

The California Earthquake Preparedness Survey Findings

- California residents are exposed to numerous ongoing programs and recommended actions designed to increase household earthquake preparedness and mitigation.
- The many actions recommended for increasing earthquake preparedness and mitigation can be consolidated into the “Get Ready” Pyramid.
- Californians in high risk areas are not getting ready in proportion to the differential risk that they face.
- People who have done things to get ready have done them for a variety of reasons and not just because of earthquakes.
- Most of the actions Californians have taken are simple preparations; relatively few households have acted to mitigate losses and reduce injuries.
- Some Californians believe earthquake myths that could lead to loss of life and injuries in an earthquake.
- Messages on earthquake preparedness and mitigation developed specifically for dissemination in California have low penetration.
- In absence of an actual disaster, “information received” and “information observed” are most likely to increase household investment in earthquake preparedness and mitigation.
- Many of the messages delivered to Californians about earthquake preparedness and mitigation are diluted and take a “one-size-fits-all” approach.
- Intuition has most frequently been used as the basis for developing the content and dissemination of earthquake preparedness and mitigation programs in California; evidence-based knowledge about how to motivate people to get ready has been underutilized.

