

False sense of security

Coastal residents aren't taking action to prepare for hurricanes

How concerned are coastal residents about being in harms' way?



NEW ENGLAND

Very or somewhat concerned **43%**
Taken steps to prepare? **27%**

NEW YORK/NEW JERSEY

Very or somewhat concerned **56%**
Taken steps to prepare? **49%**

SOUTHERN ATLANTIC COAST

Very or somewhat concerned **63%**
Taken steps to prepare? **22%**

GULF COAST

Very or somewhat concerned **65%**
Taken steps to prepare? **21%**



Forecasters are predicting a busy 2013 hurricane season.

Hurricane Sandy increased concern, but few took steps to prepare

1 in 3
residents surveyed do not have an emergency kit

1 in 2
have a plan for communicating with family if they become separated in an emergency

3 in 10
have no idea where to stay if evacuated

Most popular sources of emergency information

- 94%** Local news / **85%** The Weather Channel
- 79%** Family or close friends
- 77%** Local radio

Download the hurricane preparedness app at redcross.org/mobileapps.

What to do:



Get a Kit.



Make a Plan.



Be Informed.



American Red Cross



Join us. Get prepared.

Free checklists can be found at redcross.org/preparednessfastfacts.

Note: All findings based on a telephone survey of 1,412 U.S. adults 18 years and older residing in coastal counties from Maine to Texas. Survey conducted in May 16-22, 2013 by Issues and Answers. Margin of error is +/-2.6 percent at the 95% confidence level.