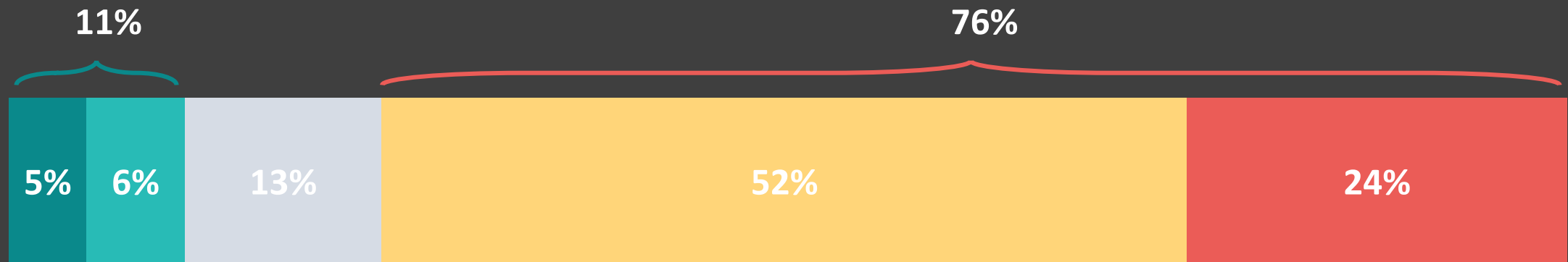


Disaster Communications and Messaging 101

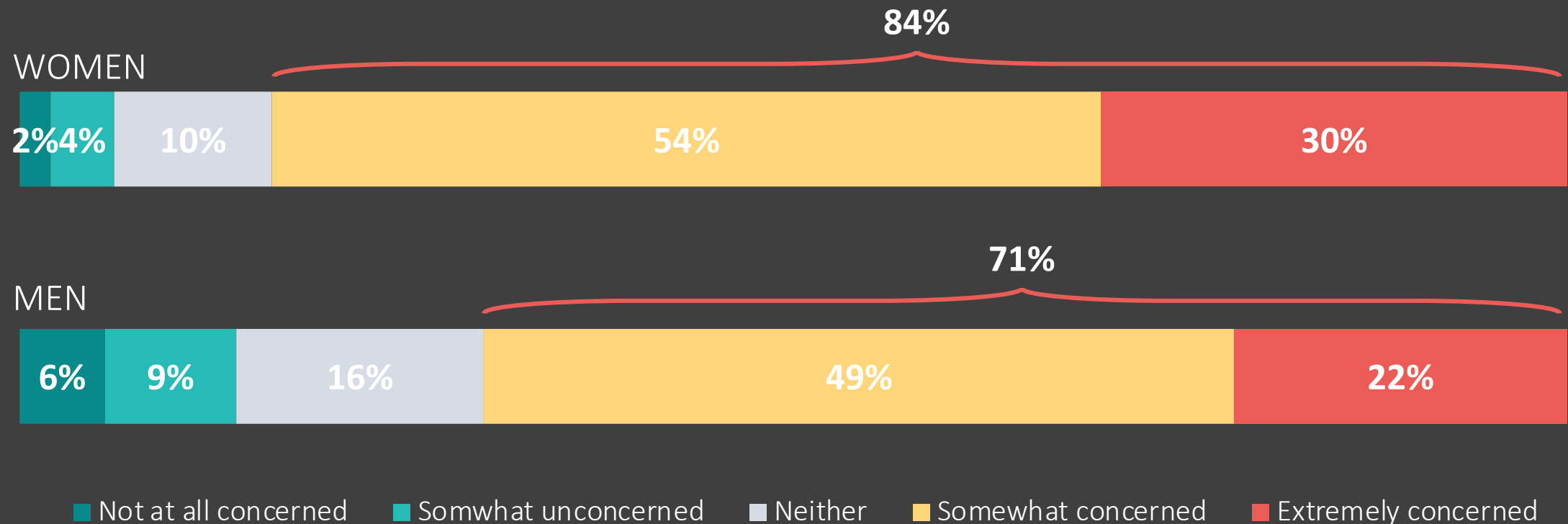
76% of Utahns are concerned about a major earthquake.

LEVEL OF CONCERN — ALL UTAHNS

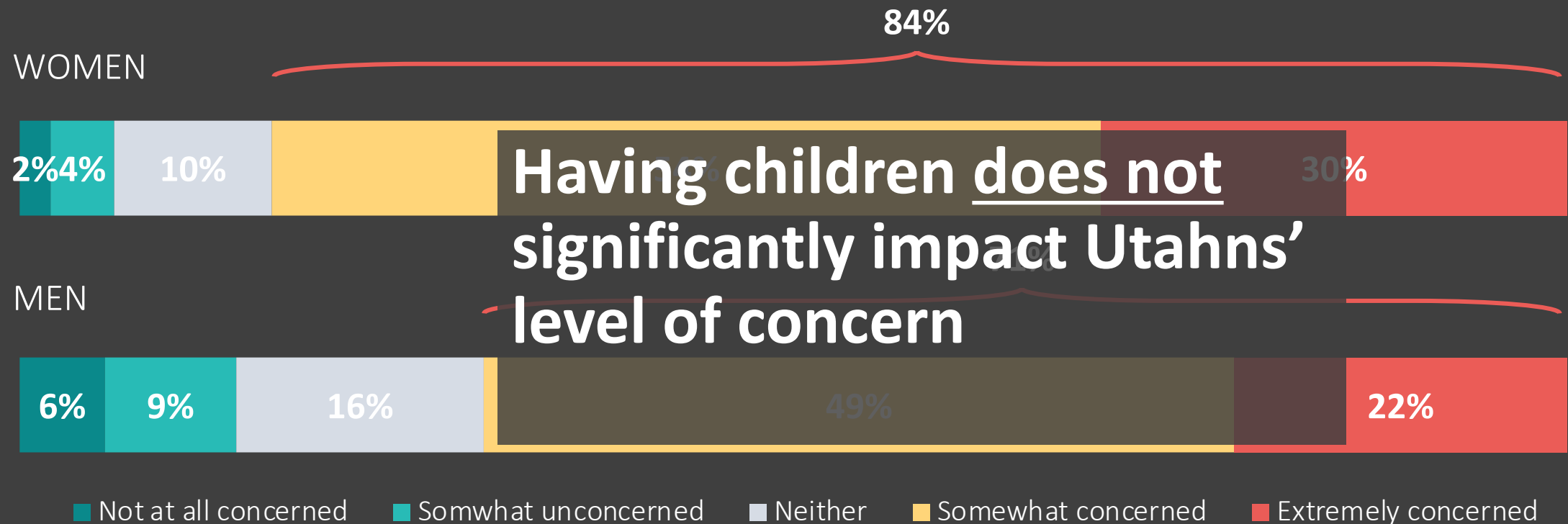


■ Not at all concerned ■ Somewhat unconcerned ■ Neither ■ Somewhat concerned ■ Extremely concerned

Women are more concerned about an earthquake than men.



Women are more concerned about an earthquake than men.



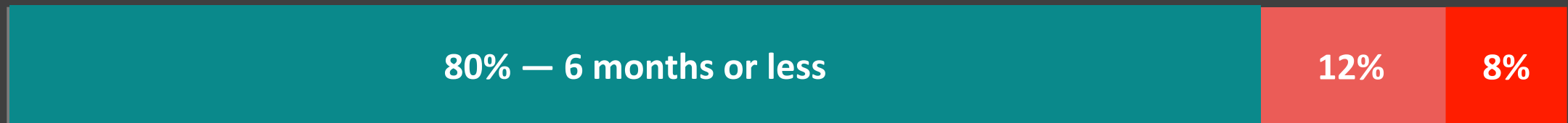
The majority of Utahns think it will take 6 months or less to reach “**acceptable**” living conditions.

ACCEPTABLE: Most roads drivable; most places have power, water, sewer, and gas



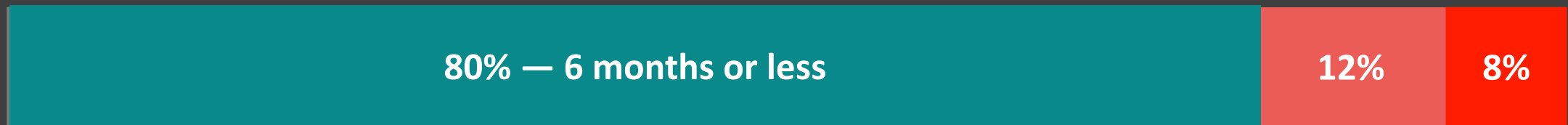
The majority of Utahns think it will take 6 months or less to reach “**acceptable**” living conditions.

ACCEPTABLE: Most roads drivable; most places have power, water, sewer, and gas



And a majority also believe it will take 6 months or less to reach “**normal**” living conditions.

ACCEPTABLE: Most roads drivable; most places have power, water, sewer, and gas



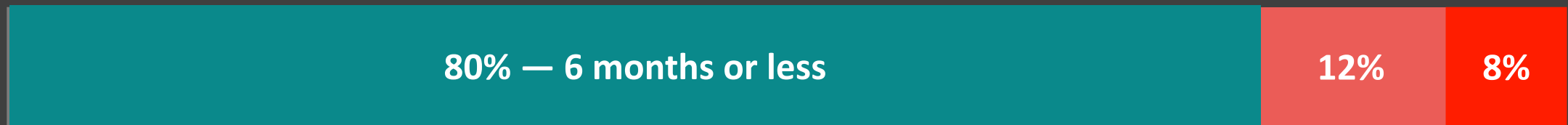
NORMAL: Most families and businesses functioning as they were before the quake



■ Less than a week ■ 1 week – 1 Month ■ 1 – 3 Months ■ 3 – 6 Months ■ 6 – 12 Months ■ 1 Year +

And a majority also believe it will take 6 months or less to reach “**normal**” living conditions.

ACCEPTABLE: Most roads drivable; most places have power, water, sewer, and gas

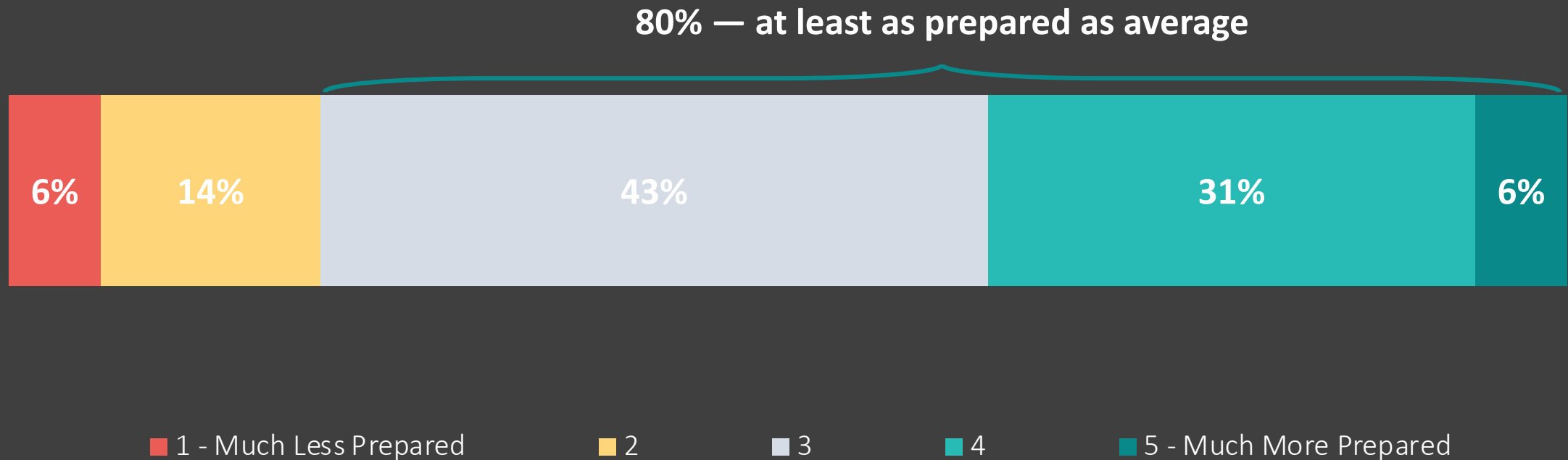


NORMAL: Most families and businesses functioning as they were before the quake



■ Less than a week ■ 1 week – 1 Month ■ 1 – 3 Months ■ 3 – 6 Months ■ 6 – 12 Months ■ 1 Year +

The majority of Utahns believe they are at least as prepared for an earthquake as the average Utahn.



Utahns feel moderately prepared to deal with short-term disruptions.

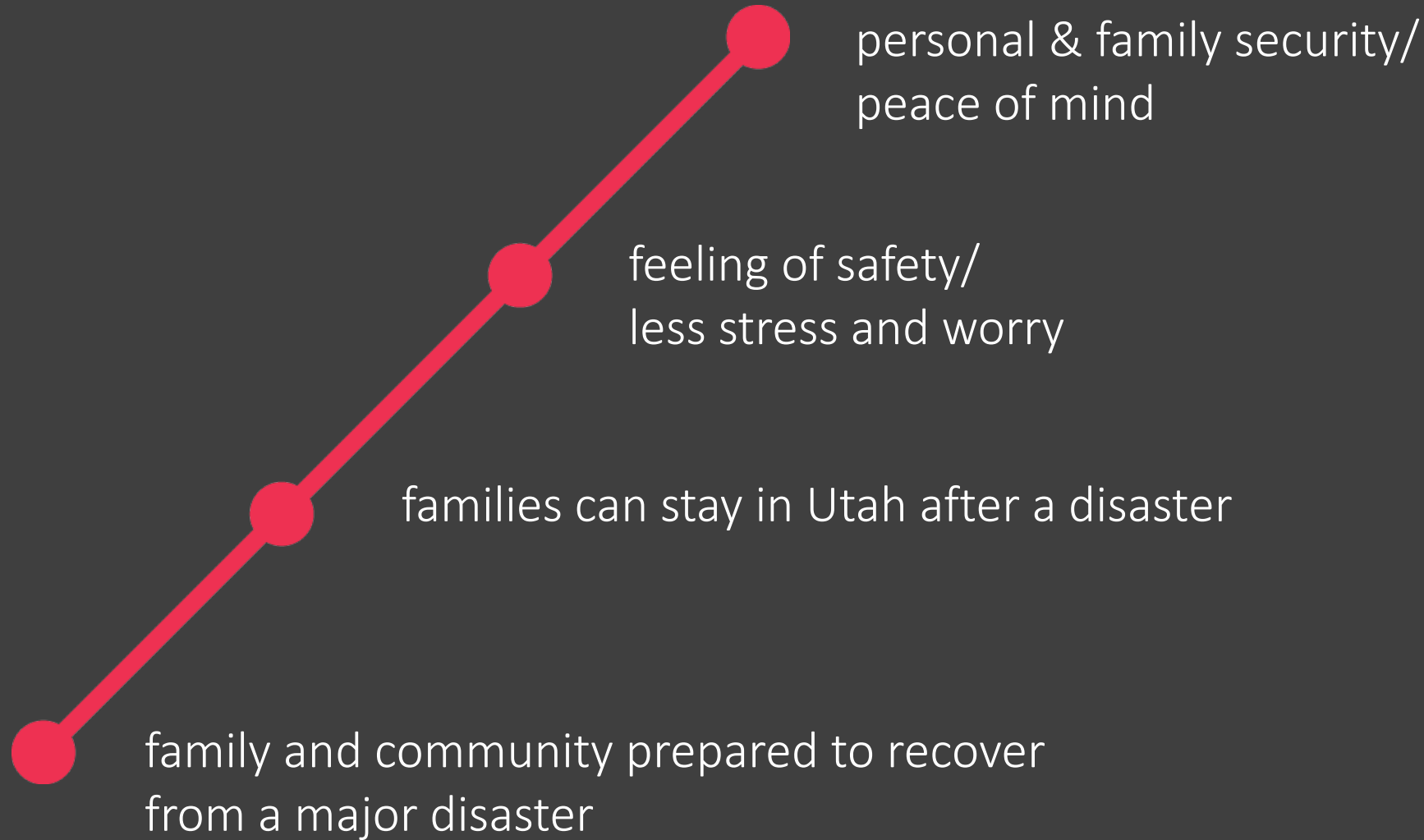


And less prepared to deal with longer-term disruptions.



UTAHNS' DISASTER VALUES

Disaster Resilience & Personal Security



UTAHNS' DISASTER VALUES

Disaster Resilience & Confidence

