The national American Red Cross and local St. Louis Area Chapter’s own primary research shows that as a whole, Americans and St. Louisans can do much more to prepare for potential disasters and other emergencies. Programs such as the American Red Cross St. Louis Area Chapter’s new Red Cross Ready Rating™ Program — and the American Red Cross’ “Ready When the Time Comes” — aim to improve these numbers to reflect a public that is ready when it really counts.

How many of us are prepared?

Nationally:
- Only 2 in 10 Americans feel prepared for a catastrophic event.¹
- Close to 60 percent of Americans are wholly unprepared for a disaster of any kind.¹
- Only 1 in 10 American households has hit the preparedness trifecta: a family emergency plan, an emergency supply kit, and training in first aid and CPR.¹
- Nationally, 20 percent of respondents said they don’t know where to get preparedness information or they think information is not available.¹

Locally:
- Only one-fourth of St. Louis-area residents say that gathering an emergency kit is part of their definition of emergency preparedness.²
- Furthermore, nearly 60 percent have not prepared an emergency supply kit that is kept in a designated place in their home.²
- More than half of St. Louis-area residents say they don’t feel prepared for an everyday emergency.²
- 40 percent of St. Louis-area residents feel “not very” or “not at all” prepared for a catastrophic emergency such as a tornado, earthquake, or flood.²

What keeps us from getting prepared?

The reported barriers to preparedness are often easily overcome with the right information, tools, and guidance. Many Americans still lack basic knowledge concerning how to prepare and cite cost, time, and lack of knowledge as key obstacles. But the vast majority agreed that if someone could make it easy for them to prepare, they would.

In a recent survey of St. Louis-area residents:
- Roughly half of those surveyed had personally been involved in an emergency situation, with the highest reported situations being winter storms, thunderstorms, and flooding.²
- Two-thirds of local residents have been involved in a public emergency situation where they lost electricity for three or more days.²
- One-quarter of St. Louis-area residents have had to evacuate their home or community for one or more nights.²
- Approximately one-third of respondents (35 percent) say they have seen others injured or killed as a result of a public emergency.²
- One resident out of five has been injured himself/herself during a public emergency (19 percent).²
- Of the 40 percent of those who have prepared an emergency supply kit, only one-third have a kit containing enough survival supplies to last for three days.²
Where do we begin?
First, find out how ready you are right now. Take the Business and Organization Readiness Quiz at readyrating.redcrossstl.org. Then join the Red Cross Ready Rating Program. As your partner in preparedness, we will guide you through the process of improving your readiness.

- 75 percent of St. Louis-area residents said they felt it was important for their employers to be recognized by the American Red Cross for taking steps to become prepared.²
- 50 percent of St. Louis-area residents said it would be "extremely" or "very" important to them to know that the local stores and businesses where they shop have been recognized by the American Red Cross for taking specific emergency preparedness measures.²

Join Now!
If your business or organization is interested in joining the growing list of leading business and community leaders who have committed to improving preparedness, please contact the American Red Cross St. Louis Area Chapter at 314-516-2800 or visit readyrating.redcrossstl.org for more information.

Sources: ¹American Red Cross Preparedness Survey, May 2006; ²2007 American Red Cross St. Louis Area Chapter Preparedness Survey, 2007; ³The Aftershock of Katrina and Rita: Public Not Moved to Prepare - December 2005