

HB READY PULSE

Hermosa Beach EPAC Research Report

May 2011

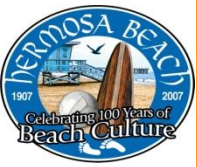
In recent years, the American people have been urged to “get ready” and to prepare for emergencies—from natural disasters to terrorist attacks. With this in mind, the Hermosa Beach Emergency Commission (EPAC) is providing this report that summarizes the latest preparedness levels of residents in Hermosa Beach. This simple, yet comprehensive survey was used to assess our preparedness, recognize our successes, and identify gaps where more work needs to be done.

The Emergency Preparedness Commissioners of Hermosa Beach are committed to encouraging and assisting in the goal to increase individual and family readiness by using tools and resources to encourage a culture of preparedness at home and at work.

In our effort to assess the current level of preparedness, we ran a survey for residents during March and April 2011 and have prepared this report to summarize the results.

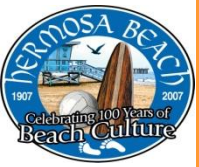
Respectfully,

Tracy Hopkins, Ken Hartley, Carol Russell
Emergency Preparedness Advisory Commission



Research Methodology

- The Hermosa Beach Emergency Preparedness Advisory Commission (EPAC) utilized Zoomerang to conduct an online survey regarding resident attitudes and preferences of disaster preparedness
- The survey was publicized through advertisements placed in local newspapers, (Beach Reporter, Easy Reader, Daily Breeze), the City of Hermosa Beach website and Hermosa Beach Neighborhood Watch website
- The survey was available online during an 8-week period during March thru April 2011

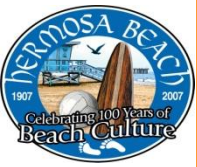


Research Methodology *(continued)*

- Hermosa Beach residents participated in the survey
 - 204 residents (91 Non-HBNW, 113 HBNW)

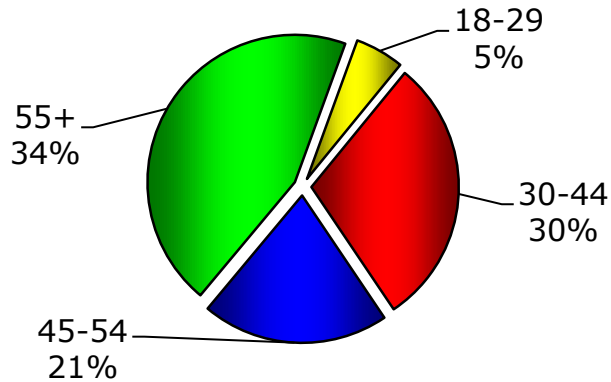
The 2011 data is weighted in proportion to HBNW members from 2009

Key Findings

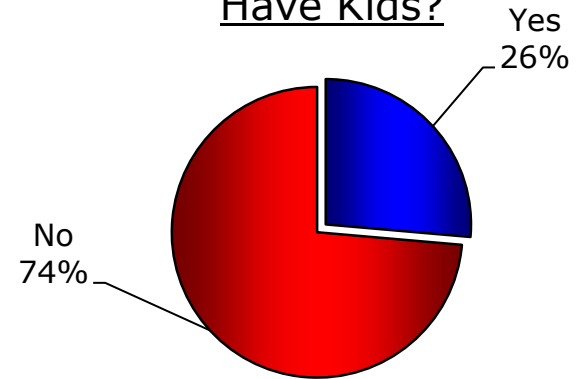


Demographics 1 of 2

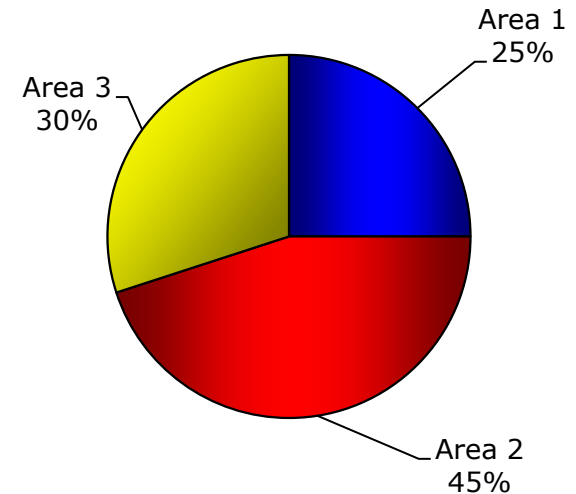
Age



Have Kids?



Household Location



- Survey participants tend to be older than the 2010 census data indicates.

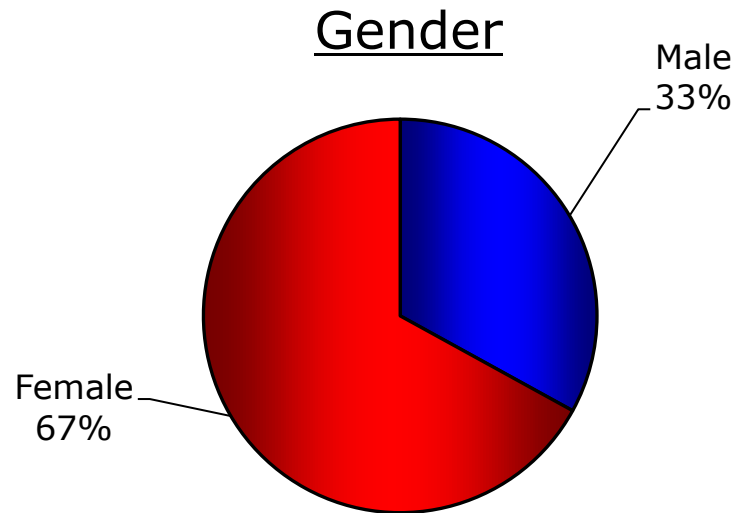
Q.53 - What is your age?

Q.27 - Do you have children?

Q.52 - Which area of HB do you live in?



Demographics 2 of 2

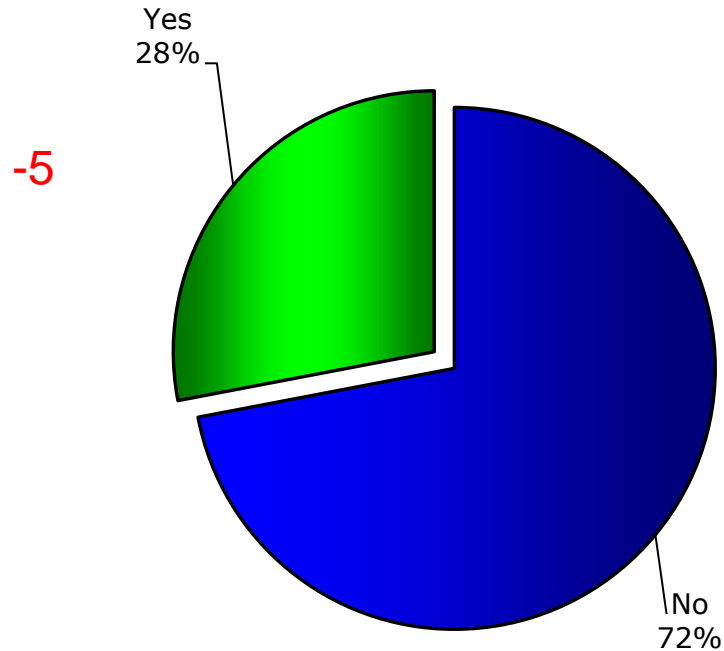


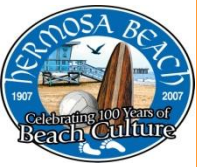
Q.54 – Gender



7 in 10 residents do not know how to find an emergency broadcasting channel on the radio

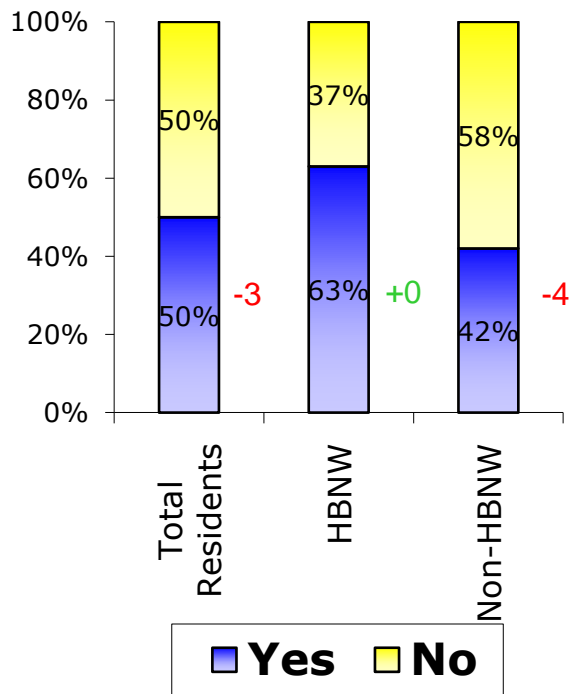
Ability to find Emergency broadcasting channel





Five-in-ten residents have prepared a kit within the past year

% Residents that have prepared a disaster supply kit in the past year



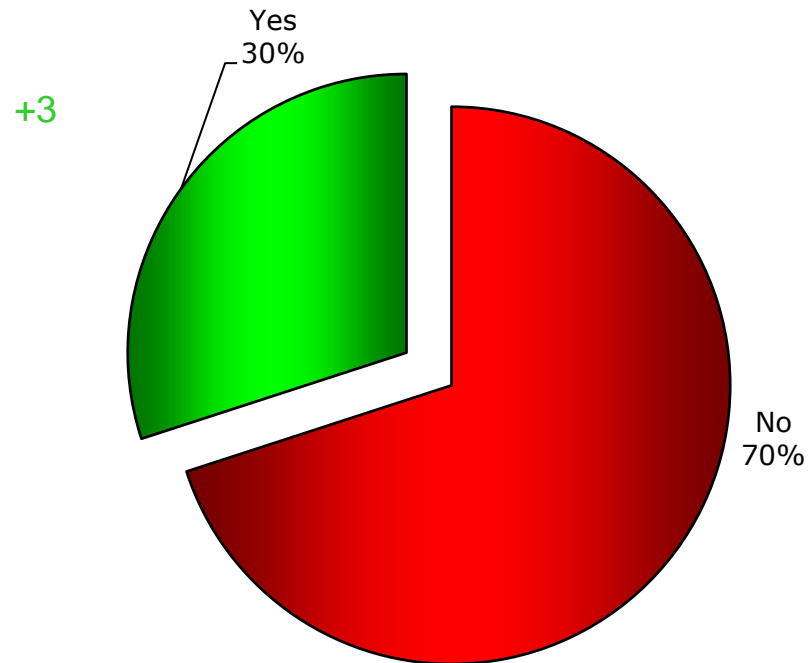
- Strongest group is that of Neighborhood Watch with six-in-ten while non-Neighborhood Watch residents are less than 5-in-ten

Q.7 – In the last year, have you prepared a Disaster Supply Kit with emergency supplies like water, food and medicine that is kept in a designated place in your home?

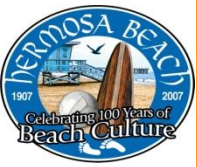


Three-in-ten residents have established a specific meeting place to reunite in the event of a disaster

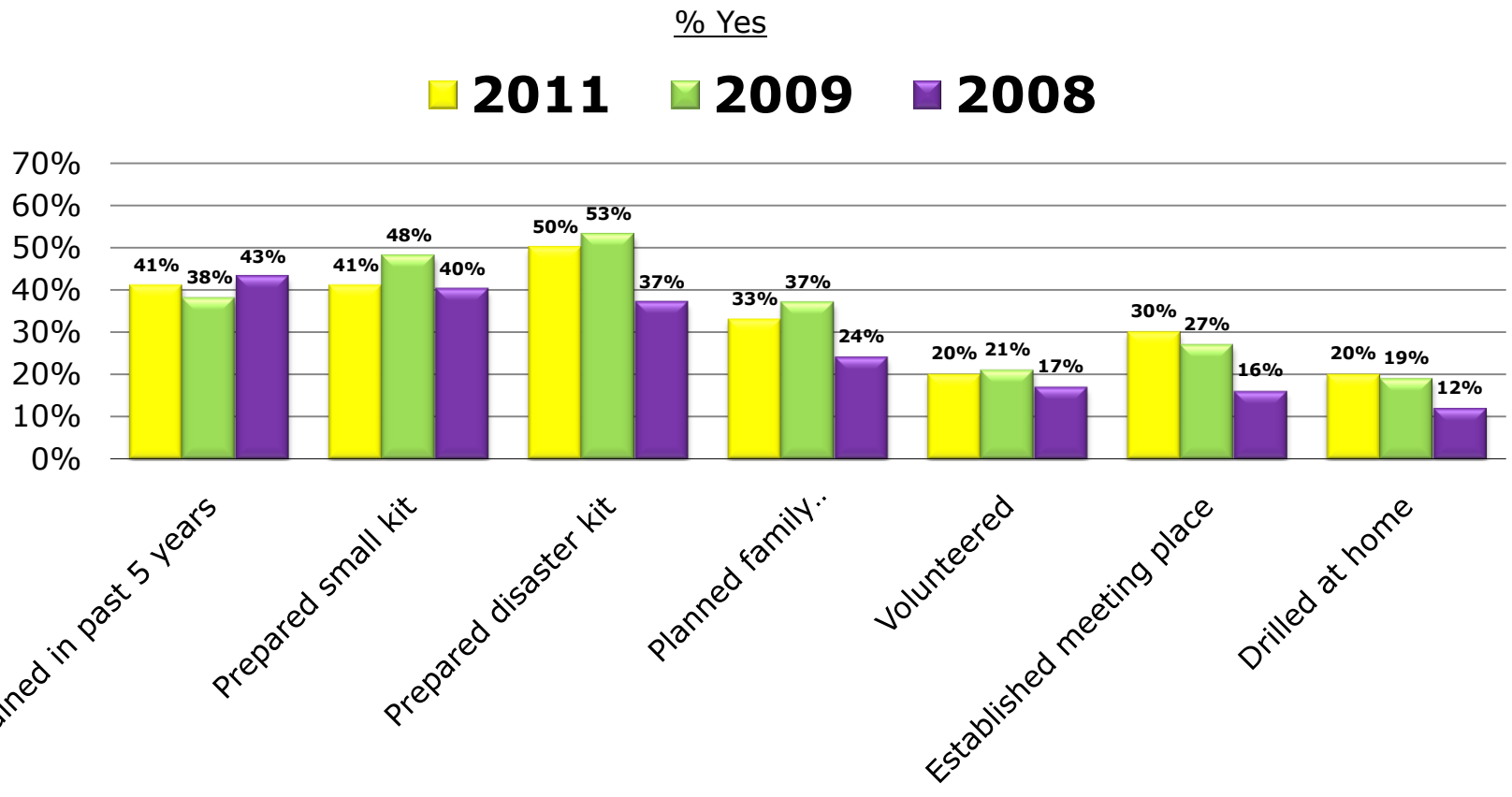
Established Specific Meeting Place in event of disaster



Q.10 – In the last year, have you established a specific meeting place to reunite in the event you and your family cannot return home or are evacuated?



Among attributes given to respondents, Preparing a disaster kit yielded the highest number.



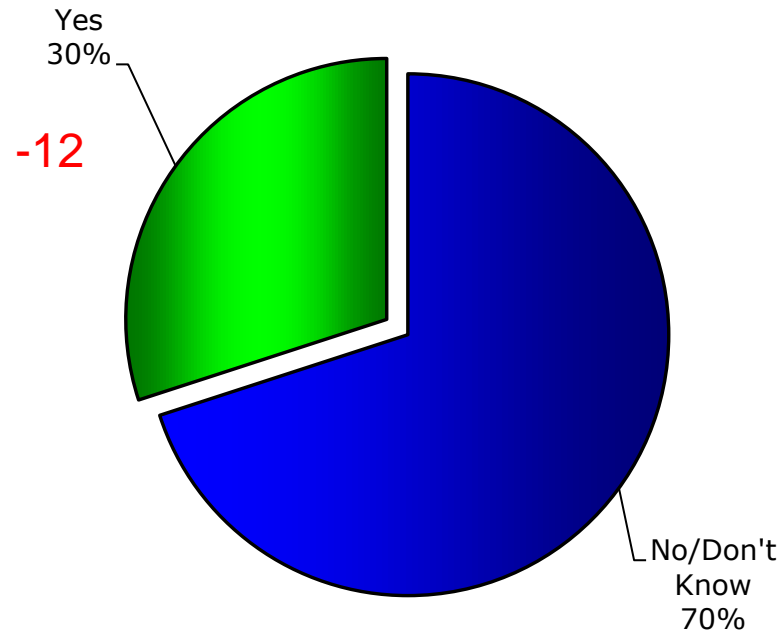
- 2% more residents were CPR trained than in 2009
- 30% of residents have established a designated meeting place vs. 27% in 2009
- *Note: Disaster kit questions reference previous year

Q.7:13 Summary – In the last year have you...



Three of every ten respondents had completed the HB Ready Survey in 2009

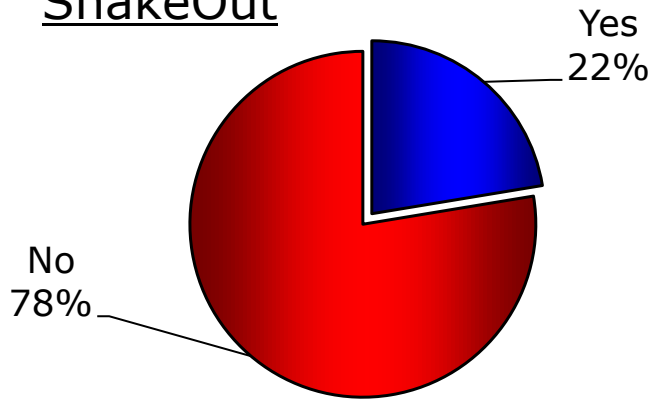
Completed HB Ready Survey in 2009



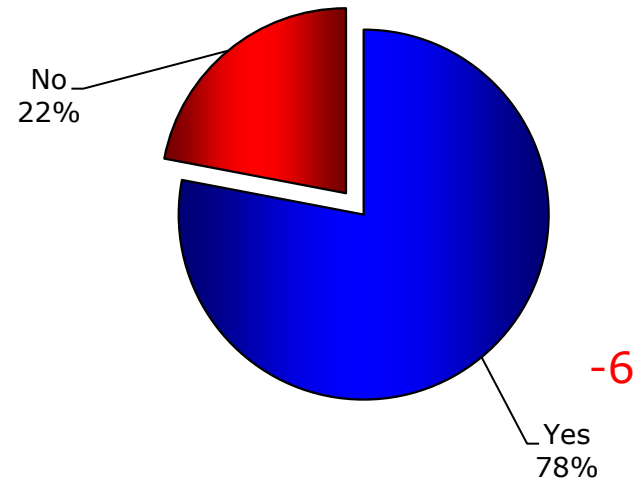


2010 ShakeOut Drill impact

Participated in 2010 ShakeOut



ShakeOut Campain Motivated Respondent to be better prepared

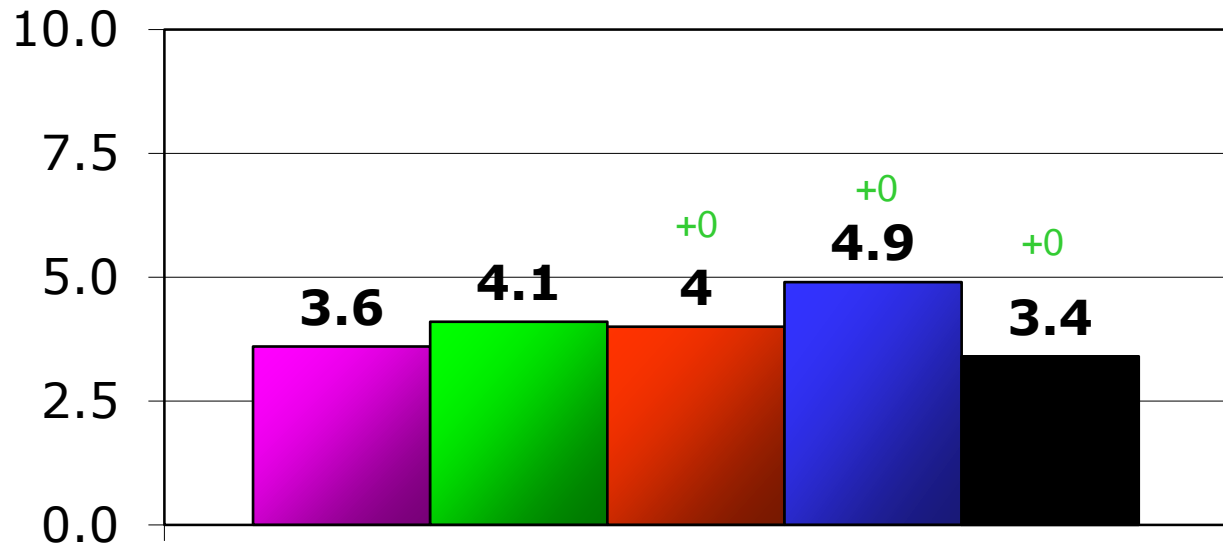


Q.NEW2 - Did you participate in the 2010 ShakeOut Drill?

Q.NEW3 - Did the ShakeOut media campaign motivate you to change your behavior to get better prepared?

Barometer of Public Preparedness

The Readiness Quotient - or RQ - is a barometer of the public's preparedness for a weather emergency, natural disaster or terrorist attack



Readiness Quotient (RQ) Score

