
Improvised Explosive Devices: Perceptions and the Domestic Threat

April 6, 2010

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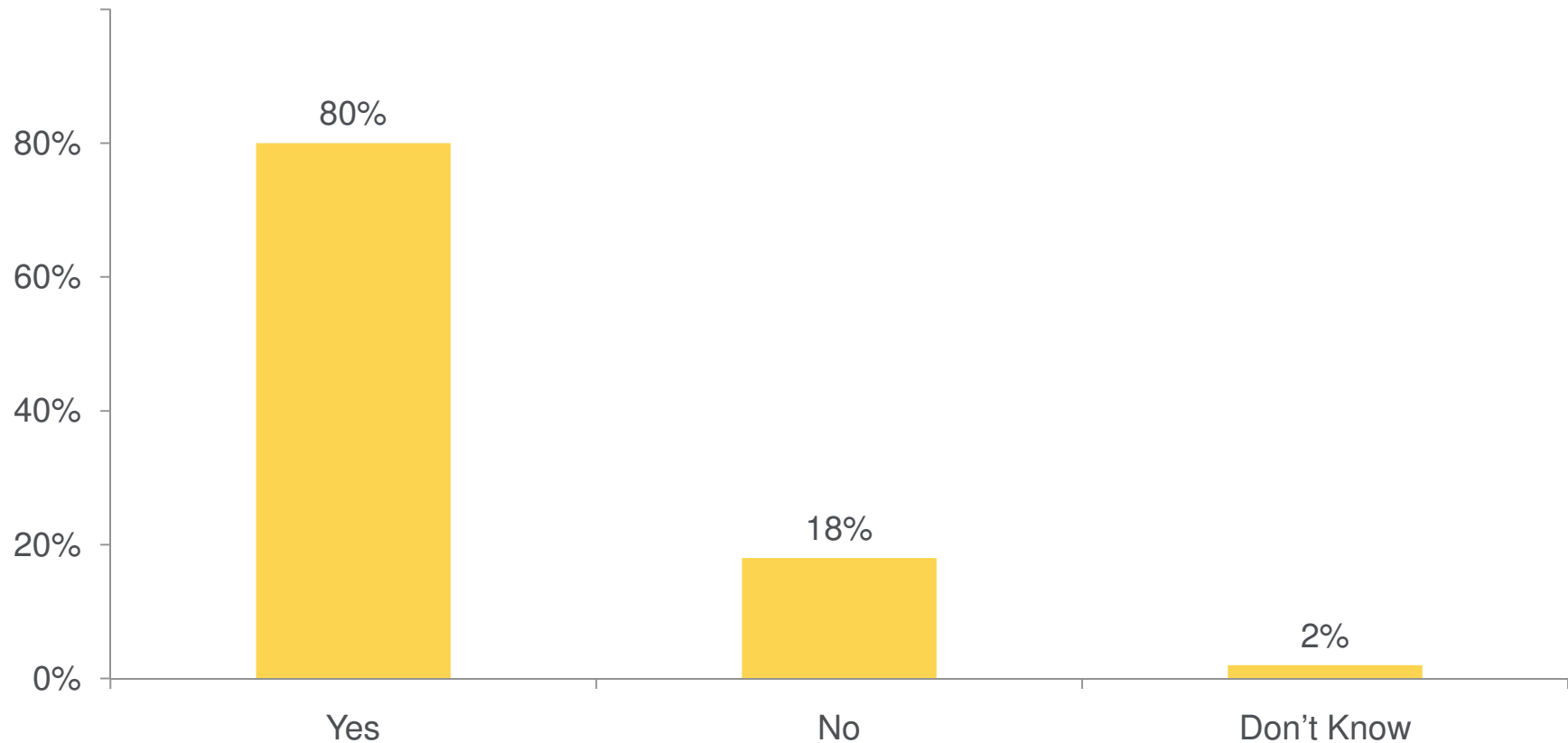
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Methodology

- Data displays results of 25,300 adult members of the Gallup Panel (November-December 2009 via mail & web)
- The Gallup Panel is a nationally representative, probability based panel of U.S. households who have agreed to participate in Gallup Panel surveys by phone, Web or mail on any topic at any time.
- The Gallup Panel conducts periodic R&D surveys on topics that are relevant to American society. This particular study also assessed attitudes towards the wars in Iraq and Afghanistan, perceptions of the military branches, as well as views on US borders with Mexico and Canada
- All data were weighted to reflect US Census estimates

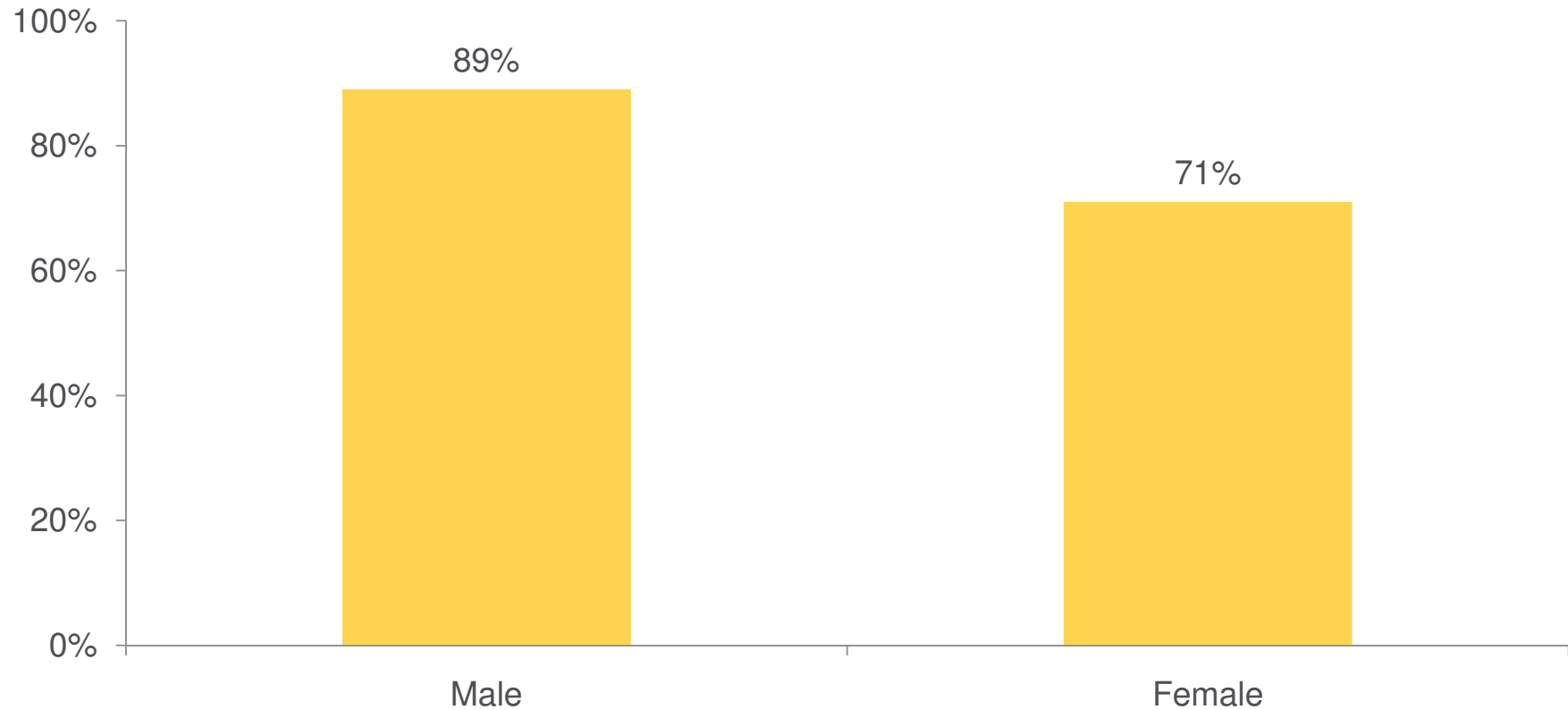
Eight out of 10 Americans are Familiar with the Term “Improvised Explosive Device (IED)”

Are you familiar with the term Improvised Explosive Device or IED?



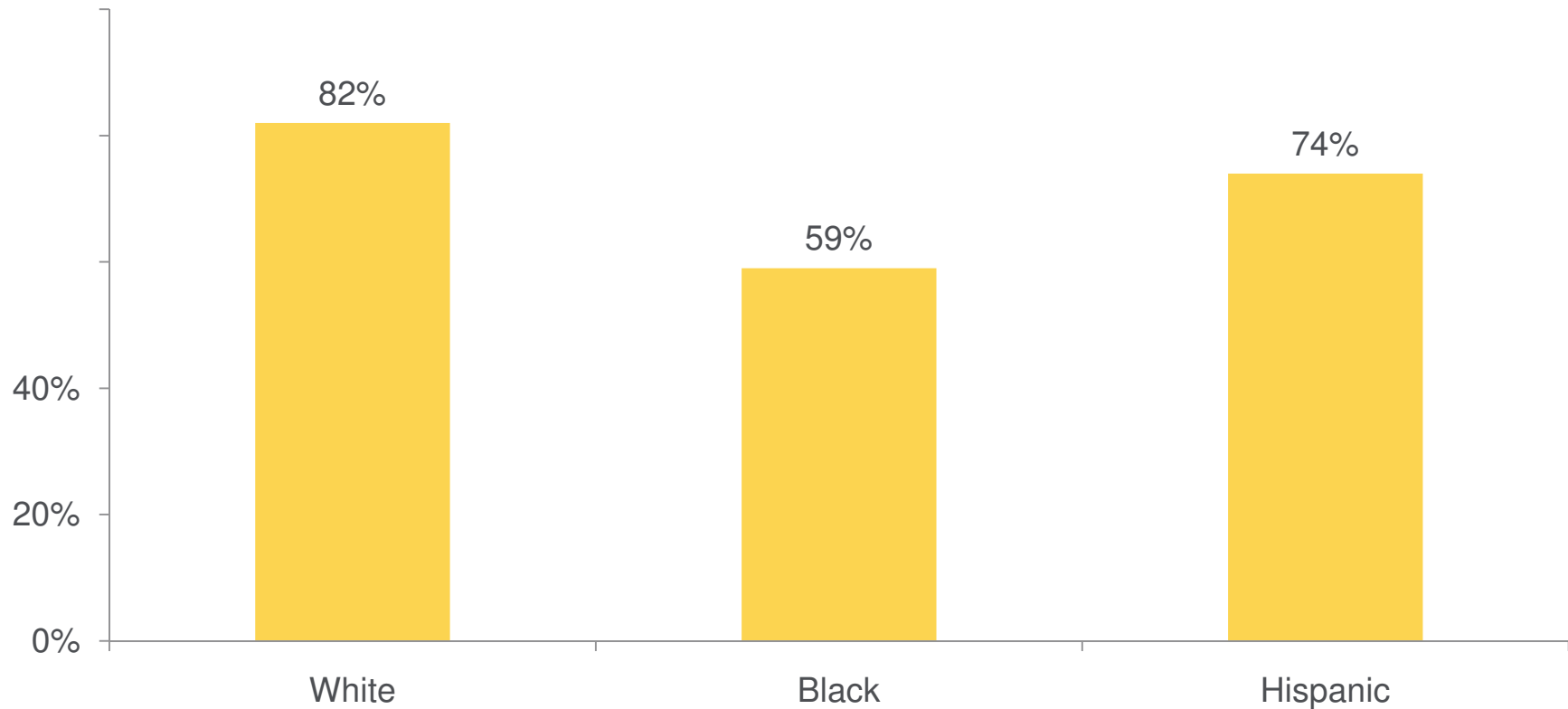
Men are More Familiar Than Women

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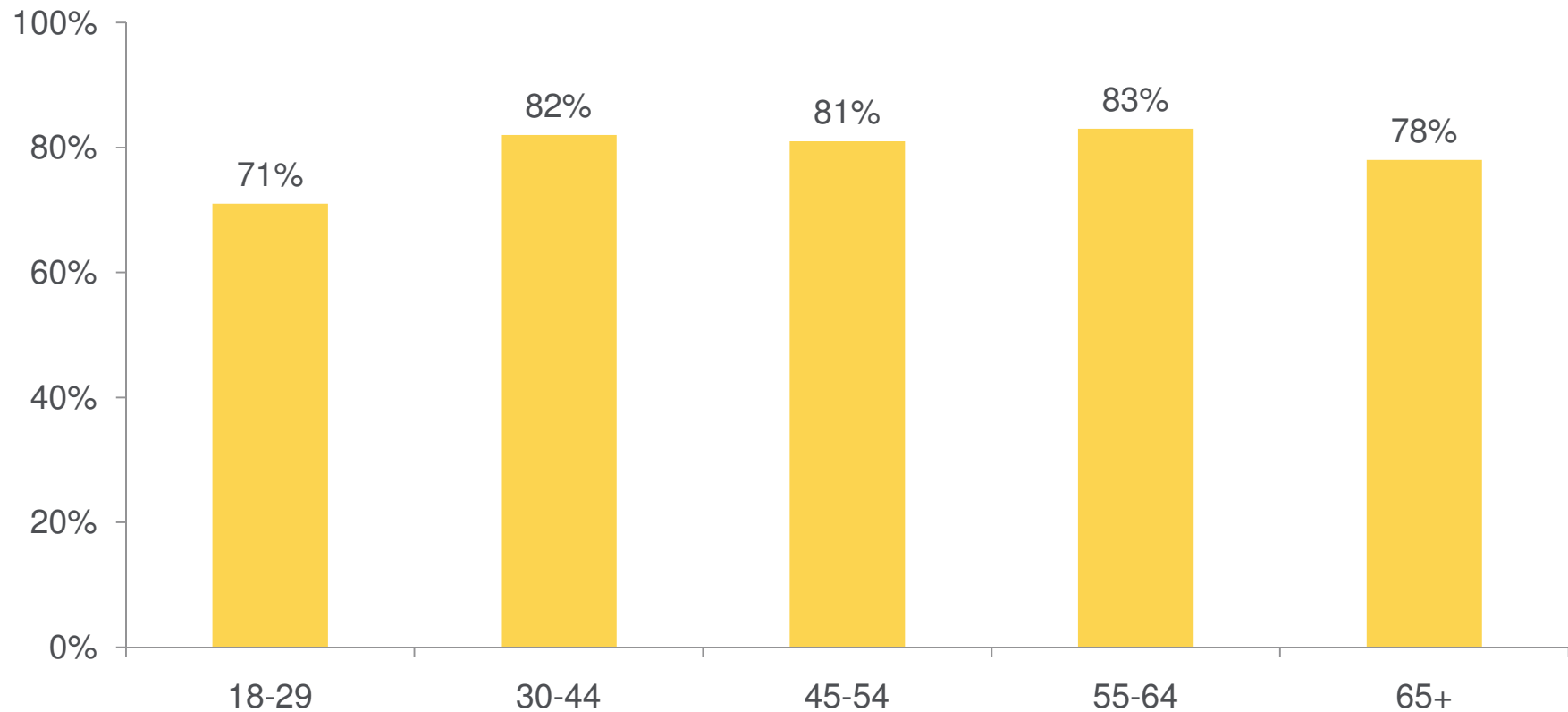
African Americans Tend to Have Lower Familiarity than Whites or Hispanics

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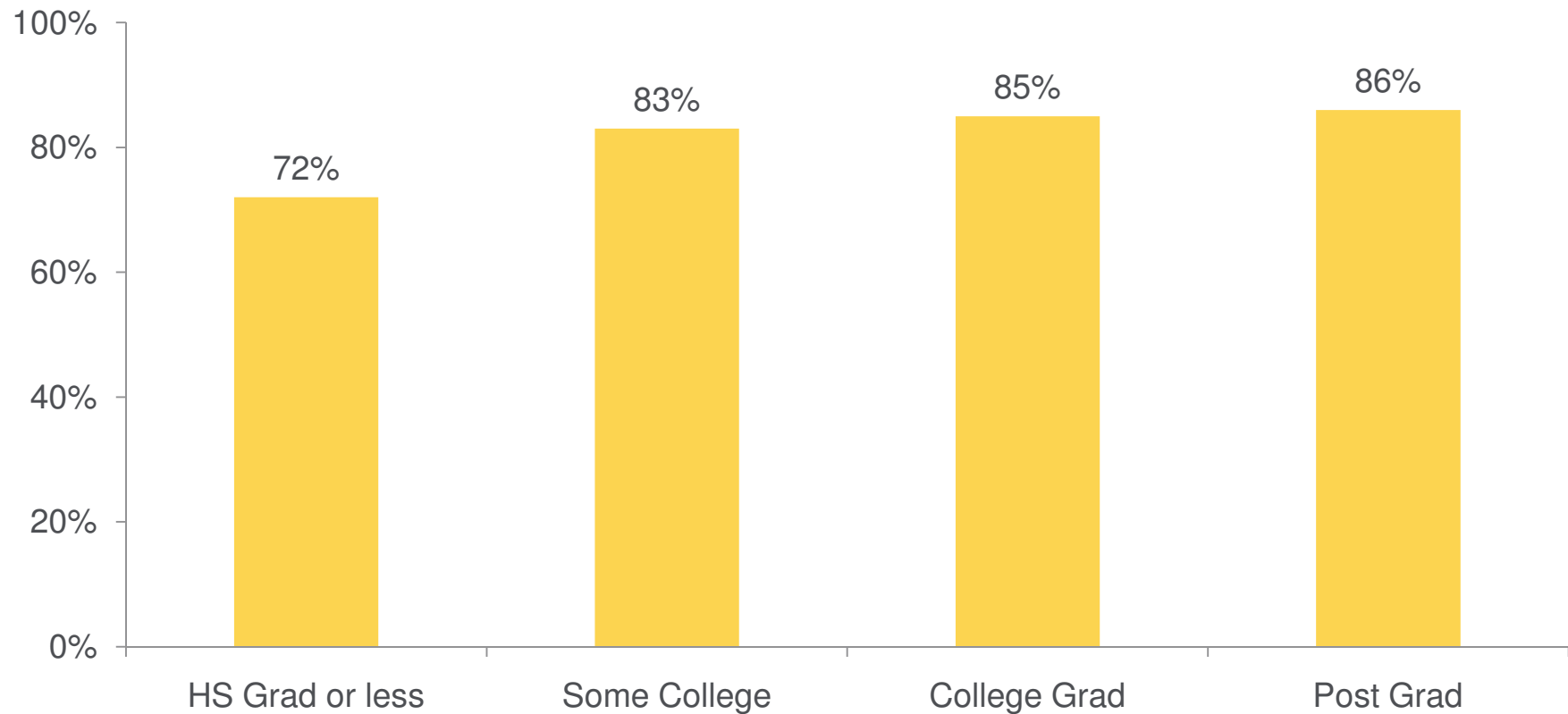
Young Adults are the Least Aware about the Notion of IEDs, but Familiarity is Still High

Are you familiar with the term Improvised Explosive Device or IED?



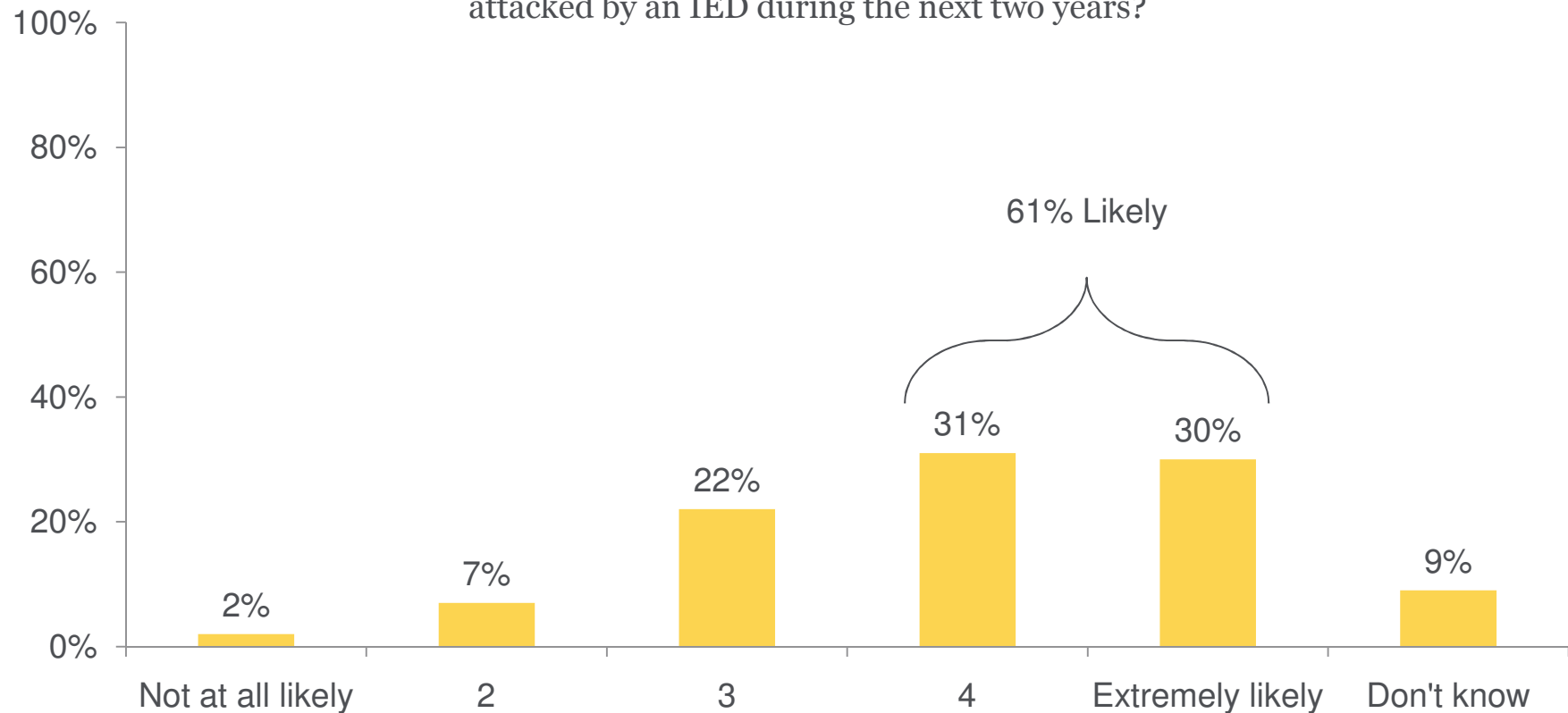
Familiarity With IEDs Correlates With Education Levels

Are you familiar with the term Improvised Explosive Device or IED?



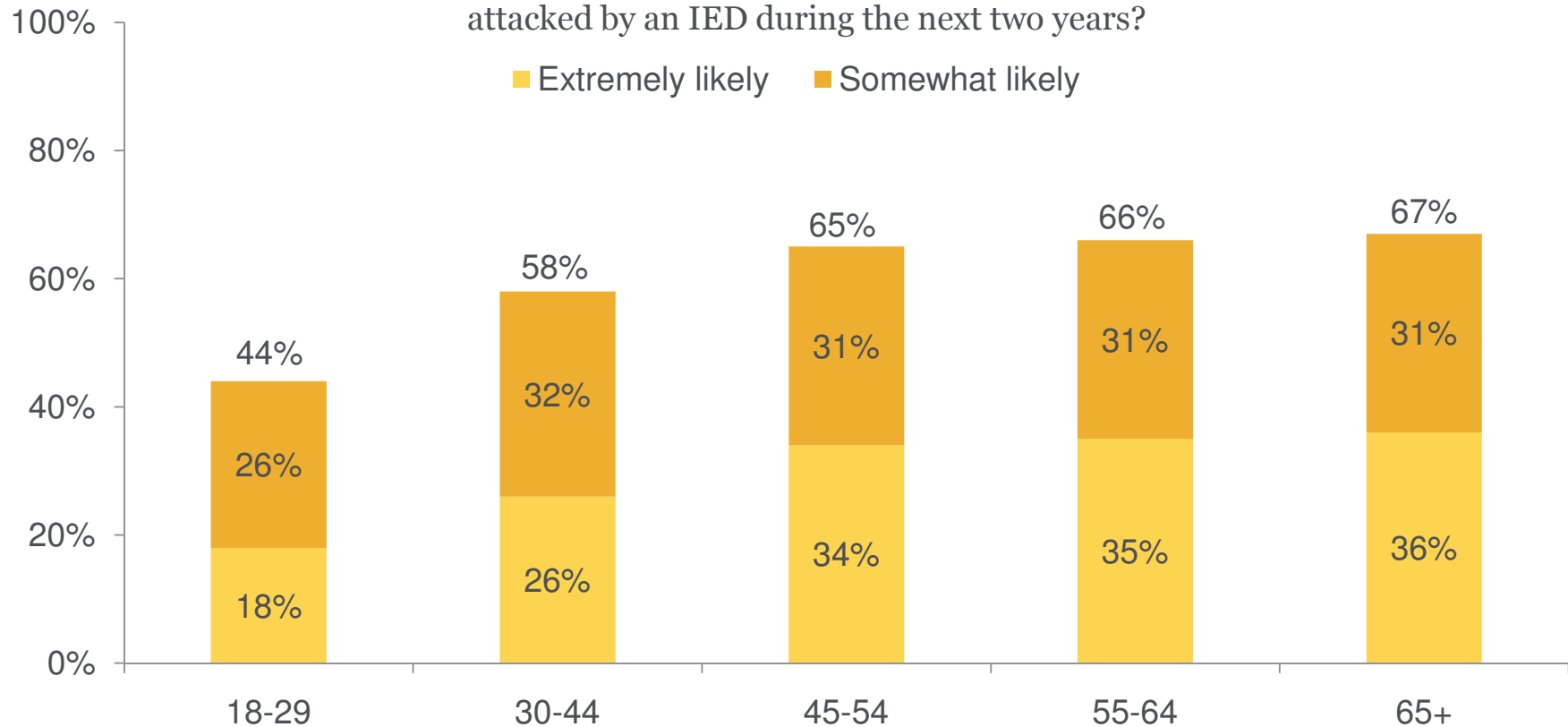
Six in 10 Americans Say it is Likely the U.S. Will Be Attacked by an IED in the Next Two Years

As you may know, an IED is a homemade explosive. They are a preferred weapon for terrorists, extremists, and criminals. Examples include, but are not limited to, the 1996 Centennial Park Olympics bombing in Atlanta, the 9/11, Pentagon, and World Trade Center attacks, and the 1995 Oklahoma City federal building bombing. In your opinion, how likely is the United States to be attacked by an IED during the next two years?



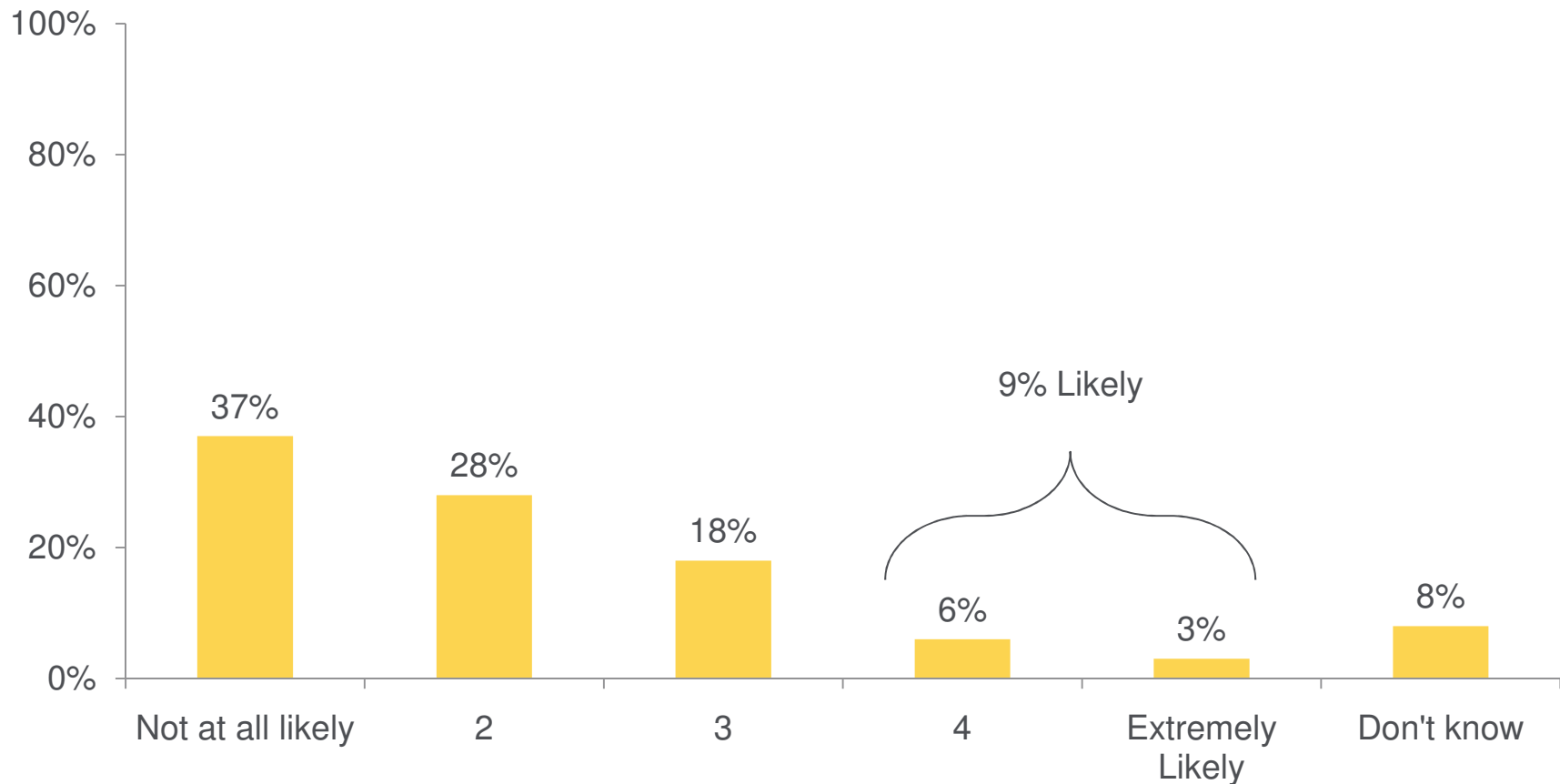
Belief in the Likelihood of an IED Attack on U.S. Soil Grows With Age

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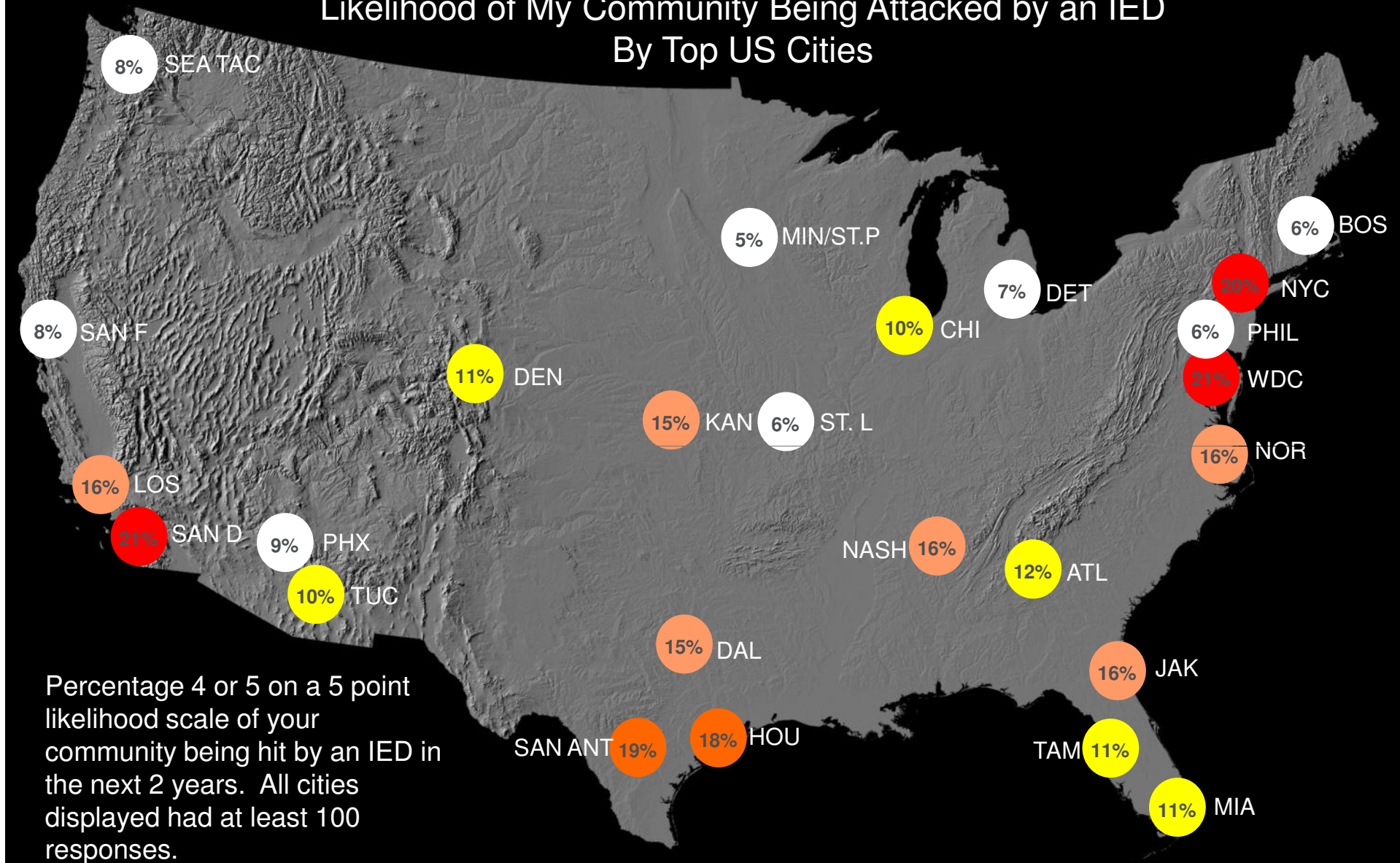


Likelihood of an Attack on Community Using IED

In your opinion, how likely is your community to be attacked by an IED during the next two years?



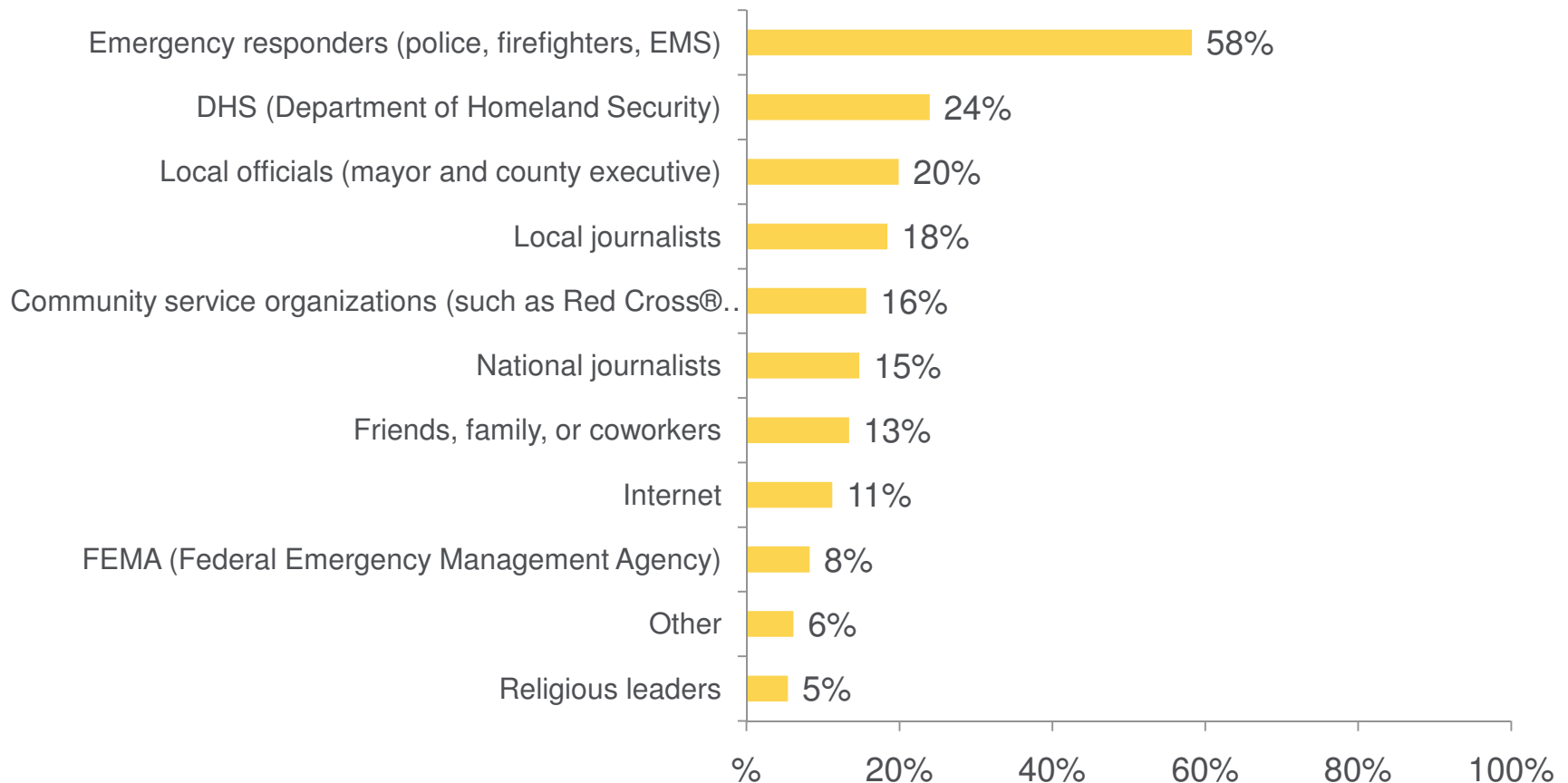
Likelihood of My Community Being Attacked by an IED By Top US Cities



Percentage 4 or 5 on a 5 point likelihood scale of your community being hit by an IED in the next 2 years. All cities displayed had at least 100 responses.

Local Emergency Responders are the Most Trusted Sources in the Event of an IED Attack

Please select the two sources you would most trust to provide credible information in the event of an IED attack in your community. **(Net of 2 Responses)**



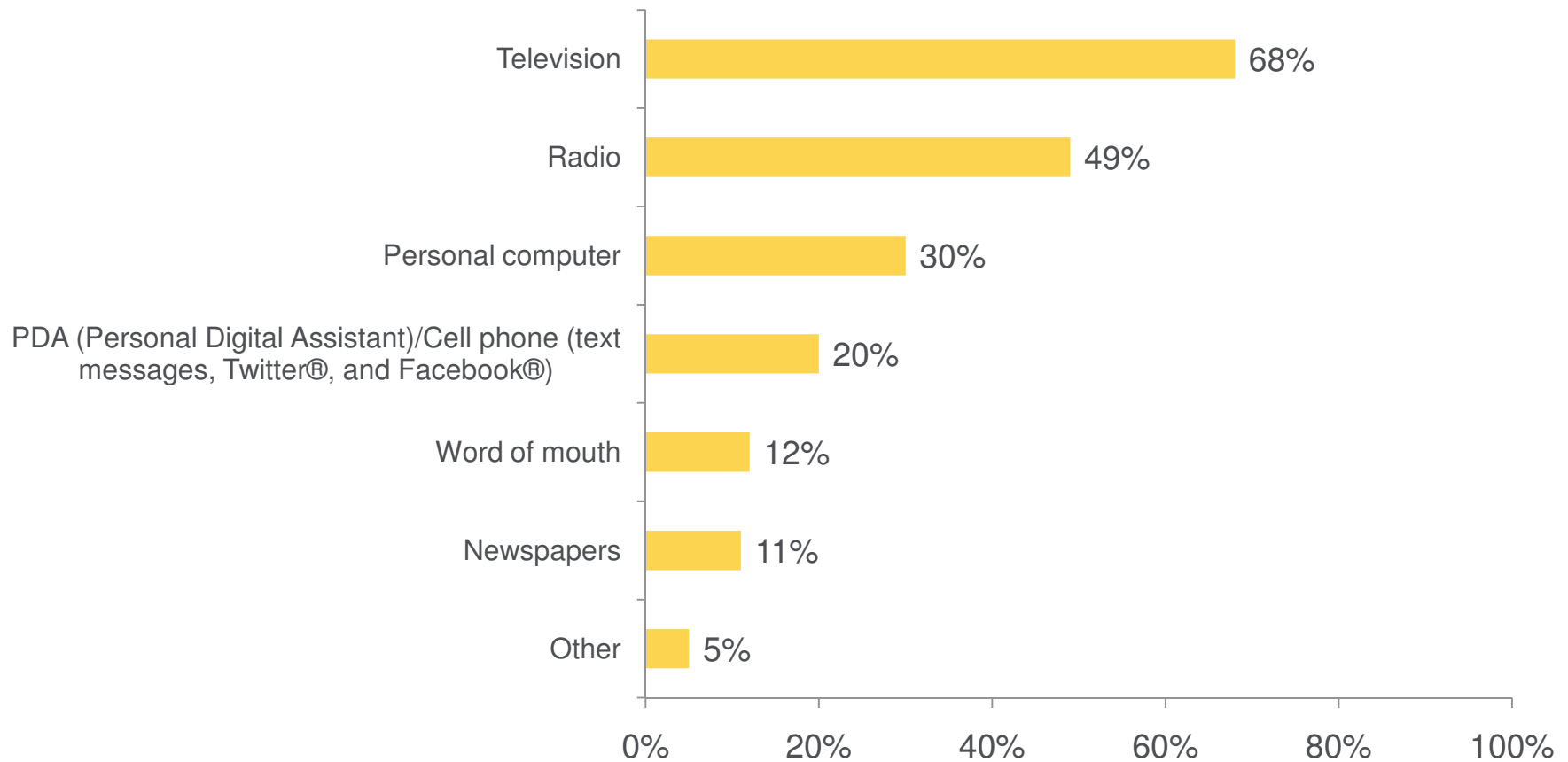
Young Adults Are More Apt to Turn to Internet and Word of Mouth in Event of IED Attack

Please select the two sources you would most trust to provide credible information in the event of an IED attack in your community. **(Net of 2 Responses)**

| | 18-29 | 30-44 | 45-64 | 65+ |
|-----------------|-------|-------|-------|-----|
| EMS | 48% | 58% | 60% | 63% |
| DHS | 25% | 23% | 24% | 27% |
| Local officials | 15% | 19% | 22% | 22% |
| Local media | 19% | 20% | 19% | 14% |
| Red Cross | 16% | 16% | 15% | 15% |
| Nat'l media | 20% | 16% | 13% | 12% |
| Word of mouth | 17% | 10% | 11% | 11% |
| Internet | 17% | 12% | 10% | 9% |
| FEMA | 9% | 8% | 8% | 8% |

TV and Radio are Still Most Preferred Sources for Emergency Information, Though Many Would Turn to Electronic Device

Please select the two main ways you would prefer to receive information in the event of an IED attack in your community? **(Net of 2 Responses)**



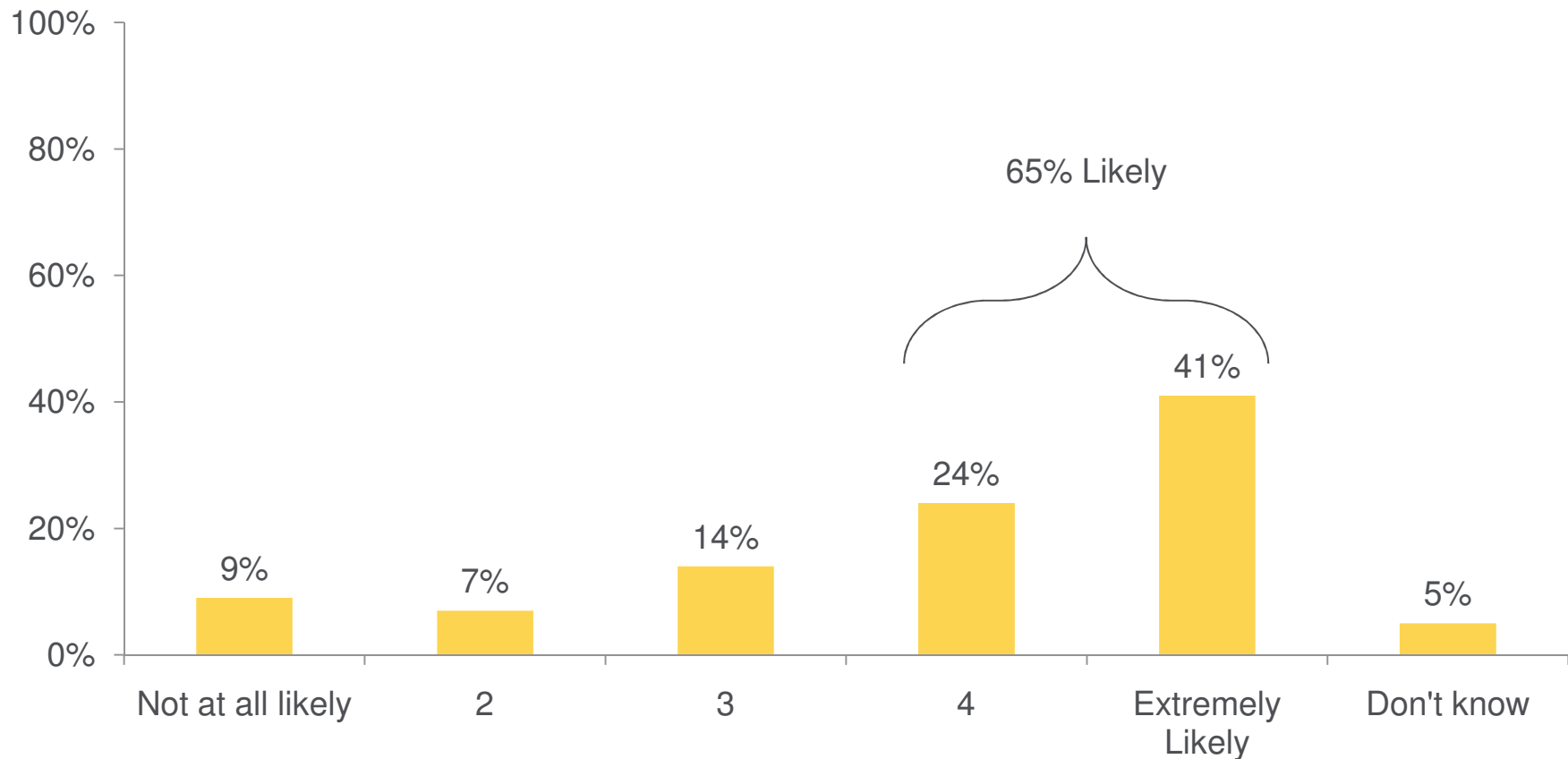
Sources of Credible Information Vary Strongly by Age

Please select the two sources you would most trust to provide credible information in the event of an IED attack in your community. **(Net of 2 Responses)**

| | 18-29 | 30-44 | 45-64 | 65+ |
|-------------------|-------|-------|-------|-----|
| Television | 57% | 66% | 71% | 76% |
| Radio | 35% | 50% | 53% | 48% |
| Personal Computer | 41% | 34% | 26% | 25% |
| PDA/Cell Phone | 30% | 25% | 18% | 11% |
| Word of Mouth | 17% | 10% | 11% | 11% |
| Newspaper | 13% | 10% | 8% | 14% |
| Other | 5% | 5% | 5% | 6% |

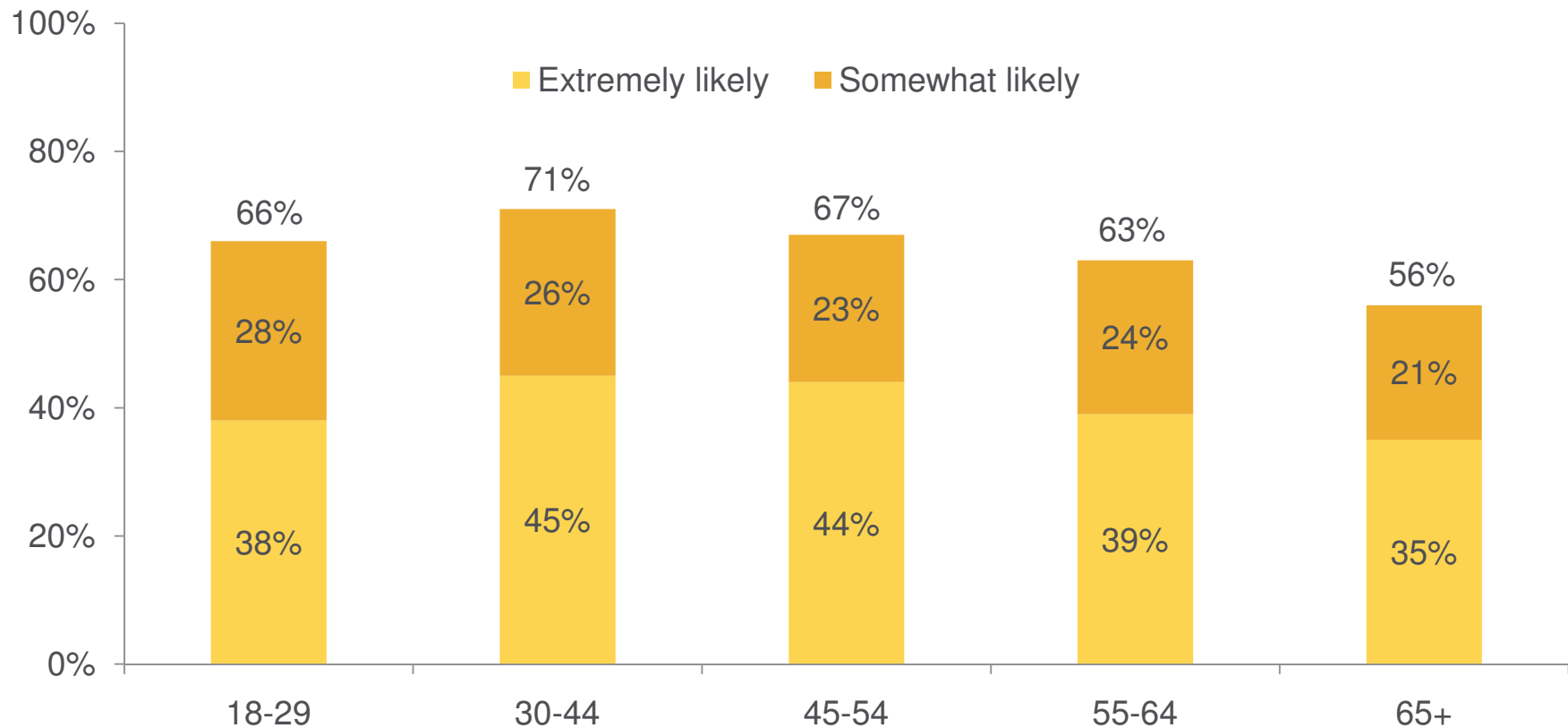
There is Strong Interest in Using an Emergency Notification System

If it were available in your community, how likely would you be to use an emergency notification system that uses text messaging, e-mail, cell phones, PDAs, or other new technologies to communicate with the public?



While Interest is High Across All Age Groups, It Peaks Among 30-44 Year Olds

If it were available in your community, how likely would you be to use an emergency notification system that uses text messaging, e-mail, cell phones, PDAs, or other new technologies to communicate with the public?



Conclusions

- Familiarity does not equate to understanding and preparedness
 - While 8 in 10 report familiarity with the term IED, this does not necessarily mean that the public understands the threat and how to respond
- Are we living in a state of denial?
 - “I’m OK but you’re not” phenomenon plays out, with only 9% believing their communities are at risk of an IED attack, yet 61% think the US is likely to be attacked in next 2 years
 - Even among our most vulnerable cities that have already been attacked (DC, NYC, Atlanta), fewer than 25% think they are likely to be attacked again in next 2 years
- Federal government should communicate through local conduits
 - Local emergency responders are the trusted line of communication in the event of an IED attack
- Mainstream media is here to stay
 - While Internet and PDAs are emerging as strong communication devices, TV is still the most trusted source for information