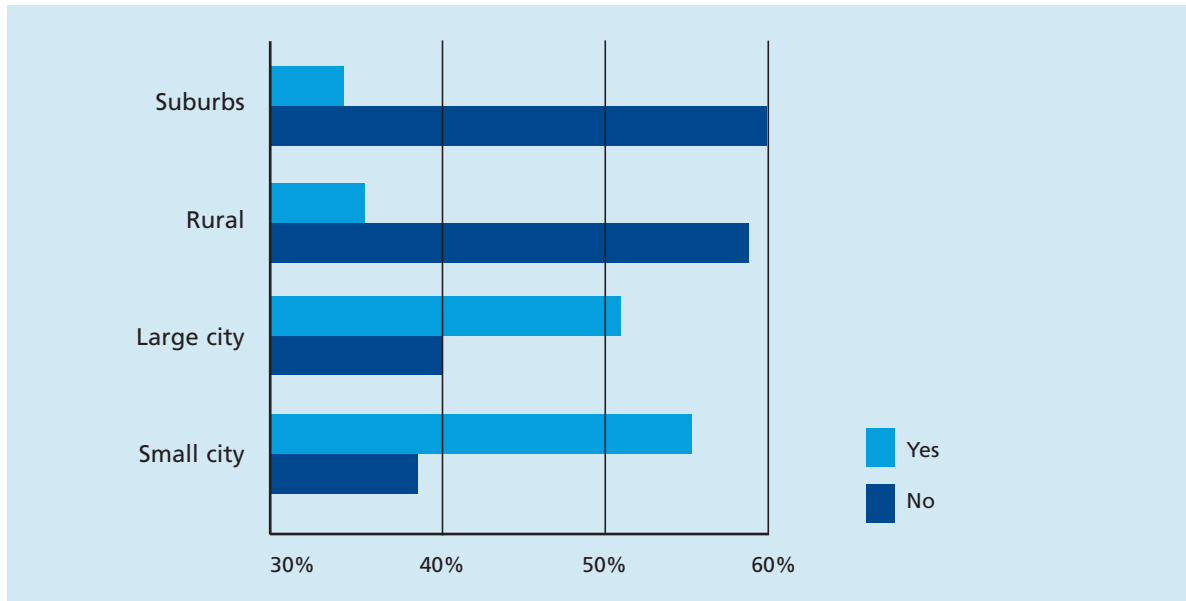
- An overwhelming 90.1% of 18 to 24 year olds felt attention to emergency preparedness has not increased.

**Have recent natural disasters (for example the earthquakes, tsunamis, tornadoes, hurricanes, floods, etc. that occurred in 2011) increased attention to emergency preparedness where you live?**



- Respondents that live in a city feel that attention to emergency preparedness has increased more than those that live in the suburbs or a rural area.

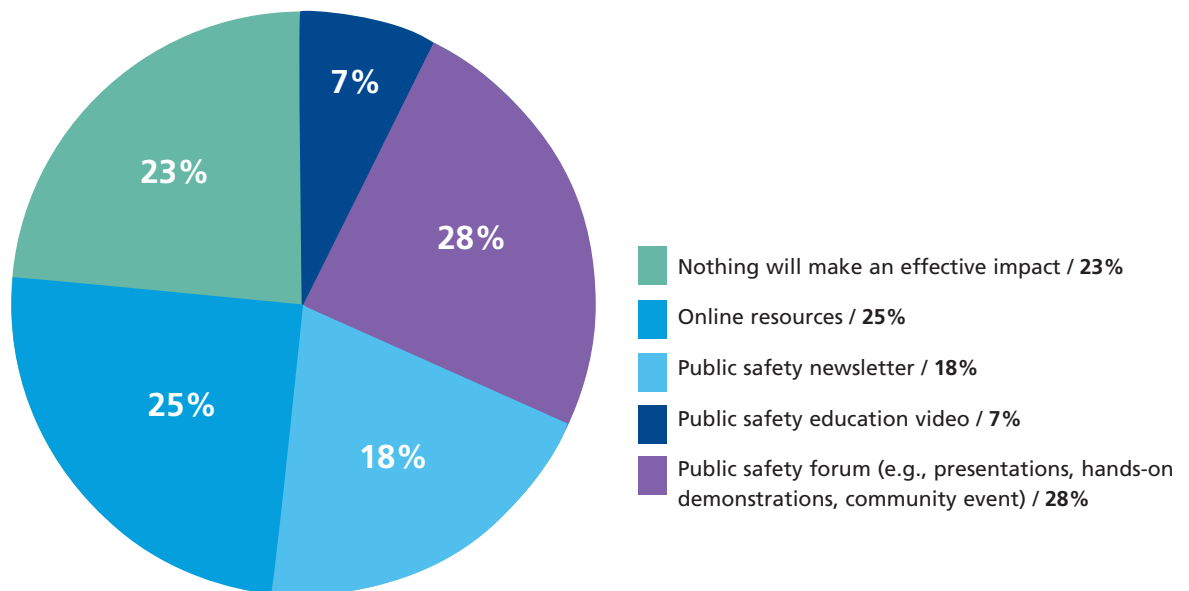
**Ten years after the 9/11 tragedy, do you feel that public safety and emergency preparedness has improved to the point where you feel safer in your day-to-day life?**



▶ Public safety awareness has not improved for almost half of Americans (46.4%), who reported they feel the same level of awareness or less than they did a year ago.

- Females rate their level of public safety awareness higher than males.

▶ 77% of Americans feel that additional community resources/communications will make an effective impact to increasing public safety awareness.



▶ More than 4 in 10 Americans feel that public safety planning and response is not a priority to their employers.

- However, respondents that live in a smaller city feel that their employers prioritize safety much higher (72.8%) than those that live in a rural area (47.7%).

▶ When asked where they felt safest, only 4.2% of respondents said at work.

- Respondents between the ages of 18-24 feel much safer at work, while respondents age 55 and up felt the least safe at work.

▶ In the event of an emergency with no landline or cell phone voice communications, 57.3% of Americans would use multiple forms of communication.



- 12.1% wouldn't do anything
- 12.5% would use text messaging from a mobile device (their mobile device or request to use text messaging on someone else's)
- 2.9% would post an update to a social media Website (update Facebook status, Tweet an update, etc) as their only form of communication
- 15.2% would send an email as their only form of communication
- 37.5% would do all of the above
- 4.9% would text message and post a social media update



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