



NEW YORK CITY **OFFICE OF EMERGENCY MANAGEMENT**
Office of Public Information

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POLL FINDS NEW YORKERS ARE PREPARING FOR EMERGENCIES

Two years after the New York City Office of Emergency Management (OEM) launched the Ready New York preparedness campaign, more than half of New Yorkers have taken actions to prepare for an emergency.

More than three-quarters (88 percent) of New Yorkers stock some emergency supplies in their home, 51 percent say they have an emergency plan, and 55 percent have a Go Bag of supplies to take with them in an emergency, according to a recent Marist College Institute for Public Opinion survey.

“It is encouraging that so many New Yorkers have already taken steps to prepare for emergencies,” said OEM Commissioner Joseph F. Bruno. “As the poll results suggest, many New Yorkers are aware of the hazards we face and recognize that taking some basic steps – making a plan, assembling an emergency supply kit, and putting together a Go Bag – can go a long way in the event of an emergency. But as more than half of city residents say they feel unprepared overall, we still have some work to do.”

Among New Yorkers polled, 36 percent said they have three days’ worth of food, water, and supplies in their homes for an emergency, and 52 percent said they have at least some emergency supplies in their homes. Sixteen percent report having a bag of supplies, or Go Bag, with copies of important documents, contact numbers, cash, bottled water and snack foods, a flashlight, a portable radio, prescriptions, and a first aid kit to take with them in an emergency. Another 39 percent say they have some of these items packed and ready to go.

When it comes to planning, more than half of New York City residents say they have some type of emergency plan. Fourteen percent of those polled have a household emergency plan that includes two places to reunite with loved ones, multiple exit routes from their homes, and an out-of-state contact, while 37 percent have a plan that includes some of these elements.

The survey also found that 55 percent of New Yorkers feel informed about what to do in the event of an emergency, whether a fire, power outage, natural disaster, or act of terrorism.



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Still, many New Yorkers say they feel unprepared. Of those polled, 32 percent feel they are not very prepared for an emergency and 19 percent say they do not feel prepared at all. Reasons cited for lack of preparedness include: unsure about what to do (28 percent), do not feel at risk (23 percent), and have not had time to prepare a plan (21 percent).

Poll results are released as OEM marks the second anniversary of its Ready New York campaign. Ready New York outlines tips and information designed to help New Yorkers better prepare for all types of emergencies. In addition to the trademark Ready New York household preparedness guide, the campaign spans a number of publications in several languages, televised public service announcements, outdoor ads, a speakers bureau, corporate partnerships, and training programs.

As Ready New York enters its third year, OEM will ramp up efforts to reach vulnerable populations, such as New Yorkers who live in hurricane evacuation zones, non-English speakers, seniors, and people with disabilities, and increase awareness about preparedness through the media.

To date, OEM has distributed more than two million copies of the Ready New York guide. Among other campaign highlights:

- In May 2005, OEM introduced two new preparedness guides: “Ready New York for Seniors & People with Disabilities,” and “Ready New York: Emergency Planning for Small and Mid-Sized Companies.”
- In spring 2005, more than 2,000 people attended a large-scale Ready New York corporate preparedness fair at the World Financial Center’s Winter Garden.
- In partnership with the American Red Cross in Greater New York, OEM regularly co-hosts Ready New York Nights – a series of interactive presentations designed to help New Yorkers better prepare for all types of emergencies.
- On October 18, 2004, every New York Post sold within the five boroughs included a copy of the Ready New York guide.
- From August to October 2004, Ready New York ads ran on city buses, subways, and billboards to encourage New Yorkers to prepare for emergencies.

For more information about emergency preparedness and the Ready New York campaign, call **311** or visit **NYC.gov/readynewyork**. For complete poll results, visit **NYC.gov/oem**.

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