

The following summarizes the key findings from the nationwide opinion survey conducted among 1,009 adult consumers in the continental U.S. between April 18 and April 21, 2008. The Future Technology Consumer Survey was designed to uncover consumer's top public safety concerns and reveal their priorities for their local first responders.

2008 Future Technology Consumer Survey Results

Key Takeaways

- ◆ **Consumers are most concerned with drugs and crime.** Those most concerned with drug trafficking or drug possession include those living in non-metro areas and those who have not completed high school. Those more concerned with non drug-related crime include adults with children living in their households.
- ◆ **New technology is important.** Nearly three-fourths of respondents feel that investment in new technologies to better prepare emergency responders is an important initiative for their community. However, only one-fifth of respondents strongly believe that their community's emergency responders are well-funded to purchase these advanced technologies. Nevertheless, consumers still appear to find comfort in seeing their first responders on the street. In particular, two-thirds of respondents prefer that extra money in their community be spent on hiring and training more emergency responders – not on communications or computer technology.
- ◆ **Staying Connected During an Emergency is Critical.** In terms of being able to effectively respond to a natural disaster, an area in which respondents are *least confident* is their community's ability to ensure that people who need to reach family and friends can do so. This finding may provide Motorola with a good opportunity to highlight how its communications technology ensures consumers stay connected.
- ◆ **Groups that are most likely to believe their communities are prepared for natural disasters include middle-aged and older adults, as well as men.** For the most part, middle-aged and older adults are more likely than younger adults to believe their community is prepared for a natural disaster. Adults 65 and older are especially likely to say so. Additionally, men are more likely than women to believe their community is prepared to respond to a natural disaster.
- ◆ **Not surprisingly, consumer responses about public safety issues tend to differ by region.** For example, respondents in the South and West regions are more concerned with natural disasters. This is perhaps due to the recent natural disasters in these areas over the last several years, including forest fires in the West and hurricanes in the South. Also not surprisingly, respondents in the Northeast are more concerned about

terrorist attacks than respondents in any other region – likely due to the terrorist attacks experienced on September 11, 2001. It is also not surprising, then, that consumers in these three regions (South, West, and Northeast) prefer that any additional money in their community be spent on emergency responders – hiring more of them and training them to better respond to public safety issues.

- It is interesting to note that respondents in the South do not necessarily feel their community is *unprepared* to respond to a natural disaster. In fact, respondents in the South are more likely than those in the Northeast to say their communities are prepared to efficiently warn residents of the need to evacuate. Respondents in the South are also more likely than those in the West to say they feel their communities are prepared to provide communication tools to those who need to reach family and friends from whom they've been separated. This may be due to the regularity with which tropical storms occur in southern coastal regions and, as a result, systems are in place to help facilitate evacuations (e.g., evacuation route signs on roadways, designated shelters).
- ◆ **Having young children in the household may increase one's concern for emergency preparedness.** The survey results indicate that consumers with children feel less prepared. Those respondents with children living in their households are more likely to feel that their community is, in general, less prepared to respond to a natural disaster than those with no children living in their households. Those with children are more concerned with their community's ability to evacuate residents and connect those separated from family and friends. Additionally, those with children tend to think their community's emergency responders are not funded adequately to purchase the advanced technologies needed to help handle public safety issues.
- ◆ **Coinciding somewhat with the previous finding, women (who tend to be primary caregivers to young children), in general, are more concerned about public safety than men.** Men, more so than women, feel that their communities are prepared to warn residents, provide communication tools, and obtain help from other emergency responders. On the other hand, women are more likely to be concerned with crime, overall, and also to believe it's important for communities to invest in advanced technologies.
- ◆ **Young adults are focused on technology.** Adults 18-24 years of age are more likely than adults 55 and older to feel that investments in technology are important to their community. Additionally, this group believes, more so than any other age group, that extra money in the community should be spent on computer technology or equipment to help ensure faster emergency response time. However, young adults also agree that emergency responders are well-funded to make investments in these technologies.

Research Methods

Between April 18, 2008, and April 21, 2008, Opinion Research Corporation (ORC) conducted interviews with 1,009 consumers 18 years of age or older in the continental United States. The sample was comprised of 504 men and 505 women.

The sampling error associated with a sample size of 1,009 is plus/minus two to three percentage points at a 95 percent confidence level. This means that if Motorola repeated this survey, the results would be within plus/minus two to three percentage points in 95 surveys out of 100.

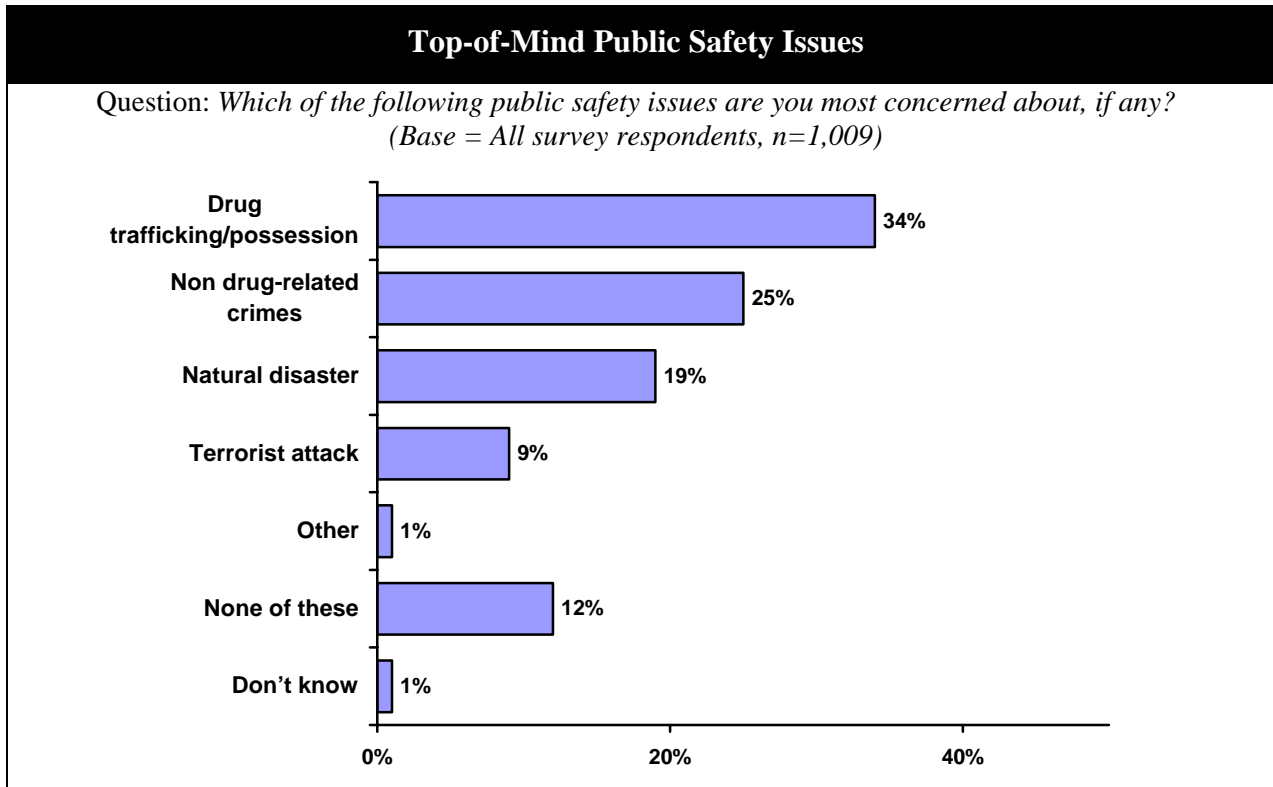
Background on Survey Participants

ORC weighted the survey results by four demographic characteristics: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total U.S. population 18 years of age or older. (The raw data are weighted by a custom-designed program which automatically develops a weighting factor for each respondent.)

It is worth noting that there is often a noticeable and statistically-significant difference among respondents of different ages, as well as among those living in different regions or areas (metro versus non-metro). Also, some differences among subgroups arise based on gender, education, and household make-up (children versus no children). These differences are included in the analysis that follows.

Key Findings

When thinking of top public safety issues in their community, consumers say they are most concerned with drug trafficking and drug possession.



Drug trafficking/drug possession is the top public safety concern for approximately one-third (34%) of all respondents. One-fourth of respondents list non-drug related crime as their top public safety concern. Nearly one-fifth (19%) of respondents say their top public safety concern is a natural disaster, while a smaller number (9%) list a terrorist attack as their main concern.

Twelve percent of respondents volunteered that none of these issues were among their top safety concerns, while one percent simply responded with “don’t know.”

Comparisons among respondents, based on demographic characteristics, reveal that:

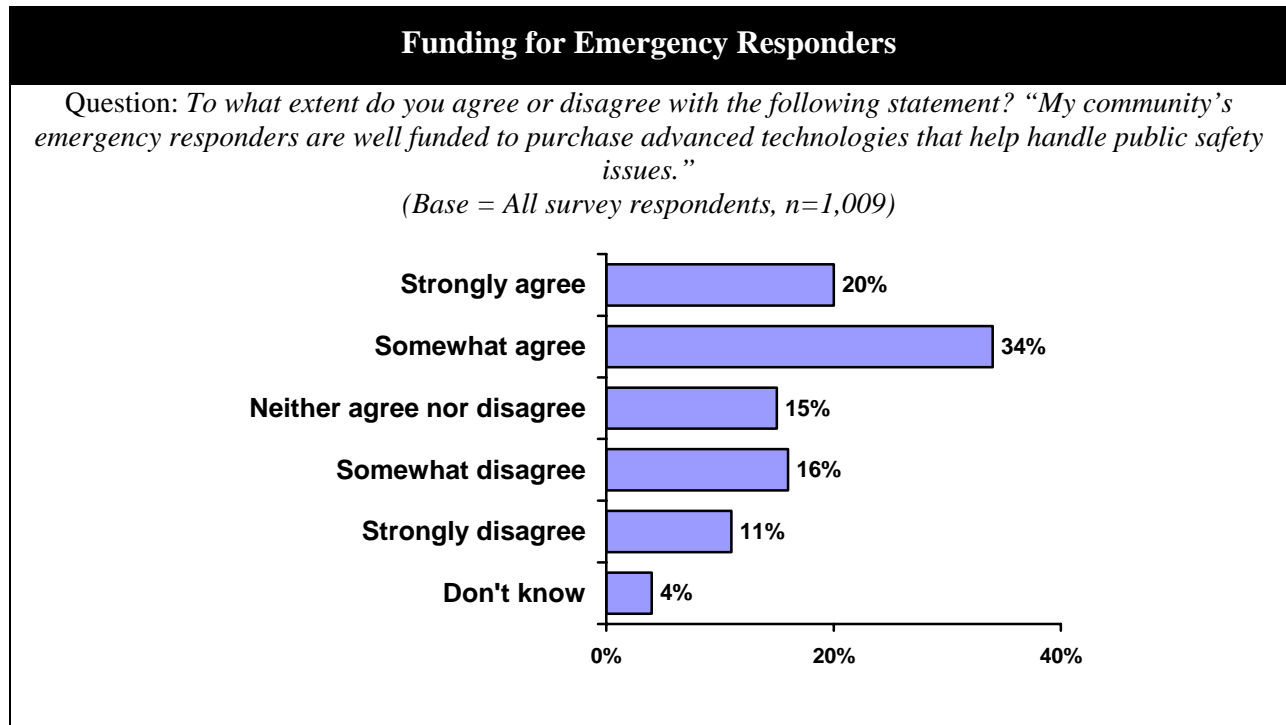
- ◆ Respondents who are more likely to say they are concerned with drug trafficking or drug possession include:
 - Females compared to males (38% versus 30%, respectively).
 - Non-metro residents compared to metro residents (44% versus 31%, respectively).
 - Respondents who have not completed high school compared to respondents who have started or graduated from college (54% versus 31%, respectively).

- ◆ Respondents who are more likely to say they are concerned with non drug-related crime include:
 - Those with children living in their household compared to those without children living in their household (29% versus 22%, respectively).
 - Those living in metro areas compared to those living in non-metro areas (27% versus 19%, respectively).

- ◆ Those most concerned with natural disasters are more likely to be respondents from the South and West regions, compared to respondents from the Northeast and Midwest regions (22% and 13%, respectively).

- ◆ Conversely, those most likely to list a terrorist attack as their top concern include respondents from the Northeast region (15%), compared to respondents from the Midwest, South, and West regions combined (7%).

More than half of respondents agree that their community’s emergency responders are well funded to purchase technologies to help handle public safety issues.



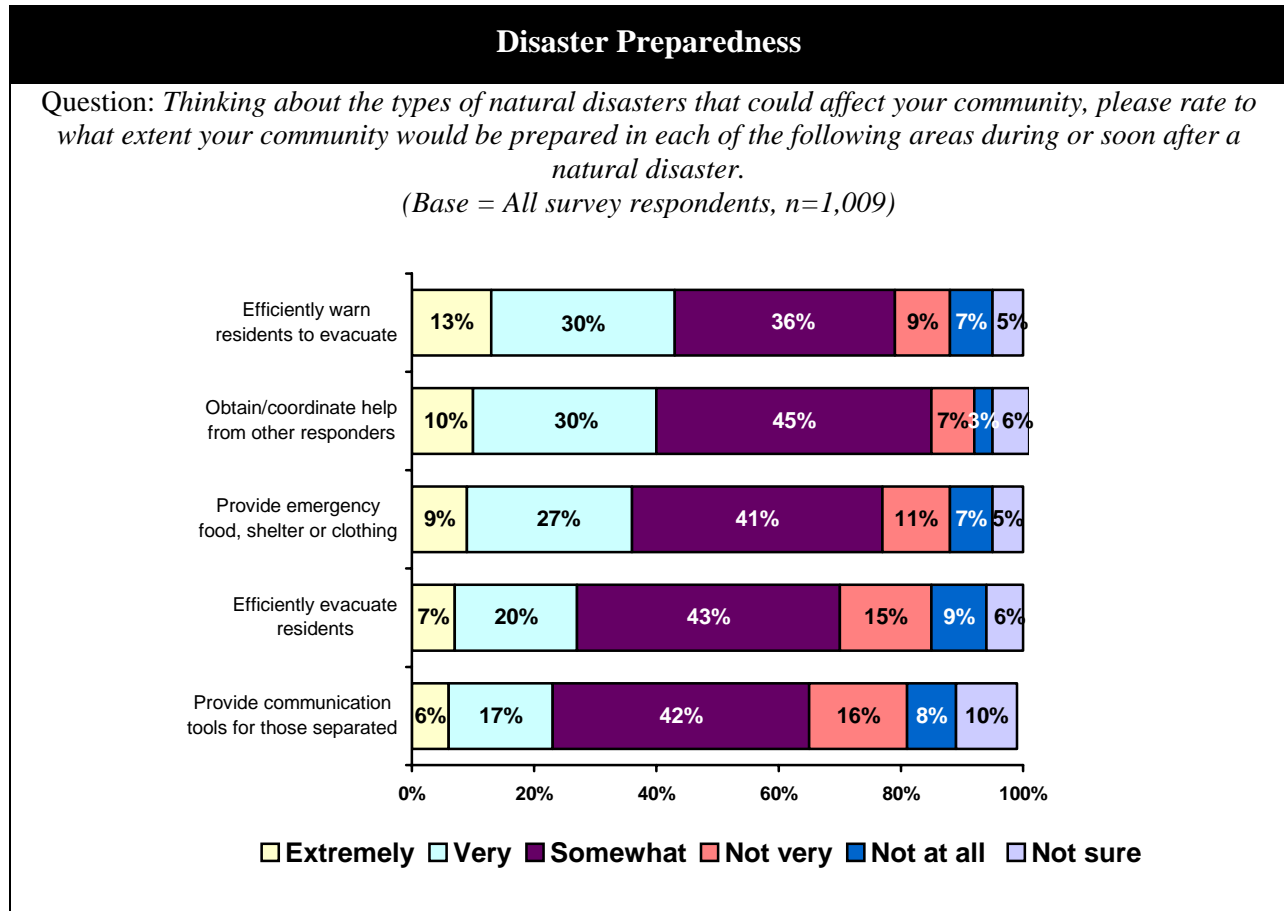
One-fifth of respondents *strongly agree* that their community’s emergency responders are well funded to purchase technologies to help handle public safety issues. However, approximately one-third (34%) of respondents only *somewhat agree* that this is the case.

Approximately one-fourth (27%) disagree that emergency responders are well funded to purchase technologies, while 15% of respondents neither agree nor disagree, and 4% of respondents say they “don’t know.”

Comparisons among respondents, based on their demographic characteristics, reveal that:

- ◆ Those respondents more likely to *agree* that their community’s emergency responders are well funded include:
 - Men (59%) versus women (49%).
 - Younger adults (ages 18 to 24) and older adults (45 and older), compared to adults 25 to 44 years of age (62% versus 42%, respectively).
- ◆ Those respondents who are likely to *disagree* that their community’s emergency responders are well funded include:
 - Adults ages 25 to 54 (32%) versus adults 65 and older (18%).
 - Respondents with children living in their household compared to those with no children living in their household (34% versus 22%, respectively).

Should a natural disaster occur, respondents feel that their community is best prepared to effectively warn residents of the need to evacuate and obtain and coordinate help from other emergency responders at various levels.



Over two-fifths of respondents (43%) believe their community is “extremely” or “very” prepared to efficiently warn residents to evacuate. Thirteen percent of respondents say their community is *extremely prepared*; 30 percent say their community is *very prepared* to do so. In sum, 79% (includes somewhat, very and extremely tally) felt that their community was prepared to efficiently warn residents to evacuate.

Nearly as many, two-fifths (40%), say their community is very prepared to obtain/coordinate help from other emergency responders. In fact, 85 percent of respondents felt their community was prepared (includes somewhat, very and extremely tally) to obtain/coordinate help from other responders.

Respondents feel their community is *least prepared* to efficiently evacuate residents from the disaster area or provide communications tools to connect those who need to reach family and friends from whom they’ve been separated. In each case, 24% believe their community is either “not very” or “not at all” prepared. Nearly half of respondents feel their community is only *somewhat prepared* to evacuate residents and connect residents to loved ones (43% and 42%, respectively).

Comparisons among respondents, based on their demographics, reveal that:

- ◆ When asked about their community's preparedness to **efficiently evacuate residents**:
 - Respondents ages 35 and older are more likely than adults ages 25-34 to say their community is at least *somewhat prepared* to efficiently evacuate residents from the disaster area (74% versus 58%, respectively).
 - Northeast residents are more likely than Midwest residents to say their community is *not very prepared* to efficiently evacuate residents (21% versus 10%, respectively).

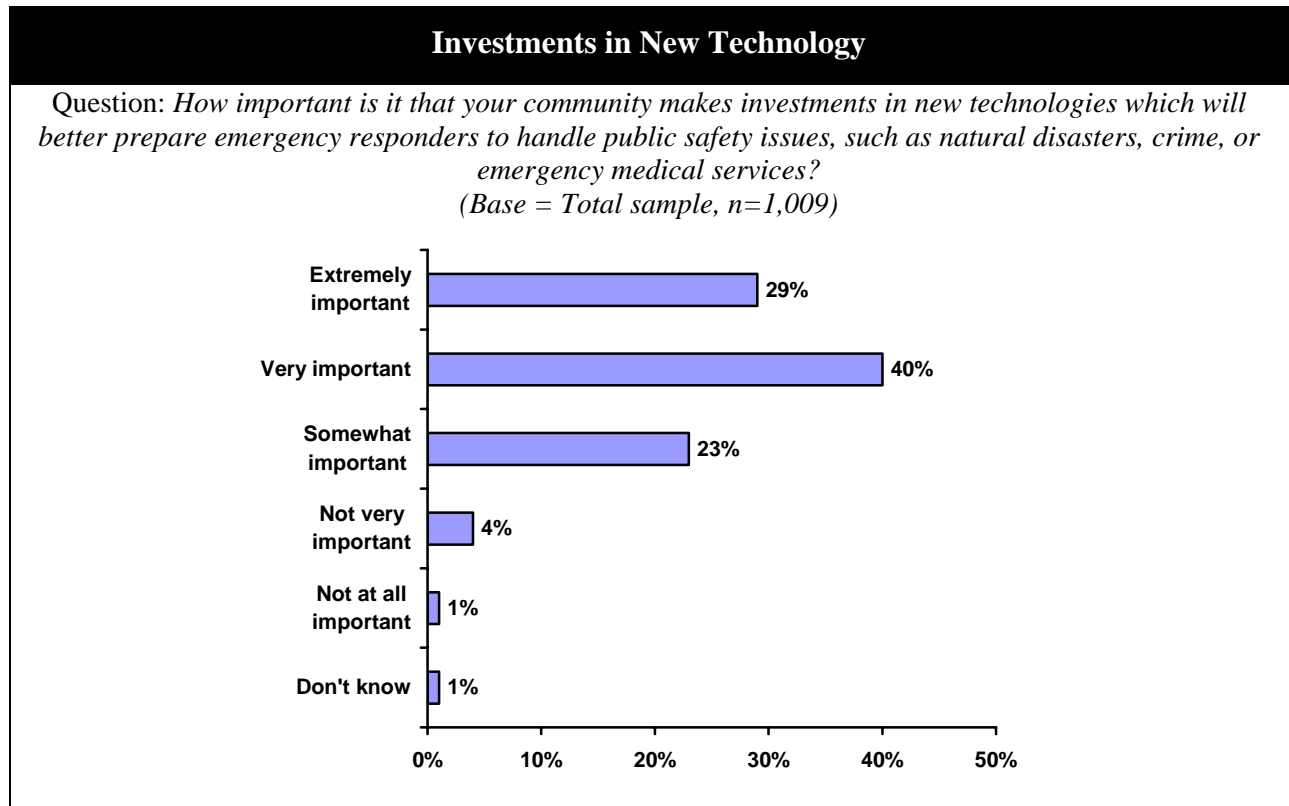
- ◆ When asked about their community's preparedness to **efficiently warn residents** of the need to evacuate the disaster area:
 - Men are more likely than women to say their community is at least *somewhat prepared* to efficiently warn residents (83% versus 75%, respectively).
 - Adults ages 35 to 64 are more likely to say that their community is *not very prepared* to warn residents, compared to adults 65 and older (11% versus 4%, respectively).
 - Those living in non-metro areas are more likely to say their community is *not at all prepared* to warn residents (11%), compared to only 5 percent of those living in metro areas.

- ◆ When asked about their community's preparedness connect those who need to reach family or friends from whom they've been separated:
 - Men are more likely than women to say their community is *extremely/very prepared* to do so (28% versus 19%, respectively).
 - Adults 18-64 are more likely than older adults (ages 65 and older) to say their community is *not prepared* to do so (27% versus 14%, respectively).
 - Respondents with children living in the household are more likely to say their community is *not prepared* to connect them (32%), compared to only 19 percent of those with no children living in the household.

- ◆ When asked about their community's preparedness to **obtain and coordinate help**, as needed, from other emergency responders at the local, state, or federal level:
 - Men are more likely than women to say their community is *extremely/very prepared* to do so (44% versus 36%, respectively).
 - Respondents ages 35 and older are more likely than respondents ages 18-24 to say their community is *extremely prepared* to coordinate help (12% versus 2%, respectively).

- ◆ When asked about their community's preparedness to **provide emergency shelter, food, or clothing** for those who had to leave their home:
 - Respondents ages 35 and older are more likely than those 18-24 years of age to say their community is at least *somewhat prepared* to do so (80% versus 64%, respectively).

Nearly all adults surveyed feel that their community’s investments in new technologies to better prepare emergency responders is important.



Ninety-two percent of respondents believe that investments in new technology are an important initiative for their community. Nearly one-third (29%) of respondents feel this is *extremely important*, while 40 percent believe it is *very important* which equals 69% who feel it is very or extremely important. Approximately one-fourth (23%) of respondents believe this is only *somewhat important*.

A total of five percent of all respondents don’t feel that technology investments are “not very” or “not at all” important to their community, while only one percent of respondents volunteered that they “don’t know” how important these investments are.

Comparisons among respondents, based on their demographics, reveal that:

- ◆ Women (34%) are more likely than men (25%) to feel that investing in technology is *extremely important*.
- ◆ Respondents with no children living in their households (45%) are more likely to consider investments in technology to be *very important*, compared to respondents with young children living in their households (34%).
- ◆ Adults 18-24 years of age (34%) are more likely than adults 55 and older (18%) to feel that investments in technology are *somewhat important* to their community.