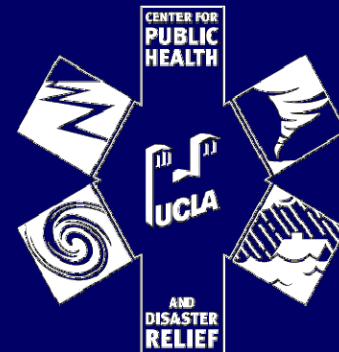


EARTHQUAKE PREPAREDNESS IN SIX SOUTHERN CALIFORNIA COUNTIES

***Los Angeles, Ventura, Orange,
San Bernardino, Riverside, Imperial***



THE RESEARCH TEAM

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- **Megumi Kano, Dr.P.H., Research Associate**
 - University of California at Los Angeles
- **Michele M. Wood, Ph.D., Research Associate**
 - University of California at Los Angeles

OVERSIGHT

- **Dennis S. Mileti, Ph.D., Commissioner**

- Alfred E. Alquist Seismic Safety Commission

- **Larry Rillera, Staff**

- Alfred E. Alquist Seismic Safety Commission

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 - Governor's Office of Emergency Services
 - Alfred E. Alquist Seismic Safety Commission
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 - Institute for Business & Home Safety
 - Southern California Association of Governments

DISCLAIMER

- The views and conclusions contained in this document are those of the authors and should not be interpreted as representing the official policies, either expressed or implied, of the California Office of Emergency Services, the Alfred E. Alquist Seismic Safety Commission, the Institute for Business & Home Safety, or the Southern California Association of Governments

PRESENTATION PURPOSE

■ **Provide a Brief Overview of:**

- Study Methods
- Some relevant demographic data by county
- Readiness by pyramid level
- Reasons given for some readiness activities
- Summary of readiness activities & reasons given for activities

METHODS

RESEARCH STRATEGY

■ Examined Behavior Not Opinions:

- YES = “Which of the following have you DONE?”**
- NO = “How prepared do you THINK you are?”**

DATA COLLECTION

■ CATI:

- Computer assisted telephone interviewing
- Pre-tested, revised, & trained interviewers
- English and Spanish

■ Length:

- Averaged 30 minutes per interview
- \$20 gift certificate incentive

■ When:

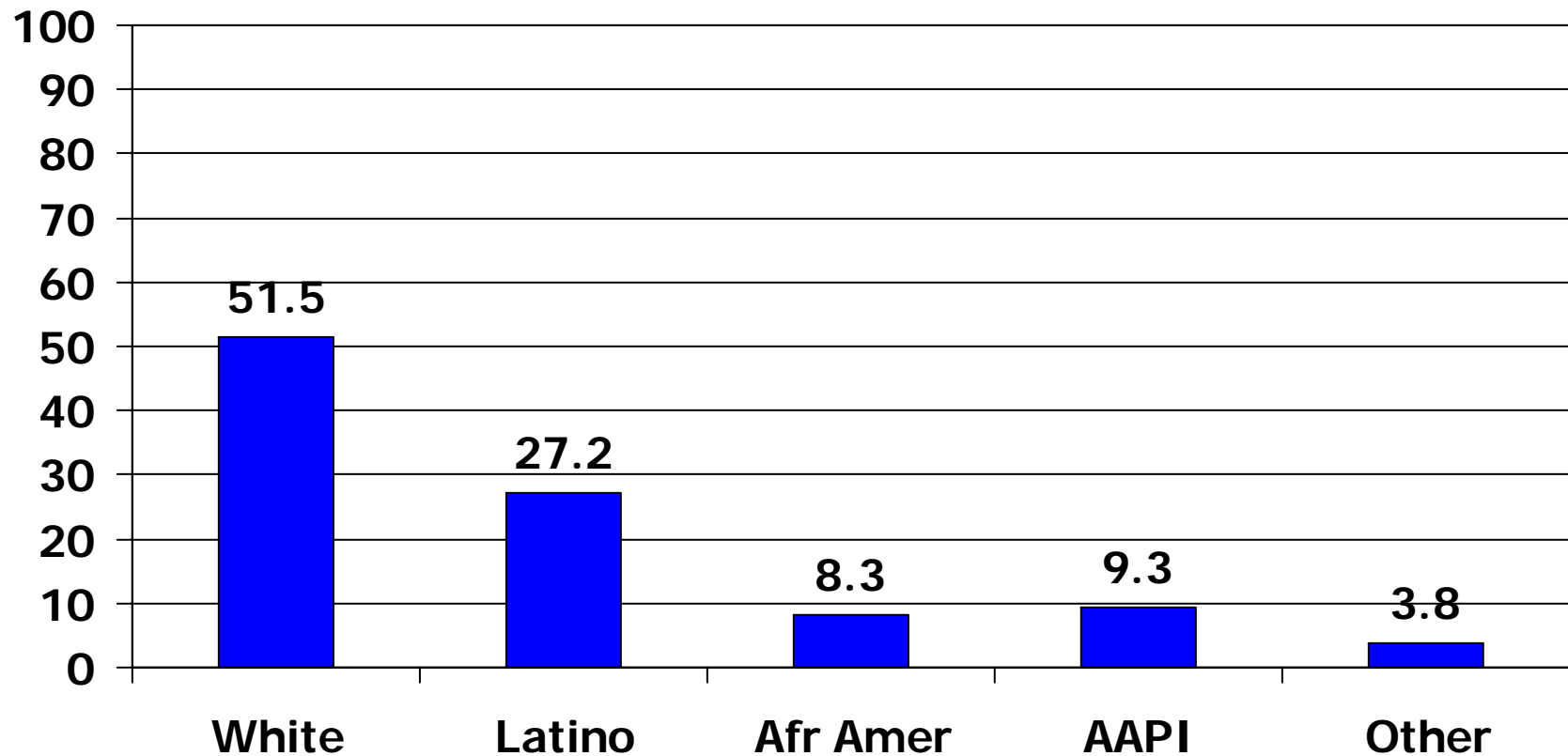
- July 3, 2008 through October 20, 2008

FINDINGS

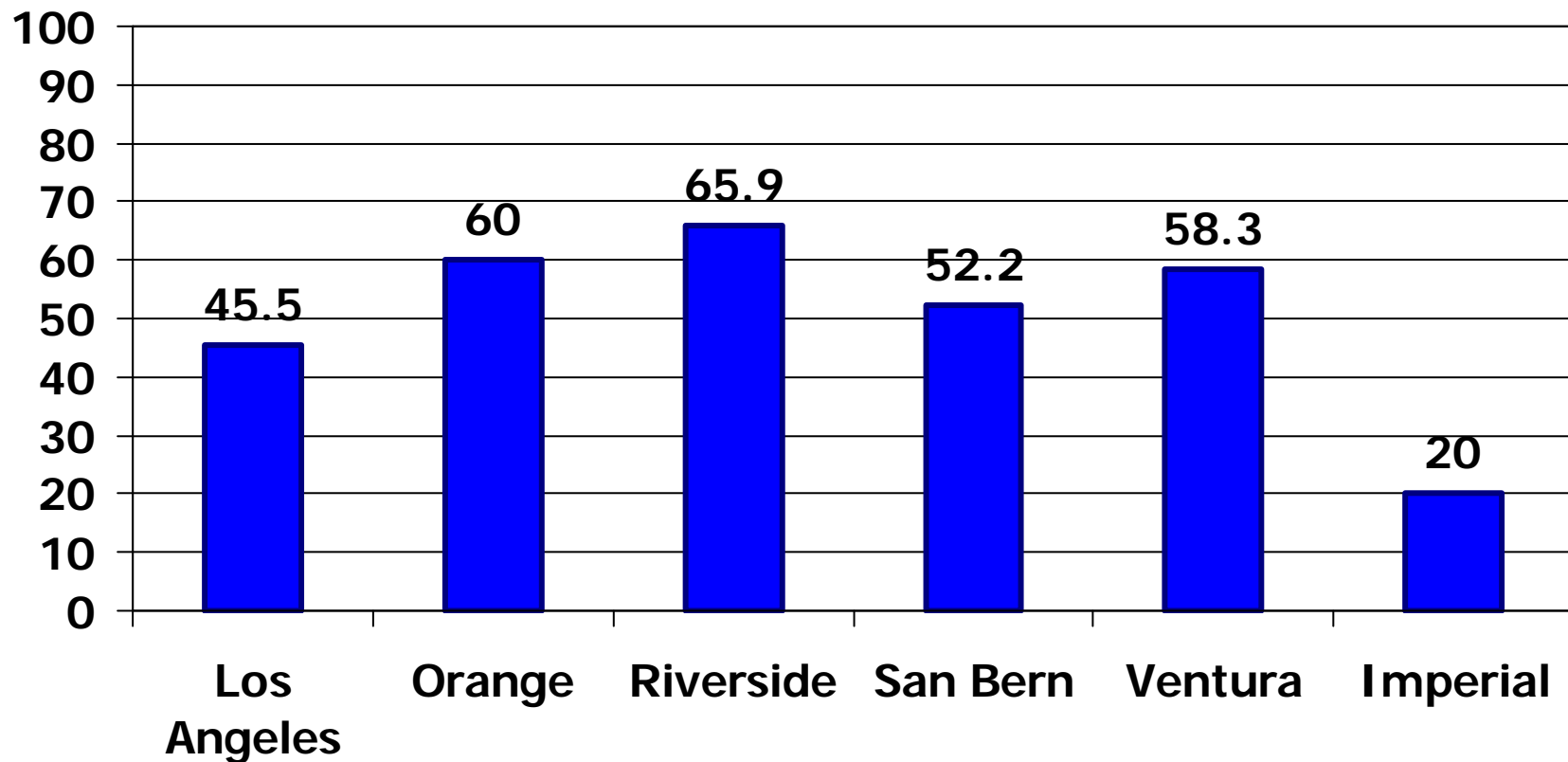
Selected Demographic Data

Racial/Ethnic Identification

6 Southern California Counties, n = 637



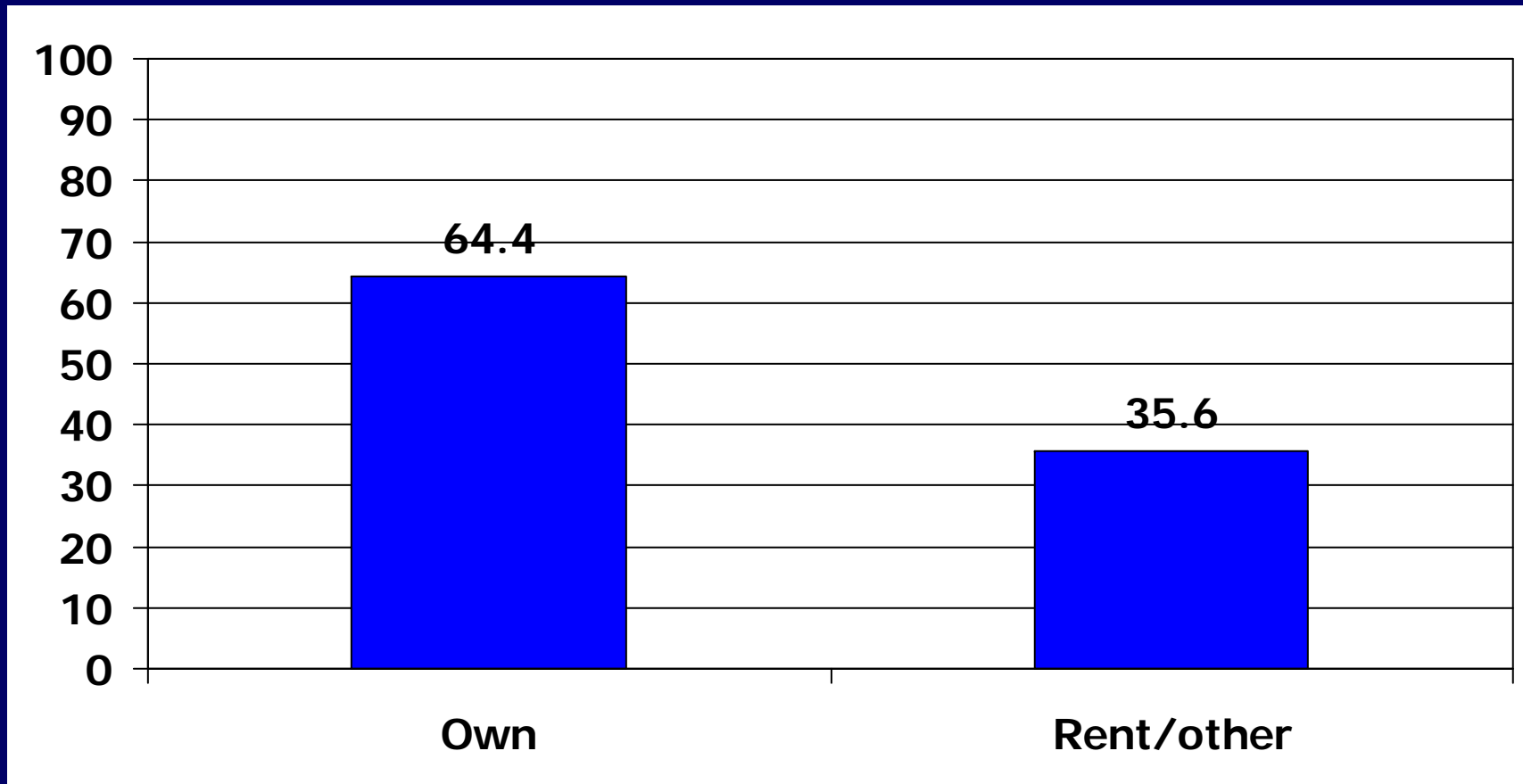
% White by County, n = 637



Chi square, $p < .001$

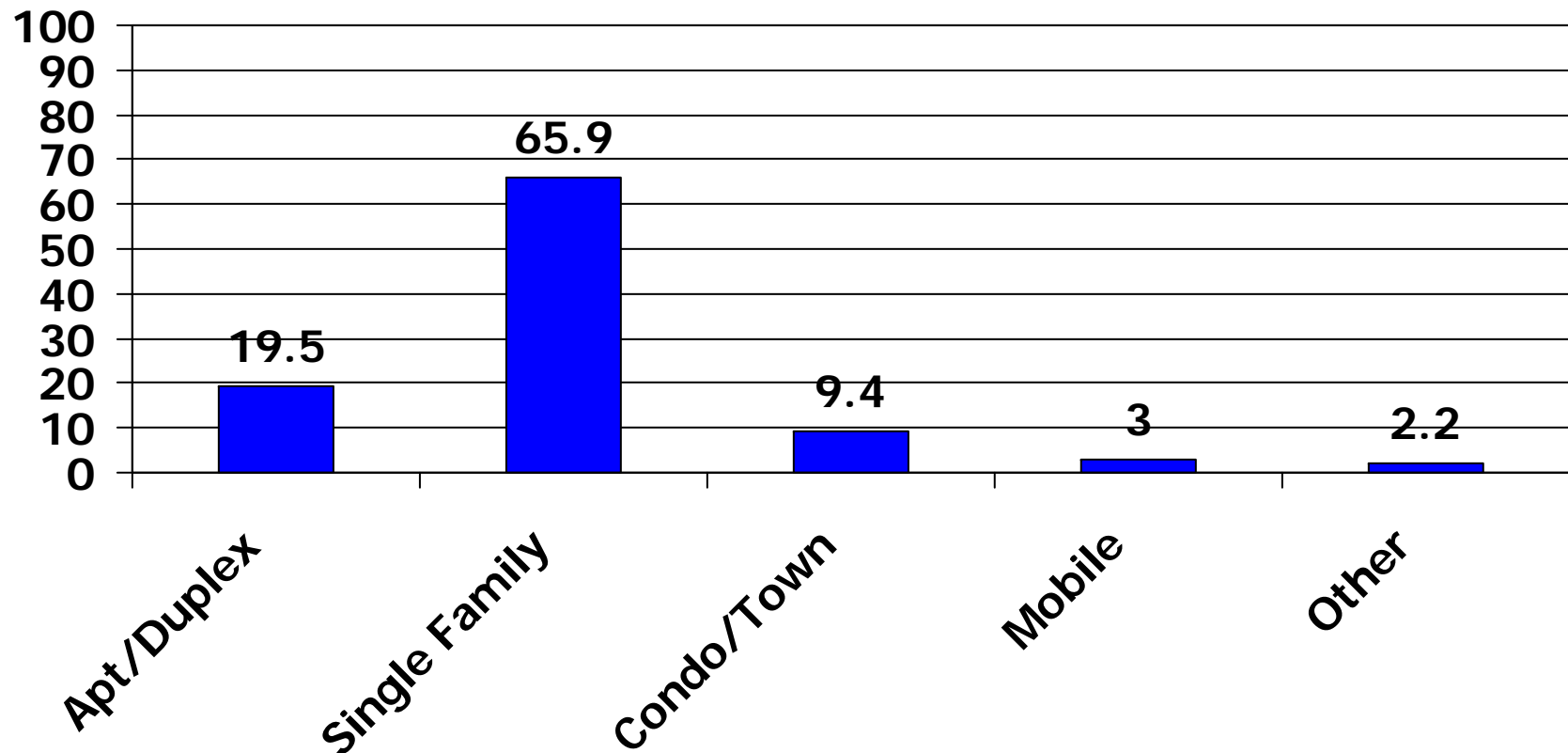
Home Ownership

6 Southern California Counties, n = 637



Type of Housing

6 Southern California Counties, n = 637



READINESS ACTIVITIES

"READINESS" PYRAMID



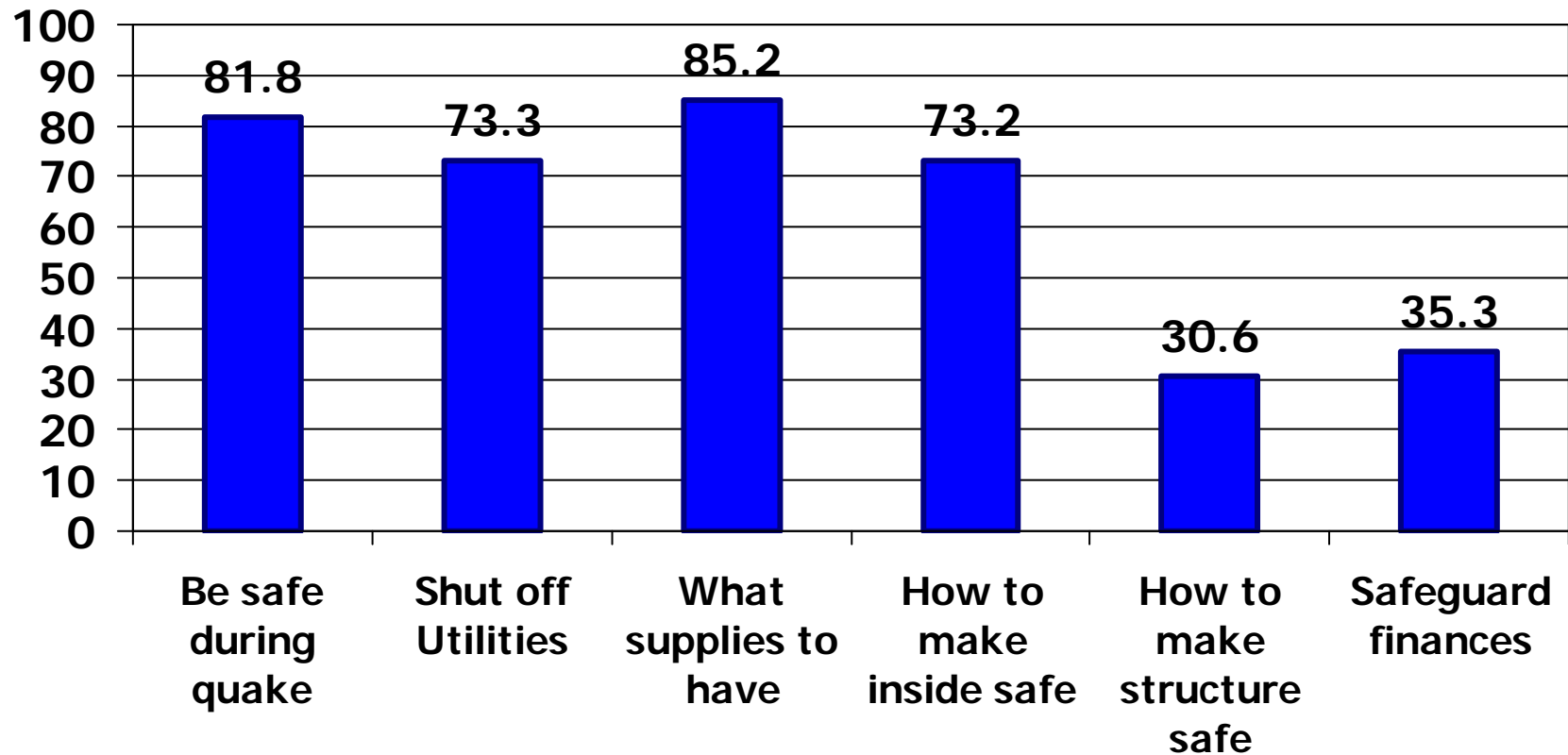
Learn How To Be Ready

Level 1

- **6 Readiness Activities**
- **By Reason Given for Activity**

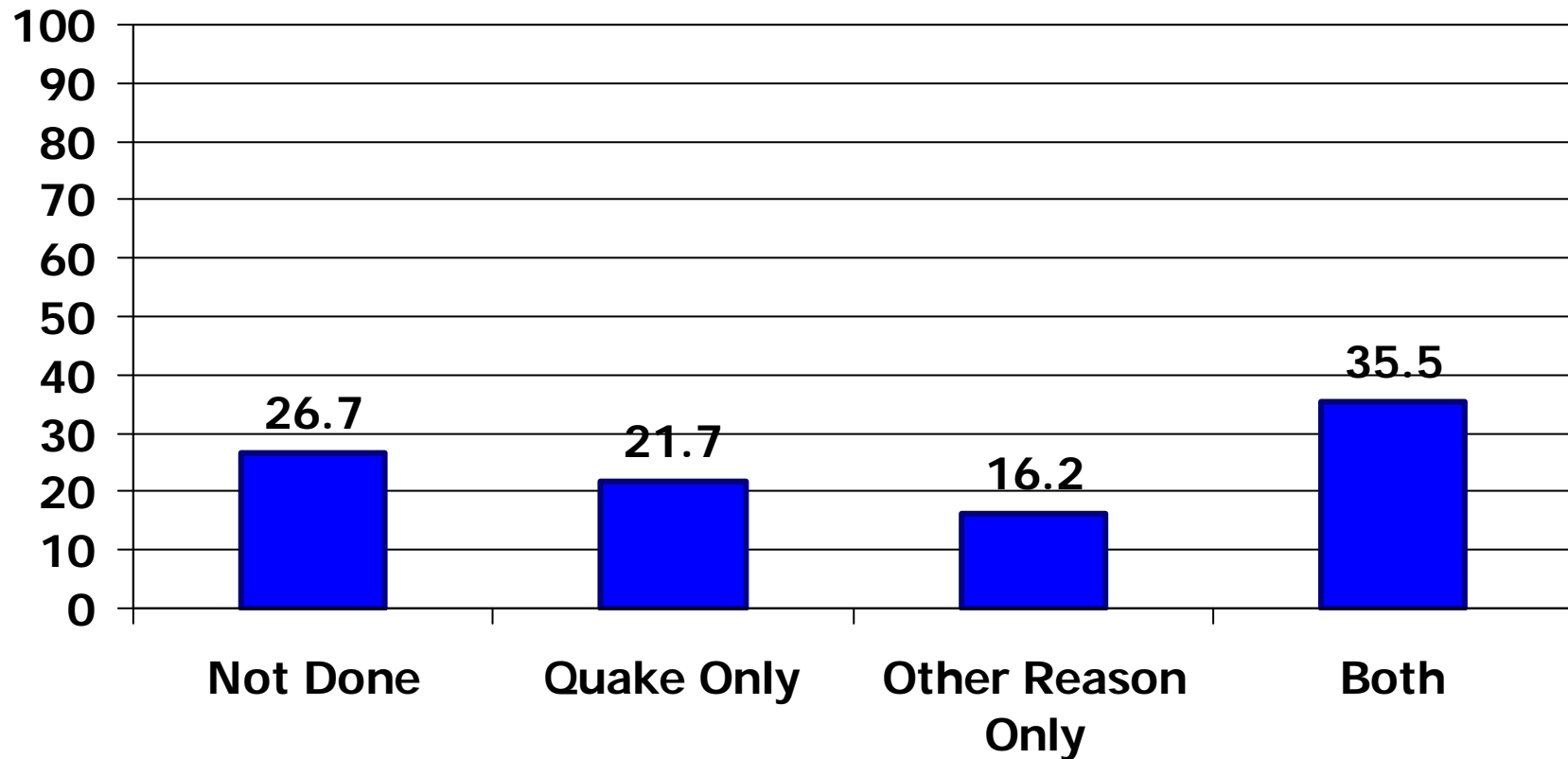
Learned About or How To:

(Level 1, n = 637)



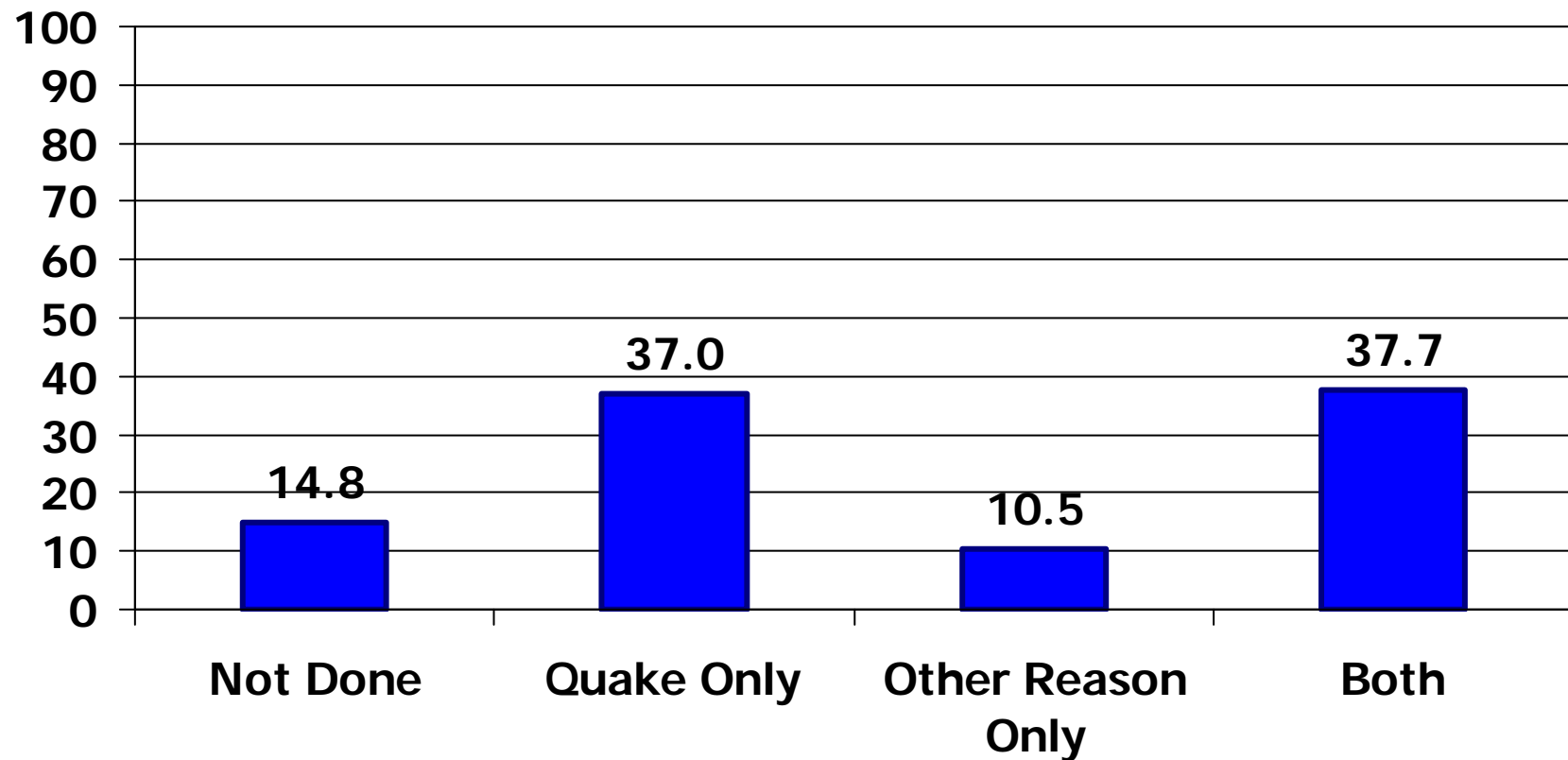
Learned To Shut Off Utilities by Reason Given

(n = 637)



Learned Supplies Needed by Reason Given

(n = 637)



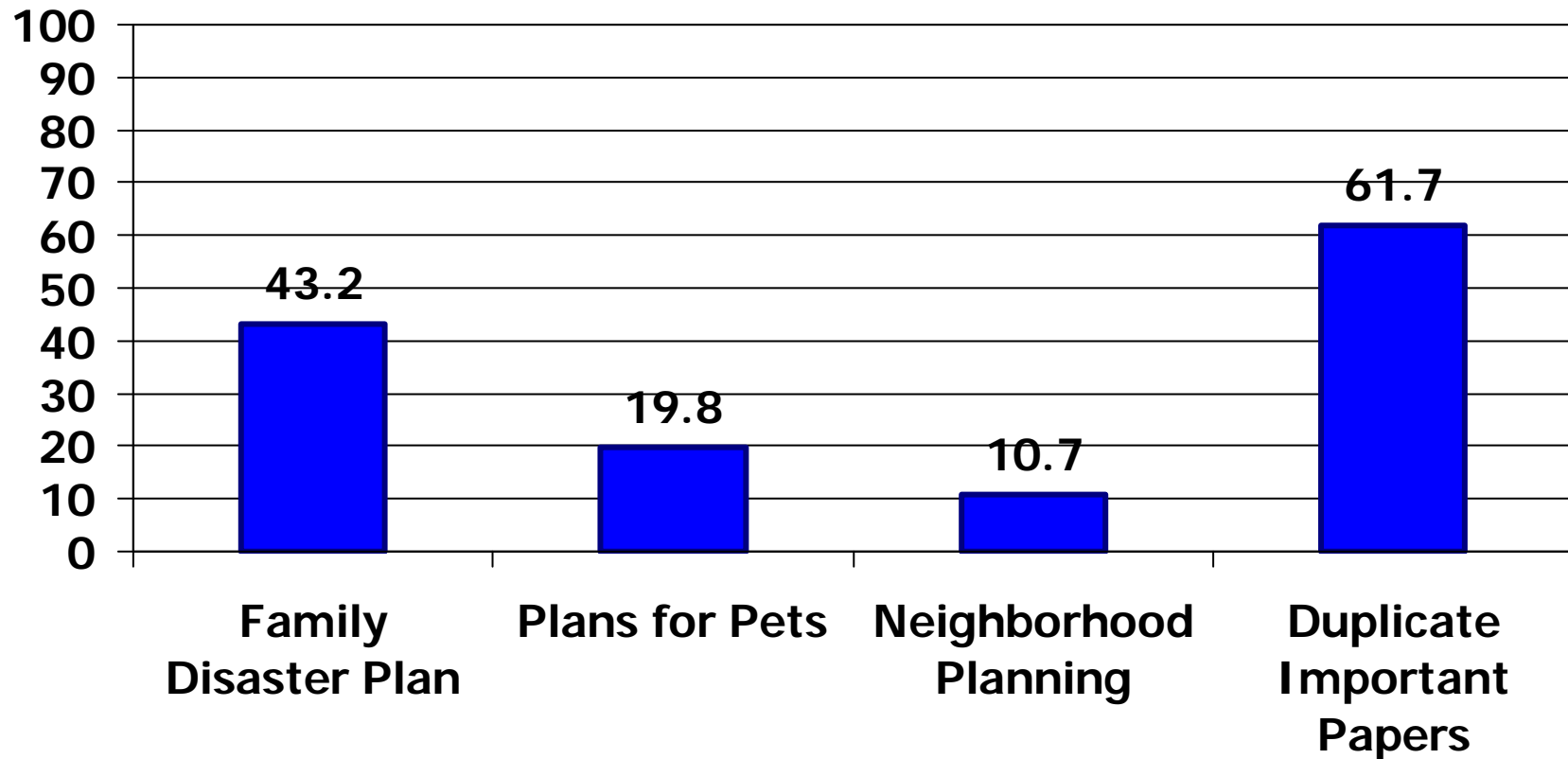
Plan What To Do

Level 2

- **4 Readiness Activities**
- **By Reason Given for Two Activities**

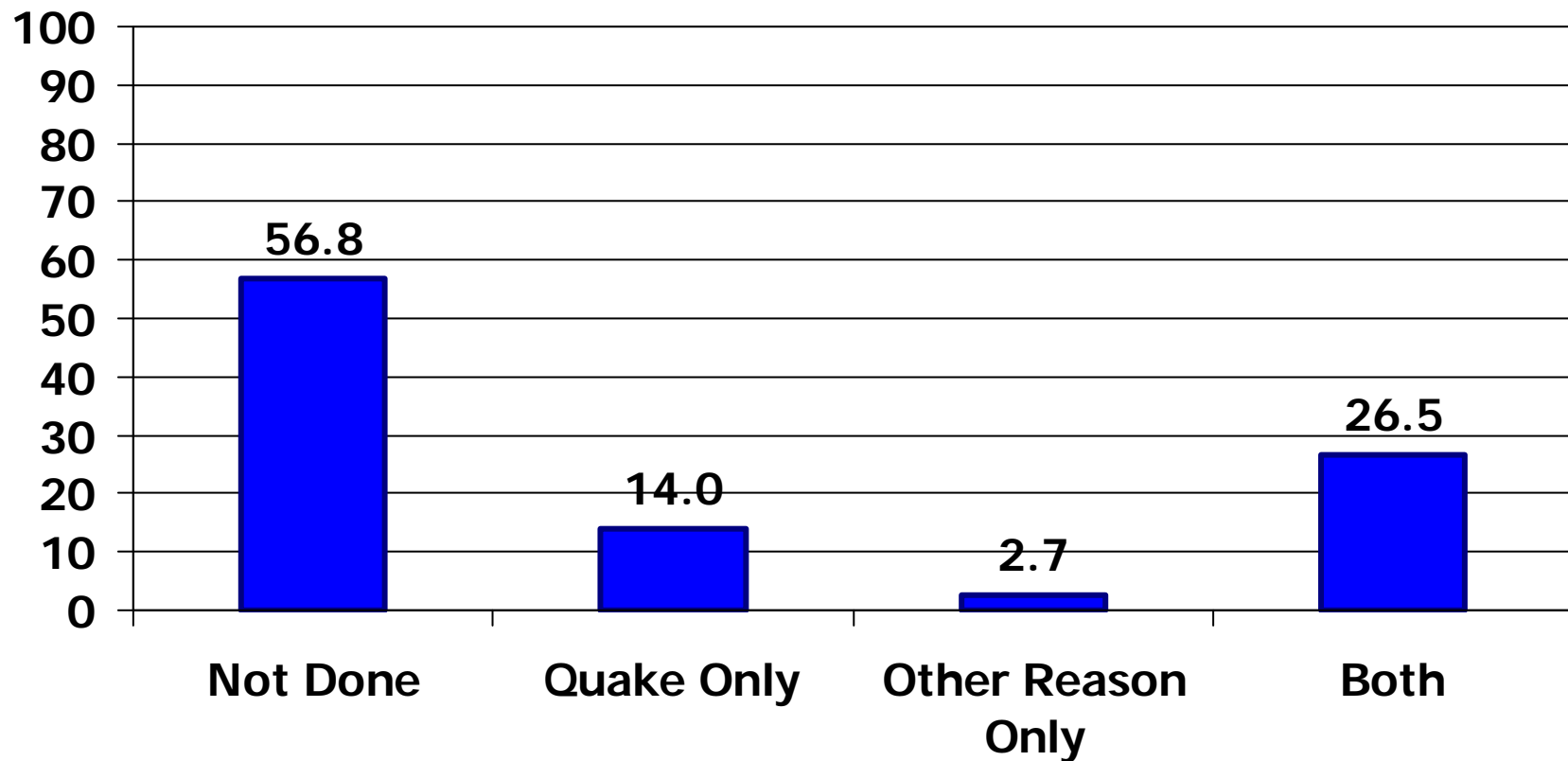
Planned What To Do

(Level 2, n = 637)



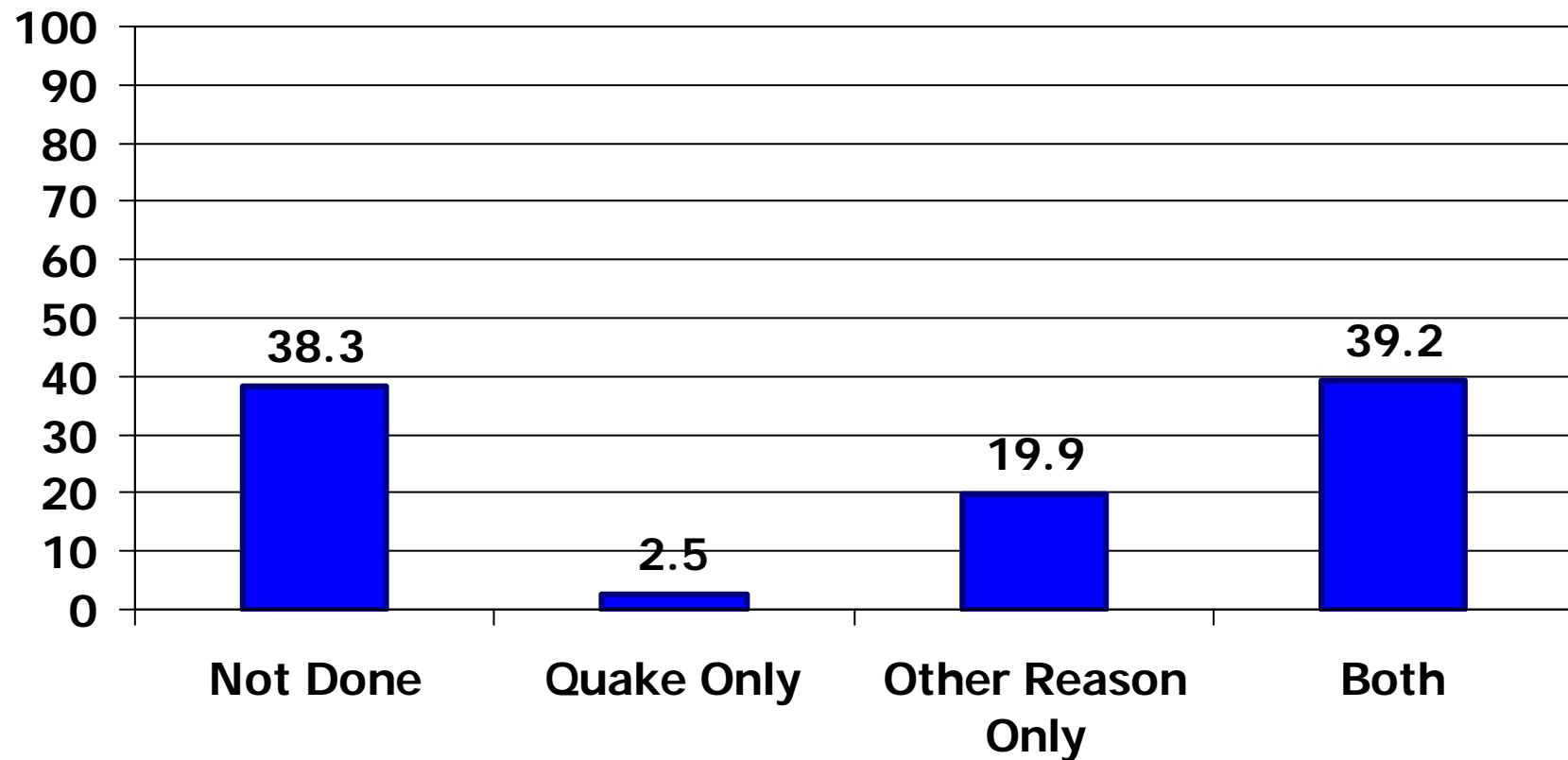
Made Family Disaster Plans by Reason Given

(n = 637)



Duplicated Important Papers by Reason Given

(n = 637)

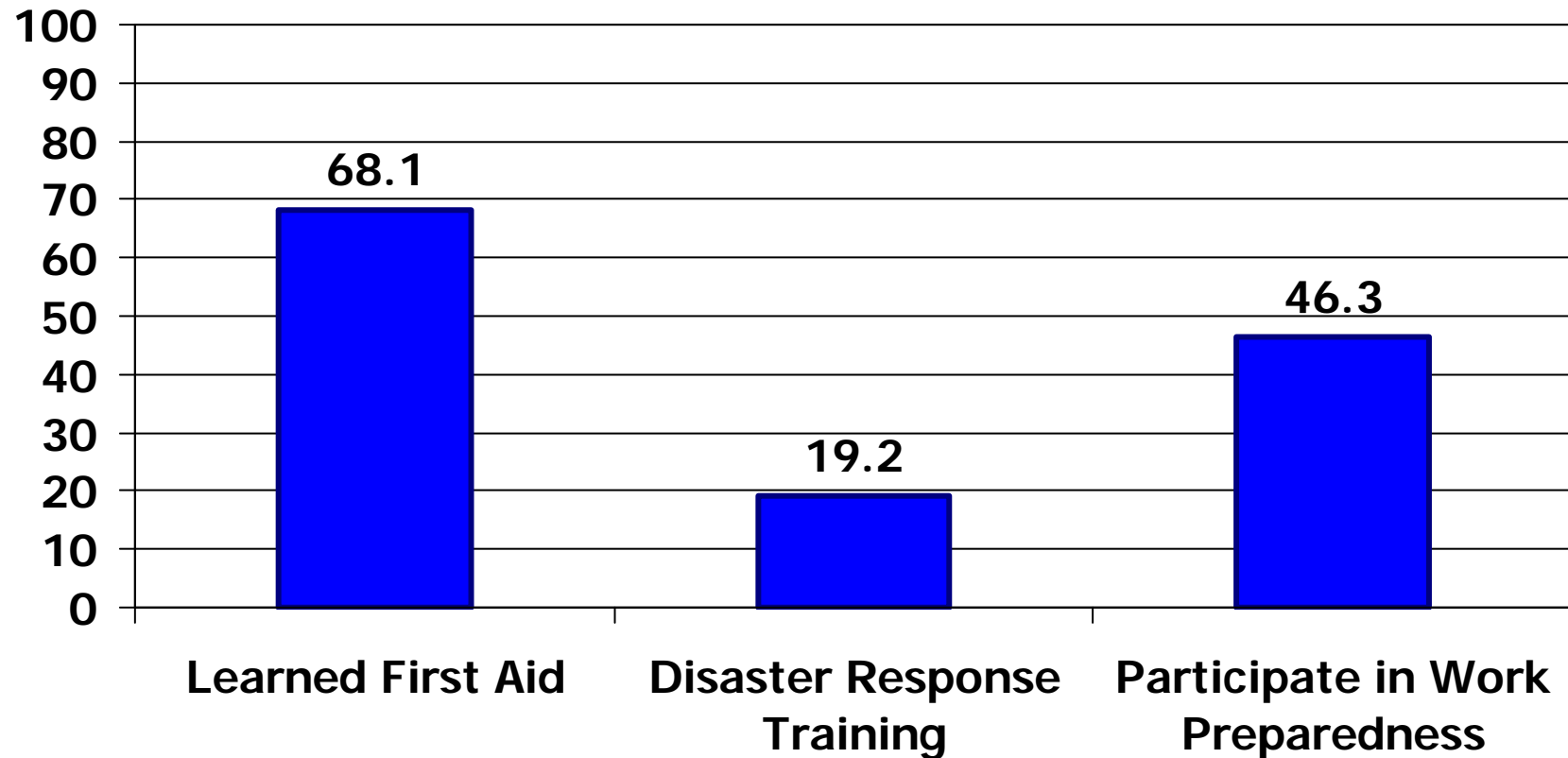


Train and Practice Level 3

- **3 Readiness Activities**
- **By Reason Given for 1 Activity**

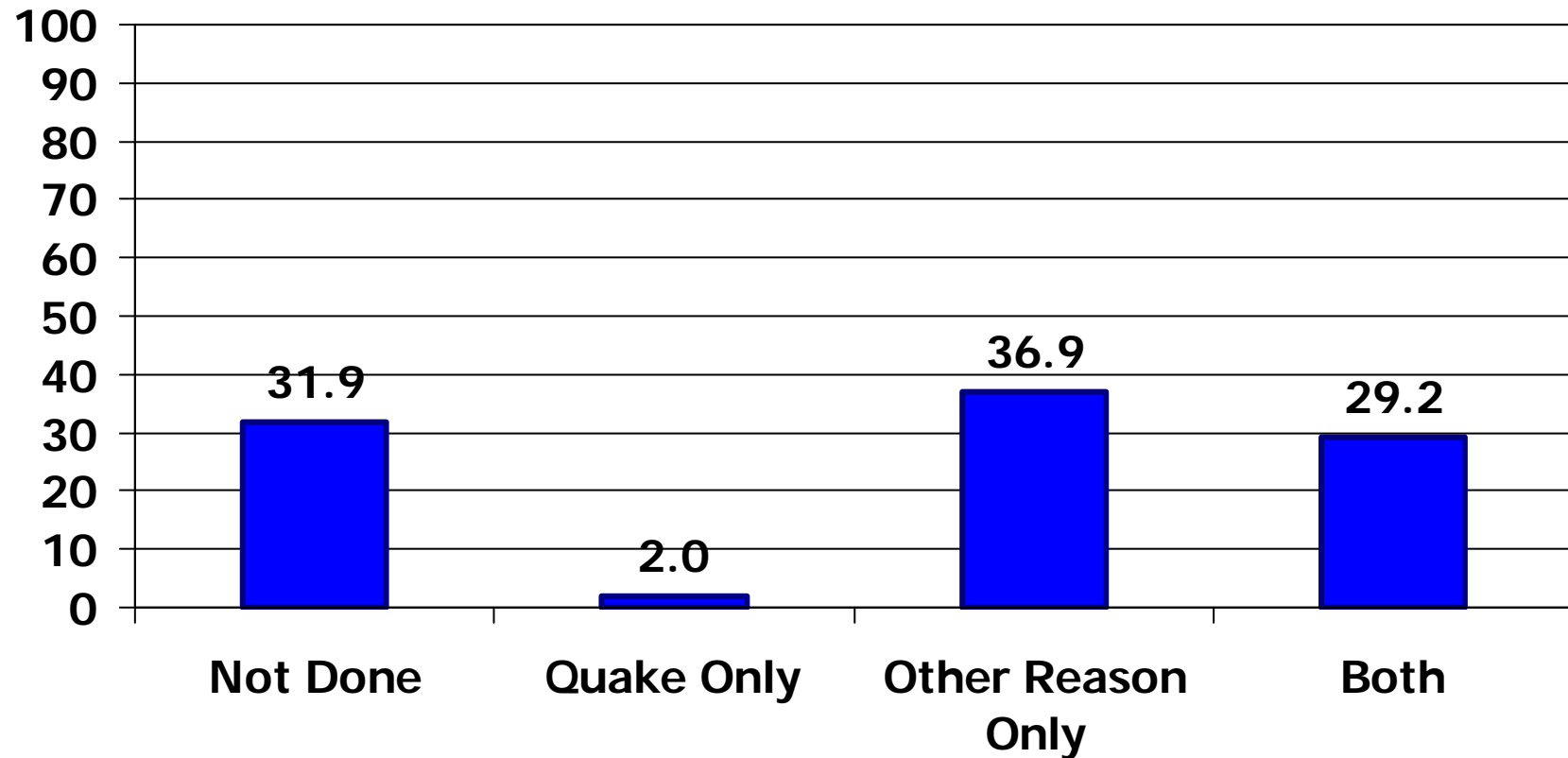
Train and Practice

(n = 637)



Learned First Aid by Reason Given

(n = 637)



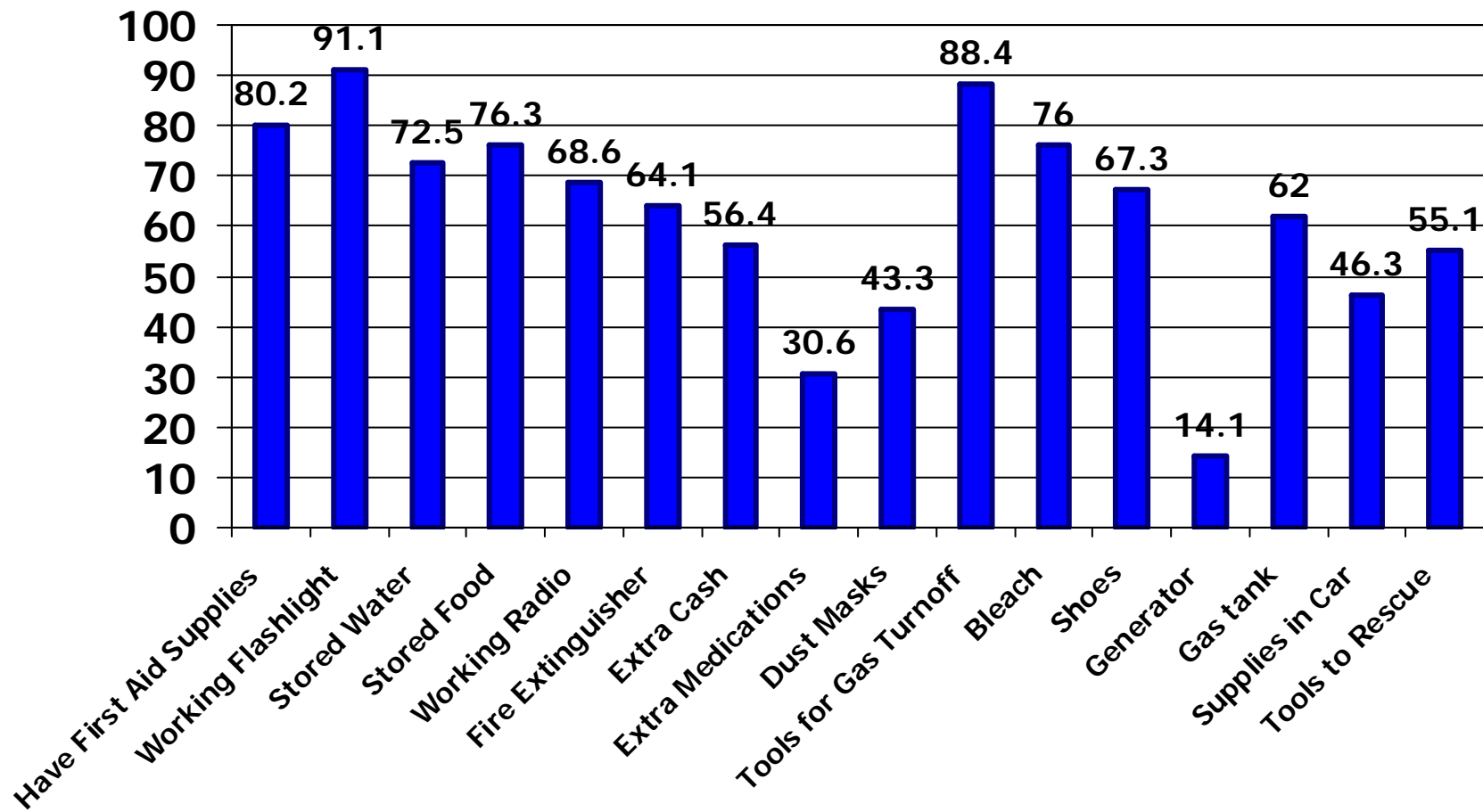
Manage Supplies & Equipment

Level 4

- **16 Readiness Activities**
- **By Reason Given for 5 Activities**

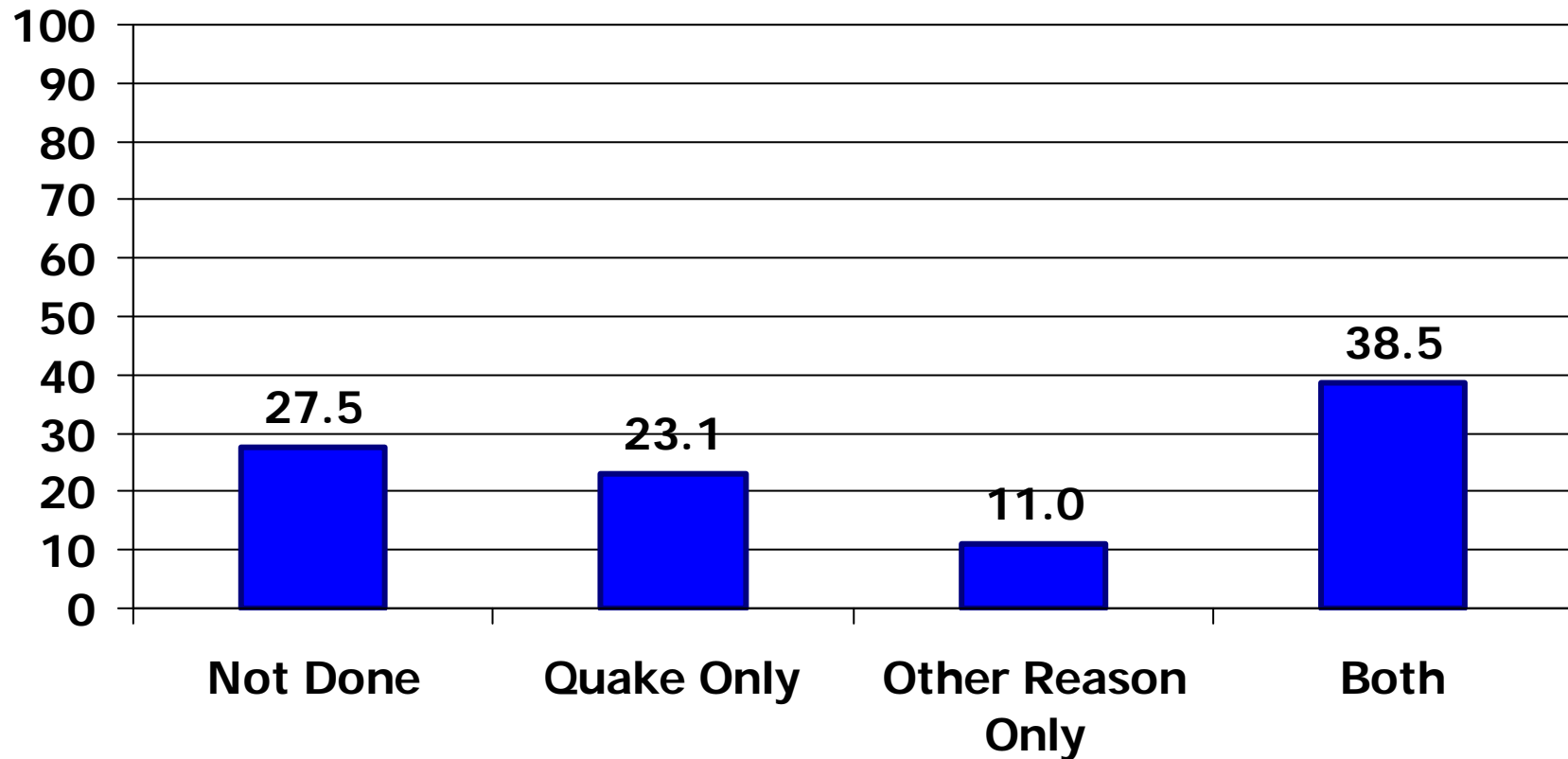
Manage Supplies & Equipment

(Level 4, n = 637)



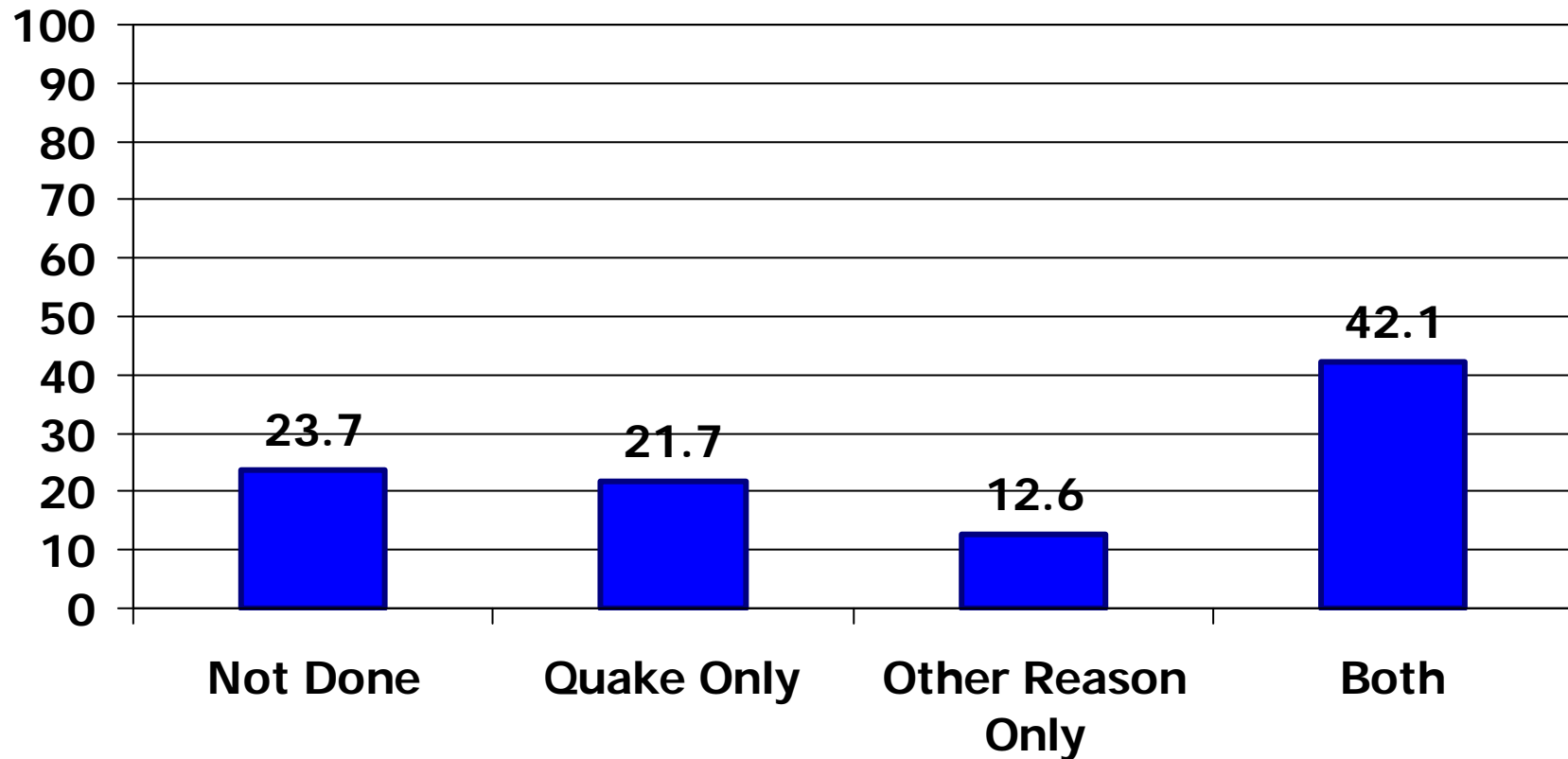
Stored Water by Reason Given

(n = 637)



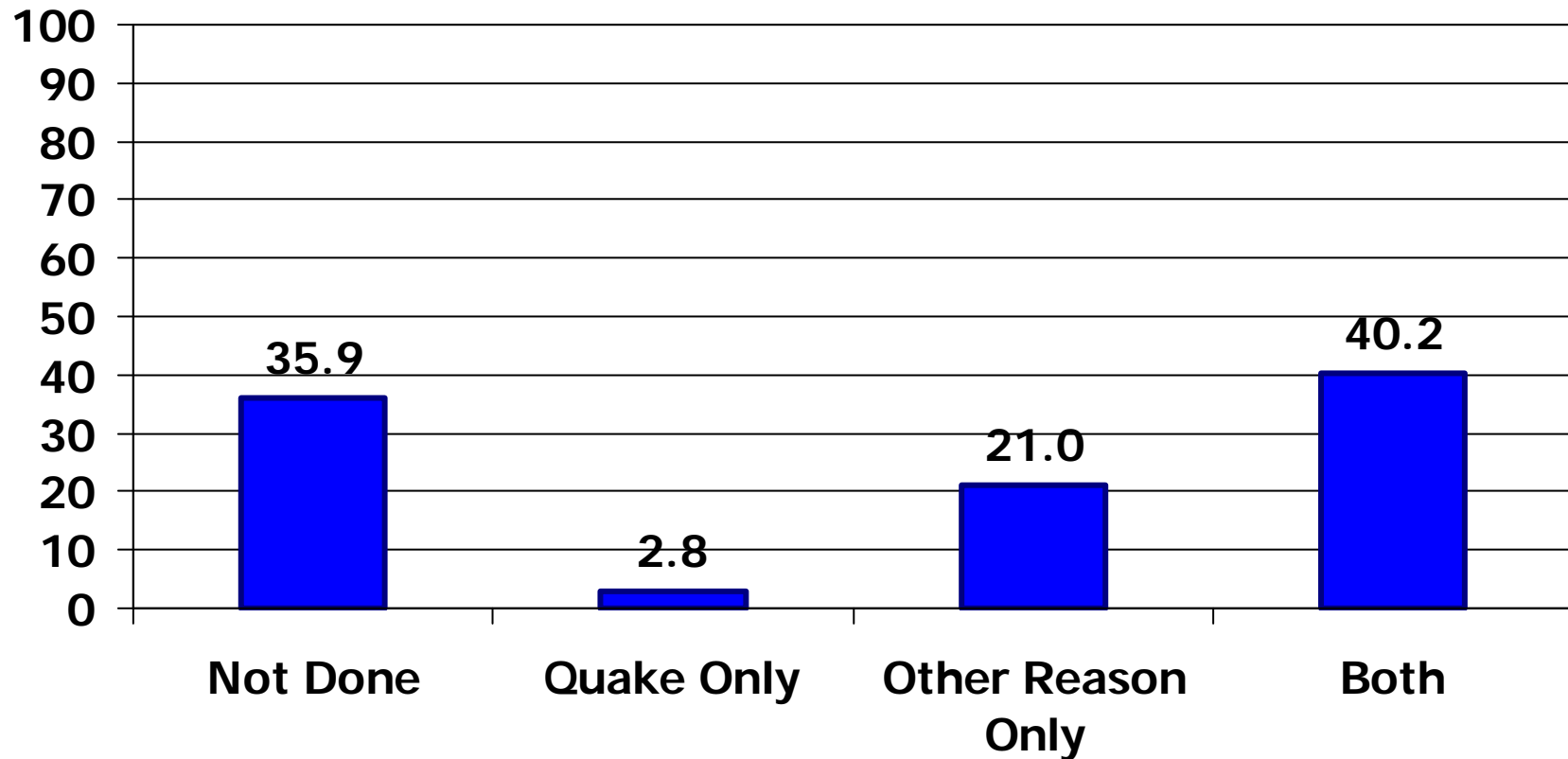
Stored Food by Reason Given

(n = 637)



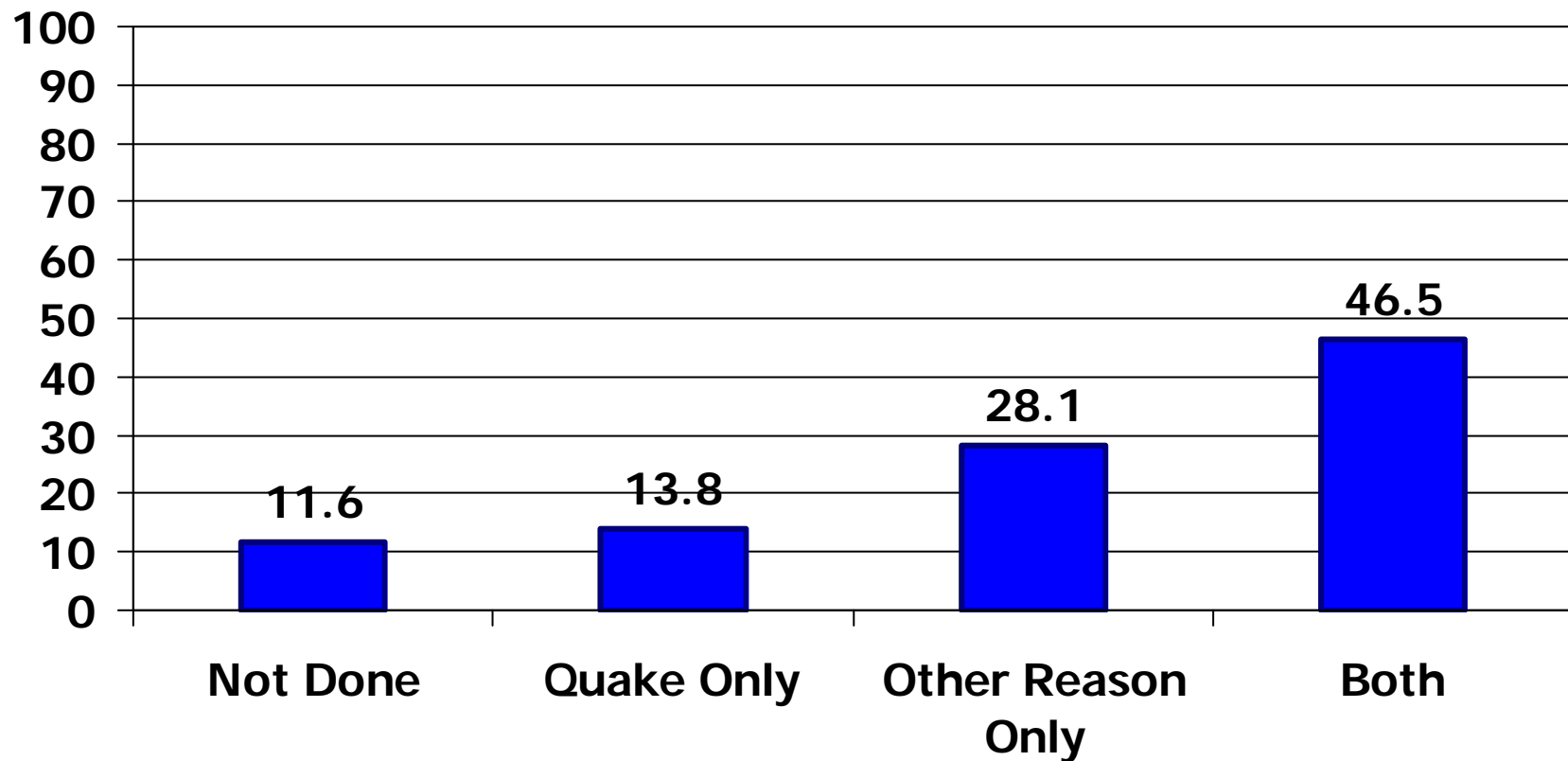
Fire Extinguisher by Reason Given

(n = 637)



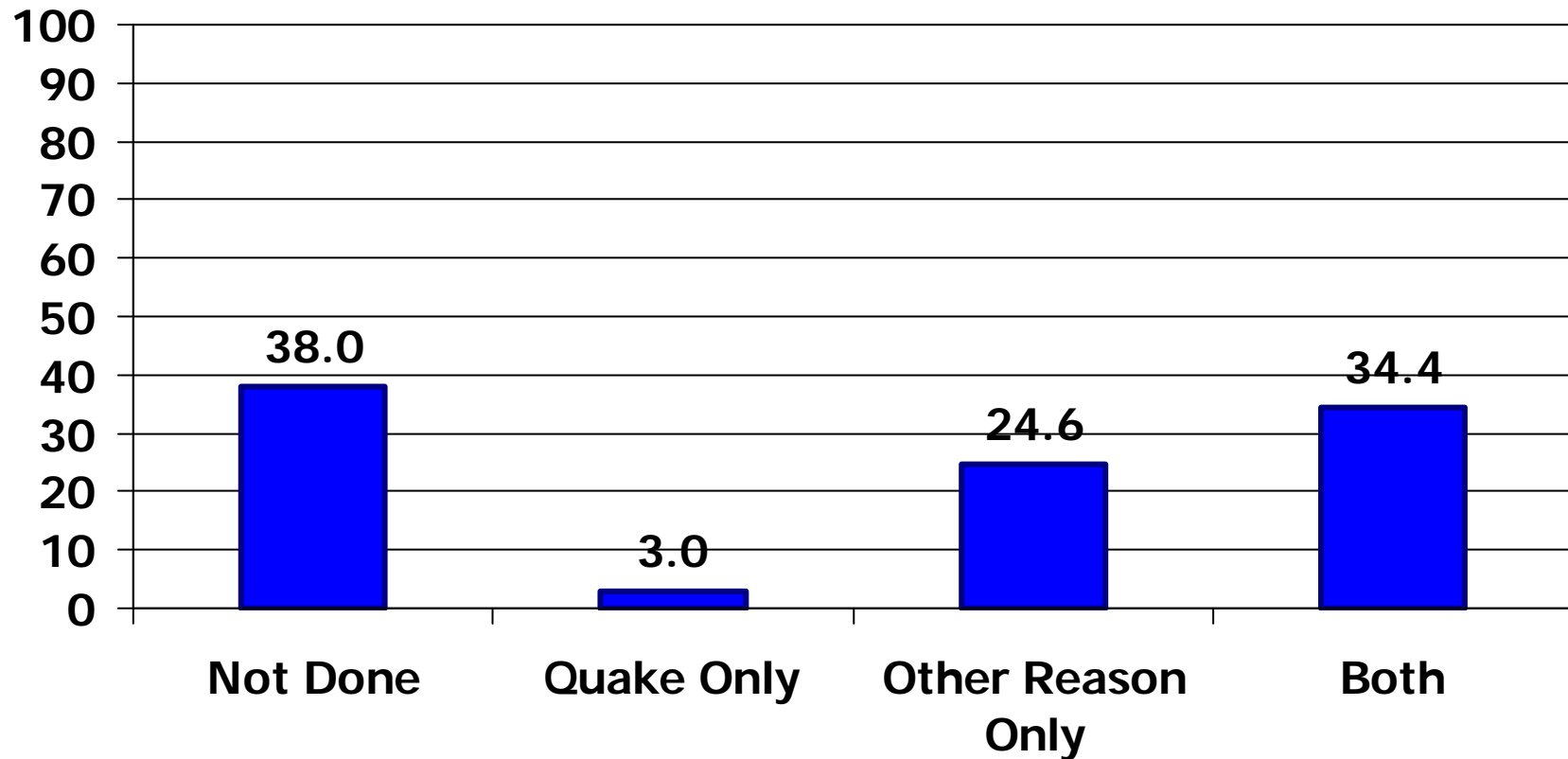
Tools to Turn Off Gas Valves by Reason Given

(n = 637)



Keep Gas Tank at Certain Level by Reason Given

(n = 637)



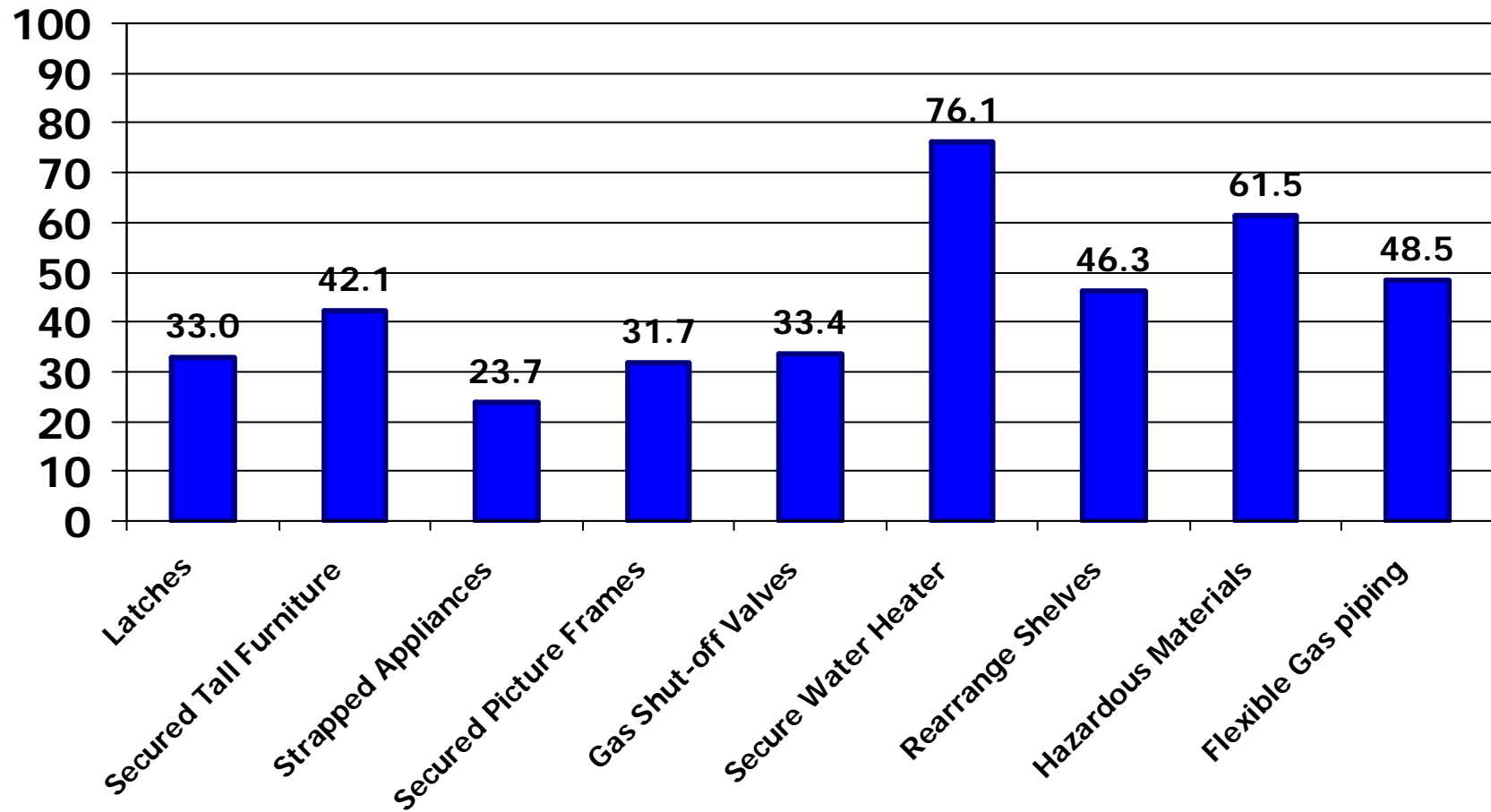
Secure Building Contents

Level 5

- **9 Readiness Activities**
- **By Reason Given for 2 activities**

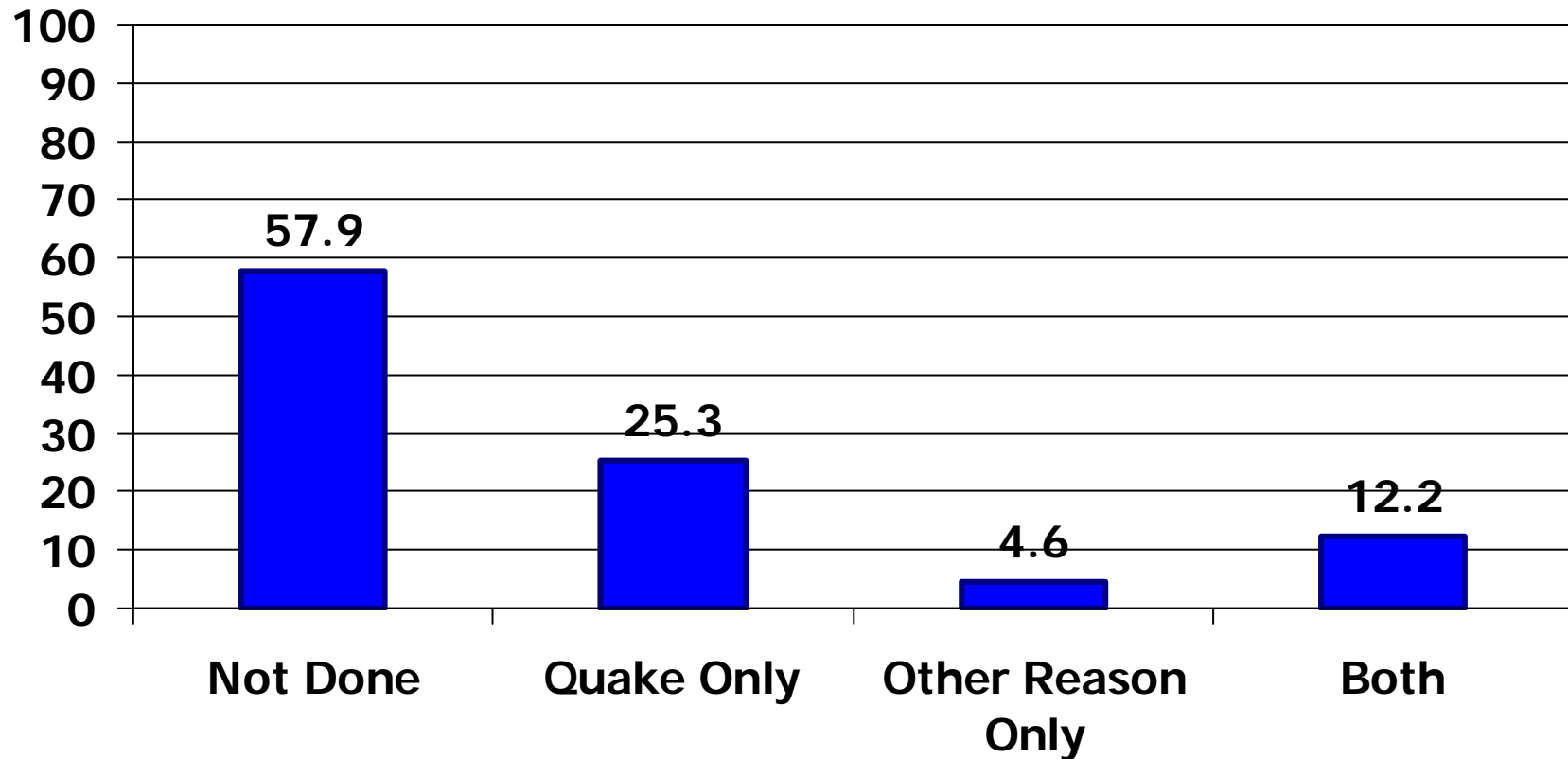
Secure Building Contents

(Level 5, n = 637)



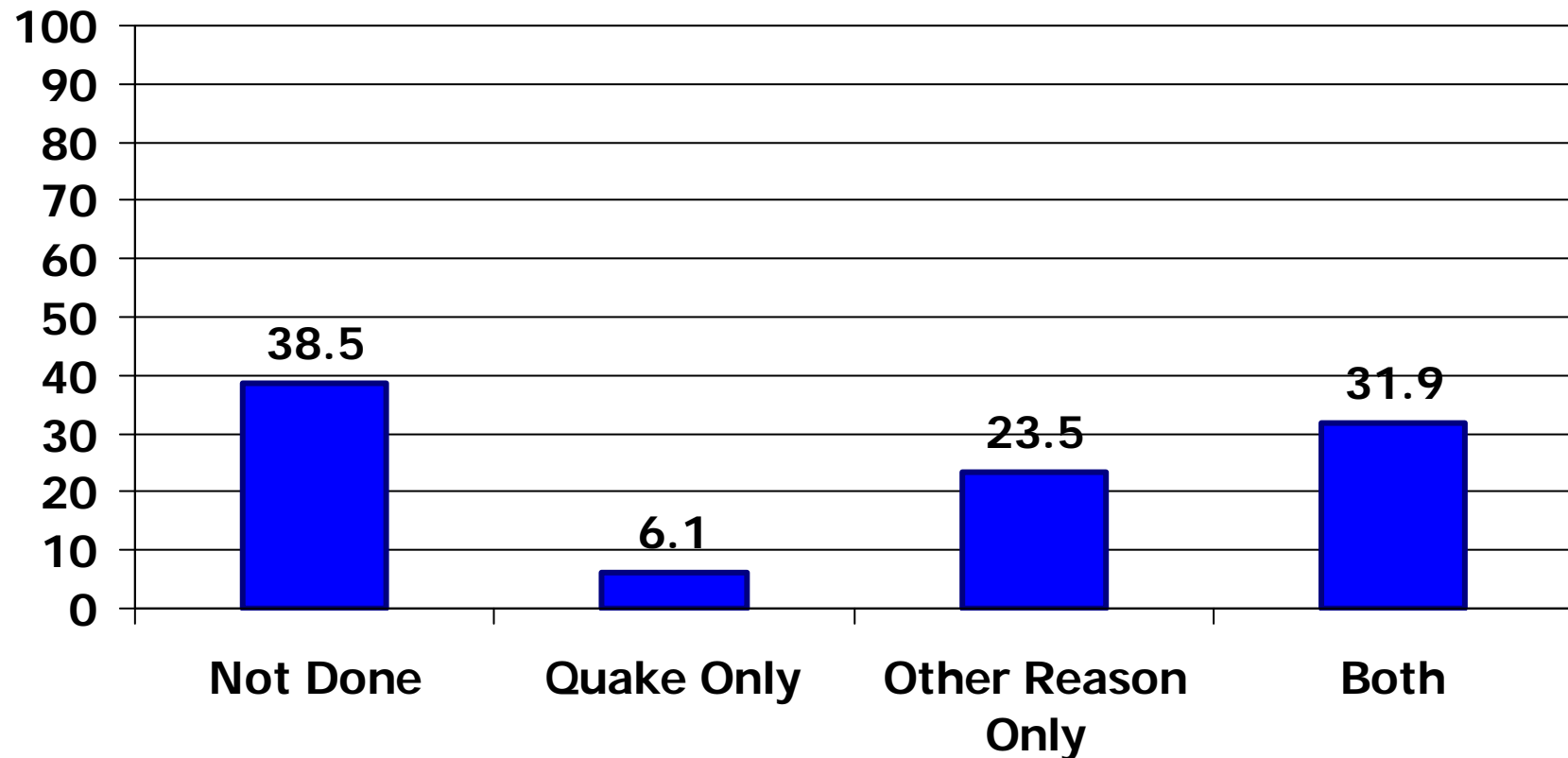
Secured Tall Furniture by Reason Given

(n = 637)



Stored Hazardous Materials Safely by Reason Given

(n = 637)



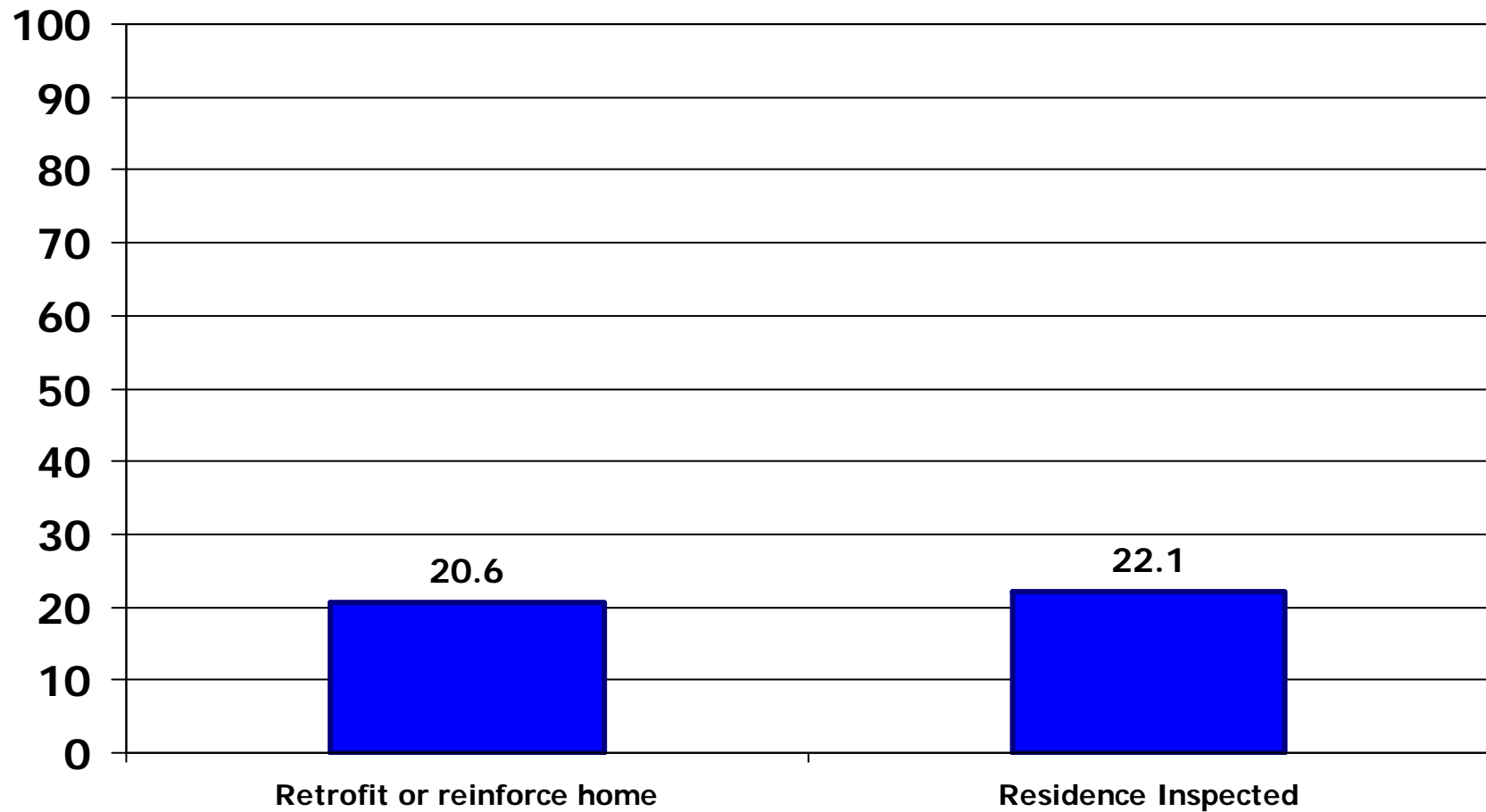
Secure Building Structure

Level 6

- **2 Readiness Activities**
- **By County**
- **By Reason Given for Selected Activities**

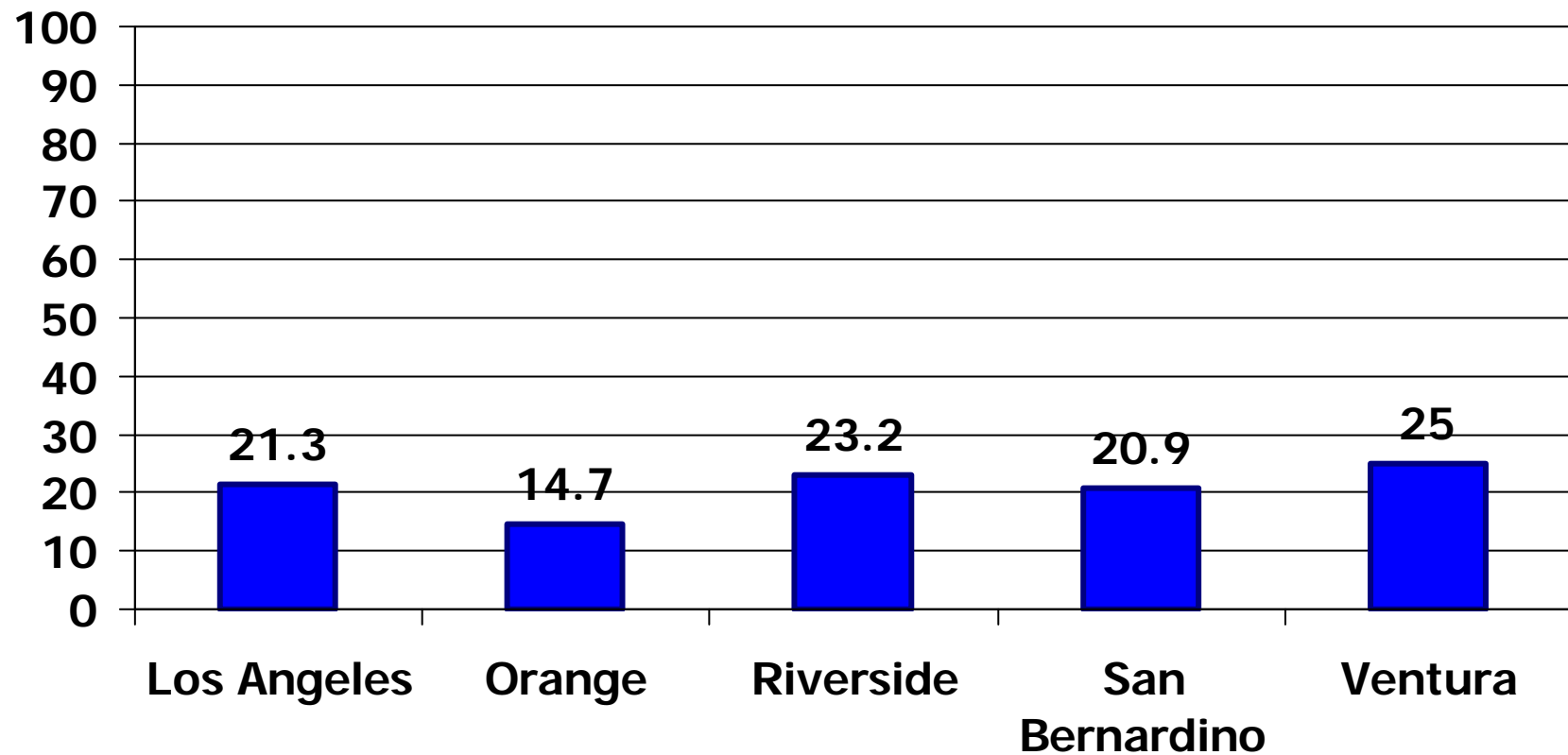
Protect Building Structure

(Level 6, n = 637)



Structurally Reinforced Home By County

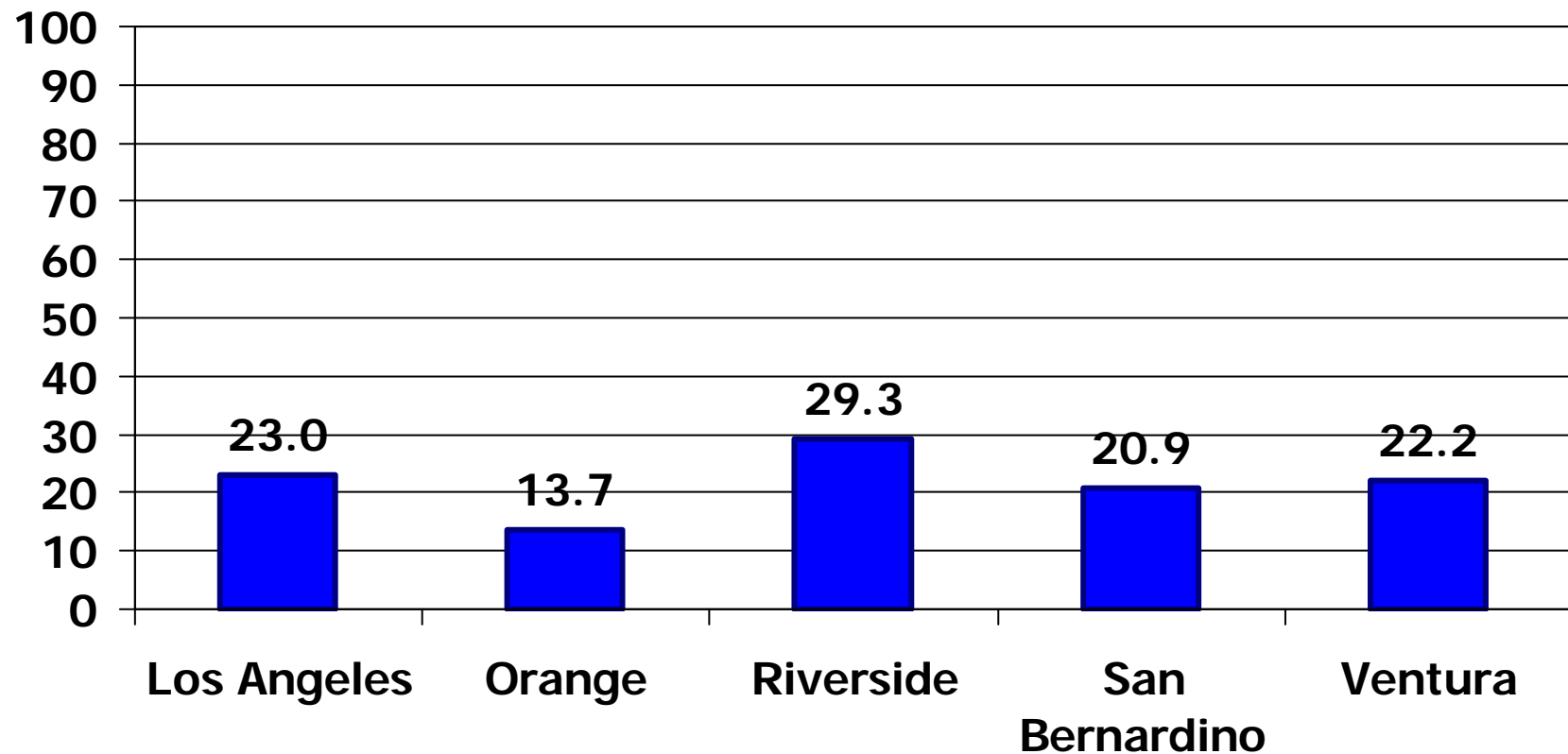
(Level 6, n = 637)



Eliminates Imperial, Chi Square, $p = NS$

Had Home Inspected for Quake Resistance By County

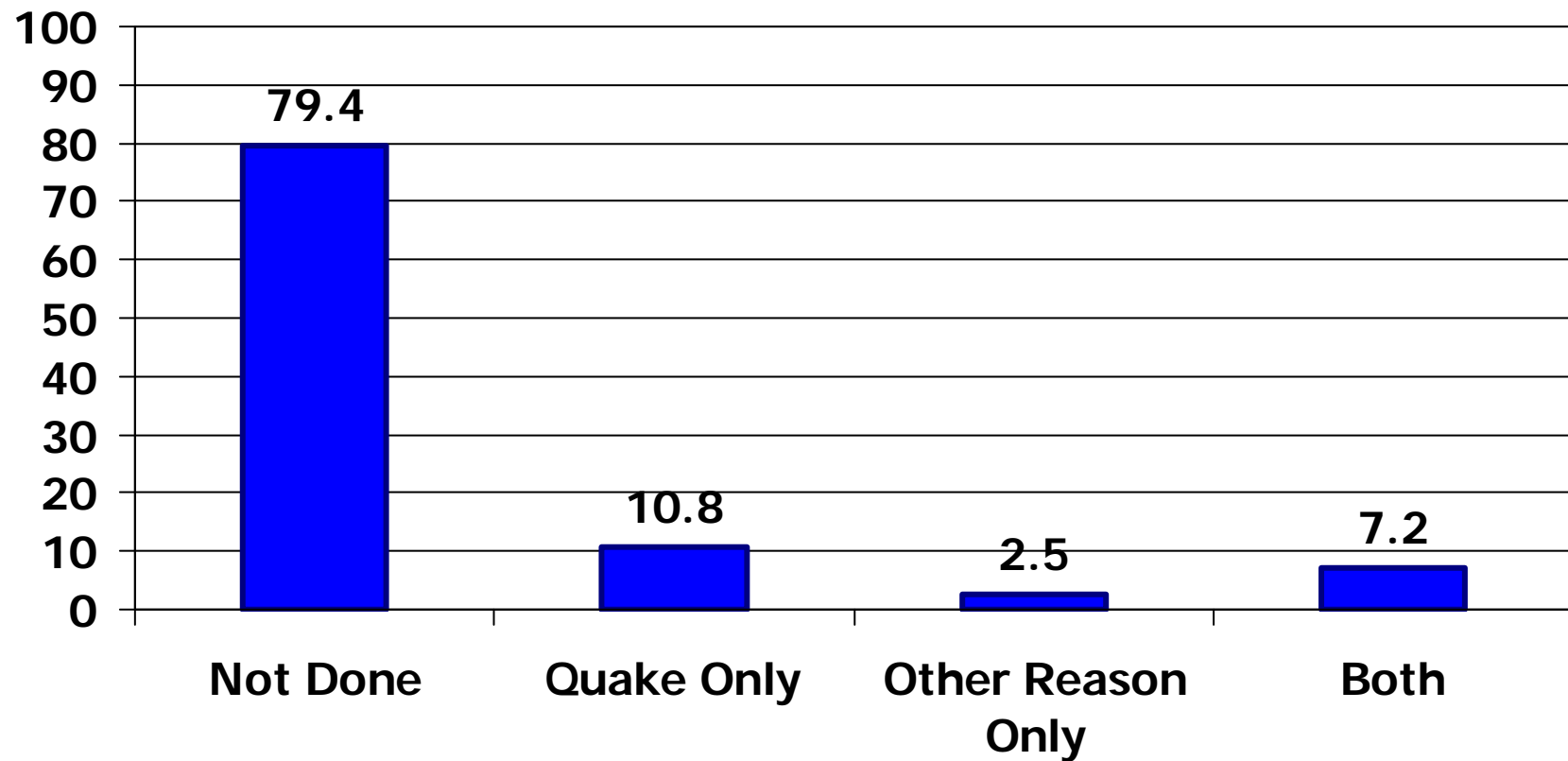
(n = 637)



Eliminates Imperial, Chi Square, $p = NS$

Retrofit Home by Reason Given

(n = 637)



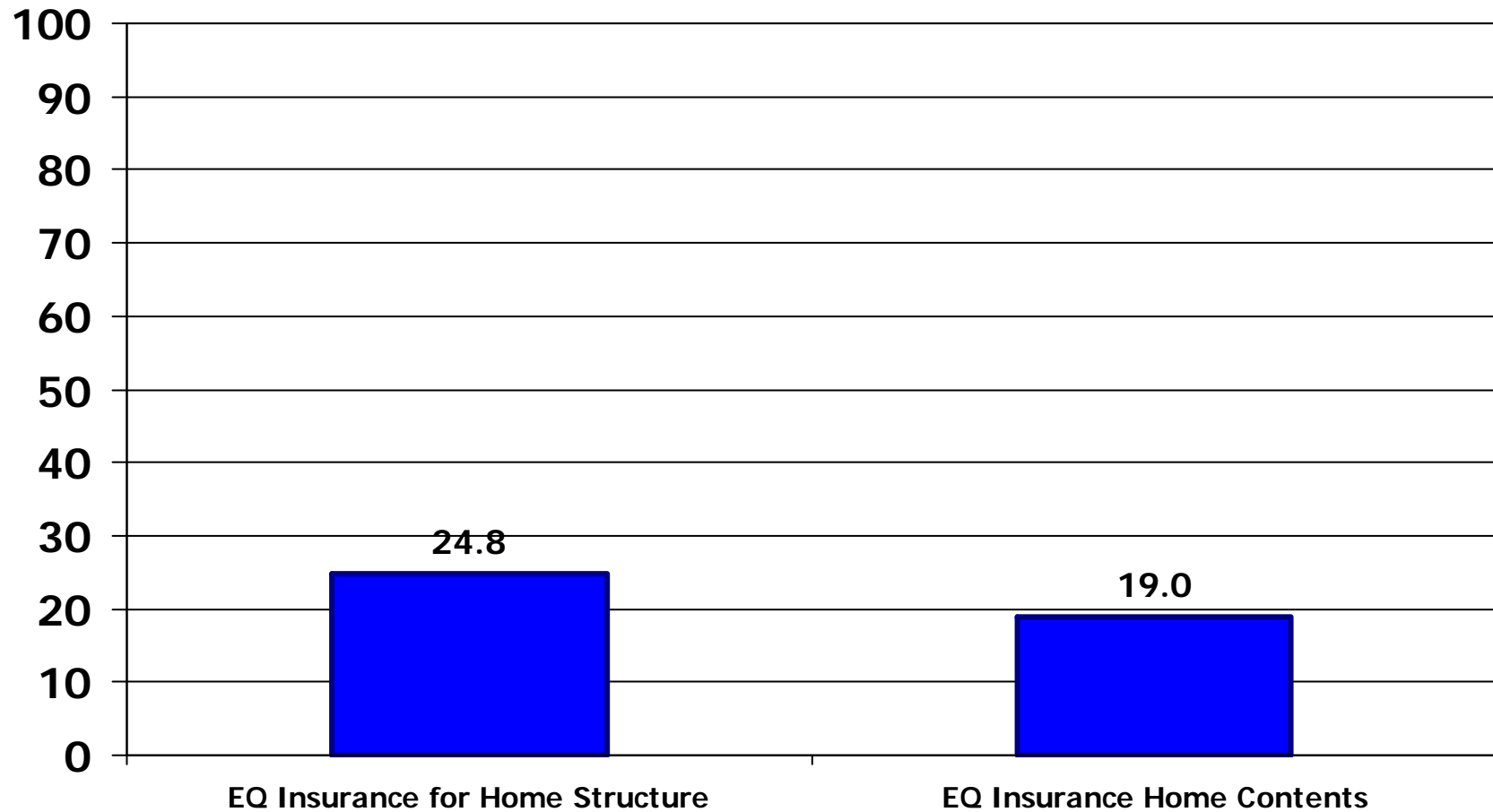
Safeguard Finances

Level 7

- **2 Readiness Activities**
- **By County**

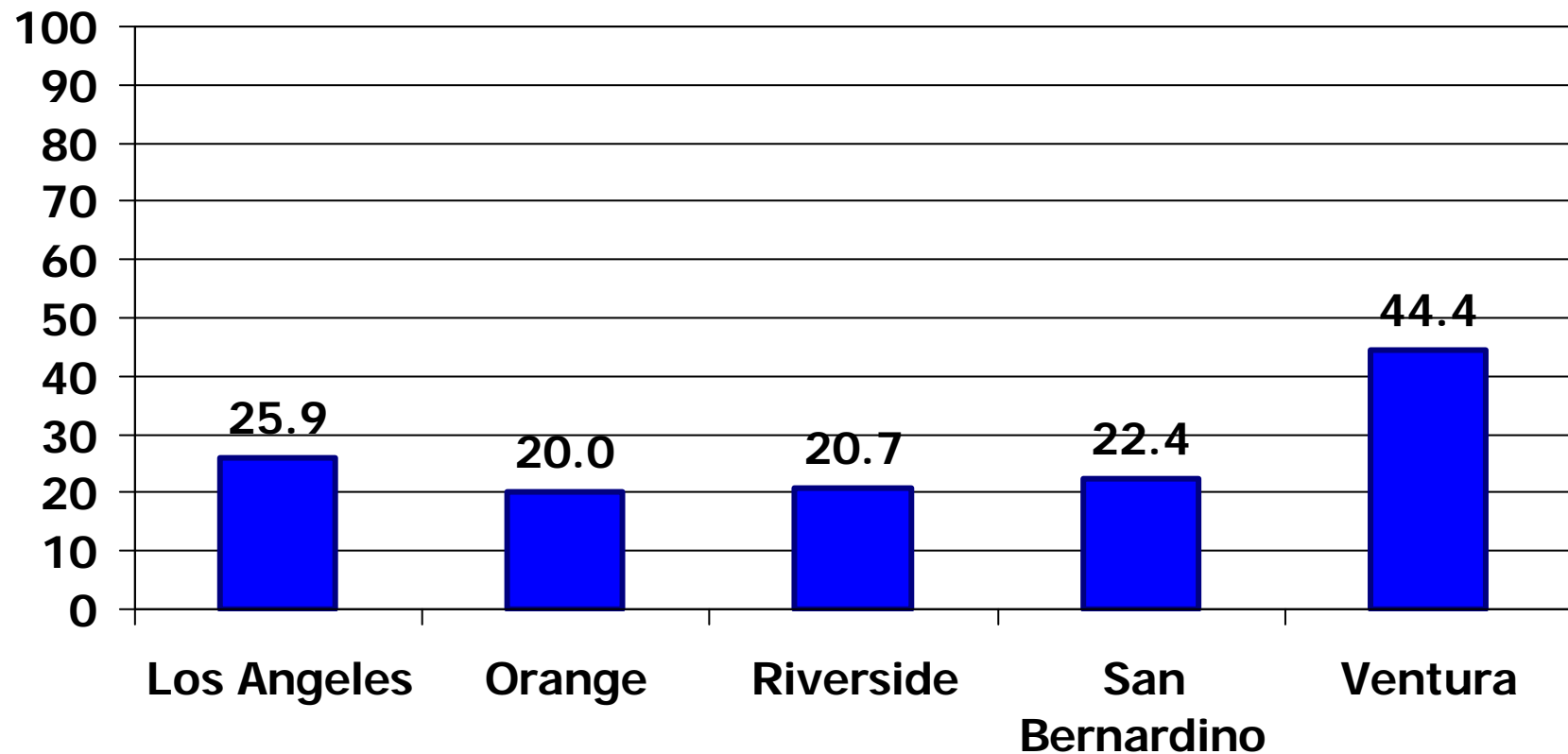
Safeguard Finances

(Level 7, n = 637)



Purchased Quake Insurance for Home Structure By County

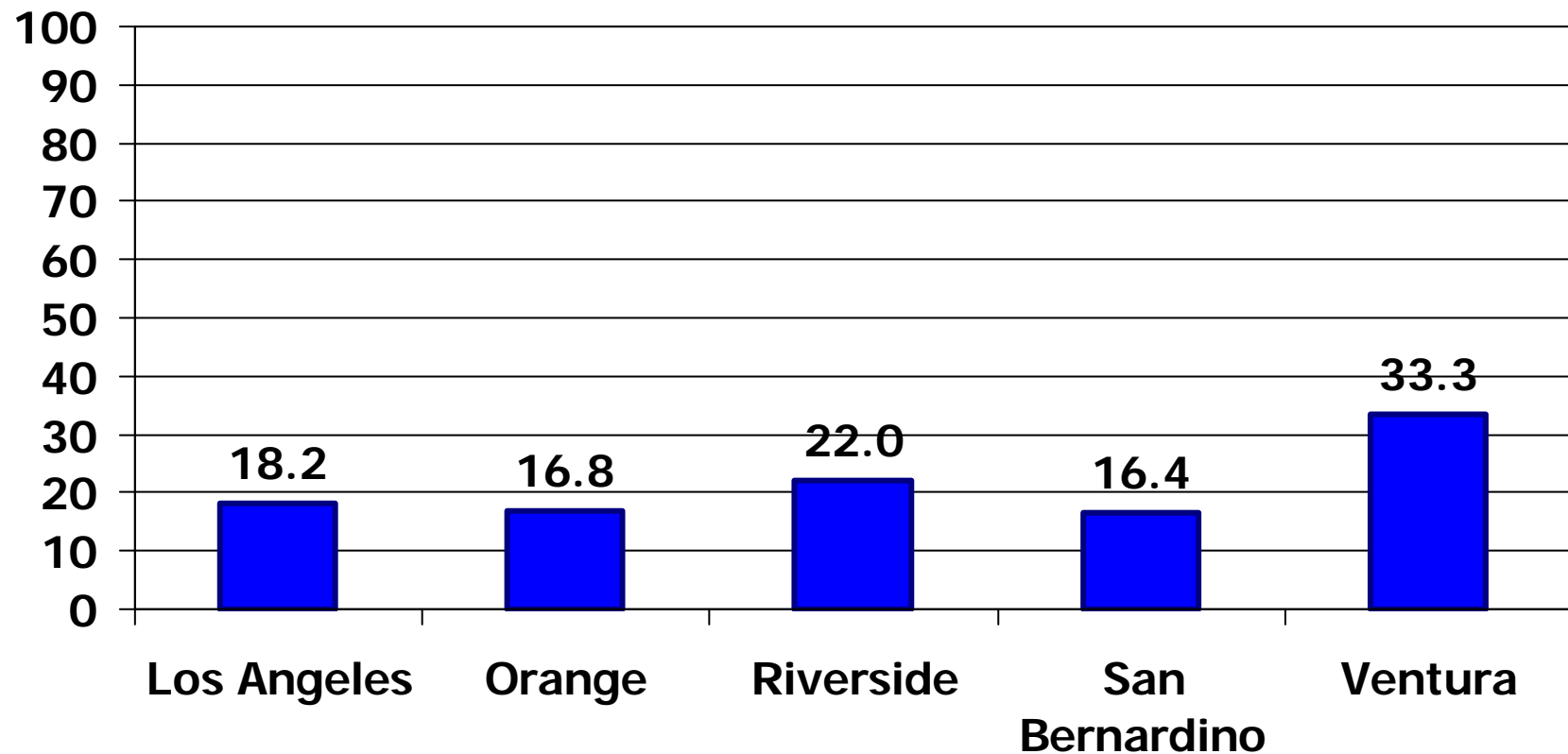
(n = 637)



Eliminates Imperial, Chi Square, $p = .062$

Purchased Quake Insurance for Home Contents By County

(n = 637)

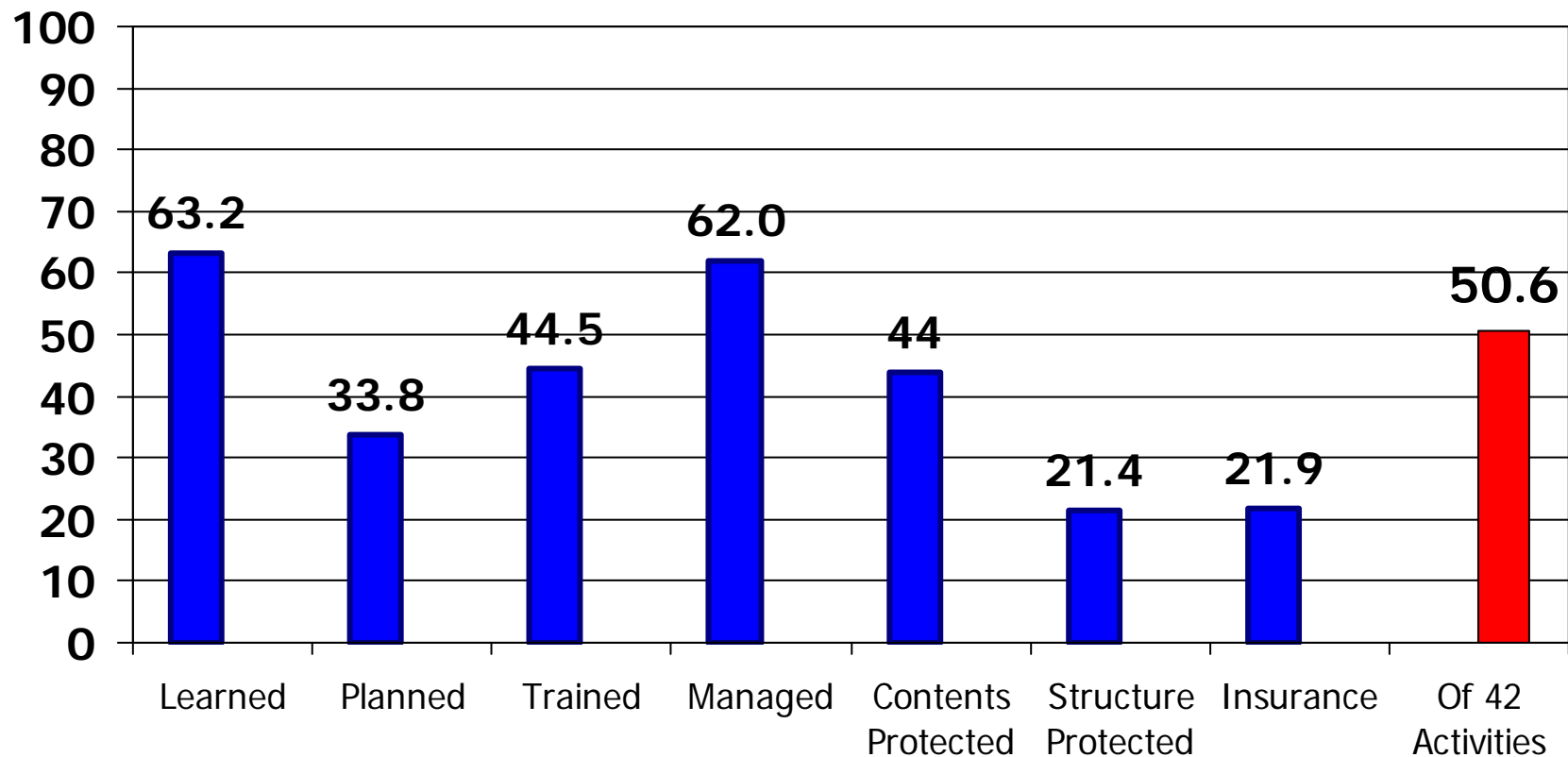


Eliminates Imperial, Chi Square, $p = NS$

SUMMARY STATISTICS

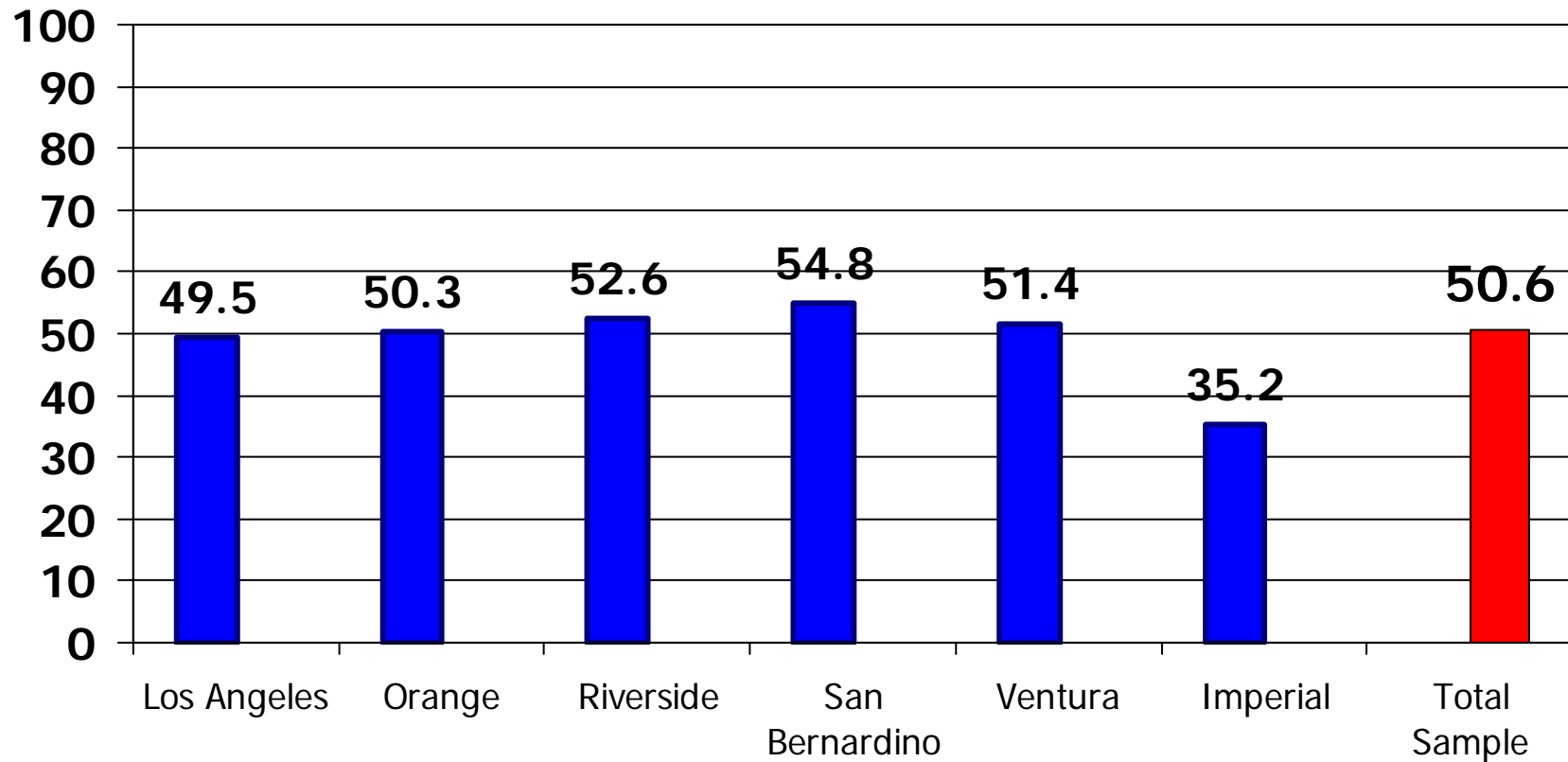
Mean Percent of Readiness Activities Done by Pyramid Level

(n = 637)



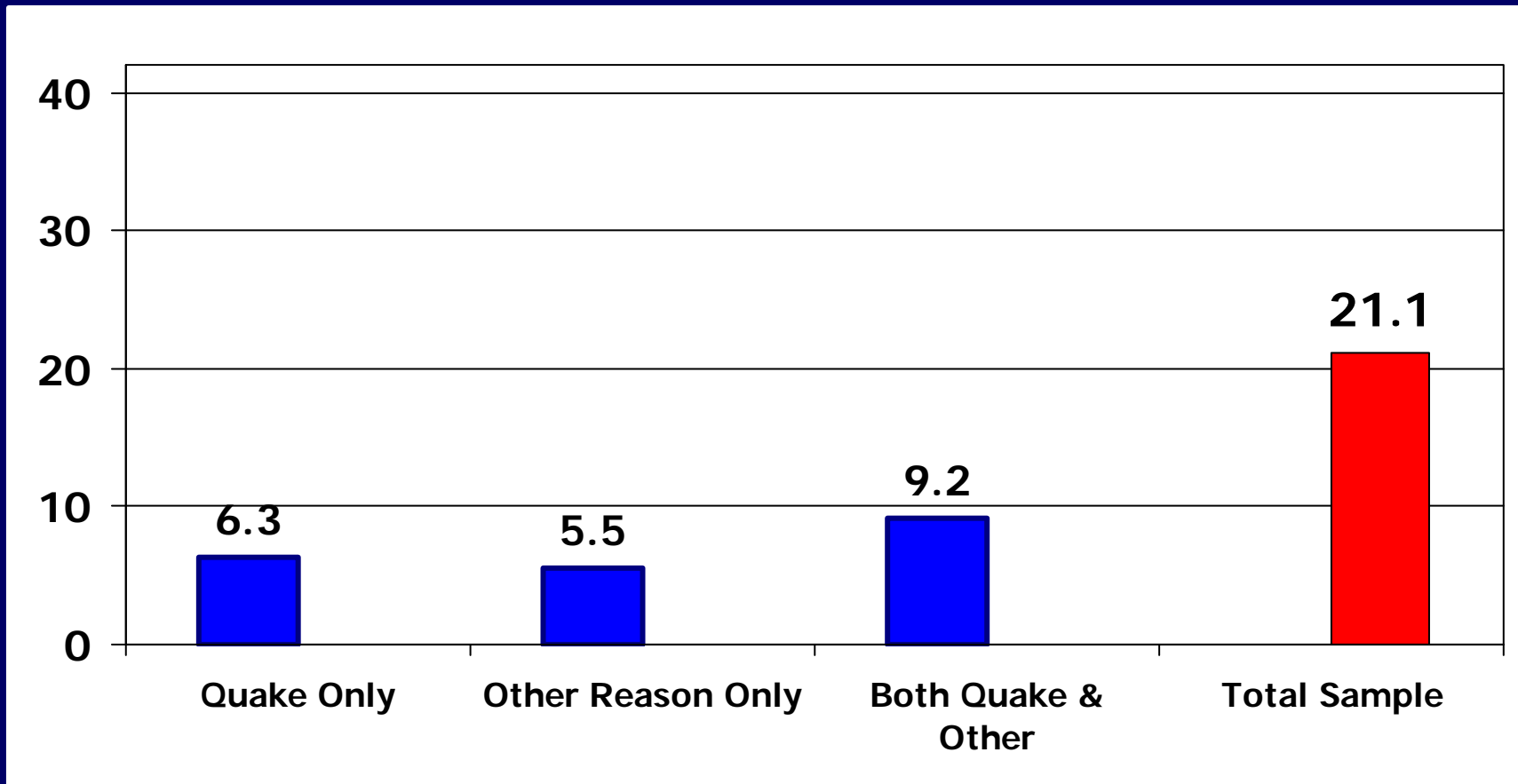
Mean Percent of 42 Readiness Activities Done by County

(Sample size = 637; Number of Activities Possible = 42)



Mean Number of Readiness Activities Done by Reason Given

(n = 637)



CONCLUSIONS

- Done easier and less costly things
- Variation across the levels of the pyramid
- Variation within pyramid levels
- Many things done for other reasons, not earthquakes
- Few differences across the counties
- Readiness is associated with US born, white, home ownership, single family home

THANK YOU

lbourque@ucla.edu