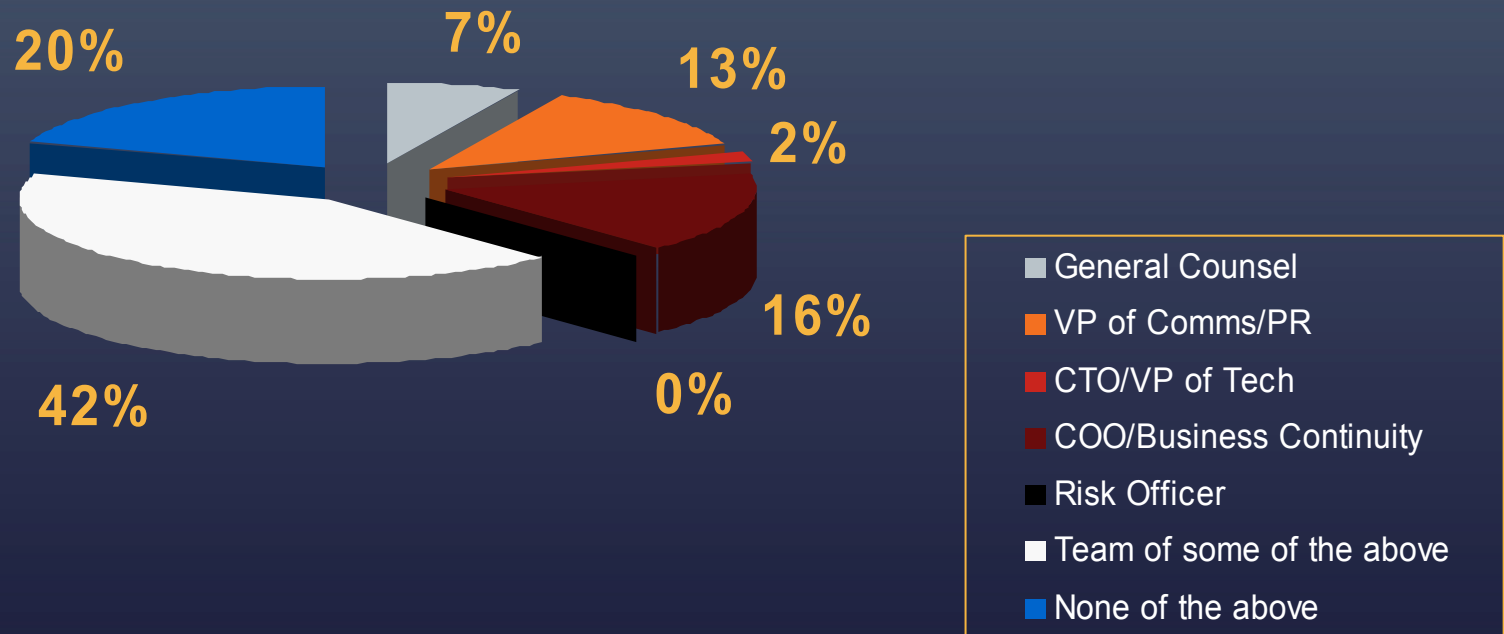


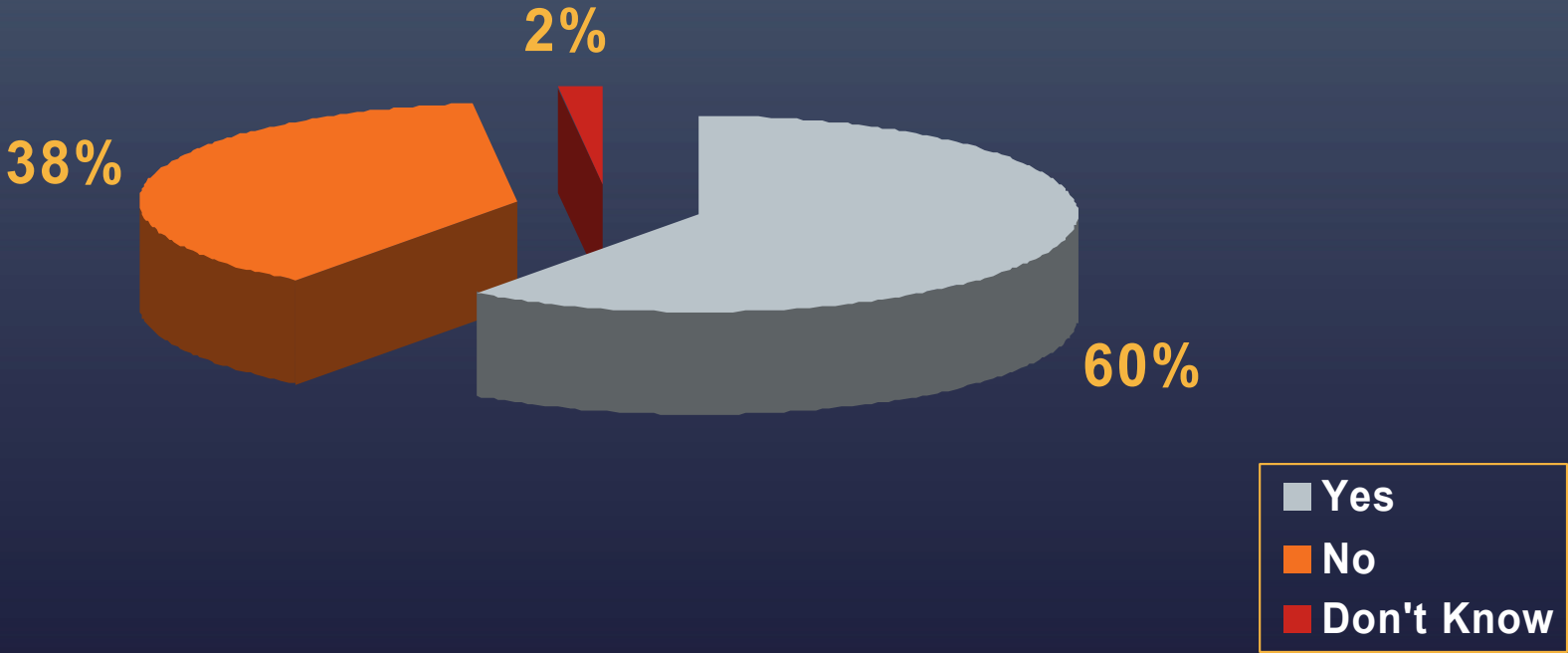
2011 Crisis Preparedness Survey Results

June 23, 2011

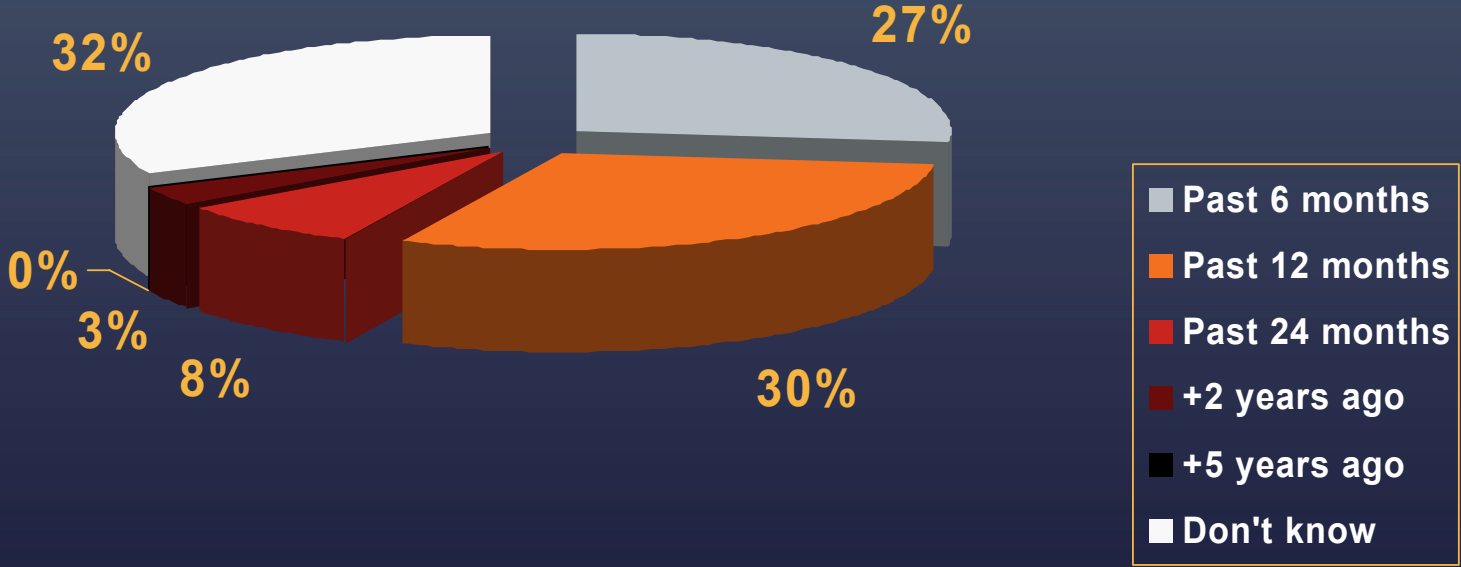
Question 1: If a crisis threatens your company's financial or reputational health, who has primary responsibility for responding and reporting back to the CEO and Board?



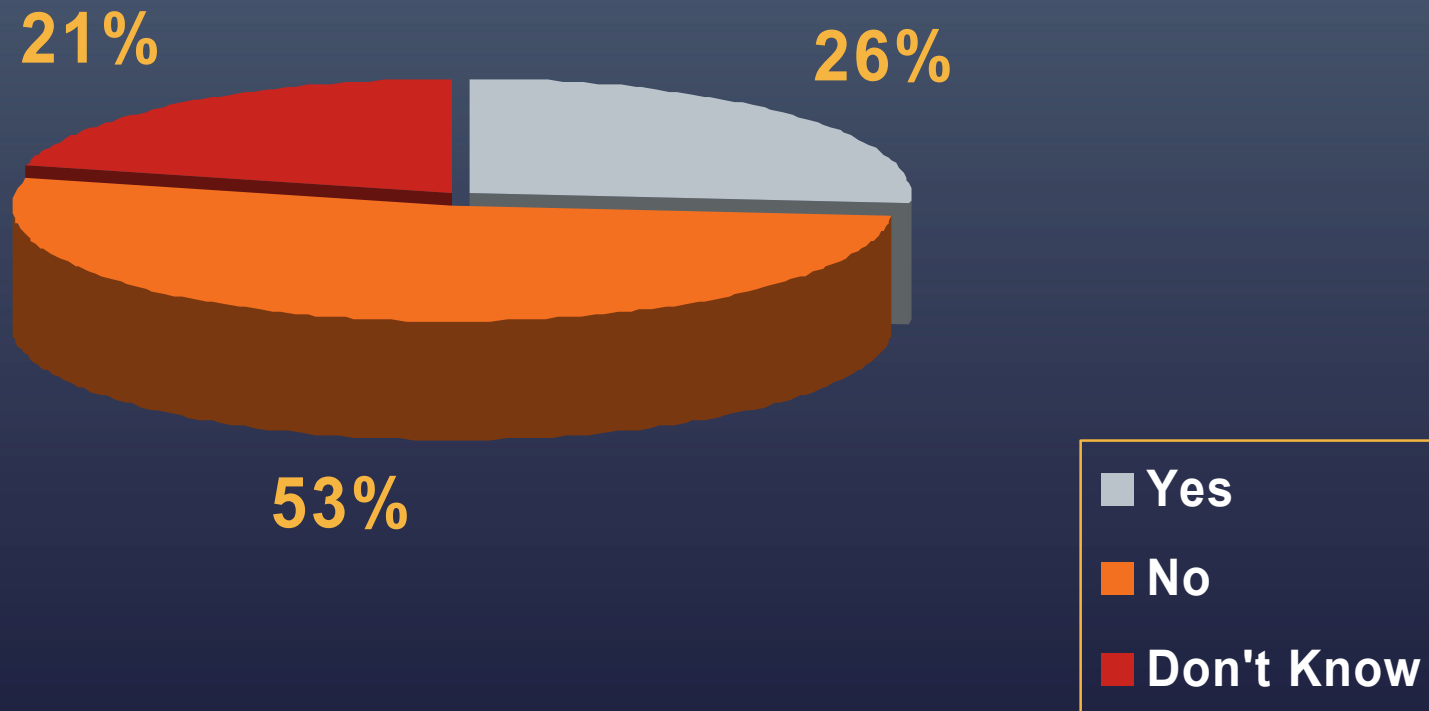
Question 2: Does your company have a formal crisis response plan?



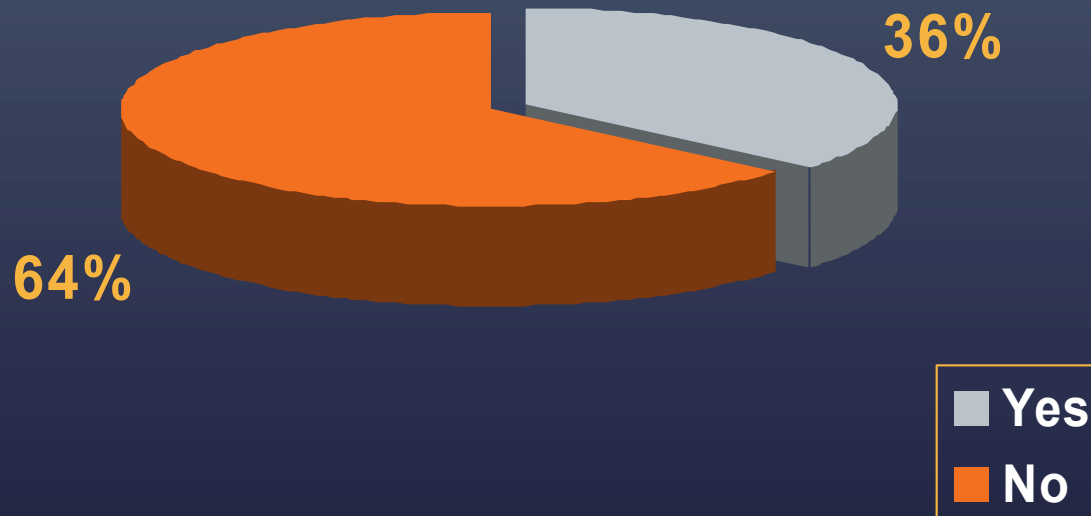
Question 3: If yes, when was the last time you reviewed/revised your plan?



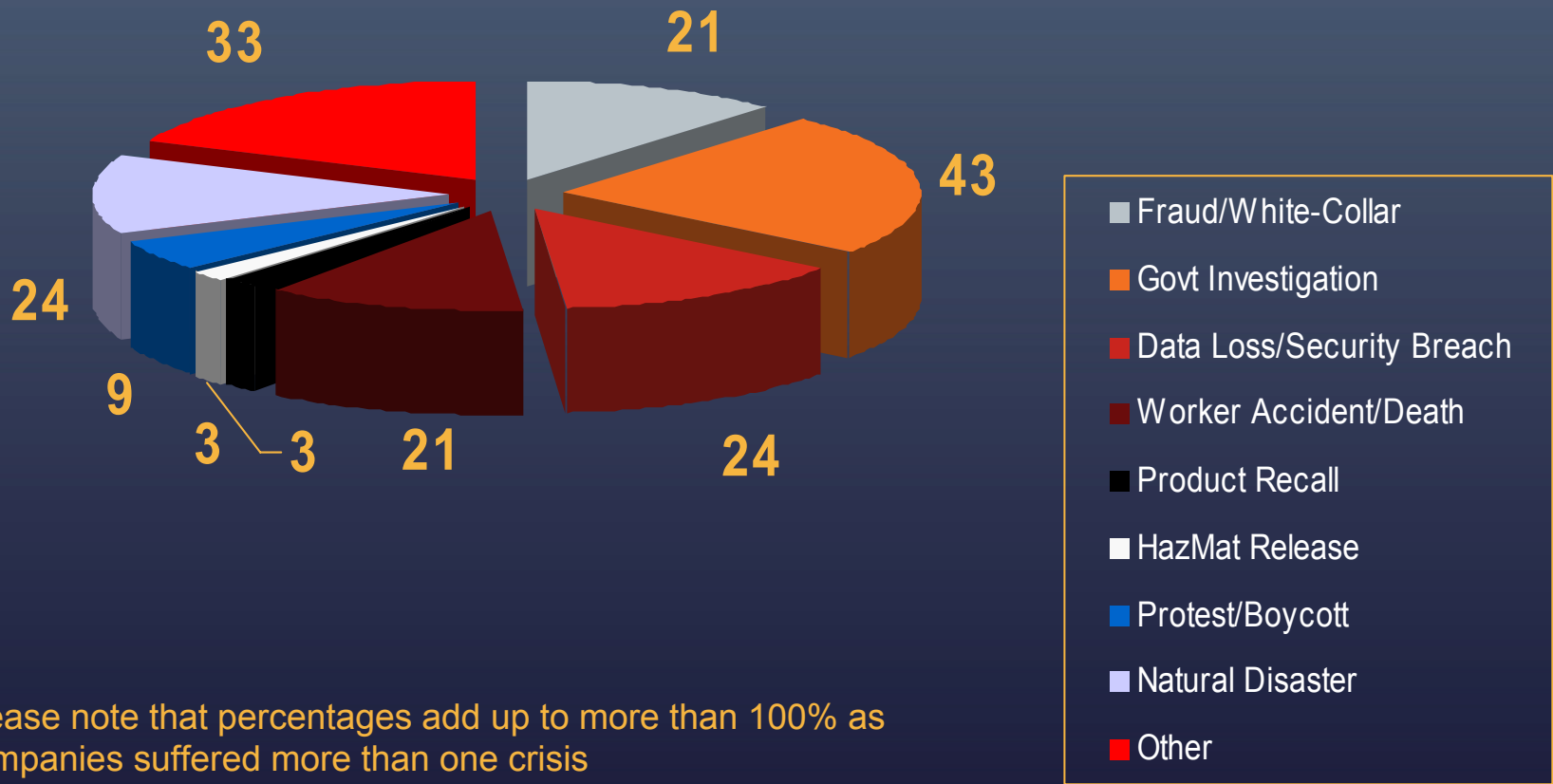
Question 4: Does the plan include a reputation management section that specifically addresses social media like Twitter, Facebook or YouTube?



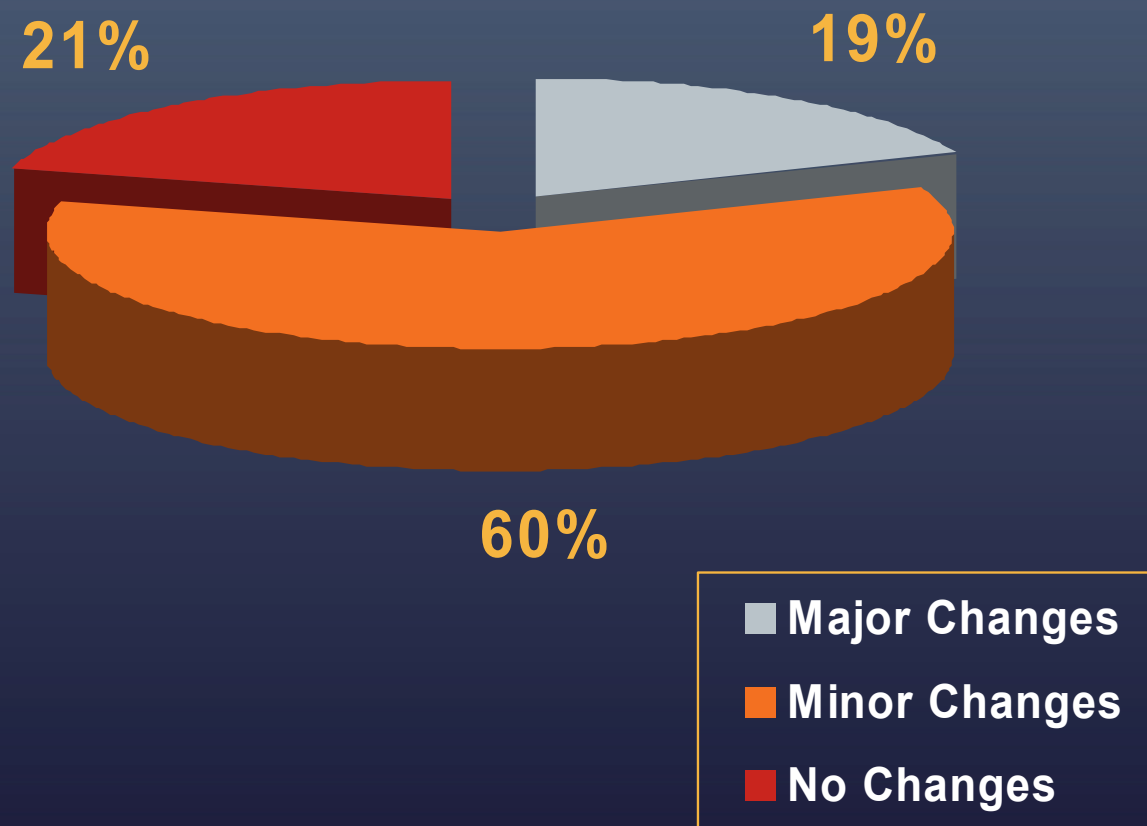
Question 5: Does your company's crisis team conduct annual training drills or exercises to ensure all know what to do?



Question 6: Which, if any, crises have occurred at your company during the past 3 years (check all that apply)

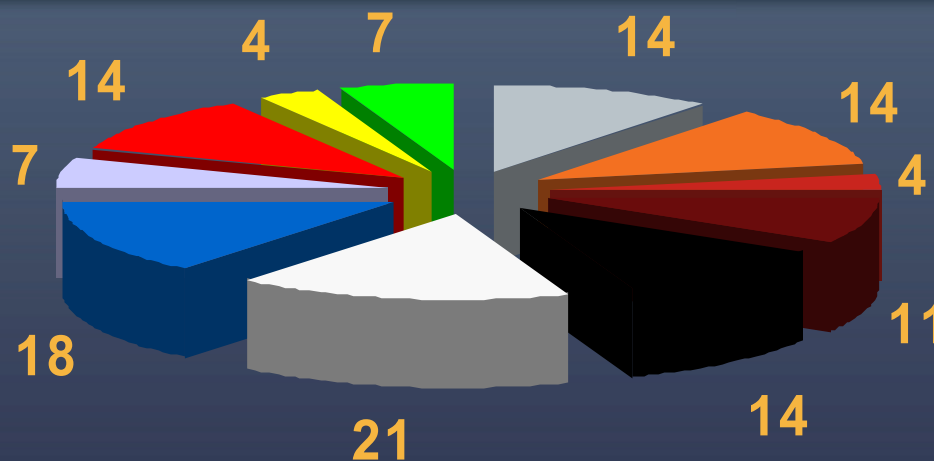


Question 7: After a crisis occurred, did your company change how it operates?



Question 8: If your company did make changes, what was the main change (check all that apply)

Exceeds 100% as some companies made multiple changes

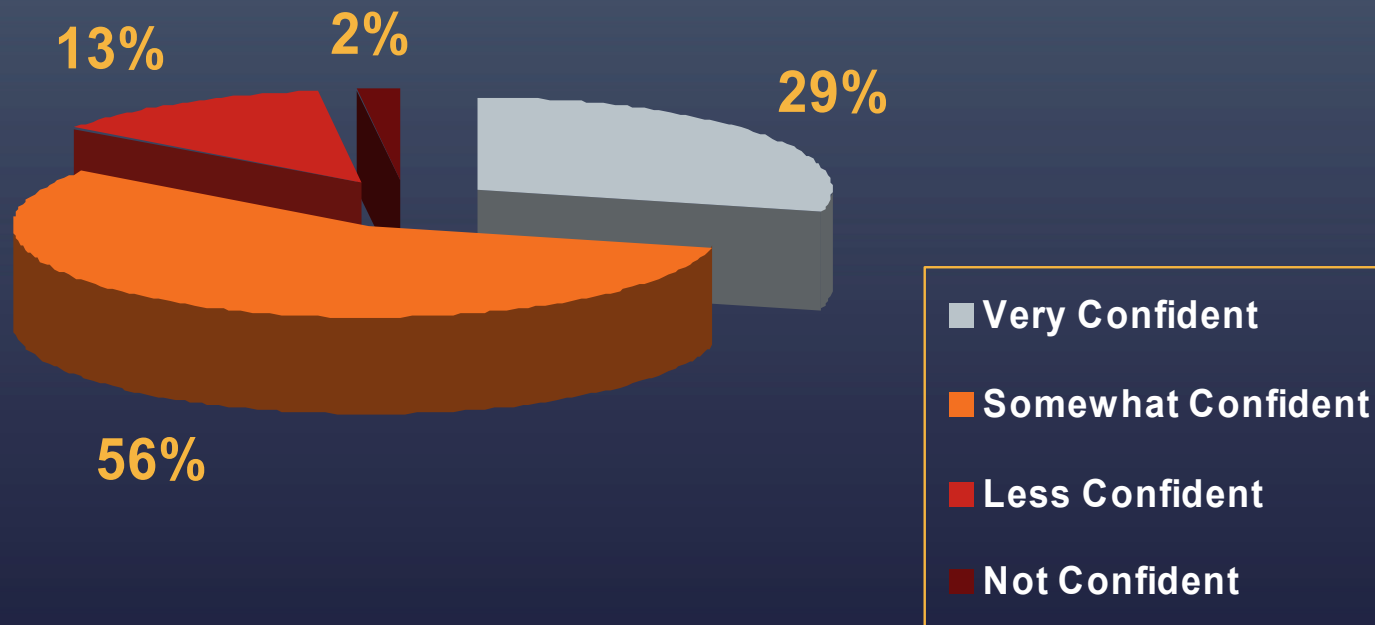


- Moved crucial systems off site
- Upgraded security programs on tech systems
- Added backup power
- Appointed Risk Officer or similar position
- Strengthened GC oversight
- Improved crisis training
- Conducted a crisis audit
- Retained crisis communications agency
- Purchased/upgraded business interruption/liability insurance
- Made improvements as part of normal business operations not because of a crises
- Launched social media campaign to improve reputation

Question 9: Which of the following crises would most negatively impact your company if they occurred? (Choose the three most likely)

Natural disaster such as a hurricane, earthquake or tornado	51%
Terrorist attack	16%
Drought/water access	2%
Power outage/blackout	40%
Epidemic	13%
Data breach/security failure	62%
Major product recall	7%
Worker accident/death	20%
Compromised research results	13%
HazMat leak	4%
Employee strike/walkout	11%
Sexual harassment or other employee-related suit	22%

Question 10: How confident are you that your company can handle a major crisis effectively?



Demographics: Please identify your company's industry

Consulting/Investing/Professional Services	27%
Healthcare/Life Sciences	17%
Technology	12%
Energy/Utilities	10%
Government/Nonprofit/Education	9%
Banking/Financial Services	7%
Other	6%
Communications	6%
Construction/Real Estate	2%
Retail	2%
Aviation/Transportation	2%
Manufacturing	0%
Hospitality	0%