



NEWS RELEASE

For Immediate Release
15 March 2011
InfoSENTRY Services, Inc.

Contact: Glenn Newkirk
Phone: 919.810.2514
glenn_newkirk@infosentry.com

Americans Give Low Marks to the Nation’s Ability to Respond to Emergencies and Recover from Disasters

A national opinion survey conducted in the U.S. in mid-January of 2011 revealed that Americans give low marks to major institutions’ ability to respond to large-scale emergencies and recover from disasters like those that struck Japan last week.

M. Glenn Newkirk, President of InfoSENTRY Services, Inc., and research director for this national opinion survey, said, “The survey shows that the American public has overall higher confidence in the abilities of hospitals and medical clinics to respond to emergencies and take effective steps to recover from disasters than it has in those abilities of other key institutions listed in the survey. That is the only institution in InfoSENTRY’s survey that had an overall positive response and recovery rating. All of the other institutions’ response and recovery ratings were substantially more negative. Generally speaking, Americans are not confident that their largest public and private sector institutions are ready to respond to major emergencies and continue in operation after major disasters.”

InfoSENTRY contracted with Opinion Research Corporation, a leading national opinion research company, to ask a random sample of 1004 US respondents who are 18 years old and over the following question in its CARAVAN® survey:

“Now I am going to read you some types of organizations that have to deal with emergencies and disasters. As I read each one, using a scale of 1 to 5, where 1 means very low confidence and 5 means very high confidence, please tell me how confident you are that each organization can keep itself in operation during major emergencies or can recover from serious disasters.”

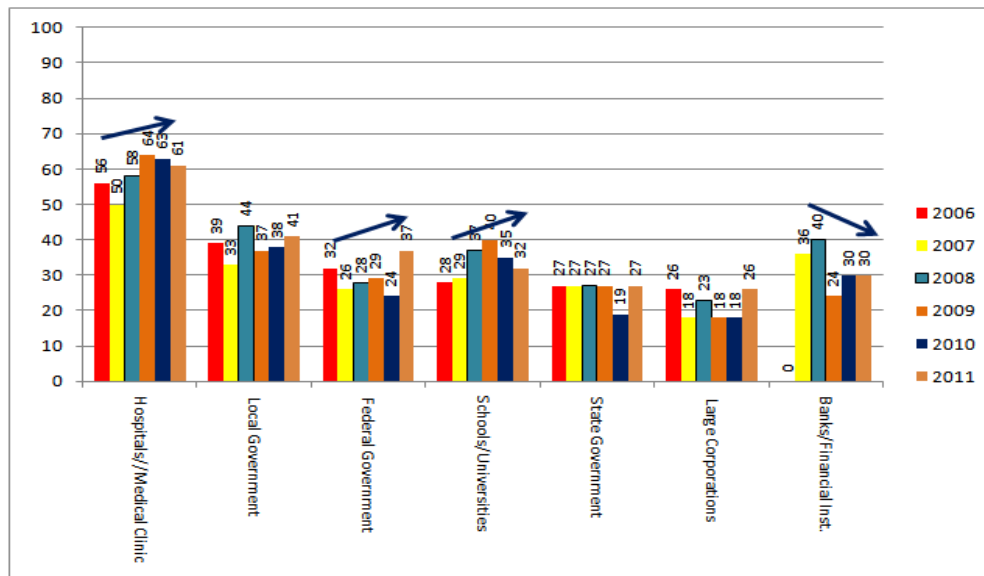
Table 1 contains a summary look of the research project’s findings.

Table 1
Public Attitudes on Institutions’ Response and Recovery Capabilities in 2011

Institution	Positive Response and Recovery Score (4 or 5)	Negative Response and Recovery Score (1 or 2)	Net Response and Recovery Confidence Score (Positive minus negative)
Hospitals/medical clinics	71	10	61
Local Government	58	17	41
Federal Government	59	22	37
Schools/Universities	50	18	32
State Government	49	22	27
Large corporations	45	19	26
Banks/Financial Institutions	50	20	30

When viewing the trend data for InfoSENTRY’s national opinion surveys since January 2006, the patterns in Figure 1 emerge:

Figure 1
**Trends in Public Net Confidence in Major Institutions’
 Net Response and Recovery Capabilities¹**



Newkirk, who holds certifications in business continuity and resilience, noted, “When you look at the Net Response and Recovery Confidence Scores, which subtract the negative scores from the positive scores, there have been some minor improvements since our first survey in January, 2006. Confidence in the response and continuity capabilities of hospitals and medical institutions has increased since 2006 and has never fallen below the neutral point of +50.”

Newkirk continued with his analysis. “The response and continuity net confidence scores for the Federal Government and educational institutions have improved very slightly, although by statistically significant amounts. Those net confidence scores remain in negative territory, solidly below the neutral score. Net confidence scores for local governments, state governments, and large corporations are all in the negative zone and have been there throughout our trend surveys. The public’s view of banks’ and financial institutions’ capabilities to respond to emergencies and continue in operations has actually declined by a statistically significant margin in the InfoSENTRY’s surveys since 2006.”

In most instances, women in the 2011 survey gave higher net response/continuity confidence scores to the institutions than did men. Overall, there were few notable, statistically significant differences among the confidence scores across regions. One of the major differences was among the age groups with respect to their confidence in the Federal Government’s emergency response and operational continuity capabilities. The youngest respondents, those in the 18-34 year age group, had a Net Confidence Score of +63. The middle age groups, those from 35-64 years, had consistent Net Confidence Scores in the low thirties. However, the senior-most age group, those 65 years old and above, had a Net Confidence Score for the Federal Government of only +10. In InfoSENTRY’s surveys on this issue since 2006, there has been a major “age gap” in confidence of the Federal Government’s ability to respond to emergencies and continue

¹ Note: The direction of the arrows in the figure represents a statistically significant change in net confidence over the survey time period.

in operations after disasters: the younger respondents have a significantly greater level of confidence in the Federal Government than do the oldest respondents.

Newkirk concluded that, "Americans generally have overall low levels of confidence in the ability of their country's major institutions to respond to emergencies and continue in operations after disasters. It will be instructive to see if the earthquake, tsunami, and nuclear-spawned crisis in Japan, a nation that is generally regarded as being well-prepared to handle disasters, will stimulate demands from Americans that more of their own institutions improve their emergency preparedness and operational continuity capabilities. The alternative to this situation might well be a nation that remains unprepared even after the clear messages delivered in New York in 2001, in the Gulf Coast in 2005, in Haiti in 2010, and in Japan in 2011."

This news release presents the findings of telephone surveys conducted among national probability samples of 1004 adults in 2006, 1017 adults in 2007, 1018 adults in 2008, 1002 adults in 2009, 1024 adults in 2010, and 1006 adults in 2011. All respondents were 18 years of age and older, living in private households in the continental United States. The margin of error is plus or minus three percentage ($\pm 3\%$) points. Interviewing for this Opinion Research Center CARAVAN® Survey occurred in mid-January of each year. Opinion Research Center is one of the best known and most established opinion research organizations in the United States.

InfoSENTRY Services, Inc. is an independent information technology services firm based in Raleigh, NC. The firm manages project assessments, quality assurance audits, information systems security and business continuity projects, and system analyses for public and private sector clients throughout the United States and Europe. InfoSENTRY® has no financial relationships or business partnerships with hardware, software, network, or election systems vendors.

The InfoSENTRY logo and InfoSENTRY® are registered trademarks of InfoSENTRY Services, Inc. CARAVAN® is a registered trademark of Opinion Research Corporation. All questions and response sets are copyrighted 2004-2011 by InfoSENTRY Services, Inc., with all rights reserved.

###