Research Approach
Identify Target Audience

The research target audience was defined as California residents living in zip codes determined to be at risk of a flood, wildfire, or earthquake, as well as in targeted socio-economic areas (Tier 1 and Tier 2 zip codes).

Multi-hazard index data from Dr. Matt Schmidtlein, California State University
Map displays all Tier 1 and Tier 2 zip codes
Started with Qualitative

Qualitative research was designed to gather in-depth insights from targeted, highly vulnerable individuals.

- **In-person focus groups**
  - 20 total participants
  - One group in English and one in Spanish
  - Residents of Tier 1 zip codes in Riverside and San Bernardino counties
  - Low income (based on self-reported income or participation in MediCal or CalFresh)

- **Individual in-depth interviews**
  - 20 total participants
  - Conducted in English, Spanish, and Chinese
  - Targeted vulnerable populations in Tier 1 areas throughout the state
  - Low income (based on self-reported income or participation in MediCal or CalFresh)
Finished with Quantitative Baseline

- Randomly-selected residents of target geography
- Multimodal contact methods included postcard, SMS, web panel, and email invitations, along with targeted reminders and live telephone interviews
- Survey conducted December 18, 2019 – January 16, 2020
- 2,012 completed responses; overall margin of error ±2.18 percentage points
- Offered in English, Spanish, Cantonese, Tagalog, and Vietnamese

Please note that due to rounding, some percentages may not add up to exactly 100%.
Summary of Findings
Key Baseline Findings

- Natural disasters are not top-of-mind issues.
- Awareness of disaster preparedness in general is very high, 71% have recently heard something.
- Perceived likelihood of a disaster is high among those in earthquake and wildfire risk areas. Those in flood zones are not aware of their risk.
- Only 36% feel even somewhat prepared for a natural disaster.
- Almost two-thirds (62%) are at least somewhat committed to preparing, but only 24% are very committed.
- A strong majority agree that preparing is important, but many also feel preparing is scary, expensive, and something they worry about.
- Many say they have done emergency preparedness tasks or are at least willing. Those who have experienced a disaster have done more than others.
Key Findings: Highly Vulnerable Population

- In general, there are few differences between highly vulnerable populations and others on this topic.
- Most, 68%, have seen or heard something about disaster preparedness recently.
- Only 36% think of themselves as prepared for a disaster.
- The vast majority think preparing is important, but they are more likely than others to think that preparing is expensive and scary.
- Those who are very low income have done fewer preparedness tasks than others.
Key Findings: Messaging and Communication

- Given that those in risk areas (other than flood) are already aware of their risk, are generally familiar with disaster preparedness, and think disaster preparedness is important, the messaging should focus on actions not on simply raising awareness.

- Communication should be focused on tasks that are easy, urgent, and inexpensive.

- All of the tested messaging resonates with respondents, and qualitative feedback made it clear that just talking about the issue made respondents more interested taking action.

- Reminding respondents that a disaster could happen at anytime does seems effective as an overall theme, as does empowering respondents to be the protector and leader for their family.
Survey Respondent Profile

Self-reported demographic information
Survey Respondent Profile

Vulnerable populations

- **Most vulnerable:** Meets two or more of the criteria
- **Somewhat vulnerable:** Meets one of the criteria
- **Not vulnerable:** Does not meet any of the criteria

Vulnerable Populations Criteria

- Disadvantaged seniors
- Disabled person in household
- Speaks non-English language at home
- Low income, or qualifies for government assistance
- Socially isolated:
  - Lives alone
  - Inactive in their community
  - Not employed

56% Total vulnerable, n=1,094
## Survey Respondent Profile

### Overall

<table>
<thead>
<tr>
<th>Gender</th>
<th>Men</th>
<th>Women</th>
<th>Nonbinary/Ref.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>48%</td>
<td>50%</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age Group</th>
<th>18-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>17%</td>
<td>27%</td>
<td>19%</td>
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</table>

### Race and Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White or Caucasian</td>
<td>36%</td>
</tr>
<tr>
<td>Hispanic or Latinx</td>
<td>40%</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>6%</td>
</tr>
<tr>
<td>Asian or Pacific Islander</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
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</tbody>
</table>

### Non-English language spoken at home

<table>
<thead>
<tr>
<th>Language</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Spanish</td>
<td>8%</td>
</tr>
<tr>
<td>Cantonese</td>
<td>1%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>0%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Most Vulnerable

### Gender

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<td>Cantonese</td>
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<td>Tagalog</td>
<td>1%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
</tbody>
</table>
Survey Respondent Profile

### Overall

#### Homeownership
- Own/buying: 34%
- Rent/leasing: 59%
- Other/Ref.: 8%

#### Disability
- Me/Someone else: 21%
- No/Refused: 79%

### Most Vulnerable

#### Homeownership
- Own/buying: 43%
- Rent/leasing: 45%
- Other/Ref.: 12%

#### Disability
- Me/Someone else: 38%
- No/Refused: 62%

### Household size

1. 1: 19%
2. 2: 28%
3. 3 to 4: 35%
4. 5 or more: 18%

### Children and Seniors

#### Have child/children in household
- 1: 18%
- 2: 17%
- 3 to 4: 35%
- 5 or more: 30%

#### Have senior(s) in household
- 1: 37%
- 2: 31%
- 3 to 4: 31%
- 5 or more: 30%

n=460
Survey Respondent Profile

### Overall

#### Household Income
- 138% FPL or Less: 22%
- Between 138-320% FPL: 25%
- Between 320-500% FPL: 16%
- At or Above 500% FPL: 25%
- Prefer not to respond: 12%

*31% are in a government assistance program* (n=460)

#### Government Assistance Programs
- CalFresh (food stamps, SNAP, EBT): 11%
- WIC: 5%
- MediCal: 22%
- CalWORKS: 3%
- Supplemental Security Income (SSI): 7%
- Head Start: 1%
- Free or reduced price school meals: 5%
- Summer food program: 1%
- Section 8 housing: 2%
- Child and Adult Care Food Program: 0%

### Most Vulnerable

#### Household Income
- 138% FPL or Less: 56%
- Between 138-320% FPL: 25%
- Between 320-500% FPL: 9%
- At or Above 500% FPL: 4%
- Prefer not to respond: 7%

*72% are in a government assistance program* (n=460)

#### Government Assistance Programs
- CalFresh (food stamps, SNAP, EBT): 25%
- WIC: 11%
- MediCal: 52%
- CalWORKS: 5%
- Supplemental Security Income (SSI): 20%
- Head Start: 3%
- Free or reduced price school meals: 10%
- Summer food program: 2%
- Section 8 housing: 4%
- Child and Adult Care Food Program: 1%
Survey Respondent Profile

**Overall**

- **Zip code tier**
  - Tier 1: 71%
  - Tier 2: 29%

- **Wildfire risk**
  - Low/None: 63%
  - Moderate: 29%
  - High: 8%

- **Earthquake risk**
  - High: 24%
  - Moderate: 50%
  - Low/None: 26%

- **Flood risk**
  - High: 43%
  - Moderate: 24%
  - Low/None: 33%

**Most Vulnerable**

- **Zip code tier**
  - Tier 1: 64%
  - Tier 2: 36%

- **Wildfire risk**
  - Low/None: 63%
  - Moderate: 37%

- **Earthquake risk**
  - High: 27%
  - Moderate: 48%
  - Low/None: 25%

- **Flood risk**
  - High: 37%
  - Moderate: 26%
  - Low/None: 37%

Based on respondent zip code
Survey Respondent Engagement Profile

**Overall**

- **Community Involvement**
  - Very active: 31%
  - Somewhat active: 24%
  - Somewhat inactive: 30%
  - Very inactive: 2%
  - Don’t know: 12%

- **Smartphone Usage**
  - Very frequently: 77%
  - Somewhat frequently: 12%
  - Somewhat infrequently: 4%
  - Very infrequently: 2%
  - Don’t have/Don’t know: 5%

**Most Vulnerable**

- **Community Involvement**
  - Very active: 26%
  - Somewhat active: 22%
  - Somewhat inactive: 13%
  - Very inactive: 3%
  - Don’t know: 3%

- **Smartphone Usage**
  - Very frequently: 70%
  - Somewhat frequently: 13%
  - Somewhat infrequently: 8%
  - Very infrequently: 6%
  - Don’t have/Don’t know: 3%
Survey Respondent Profile

**Overall**

- **Experienced a natural disaster**
  - Major earthquake: 65%
  - Major wildfire: 31%
  - Major flood: 5%

- **76% experienced a natural disaster**

- **63% affected by a natural disaster**

**Affected by a natural disaster**

- Had a multi-day power outage: 40%
- Been evacuated from your home: 29%
- Had damage to your home/property: 20%
- Had a multi-day water outage: 12%
- Life-changing event or events: 11%
- Lost your home/other property: 9%
- Friend or family member death: 8%
- Medical emergency/injury/disability: 8%
- Lost a job: 6%

**Most Vulnerable**

- **Experienced a natural disaster**
  - Major earthquake: 63%
  - Major wildfire: 30%
  - Major flood: 6%

- **74% experienced a natural disaster**

- **65% affected by a natural disaster**

**Affected by a natural disaster**

- Had a multi-day power outage: 38%
- Been evacuated from your home: 25%
- Had damage to your home/property: 18%
- Life-changing event or events: 12%
- Had a multi-day water outage: 11%
- Medical emergency/injury/disability: 8%
- Friend or family member death: 8%
- Lost your home/other property: 8%
- Lost a job: 7%

n=460

76% experienced a natural disaster
63% affected by a natural disaster
38% experienced a natural disaster
65% affected by a natural disaster
Issue Environment and Baseline Awareness
Direction of California

Do you think things in California are...

- Going in the Right Direction: 39%
- Off on the Wrong Track: 51%
- (Don't Know): 11%

What do you think is the most important problem California is facing today?

- Housing affordability: 27%
- Homelessness: 21%
- Crime and public safety: 10%
- Traffic and congestion: 9%
- Jobs and the economy: 8%
- Climate change: 6%
- Education and schools: 5%
- Health care: 4%
- Natural disasters: 2%
- Water: 1%
- Other: 7%
- Don't know/Refused: 0%
Q5. When you think about natural disasters, what is the first thing that comes to mind?
Q6. When you think of preparing for a natural disaster, what is the first thing that comes to mind?

- 36% mention food and water
- 31% mention packing a survival kit
- 29% mention plans for communication or evacuation
- 20% mention other preparedness activities

Only 4% had no response
Q7. Have you seen or heard anything recently about preparing for a natural disaster?

Q8. What have you seen or heard?

- 19% mention specific disasters and preparation for them
- 19% mention communication and evacuation plans
- 16% mention preparing supplies
- 15% mention where they saw the information
- 5% mention preparedness activities
Q7. Have you seen or heard anything recently about preparing for a natural disaster?
Q8. What have you seen or heard?

- **Heard a lot**: 26%
- **Heard a little**: 42%
- **Haven't heard anything**: 30%
- **(Don't know)**: 2%

**What have you seen or heard?**

- 17% mention specific disasters and preparation for them
- 15% mention communication and evacuation plans
- 15% mention preparing supplies
- 12% mention where they saw the information
- 3% mention preparedness activities

n = 460
Qualitative: Awareness of preparedness

“We talked about it a little bit, we just talk about having food handy, and water. And then we know, have medication. Just so that you don't have to run, like the next day or something.”

“You can be prepared at home but that doesn’t mean that is where you are going to be when a natural disaster happens... We could be anywhere.”

“In the Bible, it says that being prepared means being spiritually alert, right? Like right now, I shouldn’t worry about what’s going to happen, because we know that it’s going to happen.”

“Well, from what I understand, being prepared is having a Plan A, a Plan B, speaking with your family, ‘Where are we going to meet? Where do we have to go?’ It’s more so communication and having things ready that we have to have on hand.”
Where heard about preparing for natural disaster

- 71% selected internet, email, or social media
- 59% selected television
- 32% selected radio or podcasts
- 32% selected friends, family, or community members
- 27% selected newspapers, in print or online
- 24% selected government organizations
- 18% selected work or school

Q9. And where did you see or hear that information? (multiple responses accepted) (Asked if Q7 = Heard about preparing for natural disaster, n=1,443)
## News and information sources

### News source in natural disaster

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>57%</td>
</tr>
<tr>
<td>Television news</td>
<td>52%</td>
</tr>
<tr>
<td>Internet</td>
<td>47%</td>
</tr>
<tr>
<td>Police or fire department</td>
<td>32%</td>
</tr>
<tr>
<td>Friends or family</td>
<td>31%</td>
</tr>
<tr>
<td>Social media</td>
<td>27%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>22%</td>
</tr>
<tr>
<td>Government agency</td>
<td>21%</td>
</tr>
<tr>
<td>Email</td>
<td>18%</td>
</tr>
<tr>
<td>Work</td>
<td>12%</td>
</tr>
<tr>
<td>Community organization</td>
<td>12%</td>
</tr>
<tr>
<td>Faith-based organization</td>
<td>9%</td>
</tr>
<tr>
<td>School/child's school</td>
<td>6%</td>
</tr>
<tr>
<td>Mail</td>
<td>6%</td>
</tr>
<tr>
<td>Outdoor ad</td>
<td>4%</td>
</tr>
<tr>
<td>Podcast</td>
<td>4%</td>
</tr>
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</table>

### Source for regular news

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>67%</td>
</tr>
<tr>
<td>Television News</td>
<td>59%</td>
</tr>
<tr>
<td>Social media</td>
<td>39%</td>
</tr>
<tr>
<td>Radio</td>
<td>38%</td>
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<tr>
<td>Friends or family</td>
<td>38%</td>
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<tr>
<td>Newspaper</td>
<td>37%</td>
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<td>Email</td>
<td>26%</td>
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<tr>
<td>Work</td>
<td>17%</td>
</tr>
<tr>
<td>Police or fire department</td>
<td>16%</td>
</tr>
<tr>
<td>Mail</td>
<td>13%</td>
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<tr>
<td>Government agency</td>
<td>10%</td>
</tr>
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<td>Faith-based organization</td>
<td>10%</td>
</tr>
<tr>
<td>Podcast</td>
<td>10%</td>
</tr>
<tr>
<td>School/child's school</td>
<td>8%</td>
</tr>
<tr>
<td>Community organization</td>
<td>8%</td>
</tr>
<tr>
<td>Outdoor ad</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q58. Which sources do you use frequently for news and information? Select all that apply.
Q60. Which of these sources would you use for information in a natural disaster?
**Perceived likelihood of:**

<table>
<thead>
<tr>
<th>Event</th>
<th>7 - Very likely</th>
<th>5-6</th>
<th>4/(Don't Know)</th>
<th>2-3</th>
<th>1 - Not at all likely</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural disasters</td>
<td>34%</td>
<td>30%</td>
<td>19%</td>
<td>12%</td>
<td>4%</td>
<td>5.20</td>
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<tr>
<td>Earthquake</td>
<td>46%</td>
<td>33%</td>
<td>12%</td>
<td>7%</td>
<td>2%</td>
<td>5.75</td>
</tr>
<tr>
<td>Electric/gas shut off</td>
<td>31%</td>
<td>28%</td>
<td>17%</td>
<td>18%</td>
<td>6%</td>
<td>4.93</td>
</tr>
<tr>
<td>Wildfire</td>
<td>28%</td>
<td>28%</td>
<td>14%</td>
<td>19%</td>
<td>11%</td>
<td>4.63</td>
</tr>
<tr>
<td>Water shut off</td>
<td>15%</td>
<td>23%</td>
<td>21%</td>
<td>29%</td>
<td>12%</td>
<td>3.96</td>
</tr>
<tr>
<td>Flood</td>
<td>7%</td>
<td>15%</td>
<td>16%</td>
<td>36%</td>
<td>26%</td>
<td>3.06</td>
</tr>
</tbody>
</table>

Q10: How likely do you think it is that a natural disaster will occur in your area?
Q11-15. And how likely do you think it is that each of the following will occur in your area?
Perceived likelihood of a wildfire

Q11. And how likely do you think it is that each of the following will occur in your area?

Wildfire risk zones determined by zip code.

- **High Wildfire Risk Zone (8%)**
  - 7 - Very likely: 45%
  - 5-6 Likely: 32%
  - 4/(Don't know): 10%
  - 2-3 Not likely: 12%
  - 1 - Not at all likely: 19%
  - Mean: 5.65

- **Moderate Wildfire Risk Zone (29%)**
  - 7 - Very likely: 35%
  - 5-6 Likely: 33%
  - 4/(Don't know): 13%
  - 2-3 Not likely: 14%
  - 1 - Not at all likely: 6%
  - Mean: 5.16

- **Low Wildfire Risk Zone (63%)**
  - 7 - Very likely: 22%
  - 5-6 Likely: 26%
  - 4/(Don't know): 15%
  - 2-3 Not likely: 22%
  - 1 - Not at all likely: 15%
  - Mean: 4.27
Qualitative: Perceived likelihood of a wildfire

“I live in a city area so wildfires aren’t a concern. But for someone who lived in a more rural area, or a canyon area, at that point that might be my biggest fear because there's nowhere to go.”

“Well, I think we have very dry conditions here. We have a lot of woods and we have a lot of power lines overhead... So a big concern; especially after Paradise.”

“I don’t hear about it. We’re in the middle of the Central Valley. There’s not much for fires to start or spread. Maybe just the air, the smoke, but not the actual flames.”

“A lot of people think that it's not going to happen. It is rare that it's going to happen. Whenever we talk about fires, terrorist attacks; everything is happening, so we need to be prepared.”

“I feel like I’m prepared in my head, like I would know what to do if it happened. As far as being actually prepared, I’m not at all.”

“We had a power outage here and, the last fire was less than 10 miles from us. So, its proximity. It just seems to get closer and closer. Last year, the air was so bad it was sickening.”

Quotes from focus groups and in-depth interviews.
Q12. And how likely do you think it is that each of the following will occur in your area?

Earthquake risk zones determined by zip code.

- **High Earthquake Risk Zone (50%)**: 52% (7 - Very likely), 32% (5-6 Likely), 10% (4/Don't know), 4% (2-3 Not likely), 2% (1 - Not at all likely)
  - Mean: 5.96

- **Moderate Earthquake Risk Zone (26%)**: 45% (7 - Very likely), 34% (5-6 Likely), 12% (4/Don't know), 8% (2-3 Not likely), 1% (1 - Not at all likely)
  - Mean: 5.72

- **Low Earthquake Risk Zone (24%)**: 35% (7 - Very likely), 35% (5-6 Likely), 17% (4/Don't know), 11% (2-3 Not likely), 3% (1 - Not at all likely)
  - Mean: 5.35
Qualitative: Perceived likelihood of an earthquake

“They are going to happen. There is nothing I can do about them. And they don’t seem to happen all that much. I just hope the Big One does not happen.”

“I have experienced earthquakes and essentially they have always had them. Once I bought a house, it's the insurance that worries me. To make sure to have an insurance that will cover it. Once I have my insurance, I'm not too worried about it.”

“Earthquakes, I’m not concerned... I lived in L.A. when they had them, and I’m not afraid of them.”

“I would say it’s a major concern. The San Andreas runs underneath our high school. It’s literally underneath us.”

“Well, we haven’t had any in a very long time. Last big earthquake we had was back in 1989. Since then it’s been small earthquakes.”

Quotes from focus groups and in-depth interviews.
Q13. And how likely do you think it is that each of the following will occur in your area?

Flood risk zones determined by zip code.

- **High Flood Risk Zone (24%)**
  - Very likely: 10%
  - Likely: 16%
  - Don't know: 18%
  - Not likely: 35%
  - Not at all likely: 21%
  - Mean: 3.31

- **Moderate Flood Risk Zone (33%)**
  - Very likely: 7%
  - Likely: 17%
  - Don't know: 16%
  - Not likely: 36%
  - Not at all likely: 23%
  - Mean: 3.16

- **Low Flood Risk Zone (43%)**
  - Very likely: 6%
  - Likely: 12%
  - Don't know: 14%
  - Not likely: 37%
  - Not at all likely: 31%
  - Mean: 2.85
Baseline Preparedness
Attitudes
Baseline: Preparedness and commitment

Q16. How prepared do you feel for a natural disaster?
- 7 - Very prepared/committed: 8%
- 5-6: 28%
- 4/(Don't Know): 22%
- 2-3: 27%
- 1 - Not at all prepared/committed: 14%

Mean: 3.81

Q17. How committed are you to preparing for a natural disaster?
- 7 - Very prepared/committed: 24%
- 5-6: 38%
- 4/(Don't Know): 20%
- 2-3: 14%
- 1 - Not at all prepared/committed: 4%

Mean: 4.98
“I’m not prepared for what could happen... I’ve heard on the news when a natural disaster happens, you have to have water, supplies, canned foods... In reality, though, I don’t know what the main things are that you need to have.”

“I feel like we could survive; we have a plan in place. We have a generator and things like that, but we’re not very prepared; like we don’t have stocks of food or something like that.”

“I don’t have anything packed by the door and haven’t talked to (my) kids about, you know, how they can get in touch with us and all the things I have thought about doing for that.”

“My family’s not prepared. I'm the one that has more [experience] now too, and I'm always telling them to be prepared, but they don't want to believe that anything’s going to happen.”

“I have not prepared any emergency packs, or learned much of any information for emergencies. It is not very complete.”

Quotes from focus groups and in-depth interviews.
Preparedness by experience

Q16. How prepared do you feel for a natural disaster?

Experienced a disaster (76%)
- 7 - Very prepared: 10%
- 5-6: 30%
- 4/(Don't Know): 22%
- 2-3: 26%
- 1 - Not at all prepared: 12%
Mean: 3.96

Not experienced a disaster (24%)
- 7 - Very prepared: 5%
- 5-6: 20%
- 4/(Don't Know): 23%
- 2-3: 31%
- 1 - Not at all prepared: 21%
Mean: 3.32
Preparedness by vulnerable population groups

Q16. How prepared do you feel for a natural disaster?

<table>
<thead>
<tr>
<th>Category</th>
<th>7 - Very prepared</th>
<th>5-6</th>
<th>4/(Don't Know)</th>
<th>2-3</th>
<th>1 - Not at all prepared</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Vulnerable (25%)</td>
<td>11%</td>
<td>25%</td>
<td>17%</td>
<td>27%</td>
<td>20%</td>
<td>3.67</td>
</tr>
<tr>
<td>Somewhat Vulnerable (31%)</td>
<td>9%</td>
<td>26%</td>
<td>21%</td>
<td>27%</td>
<td>17%</td>
<td>3.70</td>
</tr>
<tr>
<td>Not Vulnerable (44%)</td>
<td>7%</td>
<td>31%</td>
<td>26%</td>
<td>27%</td>
<td>9%</td>
<td>3.97</td>
</tr>
</tbody>
</table>
Awareness and preparedness profiles

- **Aware and prepared:** Lives in high- or moderate-risk area for wildfire/earthquake, is aware of risk of wildfire/earthquake, and *feels prepared* for wildfire/earthquake.

- **Aware and not prepared:** Lives in high- or moderate-risk area for wildfire/earthquake, is aware of risk of wildfire/earthquake, and *does not feel prepared* for wildfire/earthquake.

- **Not aware:** Lives in high- or moderate-risk area for wildfire/earthquake, and *is not aware* of being at risk of wildfire/earthquake.
Awareness and preparedness profiles

- **Aware and not prepared**: Lives in high- or moderate-risk area for wildfire/earthquake, is aware of risk of wildfire/earthquake, and *does not feel prepared* for wildfire/earthquake

- **Aware and prepared**: Lives in high- or moderate-risk area for wildfire/earthquake, is aware of risk of wildfire/earthquake, and *feels prepared* for wildfire/earthquake

- **Not aware**: Lives in high- or moderate-risk area for wildfire/earthquake, and *is not aware* of being at risk of wildfire/earthquake
### Perception of disaster preparation

#### Preparing for a natural disaster is...:

<table>
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<tr>
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<th>(Don't Know)</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
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<th>Total Dis.</th>
<th>Net Agr.</th>
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<tr>
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<td>25%</td>
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<td>8%</td>
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<tr>
<td>Scary</td>
<td>32%</td>
<td>31%</td>
<td>4%</td>
<td>18%</td>
<td>15%</td>
<td>63%</td>
<td>33%</td>
<td>+30</td>
</tr>
<tr>
<td>Scary</td>
<td>23%</td>
<td>41%</td>
<td>3%</td>
<td>22%</td>
<td>11%</td>
<td>64%</td>
<td>33%</td>
<td>+31</td>
</tr>
<tr>
<td>Expensive</td>
<td>22%</td>
<td>39%</td>
<td>5%</td>
<td>23%</td>
<td>12%</td>
<td>61%</td>
<td>35%</td>
<td>+26</td>
</tr>
<tr>
<td>Expensive</td>
<td>22%</td>
<td>33%</td>
<td>3%</td>
<td>22%</td>
<td>19%</td>
<td>56%</td>
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<td>+15</td>
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<tr>
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<td>40%</td>
<td>3%</td>
<td>23%</td>
<td>17%</td>
<td>54%</td>
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<td>Confusing</td>
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<td>26%</td>
<td>5%</td>
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<td>Confusing</td>
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<td>-33</td>
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<td>Easy</td>
<td>4%</td>
<td>17%</td>
<td>3%</td>
<td>30%</td>
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<td>75%</td>
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<tr>
<td>Not a priority</td>
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<td>7%</td>
<td>3%</td>
<td>21%</td>
<td>65%</td>
<td>10%</td>
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<td>-76</td>
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<tr>
<td>Not a priority</td>
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<td>7%</td>
<td>3%</td>
<td>25%</td>
<td>57%</td>
<td>13%</td>
<td>82%</td>
<td>-69</td>
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<tr>
<td>Not necessary because a disaster is unlikely to happen</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>21%</td>
<td>65%</td>
<td>10%</td>
<td>86%</td>
<td>-76</td>
</tr>
<tr>
<td>Not necessary because other help will be available</td>
<td>3%</td>
<td>10%</td>
<td>4%</td>
<td>25%</td>
<td>57%</td>
<td>13%</td>
<td>82%</td>
<td>-69</td>
</tr>
<tr>
<td>Not necessary because a disaster is unlikely to affect you or your family</td>
<td>3%</td>
<td>7%</td>
<td>3%</td>
<td>20%</td>
<td>66%</td>
<td>10%</td>
<td>86%</td>
<td>-76</td>
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</table>
### Preparing for a disaster is... **Expensive**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
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<th>No opinion/Don’t know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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<td>12%</td>
<td>61%</td>
<td>35%</td>
<td>+26</td>
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<td><strong>Vulnerable populations</strong></td>
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<tr>
<td>Most vulnerable (25%)</td>
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<td>5%</td>
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<td>12%</td>
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<td>5%</td>
<td>22%</td>
<td>10%</td>
<td>63%</td>
<td>32%</td>
<td>+30</td>
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<td>38%</td>
<td>4%</td>
<td>28%</td>
<td>12%</td>
<td>55%</td>
<td>40%</td>
<td>+15</td>
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<td>9%</td>
<td>71%</td>
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<td>30%</td>
<td>10%</td>
<td>56%</td>
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<tr>
<td>Aware and prepared (30%)</td>
<td>18%</td>
<td>36%</td>
<td>3%</td>
<td>28%</td>
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<td>43%</td>
<td>+11</td>
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<td>24%</td>
<td>40%</td>
<td>5%</td>
<td>22%</td>
<td>10%</td>
<td>64%</td>
<td>32%</td>
<td>+32</td>
</tr>
<tr>
<td>Not aware (18%)</td>
<td>22%</td>
<td>40%</td>
<td>7%</td>
<td>20%</td>
<td>12%</td>
<td>62%</td>
<td>32%</td>
<td>+30</td>
</tr>
</tbody>
</table>

Q20. Preparing for a disaster is.... Expensive
Preparing for a disaster is... Scary

Overall
- Strongly Agree: 32%
- Somewhat Agree: 31%
- No opinion/Don't know: 4%
- Somewhat Disagree: 18%
- Strongly Disagree: 15%
- Total Agree: 63%
- Total Disagree: 33%
- Net Agree: +30

Vulnerable populations
- Most vulnerable (25%)
  - Strongly Agree: 40%
  - Somewhat Agree: 27%
  - No opinion/Don't know: 5%
  - Somewhat Disagree: 17%
  - Strongly Disagree: 10%
  - Total Agree: 67%
  - Total Disagree: 28%
  - Net Agree: +40
- Somewhat vulnerable (31%)
  - Strongly Agree: 34%
  - Somewhat Agree: 31%
  - No opinion/Don't know: 4%
  - Somewhat Disagree: 17%
  - Strongly Disagree: 15%
  - Total Agree: 64%
  - Total Disagree: 32%
  - Net Agree: +33
- Not vulnerable (44%)
  - Strongly Agree: 26%
  - Somewhat Agree: 33%
  - No opinion/Don't know: 4%
  - Somewhat Disagree: 19%
  - Strongly Disagree: 19%
  - Total Agree: 59%
  - Total Disagree: 37%
  - Net Agree: +22

Wildfire awareness and preparedness
- Aware and prepared (29%)
  - Strongly Agree: 27%
  - Somewhat Agree: 33%
  - No opinion/Don't know: 2%
  - Somewhat Disagree: 18%
  - Strongly Disagree: 20%
  - Total Agree: 60%
  - Total Disagree: 38%
  - Net Agree: +22
- Aware and not prepared (40%)
  - Strongly Agree: 38%
  - Somewhat Agree: 30%
  - No opinion/Don't know: 5%
  - Somewhat Disagree: 14%
  - Strongly Disagree: 12%
  - Total Agree: 68%
  - Total Disagree: 27%
  - Net Agree: +42
- Not aware (30%)
  - Strongly Agree: 23%
  - Somewhat Agree: 30%
  - No opinion/Don't know: 3%
  - Somewhat Disagree: 24%
  - Strongly Disagree: 19%
  - Total Agree: 53%
  - Total Disagree: 43%
  - Net Agree: +10

Earthquake awareness and preparedness
- Aware and prepared (30%)
  - Strongly Agree: 24%
  - Somewhat Agree: 31%
  - No opinion/Don't know: 4%
  - Somewhat Disagree: 21%
  - Strongly Disagree: 20%
  - Total Agree: 55%
  - Total Disagree: 41%
  - Net Agree: +14
- Aware and not prepared (52%)
  - Strongly Agree: 37%
  - Somewhat Agree: 32%
  - No opinion/Don't know: 4%
  - Somewhat Disagree: 16%
  - Strongly Disagree: 11%
  - Total Agree: 69%
  - Total Disagree: 27%
  - Net Agree: +42
- Not aware (18%)
  - Strongly Agree: 28%
  - Somewhat Agree: 31%
  - No opinion/Don't know: 5%
  - Somewhat Disagree: 17%
  - Strongly Disagree: 19%
  - Total Agree: 59%
  - Total Disagree: 36%
  - Net Agree: +23
### Preparing for a disaster is... Easy

**Overall**

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
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<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>25%</td>
<td>5%</td>
<td>35%</td>
<td>26%</td>
<td>34%</td>
<td>61%</td>
<td>-27</td>
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</table>

#### Vulnerable populations

**Most vulnerable (25%)**

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
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<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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<tr>
<td>13%</td>
<td>19%</td>
<td>7%</td>
<td>33%</td>
<td>28%</td>
<td>32%</td>
<td>61%</td>
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</table>

**Somewhat vulnerable (31%)**

<table>
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<th>Total Disagree</th>
<th>Net Agree</th>
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<tr>
<td>10%</td>
<td>26%</td>
<td>5%</td>
<td>33%</td>
<td>26%</td>
<td>36%</td>
<td>60%</td>
<td>-24</td>
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**Not vulnerable (44%)**

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<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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<tr>
<td>7%</td>
<td>28%</td>
<td>4%</td>
<td>38%</td>
<td>24%</td>
<td>34%</td>
<td>62%</td>
<td>-28</td>
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#### Wildfire awareness and preparedness

**Aware and prepared (29%)**

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
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<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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<td>17%</td>
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<td>1%</td>
<td>35%</td>
<td>19%</td>
<td>45%</td>
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**Aware and not prepared (40%)**

<table>
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<th>Total Disagree</th>
<th>Net Agree</th>
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<tbody>
<tr>
<td>5%</td>
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<td>38%</td>
<td>34%</td>
<td>24%</td>
<td>72%</td>
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**Not aware (30%)**

<table>
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<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
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<tbody>
<tr>
<td>9%</td>
<td>29%</td>
<td>5%</td>
<td>33%</td>
<td>24%</td>
<td>38%</td>
<td>57%</td>
<td>-19</td>
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#### Earthquake awareness and preparedness

**Aware and prepared (30%)**

<table>
<thead>
<tr>
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<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
</thead>
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<tr>
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<td>31%</td>
<td>3%</td>
<td>33%</td>
<td>22%</td>
<td>42%</td>
<td>55%</td>
<td>-13</td>
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**Aware and not prepared (52%)**

<table>
<thead>
<tr>
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<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>22%</td>
<td>5%</td>
<td>39%</td>
<td>29%</td>
<td>27%</td>
<td>68%</td>
<td>-41</td>
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**Not aware (18%)**

<table>
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<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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</thead>
<tbody>
<tr>
<td>14%</td>
<td>27%</td>
<td>7%</td>
<td>31%</td>
<td>21%</td>
<td>41%</td>
<td>51%</td>
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Preparing for a disaster is... *Something I haven't gotten around to doing*

<table>
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<tr>
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<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
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<tbody>
<tr>
<td>Overall</td>
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<td>33%</td>
<td>3%</td>
<td>22%</td>
<td>19%</td>
<td>56%</td>
<td>41%</td>
<td>+15</td>
</tr>
<tr>
<td>Most vulnerable (25%)</td>
<td>27%</td>
<td>31%</td>
<td>5%</td>
<td>20%</td>
<td>18%</td>
<td>58%</td>
<td>38%</td>
<td>+20</td>
</tr>
<tr>
<td>Somewhat vulnerable (31%)</td>
<td>23%</td>
<td>31%</td>
<td>3%</td>
<td>26%</td>
<td>17%</td>
<td>54%</td>
<td>43%</td>
<td>+12</td>
</tr>
<tr>
<td>Not vulnerable (44%)</td>
<td>19%</td>
<td>36%</td>
<td>3%</td>
<td>21%</td>
<td>21%</td>
<td>55%</td>
<td>42%</td>
<td>+14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wildfire awareness and preparedness</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware and prepared (29%)</td>
<td>6%</td>
<td>21%</td>
<td>1%</td>
<td>27%</td>
<td>45%</td>
<td>28%</td>
<td>71%</td>
<td>-43</td>
</tr>
<tr>
<td>Aware and not prepared (40%)</td>
<td>31%</td>
<td>37%</td>
<td>4%</td>
<td>22%</td>
<td>6%</td>
<td>68%</td>
<td>28%</td>
<td>+40</td>
</tr>
<tr>
<td>Not aware (30%)</td>
<td>20%</td>
<td>36%</td>
<td>2%</td>
<td>25%</td>
<td>17%</td>
<td>56%</td>
<td>42%</td>
<td>+15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Earthquake awareness and preparedness</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>No opinion/ Don't know</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
<th>Total Agree</th>
<th>Total Disagree</th>
<th>Net Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware and prepared (30%)</td>
<td>6%</td>
<td>19%</td>
<td>3%</td>
<td>31%</td>
<td>41%</td>
<td>25%</td>
<td>71%</td>
<td>-46</td>
</tr>
<tr>
<td>Aware and not prepared (52%)</td>
<td>32%</td>
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<td>3%</td>
<td>17%</td>
<td>6%</td>
<td>74%</td>
<td>23%</td>
<td>+51</td>
</tr>
<tr>
<td>Not aware (18%)</td>
<td>22%</td>
<td>33%</td>
<td>5%</td>
<td>21%</td>
<td>20%</td>
<td>55%</td>
<td>40%</td>
<td>+15</td>
</tr>
</tbody>
</table>
Qualitative research: Actions taken to prepare

“At work, they give us classes on how to react, trainings on what you do in different type of these natural disasters, how to get together in a group and what to do... so I'm learning way more once I attended these classes.”

“Well, I think we have home insurance already. I’m not sure if it counts for natural disasters.”

“I really haven’t [earthquake-proofed my home]. I have tried to make sure that obviously there’s no pictures above beds and anything like that. There has been an awareness, but I just haven’t taken the time and effort to do it.”

“I guess I would have to look up what you would put in a kit because I wouldn’t even be too sure about that.”

“(I get) alerts on anything that is coming in, anything that happens, kidnapping, anything, severe weather. They just come with my phone.”

“Because, here, in this county, you only make enough to pay the bills. You don’t have enough money left over to save.”

Quotes from focus groups and in-depth interviews.
## Preparedness Tasks Checklist

<table>
<thead>
<tr>
<th>Task</th>
<th>Have done</th>
<th>Have not done but likely to do</th>
<th>Have not done and not likely to do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put important documents in a secure location</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
</tr>
<tr>
<td>Identified evacuation routes from your home</td>
<td>59%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Done things around your home to make it safer in a disaster</td>
<td>54%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td>Signed up for disaster alerts and warnings</td>
<td>53%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Set aside supplies in your home to be used only in the case of a disaster</td>
<td>52%</td>
<td>37%</td>
<td>11%</td>
</tr>
<tr>
<td>Participated in a preparedness drill at your home, workplace, school, or community</td>
<td>47%</td>
<td>22%</td>
<td>31%</td>
</tr>
<tr>
<td>Made sure you have insurance that covers earthquake, floods, or wildfire damage</td>
<td>46%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Made an emergency plan for your household/family about what to do</td>
<td>42%</td>
<td>43%</td>
<td>15%</td>
</tr>
<tr>
<td>Set aside cash to use only in a disaster</td>
<td>38%</td>
<td>42%</td>
<td>20%</td>
</tr>
<tr>
<td>Talked about preparedness with others in your community</td>
<td>33%</td>
<td>23%</td>
<td>43%</td>
</tr>
<tr>
<td>Attended a class or meeting on planning for a disaster</td>
<td>23%</td>
<td>27%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Q32-42. For each one, please indicate if you have or have not done each item.
Most Vulnerable: Preparedness tasks checklist

<table>
<thead>
<tr>
<th>Action</th>
<th>Have done</th>
<th>Have not done but likely to do</th>
<th>Have not done and not likely to do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Put important documents in a secure location</td>
<td>61%</td>
<td>31%</td>
<td>8%</td>
</tr>
<tr>
<td>Identified evacuation routes from your home</td>
<td>56%</td>
<td>30%</td>
<td>14%</td>
</tr>
<tr>
<td>Signed up for disaster alerts and warnings</td>
<td>47%</td>
<td>37%</td>
<td>16%</td>
</tr>
<tr>
<td>Set aside supplies in your home to be used only in the case of a disaster</td>
<td>47%</td>
<td>41%</td>
<td>12%</td>
</tr>
<tr>
<td>Done things around your home to make it safer in a disaster</td>
<td>46%</td>
<td>38%</td>
<td>16%</td>
</tr>
<tr>
<td>Participated in a preparedness drill at your home, workplace, school, or community</td>
<td>45%</td>
<td>23%</td>
<td>31%</td>
</tr>
<tr>
<td>Made sure you have insurance that covers earthquake, floods, or wildfire damage</td>
<td>42%</td>
<td>25%</td>
<td>33%</td>
</tr>
<tr>
<td>Made an emergency plan for your household/family about what to do</td>
<td>40%</td>
<td>45%</td>
<td>16%</td>
</tr>
<tr>
<td>Set aside cash to use only in a disaster</td>
<td>36%</td>
<td>43%</td>
<td>21%</td>
</tr>
<tr>
<td>Talked about preparedness with others in your community</td>
<td>34%</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Attended a class or meeting on planning for a disaster</td>
<td>20%</td>
<td>32%</td>
<td>48%</td>
</tr>
</tbody>
</table>

Q32-42. For each one, please indicate if you have or have not done each item.
### Number of preparedness tasks completed

<table>
<thead>
<tr>
<th>Category</th>
<th>5+/11 tasks</th>
<th>3-4/11 tasks</th>
<th>1-2/11 tasks</th>
<th>0/11 tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>54%</td>
<td>21%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Community involvement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active (44%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inactive (56%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>138% of FPL or Less (22%)</td>
<td>44%</td>
<td>18%</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>138% - 320% of FPL (25%)</td>
<td>48%</td>
<td>25%</td>
<td>19%</td>
<td>8%</td>
</tr>
<tr>
<td>320% - 500% of FPL (16%)</td>
<td>60%</td>
<td>22%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>At or Above 500% of FPL (25%)</td>
<td>61%</td>
<td>22%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>Prefer not to respond (12%)</td>
<td>61%</td>
<td>14%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Experience with natural disaster</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experienced (76%)</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Has not experienced (24%)</td>
<td>42%</td>
<td>22%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Wildfire awareness and preparedness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware and prepared (29%)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware and not prepared (40%)</td>
<td>48%</td>
<td>87%</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Not aware (30%)</td>
<td>45%</td>
<td>24%</td>
<td>19%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Earthquake awareness and preparedness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware and prepared (30%)</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Aware and not prepared (52%)</td>
<td>40%</td>
<td>84%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td>Not aware (18%)</td>
<td>48%</td>
<td>25%</td>
<td>16%</td>
<td>11%</td>
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### Number of *free* preparedness tasks completed

<table>
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<th>Category</th>
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<th>3-4/7 tasks</th>
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</thead>
<tbody>
<tr>
<td>Overall</td>
<td>33%</td>
<td>29%</td>
<td>27%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Community involvement</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Active (44%)</td>
<td>24%</td>
<td>45%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Inactive (56%)</td>
<td></td>
<td>31%</td>
<td>32%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>138% of FPL or Less (22%)</td>
<td>28%</td>
<td>24%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>138% - 320% of FPL (25%)</td>
<td>27%</td>
<td>33%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td>320% - 500% of FPL (16%)</td>
<td>36%</td>
<td>31%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>At or Above 500% of FPL (25%)</td>
<td>37%</td>
<td>33%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td>Prefer not to respond (12%)</td>
<td>43%</td>
<td>24%</td>
<td>21%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Experience with natural disaster</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experienced (76%)</td>
<td>36%</td>
<td>26%</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>Has not experienced (24%)</td>
<td>25%</td>
<td>26%</td>
<td>31%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Wildfire awareness and preparedness</strong></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Aware and prepared (29%)</td>
<td>25%</td>
<td>64%</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>Aware and not prepared (40%)</td>
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<td>34%</td>
<td>32%</td>
<td>9%</td>
</tr>
<tr>
<td>Not aware (30%)</td>
<td></td>
<td>29%</td>
<td>32%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Earthquake awareness and preparedness</strong></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td>Aware and prepared (30%)</td>
<td>20%</td>
<td>59%</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Aware and not prepared (52%)</td>
<td></td>
<td>31%</td>
<td>36%</td>
<td>14%</td>
</tr>
<tr>
<td>Not aware (18%)</td>
<td></td>
<td>27%</td>
<td>29%</td>
<td>14%</td>
</tr>
</tbody>
</table>
### Number of paid preparedness tasks completed

<table>
<thead>
<tr>
<th>Category</th>
<th>3+4/4 tasks</th>
<th>1-2/4 tasks</th>
<th>0/4 tasks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>22%</td>
<td>53%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Community involvement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active (44%)</td>
<td>29%</td>
<td>53%</td>
<td>17%</td>
</tr>
<tr>
<td>Inactive (56%)</td>
<td>16%</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Household income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>138% of FPL or Less (22%)</td>
<td>18%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>138% - 320% of FPL (25%)</td>
<td>17%</td>
<td>54%</td>
<td>29%</td>
</tr>
<tr>
<td>320% - 500% of FPL (16%)</td>
<td>19%</td>
<td>66%</td>
<td>15%</td>
</tr>
<tr>
<td>At or Above 500% of FPL (25%)</td>
<td>29%</td>
<td>56%</td>
<td>15%</td>
</tr>
<tr>
<td>Prefer not to respond (12%)</td>
<td>31%</td>
<td>48%</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Experience with natural disaster</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experienced (76%)</td>
<td>24%</td>
<td>54%</td>
<td>23%</td>
</tr>
<tr>
<td>Has not experienced (24%)</td>
<td>17%</td>
<td>51%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Wildfire awareness and preparedness</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aware and prepared (29%)</td>
<td>39%</td>
<td>57%</td>
<td>4%</td>
</tr>
<tr>
<td>Aware and not prepared (40%)</td>
<td>14%</td>
<td>57%</td>
<td>29%</td>
</tr>
<tr>
<td>Not aware (30%)</td>
<td>18%</td>
<td>53%</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Earthquake awareness and preparedness</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td>41%</td>
<td>53%</td>
<td>6%</td>
</tr>
<tr>
<td>Aware and not prepared (52%)</td>
<td>13%</td>
<td>53%</td>
<td>34%</td>
</tr>
<tr>
<td>Not aware (18%)</td>
<td>25%</td>
<td>49%</td>
<td>26%</td>
</tr>
</tbody>
</table>
Q43. You said you have set aside supplies in your home to be used only in the case of a disaster. What have you set aside?

- Food – 42%
  - Food
  - Can opener
  - Propane
  - Cooking supplies

- Water – 38%

- Light/Energy – 27%
  - Candles/Lamps
  - Flashlights/Batteries
  - Generator/Power source
  - Chargers

- First aid/Medicine – 13%

- Necessities – 15%
  - Necessities (unspecified)
  - Tools/Equipment
  - Toiletries
  - Important documents

- Blankets – 7%

- Clothing – 7%

- Cash – 3%

- Other – 4%

- Not sure – 2%
“You start thinking about your family if you’re not there. If the electricity goes out, we don’t have a way to communicate. If it were to happen, and you can’t reach your family, that’s something very alarming.”
In the case of a disaster, your phone battery could die, cell service could go out, and you could lose access to other electronics. It is important to have a communication plan or agreed upon meeting location so you can find your family and stick together.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Very compelling</th>
<th>Somewhat compelling</th>
<th>(Don't know)</th>
<th>Not too compelling</th>
<th>Not at all compelling</th>
<th>Total Con.</th>
<th>Total Not Con.</th>
<th>Net Con.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell phone service could go out and you could lose access to other electronics</td>
<td>60%</td>
<td>28%</td>
<td>3%</td>
<td>7%</td>
<td>2%</td>
<td>89%</td>
<td>9%</td>
<td>+80</td>
</tr>
<tr>
<td>An emergency can happen at any time on any day, and you could lose your home, property, and have your life changed forever. Being at least a little prepared could help save you and your family in the face of a sudden disaster.</td>
<td>58%</td>
<td>31%</td>
<td>2%</td>
<td>7%</td>
<td>2%</td>
<td>89%</td>
<td>9%</td>
<td>+80</td>
</tr>
<tr>
<td>Your family will rely on you in the case of an emergency. It is your duty to protect them, and make sure your children, seniors, pets, or other close relatives and loved ones are safe and cared for when disaster strikes.</td>
<td>57%</td>
<td>28%</td>
<td>3%</td>
<td>9%</td>
<td>3%</td>
<td>85%</td>
<td>12%</td>
<td>+73</td>
</tr>
</tbody>
</table>

Q44-53. Below are some reasons people choose to prepare in advance for a disaster. Please indicate how compelling each statement is to you.
Preparing for a disaster gives you peace of mind in case something was ever to happen. Taking just a few small steps to create a plan or pack a kit can ease stress and keep you and your family confident and calm.

You cannot rely on the government or other public entities for help in a disaster. There are limited government resources for our communities, and it may not be safe to stay home or at a shelter. You need to plan now so you aren’t stranded later.
First responders, like police officers and fire fighters, want to prevent disaster and be there to help you in a disaster. That’s why they are urging you to learn about how to prepare your home and make plans for what to do in a real emergency.

There are many simple, easy things you can do that can make a big difference. Many grocery stores or online retailers offer easy-assemble kits. There are also frequently free preparedness classes at community colleges or organizations.

Communities need to stick together in the face of a disaster, that’s why local leaders like neighborhood associations, clergy, and teachers are urging you to prepare your home and connect with others about what to do in a real emergency.

Local leaders like your Mayor, Assemblymember, and business owners know a natural disaster can be devastating to our economy and quality of life. That’s why they are urging you to plan ahead, prepare your home, and make plans for what to do in an emergency.
In the case of a disaster, your phone battery could die, cell service could go out, and you could lose access to other electronics. It is important to have a communication plan or agreed upon meeting location so you can find your family and stick together.

An emergency can happen at any time on any day, and you could lose your home, property, and have your life changed forever. Being at least a little prepared could help save you and your family in the face of a sudden disaster.

Your family will rely on you in the case of an emergency. It is your duty to protect them, and make sure your children, seniors, pets, or other close relatives and loved ones are safe and cared for when disaster strikes.

Doing some small things today can make a big difference if there is a disaster. Signing up for alerts, bolting furniture to the wall or having a “go bag” with your basic necessities can make you and your family safer if the worst happens.

Preparing for a disaster gives you peace of mind in case something was ever to happen. Taking just a few small steps to create a plan or pack a kit can ease stress and keep you and your family confident and calm.

You cannot rely on the government or other public entities for help in the case of a disaster. There are limited government resources for our communities, and it may not be safe to stay home or at a shelter. You need to plan now so you aren’t stranded later.

First responders, like police officers and fire fighters, want to prevent disaster and be there to help you in a disaster. That’s why they are urging you to learn about how to prepare your home and make plans for what to do in a real emergency.

There are many simple, easy things you can do that can make a big difference. Many grocery stores or online retailers offer easy-assemble kits. There are also frequently free preparedness classes at community colleges or organizations.

Communities need to stick together in the face of a disaster, that’s why local leaders like neighborhood associations, clergy, and teachers are urging you to prepare your home and connect with others about what to do in a real emergency.

Local leaders like your Mayor, Assembly member, and business owners know that a natural disaster can be devastating to our economy and quality of life. That’s why they are urging you to plan ahead, prepare your home, and make plans for what to do in a real emergency.
Q44-53. Below are some reasons people choose to prepare in advance for a disaster. Please indicate how compelling each statement is to you.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Very compelling</th>
<th>Somewhat compelling</th>
<th>(Don't know)</th>
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n = 460
# Somewhat Vulnerable: Preparedness Messaging

Q44-53. Below are some reasons people choose to prepare in advance for a disaster. Please indicate how compelling each statement is to you.

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Q44-53. Below are some reasons people choose to prepare in advance for a disaster. Please indicate how compelling each statement is to you.
Not Aware: Preparedness messaging

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Q44-53. Below are some reasons people choose to prepare in advance for a disaster. Please indicate how compelling each statement is to you.

n = 315
Informed: Preparedness

How prepared do you feel for a natural disaster?

- **Overall**
  - After info: 46% 22% 32%
  - Before info: 36% 22% 41%
  - Mean: 4.20

- **Vulnerable Population (n = 1,094)**
  - After info: 46% 20% 34%
  - Before info: 35% 19% 45%
  - Mean: 4.16

Movement on Preparedness (Overall)
- Feels more prepared: 41%
- Feels less prepared: 37%
- Feels the same: 22%

Q16/Q54. How prepared do you feel for a natural disaster?
Informed: Commitment

How committed are you to preparing for a natural disaster?

Overall

<table>
<thead>
<tr>
<th>After info</th>
<th>5-7 Committed</th>
<th>4/Don't know</th>
<th>1-3 Not Committed</th>
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Vulnerable Population (n = 1,094)

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<td></td>
<td>61%</td>
<td>19%</td>
<td>19%</td>
<td>4.97</td>
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</tbody>
</table>

Movement on Commitment (Overall)

- Feels more committed: 46%
- Feels less committed: 14%
- Feels the same: 40%
What, if anything, has made you change your opinion about preparing for a disaster?

“I know a lot of people who have lost their homes from fires and there really isn’t enough that we can do to be prepared. We have no extra money to put towards supplies and we will be lucky to just get out with our lives when a big one hits.”

“What, if anything, has made you change your opinion about preparing for a disaster?  

“It made me realize I need to look into the smaller details of planning.”

“I understand the need to prepare. Can’t permanently pack up documents because they change. I would be willing to take a class if one was offered in this area. I have never received information about such a class.”

“Since a natural disaster is usually an unplanned or unknown event, it follows that some type of planning would be beneficial, and that, I agree, deserves more thought on my part…”

“In reading thru this survey it has made me aware of how unprepared I am. And yet at the same time perhaps I have my head in the sand and feel it won’t happen to me, which is ignorant on my part. It’s a daunting task, I live alone and don’t know where to start.”
Qualitative: From High Earthquake Risk Zones

What, if anything, has made you change your opinion about preparing for a disaster?

“A few of the survey questions provided specific ideas of how to prepare for natural disasters that are easy and cost-free. I was previously committed to preparing for disaster but now feel more compelled to do so given these achievable suggested tasks.”

“My mother had told me that local cell service might go out in a natural disaster, but that we would still be able to call my uncle in Texas, so that he should be our contact point. Knowing that cell service might be completely out has shown me that that plan is not ideal.”

“Having gone through the experience 3 times an almost losing my duplex and having to worry about my mother who lives independently at age 85. I have the constant worry for her and my self, but have all the boxes ready to be moved and supplies when asked to go.”

“I know it's important, but it takes time and I'm not sure everything to assemble. I've never seen a class offered about it, but I would definitely take it.”

“I never depend on local resources because they will be overwhelmed. I have to be responsible for myself and try to help my community.”
Conclusions

- Respondents seem unlikely to take actions they perceive are out of reach, inconvenient, or costly. It is important to meet residents where they are at, especially for the more vulnerable populations.

- Residents need reminders about the risks of natural disasters that don’t instill fear, and instead provide a direct call to action.

- Focus on messaging that breaks down preparedness into simple steps to help residents overcome fear and perceptions that preparedness is an expensive, time-consuming, overwhelming task.

- Messaging about familial responsibility and empowering household leaders to prepare so that they can take care of their loved ones may be an effective overall theme.
Appendix: Subgroup Profiles

Self-reported demographic information
Subgroup Profile: Most Vulnerable

Those defined as most vulnerable (n=460)

Preparedness/Commitment to preparing for natural disaster

- How prepared do you feel for a natural disaster?
  - Mean: 3.67
  - 7 - Very.. 5-6 4/(Don't Know) 2-3 1 - Not at all...
  - 11% 25% 17% 27% 20%

- How committed are you to preparing for a natural disaster?
  - Mean: 4.84
  - 25% 31% 21% 16% 6%

Top three attitudes on preparation
Preparing for a natural disaster is...

- Important
  - Strongly Agree: 66%
  - Somewhat Agree: 22%
  - (Don't Know): 2%
  - Somewhat Disagree: 9%
  - Strongly Disagree: 3%

- Scary
  - Strongly Agree: 40%
  - Somewhat Agree: 27%
  - (Don't Know): 5%
  - Somewhat Disagree: 17%
  - Strongly Disagree: 10%

- Expensive
  - Strongly Agree: 30%
  - Somewhat Agree: 38%
  - (Don't Know): 5%
  - Somewhat Disagree: 15%
  - Strongly Disagree: 12%

Top three messages on preparation

- Logistical
  - Very compelling: 61%
  - Somewhat compelling: 25%
  - Not too compelling: 3%
  - Not at all compelling: 10%

- Fear-based
  - Very compelling: 57%
  - Somewhat compelling: 29%
  - Not too compelling: 2%
  - Not at all compelling: 9%

- Family
  - Very compelling: 56%
  - Somewhat compelling: 27%
  - Not too compelling: 3%
  - Not at all compelling: 10%

Number of preparedness actions taken

- 6+/11
  - 37%

- 2-5/11
  - 41%

- 0-1/11
  - 23%
Subgroup Profile: Hispanic/Latinx

**Those who self-identify as Hispanic or Latinx (n=690)**

### Preparedness/Commitment to preparing for natural disaster

**How prepared do you feel for a natural disaster?**

- 7 - Very...
- 5-6
- 4/(Don’t Know)
- 2-3
- 1 - Not at all...

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**How committed are you to preparing for a natural disaster?**

- 23%
- 39%  
- 20%  
- 13%  
- 5%  

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### Top three attitudes on preparation

**Preparing for a natural disaster is...**

- Important
- Scary
- Something you worry about

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### Top three messages on preparation

**Logistical**

- Very compelling
- Somewhat compelling
- (Don’t know)
- Not too compelling
- Not at all compelling

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<th>Not at all compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistical</td>
<td>64%</td>
<td>22%</td>
<td>3%</td>
<td>9%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Fear-based**

<table>
<thead>
<tr>
<th>Message</th>
<th>Very compelling</th>
<th>Somewhat compelling</th>
<th>(Don’t know)</th>
<th>Not too compelling</th>
<th>Not at all compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear-based</td>
<td>60%</td>
<td>27%</td>
<td>3%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Family**

<table>
<thead>
<tr>
<th>Message</th>
<th>Very compelling</th>
<th>Somewhat compelling</th>
<th>(Don’t know)</th>
<th>Not too compelling</th>
<th>Not at all compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>60%</td>
<td>25%</td>
<td>3%</td>
<td>9%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Number of preparedness actions taken

<table>
<thead>
<tr>
<th>Number of actions</th>
<th>6+/11</th>
<th>2-5/11</th>
<th>0-1/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>34%</td>
<td></td>
<td>42%</td>
<td>24%</td>
</tr>
</tbody>
</table>
**Subgroup Profile: Non-English language**

Primarily speak a non-English language at home (n=232)

### Preparedness/Commitment to preparing for natural disaster

**How prepared do you feel for a natural disaster?**
- 7 - Very...
- 5-6
- 4/(Don’t Know)
- 2-3
- 1 - Not at all...

<table>
<thead>
<tr>
<th>Score</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>20%</td>
</tr>
<tr>
<td>5-6</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>33%</td>
</tr>
<tr>
<td>2-3</td>
<td>21%</td>
</tr>
<tr>
<td>1</td>
<td>21%</td>
</tr>
</tbody>
</table>

Mean: 3.32

**How committed are you to preparing for a natural disaster?**
- 7 - Very...
- 5-6
- 4/(Don’t Know)
- 2-3
- 1 - Not at all...

<table>
<thead>
<tr>
<th>Score</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>23%</td>
</tr>
<tr>
<td>5</td>
<td>35%</td>
</tr>
<tr>
<td>4</td>
<td>20%</td>
</tr>
<tr>
<td>2-3</td>
<td>18%</td>
</tr>
<tr>
<td>1</td>
<td>4%</td>
</tr>
</tbody>
</table>

Mean: 4.86

### Top three attitudes on preparation

Preparing for a natural disaster is...

- Important
- Scary
- Something you worry about

<table>
<thead>
<tr>
<th>Attitude</th>
<th>(Don’t Know)</th>
<th>Somewhat Disagree</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important</td>
<td>19%</td>
<td>15%</td>
<td>69%</td>
<td>16%</td>
</tr>
<tr>
<td>Scary</td>
<td>13%</td>
<td>17%</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Something you worry about</td>
<td>9%</td>
<td>17%</td>
<td>39%</td>
<td>33%</td>
</tr>
</tbody>
</table>

### Top three messages on preparation

Logistical
- Very compelling
- Somewhat compelling
- Not too compelling
- Not at all compelling

<table>
<thead>
<tr>
<th>Message</th>
<th>(Don’t know)</th>
<th>Not too compelling</th>
<th>Very compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistical</td>
<td>28%</td>
<td>3%</td>
<td>61%</td>
</tr>
</tbody>
</table>

Family
- Very compelling
- Somewhat compelling
- Not too compelling
- Not at all compelling

<table>
<thead>
<tr>
<th>Message</th>
<th>(Don’t know)</th>
<th>Not too compelling</th>
<th>Very compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>26%</td>
<td>3%</td>
<td>60%</td>
</tr>
</tbody>
</table>

Fear-based
- Very compelling
- Somewhat compelling
- Not too compelling
- Not at all compelling

<table>
<thead>
<tr>
<th>Message</th>
<th>(Don’t know)</th>
<th>Not too compelling</th>
<th>Very compelling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear-based</td>
<td>30%</td>
<td>3%</td>
<td>59%</td>
</tr>
</tbody>
</table>

### Number of preparedness actions taken

<table>
<thead>
<tr>
<th>Number of actions</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>6+/11</td>
<td>35%</td>
</tr>
<tr>
<td>2-5/11</td>
<td>42%</td>
</tr>
<tr>
<td>0-1/11</td>
<td>22%</td>
</tr>
</tbody>
</table>
Subgroup Profile: Seniors

Senior citizen (65+) in household, either self or someone else (n=632)

Preparedness/Commitment to preparing for natural disaster

- How prepared do you feel for a natural disaster?
  - 7 - Very important: 11%
  - 5-6: 32%
  - 4/(Don't know): 23%
  - 2-3: 24%
  - 1 - Not at all important: 10%
  - Mean: 4.13

- How committed are you to preparing for a natural disaster?
  - 26%
  - 38%
  - 20%
  - 13%
  - Mean: 5.06

Top three attitudes on preparation

Preparing for a natural disaster is...

- Important:
  - Strongly Agree: 65%
  - Somewhat Agree: 25%
  - (Don't Know): 25%
  - Somewhat Disagree: 2%
  - Strongly Disagree: 2%

- Scary:
  - Strongly Agree: 26%
  - Somewhat Agree: 29%
  - (Don't Know): 5%
  - Somewhat Disagree: 20%
  - Strongly Disagree: 20%

- Something you feel informed about:
  - Strongly Agree: 25%
  - Somewhat Agree: 44%
  - (Don't Know): 4%
  - Somewhat Disagree: 17%
  - Strongly Disagree: 10%

Top three messages on preparation

Fear-based:
- Very compelling: 58%
- Somewhat compelling: 32%
- (Don't know): 2%
- Not too compelling: 2%
- Not at all compelling: 3%

Logistical:
- Very compelling: 56%
- Somewhat compelling: 31%
- (Don't know): 3%
- Not too compelling: 8%
- Not at all compelling: 3%

Family:
- Very compelling: 54%
- Somewhat compelling: 29%
- (Don't know): 3%
- Not too compelling: 9%
- Not at all compelling: 5%

Number of preparedness actions taken

- 6+/11: 48%
- 2-5/11: 37%
- 0-1/11: 14%
Subgroup Profile: Disabled persons

**Disabled person in household, either self or someone else (n=415)**

**Preparedness/Commitment to preparing for natural disaster**

- **How prepared** do you feel for a natural disaster?
  - 7 - Very...
  - 5-6
  - 4/(Don't Know)
  - 2-3
  - 1 - Not at all...
  - Mean: 3.84

- **How committed** are you to preparing for a natural disaster?
  - 27%
  - 34%
  - 19%
  - 13%
  - 5%
  - Mean: 4.98

**Number of preparedness actions taken**

- 6+/11: 42%
- 2-5/11: 39%
- 0-1/11: 18%

**Top three attitudes on preparation**

- Preparing for a natural disaster is...
  - Important:
    - Strongly Agree: 65%
    - Somewhat Agree: 22%
    - (Don't Know): 2%
    - Somewhat Disagree: 6%
    - Strongly Disagree: 5%
  - Scary:
    - Strongly Agree: 35%
    - Somewhat Agree: 29%
    - (Don't Know): 4%
    - Somewhat Disagree: 19%
    - Strongly Disagree: 14%
  - Expensive:
    - Strongly Agree: 30%
    - Somewhat Agree: 37%
    - (Don't Know): 5%
    - Somewhat Disagree: 15%
    - Strongly Disagree: 12%

**Top three messages on preparation**

- Logistical:
  - Very compelling: 61%
  - Somewhat compelling: 27%
  - (Don't know): 2%
  - Not too compelling: 8%
  - Not at all compelling: 3%
- Fear-based:
  - Very compelling: 58%
  - Somewhat compelling: 29%
  - (Don't know): 2%
  - Not too compelling: 8%
  - Not at all compelling: 3%
- Family:
  - Very compelling: 56%
  - Somewhat compelling: 29%
  - (Don't know): 2%
  - Not too compelling: 8%
  - Not at all compelling: 4%
Subgroup Profile: Urban residents

Those who live in a large city or urban area (n=509)

Preparedness/Commitment to preparing for natural disaster

- How prepared do you feel for a natural disaster?
  - 9% Very
  - 22% 5-6
  - 24% 4/(Don't Know)
  - 29% 2-3
  - 16% 1 - Not at all
  - Mean: 3.65

- How committed are you to preparing for a natural disaster?
  - 24% Very
  - 36% Somewhat
  - 20% (Don't Know)
  - 17% 1 - Not at all
  - Mean: 4.93

Top three attitudes on preparation

- Preparing for a natural disaster is...
  - Important: 66% Strongly Agree, 25% Somewhat Agree, 25% (Don't Know), 19% Strongly Disagree, 15% Somewhat Disagree
  - Scary: 35% Strongly Agree, 33% Somewhat Agree, 4% (Don't Know), 15% Somewhat Disagree, 14% Strongly Disagree
  - Expensive: 25% Strongly Agree, 36% Somewhat Agree, 6% (Don't Know), 22% Somewhat Disagree, 11% Strongly Disagree

Top three messages on preparation

- Logistical: 62% Very compelling, 28% Somewhat compelling, 3% (Don't know), 3% Not too compelling, 5% Not at all compelling
  - Fear-based: 59% Very compelling, 29% Somewhat compelling, 2% (Don't know), 7% Not too compelling, 3% Not at all compelling
  - Family: 58% Very compelling, 26% Somewhat compelling, 3% (Don't know), 10% Not too compelling, 3% Not at all compelling

Number of preparedness actions taken

- 6+/11: 41%
- 2-5/11: 42%
- 0-1/11: 17%
### Subgroup Profile: Rural residents

**Preparedness/Commitment to preparing for a natural disaster**

- **How prepared do you feel for a natural disaster?**
  - 7 - Very...
  - 5-6
  - 4/(Don't Know)
  - 2-3
  - 1 - Not at all...
  - **Mean:** 4.30
  - **15%**
  - **38%**
  - **15%**
  - **21%**
  - **11%**

- **How committed are you to preparing for a natural disaster?**
  - **29%**
  - **43%**
  - **17%**
  - **9%**
  - **2%**
  - **5.34**

### Top three attitudes on preparation

- **Preparing for a natural disaster is...**
  - **Important**
    - **Strongly Agree:** 70%
    - **Somewhat Agree:** 29%
    - **(Don't Know):** 2%
    - **Somewhat Disagree:** 2%
    - **Strongly Disagree:** 5%
  - **Scary**
    - **Strongly Agree:** 25%
    - **Somewhat Agree:** 27%
    - **(Don't Know):** 7%
    - **Somewhat Disagree:** 19%
    - **Strongly Disagree:** 18%
  - **Something you feel informed about**
    - **Strongly Agree:** 25%
    - **Somewhat Agree:** 45%
    - **(Don't Know):** 2%
    - **Somewhat Disagree:** 20%
    - **Strongly Disagree:** 8%

### Top three messages on preparation

- **Very compelling**
  - **Family:** 58%
  - **Logistical:** 58%
  - **Fear-based:** 55%

- **Somewhat compelling**
  - **Family:** 32%
  - **Logistical:** 31%
  - **Fear-based:** 36%

- **(Don't know)**
  - **Family:** 0%
  - **Logistical:** 1%
  - **Fear-based:** 0%

- **Not too compelling**
  - **Family:** 1%
  - **Logistical:** 9%
  - **Fear-based:** 6%

- **Not at all compelling**
  - **Family:** 8%
  - **Logistical:** 1%
  - **Fear-based:** 3%
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