

HAWAII DISASTER PREPAREDNESS

A Presentation of Key Findings

January 20, 2012



WARD RESEARCH
INCORPORATED

OBJECTIVES AND METHODOLOGY

Objectives

The overall objective of the research was:

**TO MEASURE LEVELS OF KNOWLEDGE AND AWARENESS
ABOUT DISASTER ISSUES, PLANS, AND PREPAREDNESS
AMONG THE GENERAL POPULATION.**

Methodology

- The 15-minute telephone survey was conducted November 28 through December 17, 2011.
- A total of n=1,027 Hawaii State residents 18 + years old were surveyed. The table below presents the total number of surveys by county.

n=775 were completed using Random Digit Dialing (RDD) Landline phone numbers.

n=252 were completed using purchased cell phone numbers with 808 area codes.

County	Sample Size	Maximum Margin of Error*
Honolulu	418	+/-4.7%
Maui	201	6.8%
Kauai	203	6.8%
Hawaii	205	6.8%
Total Statewide	1,027	2.9%

* at 95% confidence level.

- Cellphone respondents were given either a \$5 (check) or \$7.50 (Paypal) incentive for completing the survey.
- The survey instrument was developed by Ward Research and submitted to the client for review and approval. A copy of the instrument is in the Appendix.

Methodology (Continued)

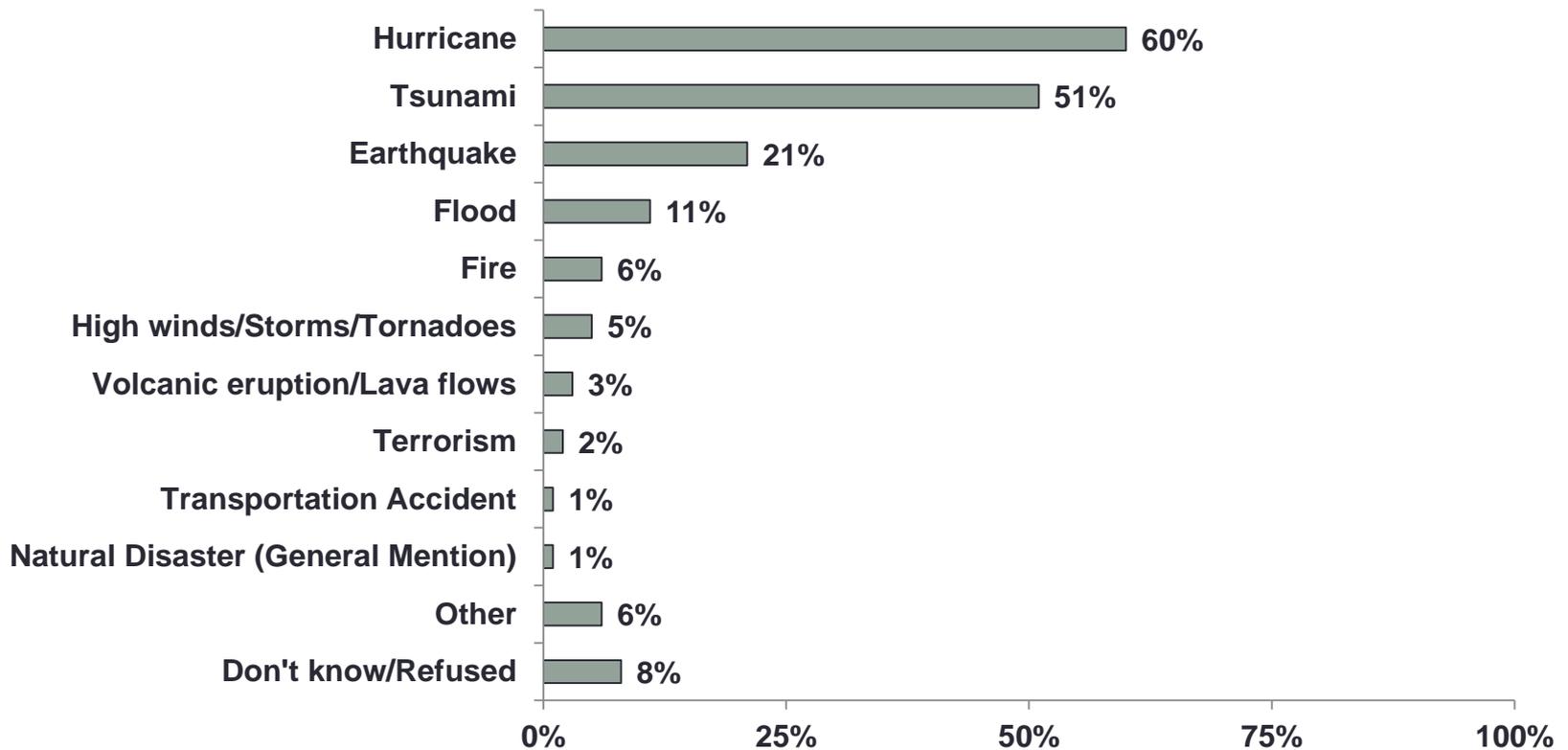
- All calling took place in the Calling Center in the Ward Research downtown Honolulu offices from 5-9 p.m. on weekdays, and 9 a.m. to 8 p.m. weekends during the survey period. This Calling Center uses Computer-Assisted Telephone Interviewing (CATI) technology, which allows for 100% monitoring of calls through electronic and observational means.
- Data processing was accomplished using SPSS for Windows, an in-house statistical software package, which allows for the cross tabulation of data by key variables (i.e., age, ethnicity, and income).
- Data was weighted by telecommunication services, age and ethnicity to more accurately reflect the population based on Census 2010.

DETAILED FINDINGS

PERCEPTIONS AND EXPERIENCES

Residents are most concerned about Hurricanes and Tsunamis.

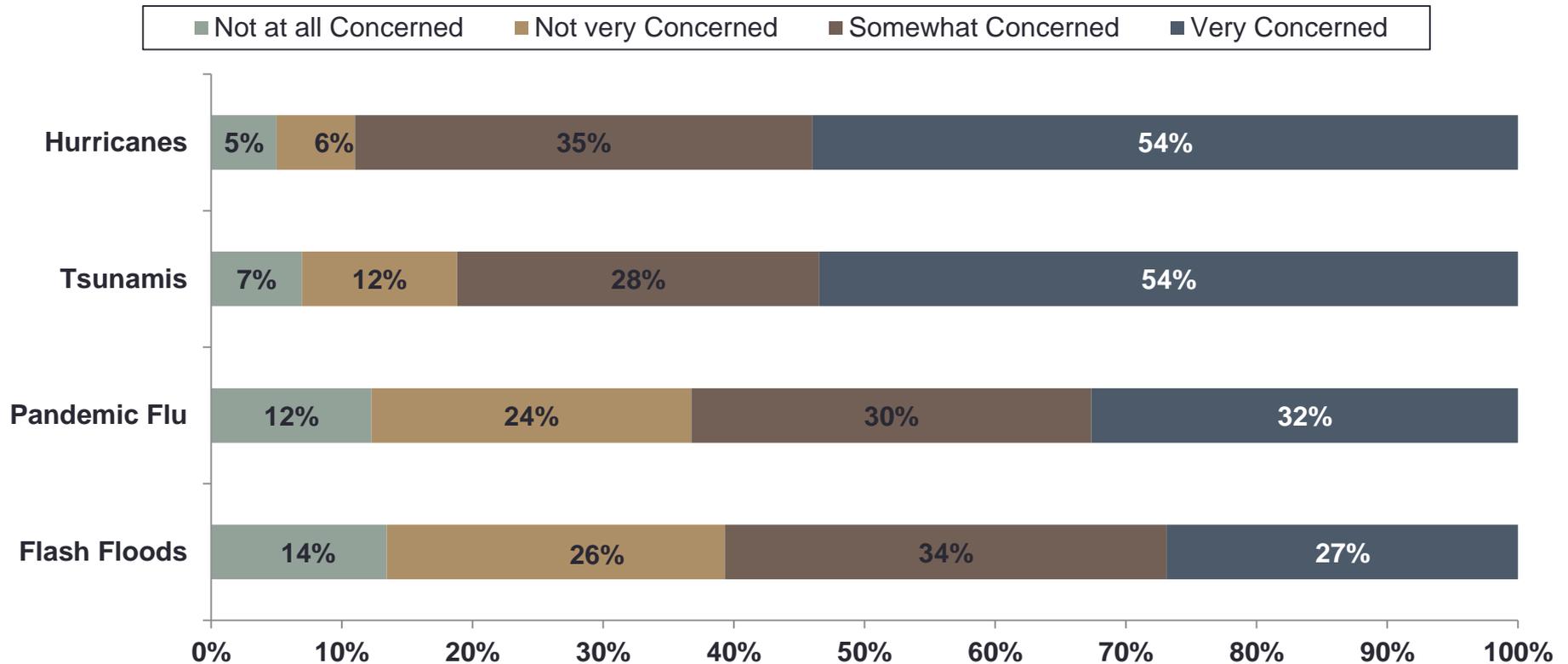
Disasters Concerned About the Most



Q2a. When you think of disasters that may impact your community, which ones concern you the most?

(n=1027)

There is a higher level of concern regarding hurricanes than tsunamis.



Q2b. I'm going to read you a list of some different disasters. For each one, please tell me how concerned you are about them.
How concerned are you about **hurricanes, tsunamis, pandemic flu, and flash floods**? (n=1027)

Certain segments of the population have greater concerns about different disasters.

Hawaiians

- More likely to state high levels of concern with disasters

Low Income (<\$35,000 HHI)

- More concerned with Pandemic Flu

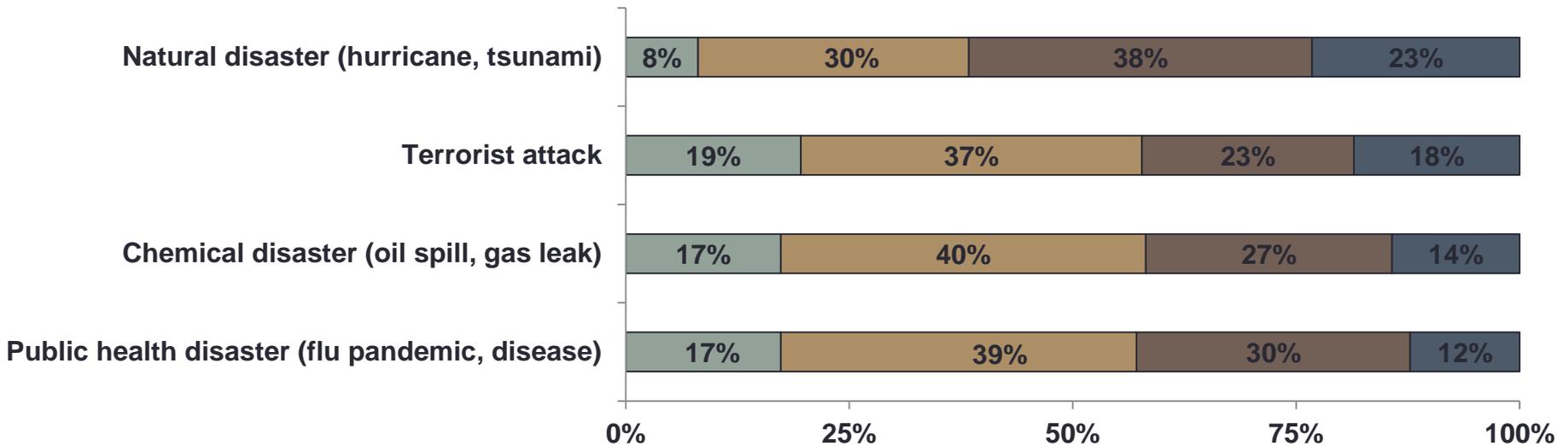
Mid-Low Income (<\$75,000 HHI)

- More concerned with flash floods

Residents feel most confident in the State handling natural disasters, but the least confident with public health disasters.

Confidence Level in State's Response to Emergencies or Disasters

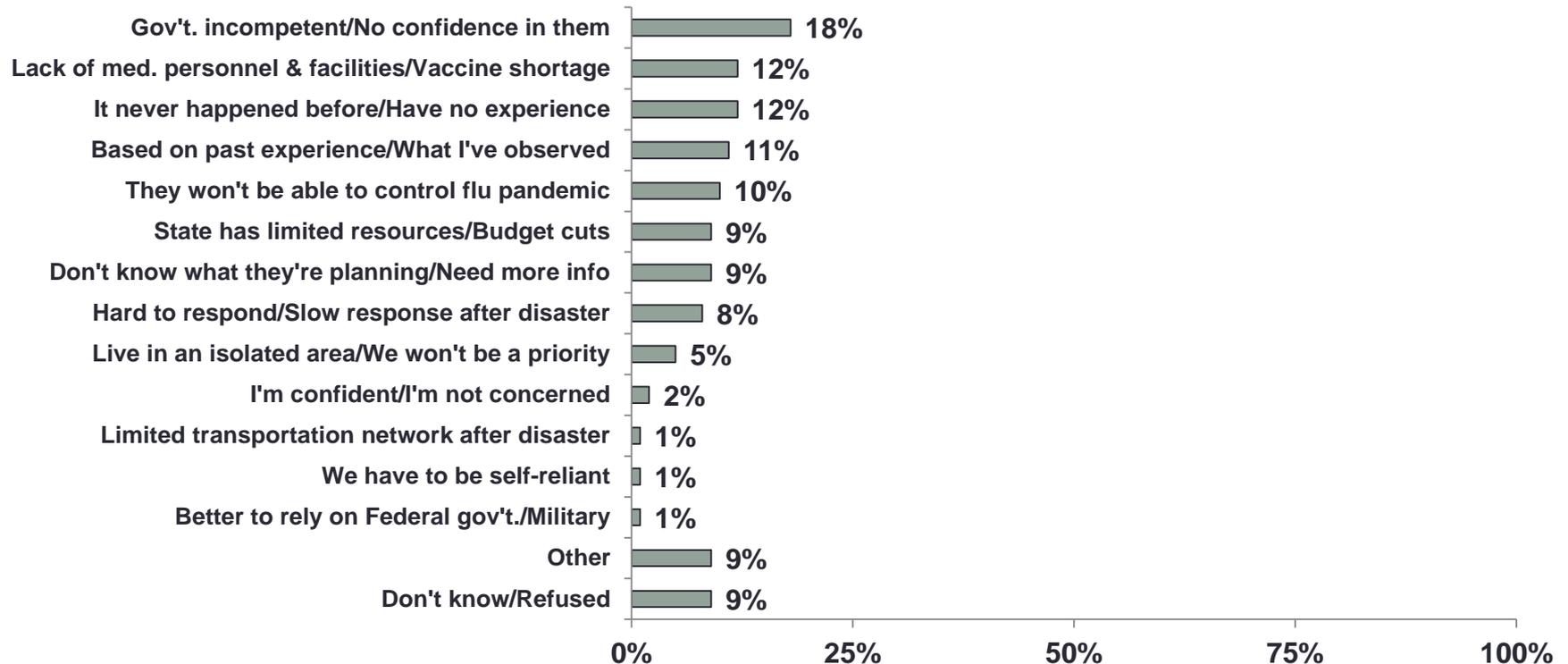
■ Not at all confident (1-4) ■ (5-7) ■ (8-9) ■ Extremely confident (10)



Q10a. I'm going to read you a list of emergencies or disasters that could occur and I would like you to tell me how confident you are that government agencies in the State of Hawaii would be able to respond effectively on each. Please use a 10-point scale, 10=extremely confident and 1=not at all confident in the State. (n=1027)

The most common cause for any level of concern with the State mostly surround a lack of trust in overall abilities.

Reason For Not Being Confident in State of Hawaii's Response to a Natural Disaster

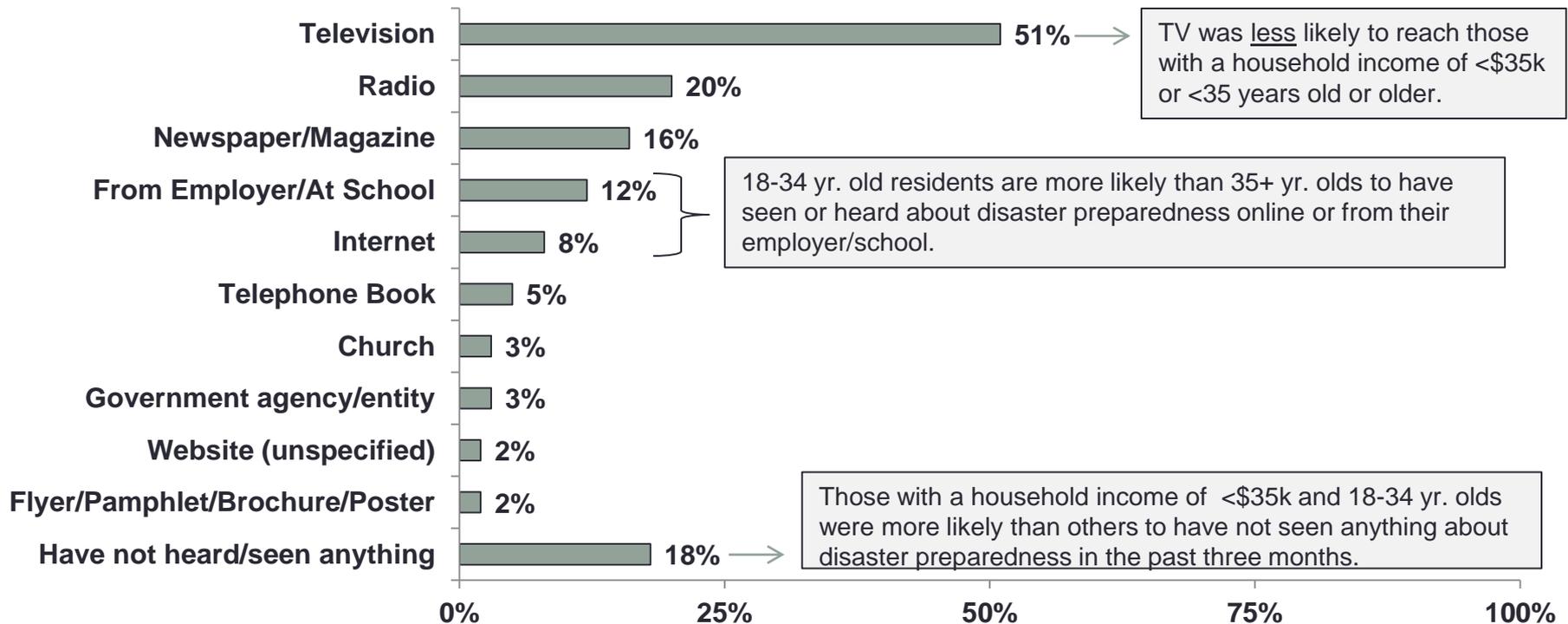


Q11. You gave a (INSERT 1-7 RATING OF NATURAL/PUBLIC HEALTH DISASTER) to agencies in the State of Hawaii responding to a disaster. Why are you not very confident about this? (n=689)

DISASTER PREPAREDNESS

TV is the most common source for disaster preparedness information.

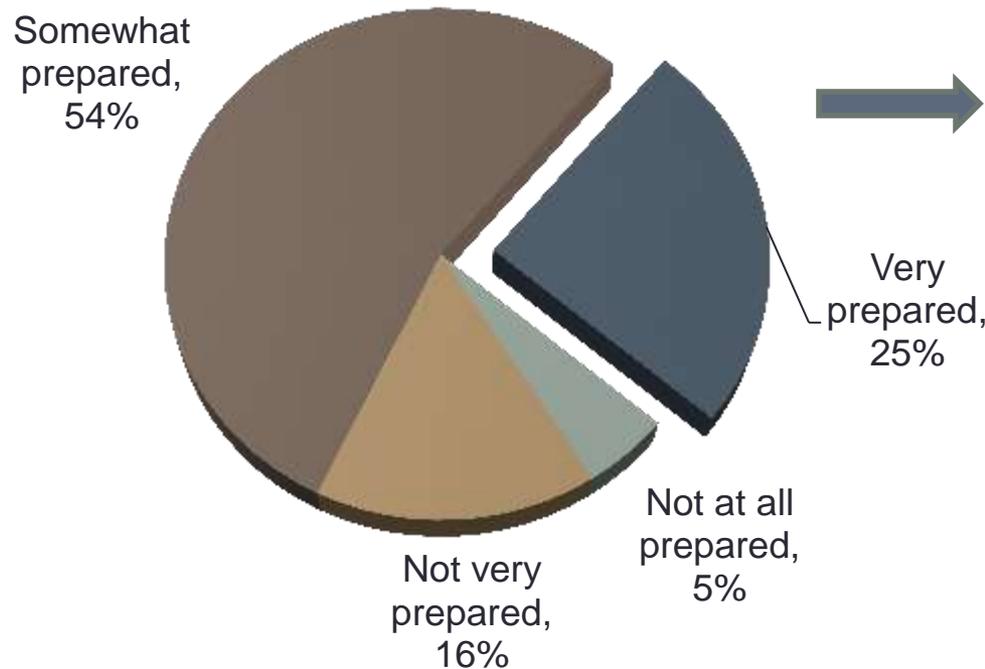
Where Have Seen or Heard Information About Disaster Preparedness
Top 10 Mentions



Q1a. Thinking just of the past few months, where have you heard or seen, if at all, any information about how to prepare for a disaster?
(n=1027)

Only 25% of residents report being “very” prepared.

Preparedness Self-Assessment



Self-reported preparedness increases with age:

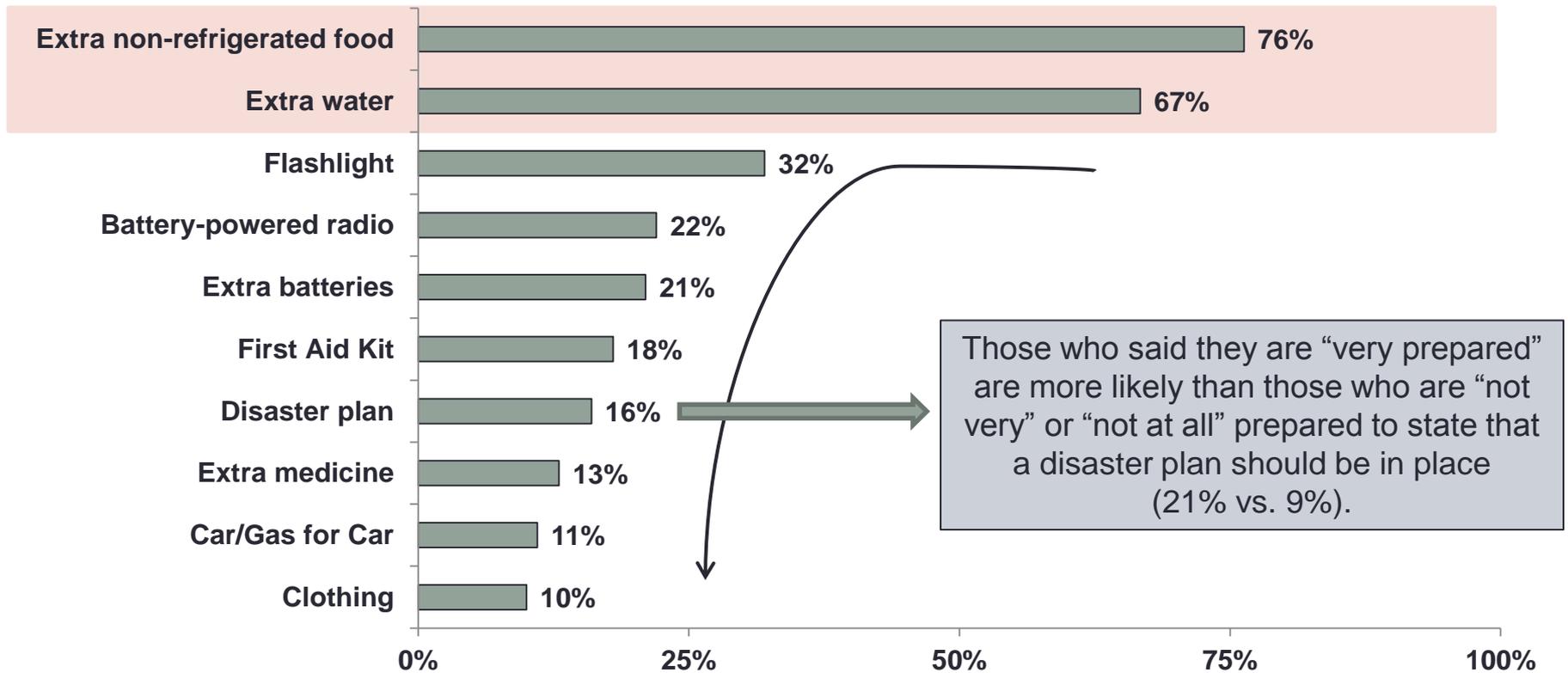
20% 18-34 yr. olds are “very prepared”
26% 35-64 yr. olds are “very prepared”
34% 65+ yr. olds are “very prepared”

Q3. Overall, how prepared would you say your household is for disasters like those that I just mentioned?

(n=1027)

Food and water are top-of-mind in terms of disaster preparedness.

Top 10 Items that Should Be in Place to Prepare for a Disaster

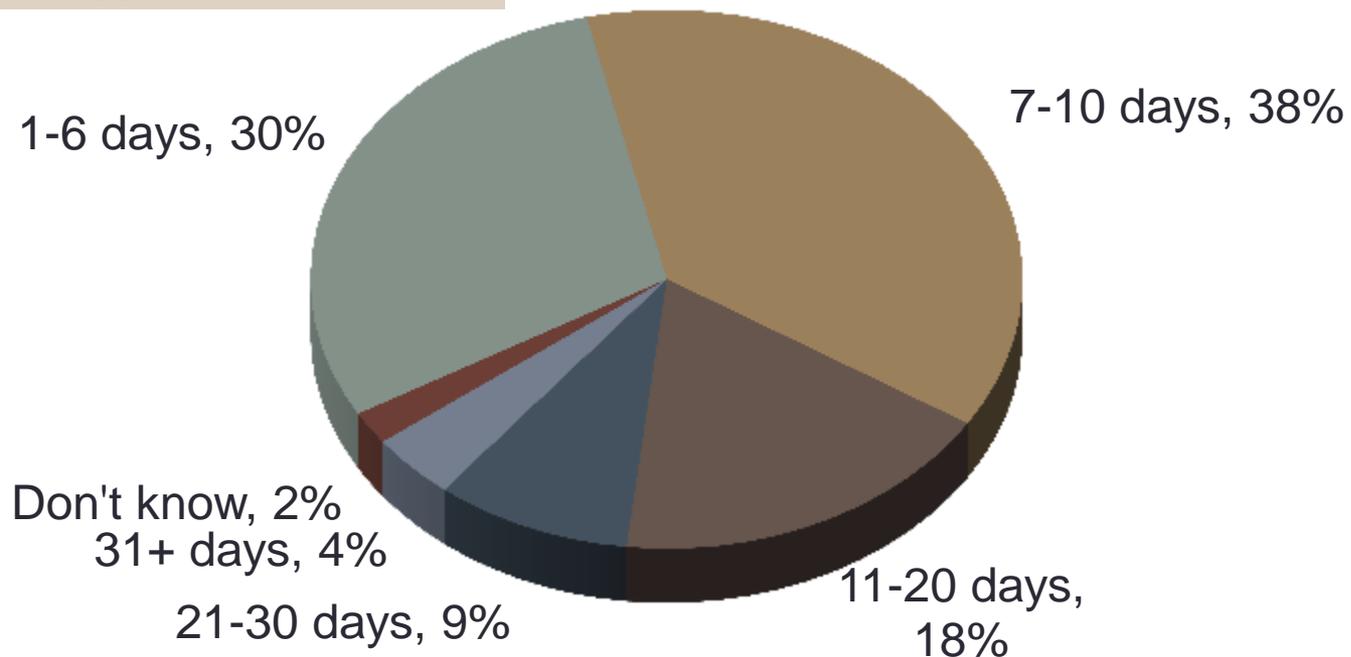


Q4. To your best ability, please tell me what you should do and/or have in place to be prepared for a disaster? (n=1027)

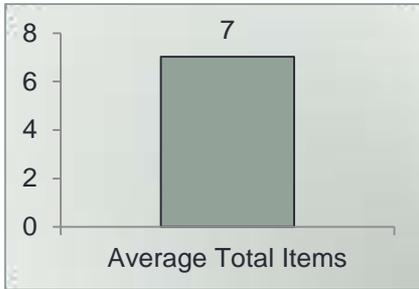
Three out of ten residents report they do not have food/water supplies to last them 7 days.

Total # of Days Current Food/Water Supplies Would Last

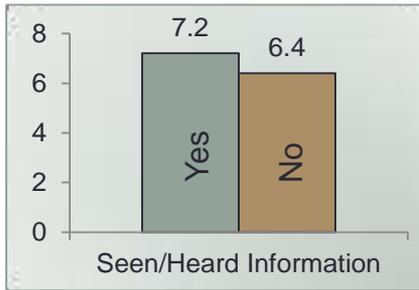
Average # Days Supplies Would Last: 10



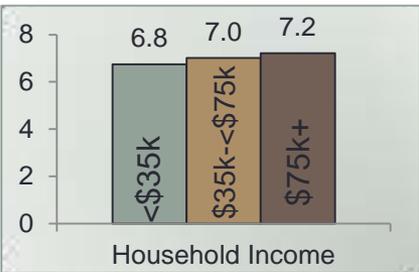
Q5c. If a major disaster occurred and there was no electricity or running water, or if you were required to stay in your home for public health reasons, how many days do you believe your home food and water supplies would last for you and your household members?
(n=1027)



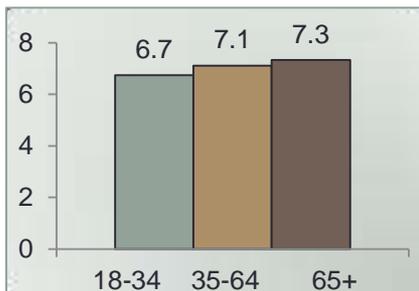
Residents claim to have an average of 7 out of 9 recommended items.



Those who recall disaster preparedness information in the past 3 months have more items.



Low income residents are generally less prepared.



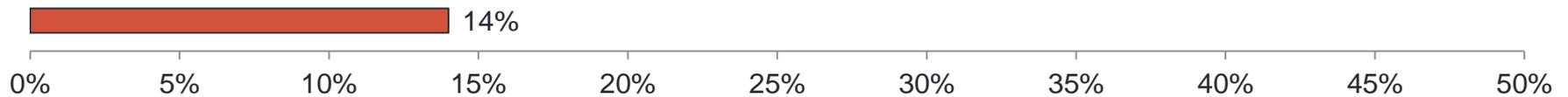
Older residents are generally more prepared.

Q5d. Total items currently have at home (based on Q5a-Q5i)?

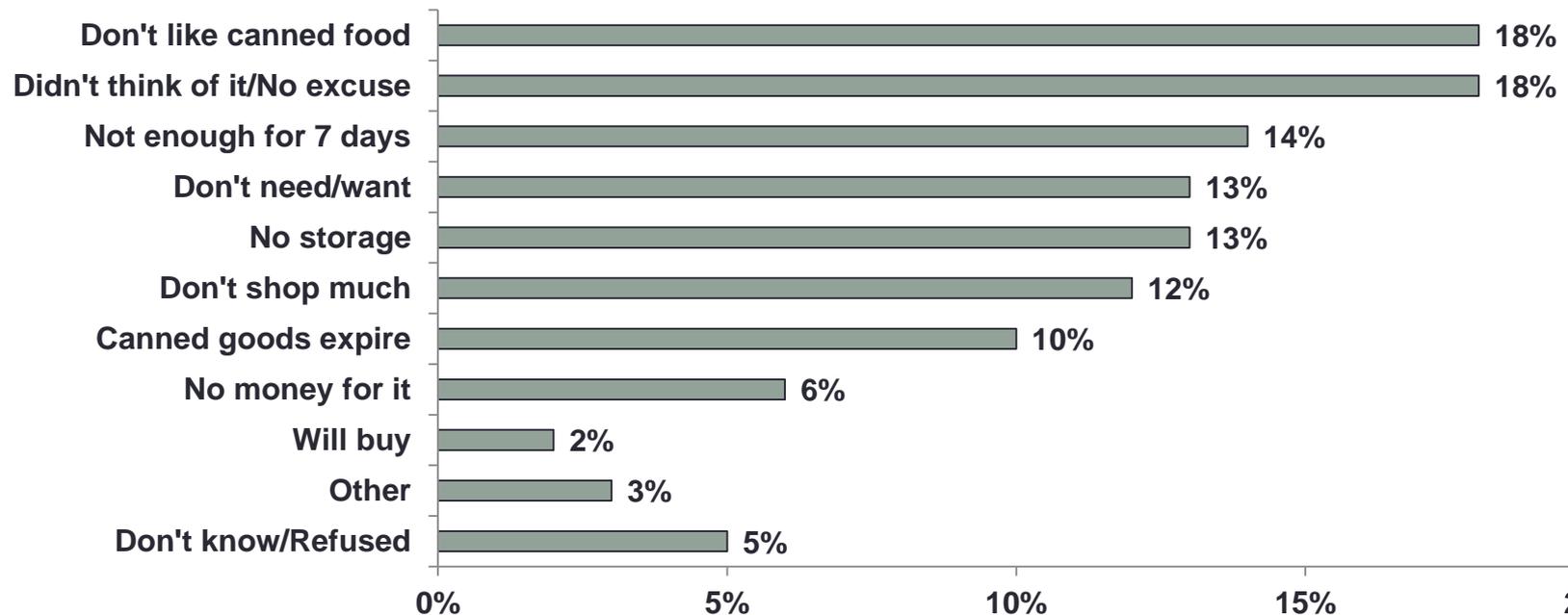
(n=1027)

A common reason for not stocking up on canned goods is simply not liking canned goods.

Do Not Have 7 Days of Extra Food



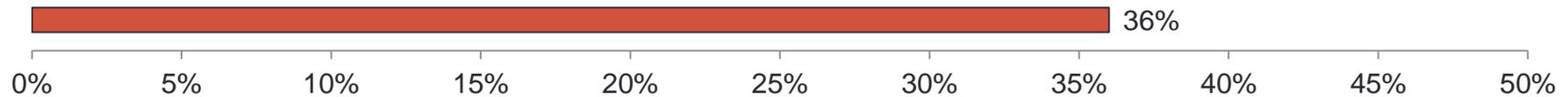
Reasons for Not Having Extra Food



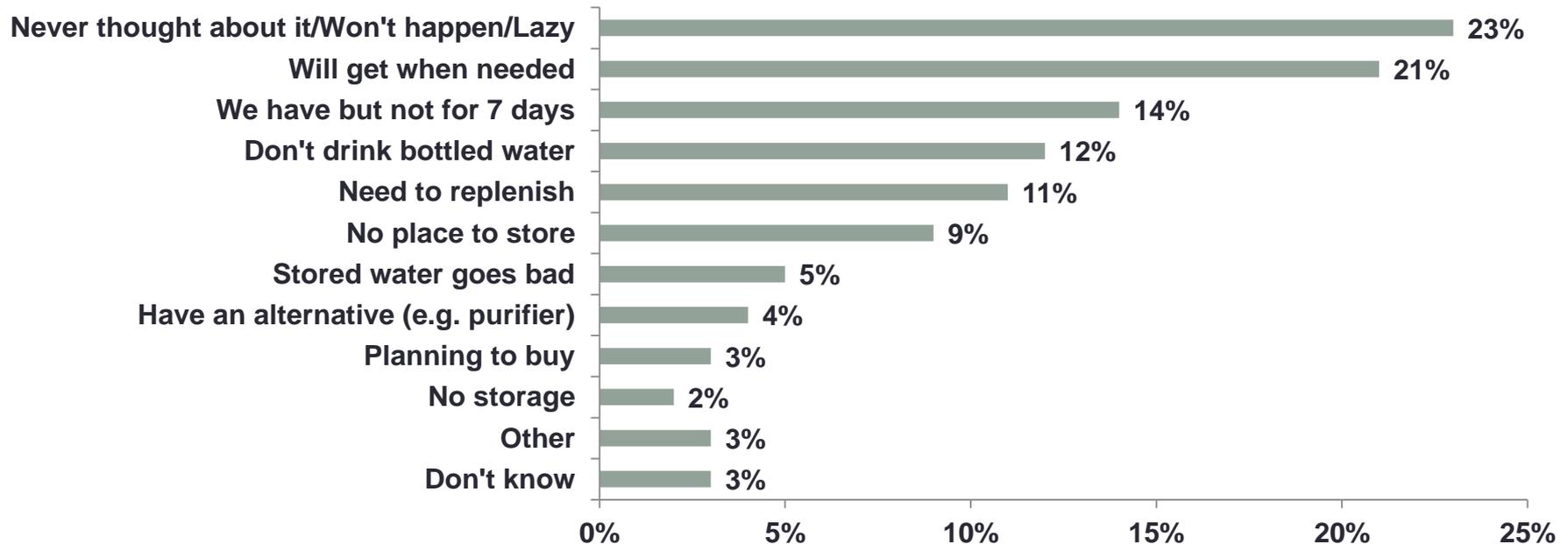
Q5b. Why don't you currently have **extra food that does not require refrigeration like canned goods at home?** (n=144)

A lack of urgency is felt among those who do not have water stored.

Do Not Have 7 Days of Extra Water



Reasons for Not Having Extra Water



Q5b. Why don't you currently have extra water to last 7 days at home?

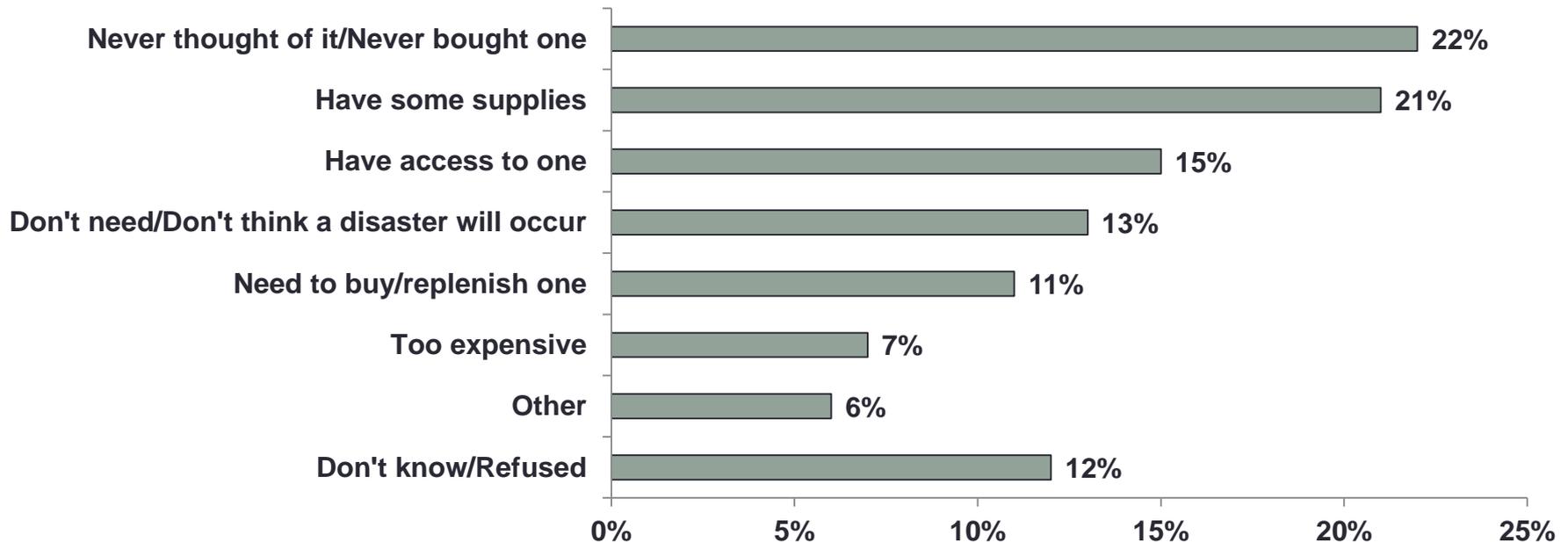
(n=348)

A first aid kit is not important to those who do not already have one.

Do Not Have First Aid Kit



Reasons for Not Having a First Aid Kit



Q5b. Why don't you currently have a first aid kit or components of a kit at home?

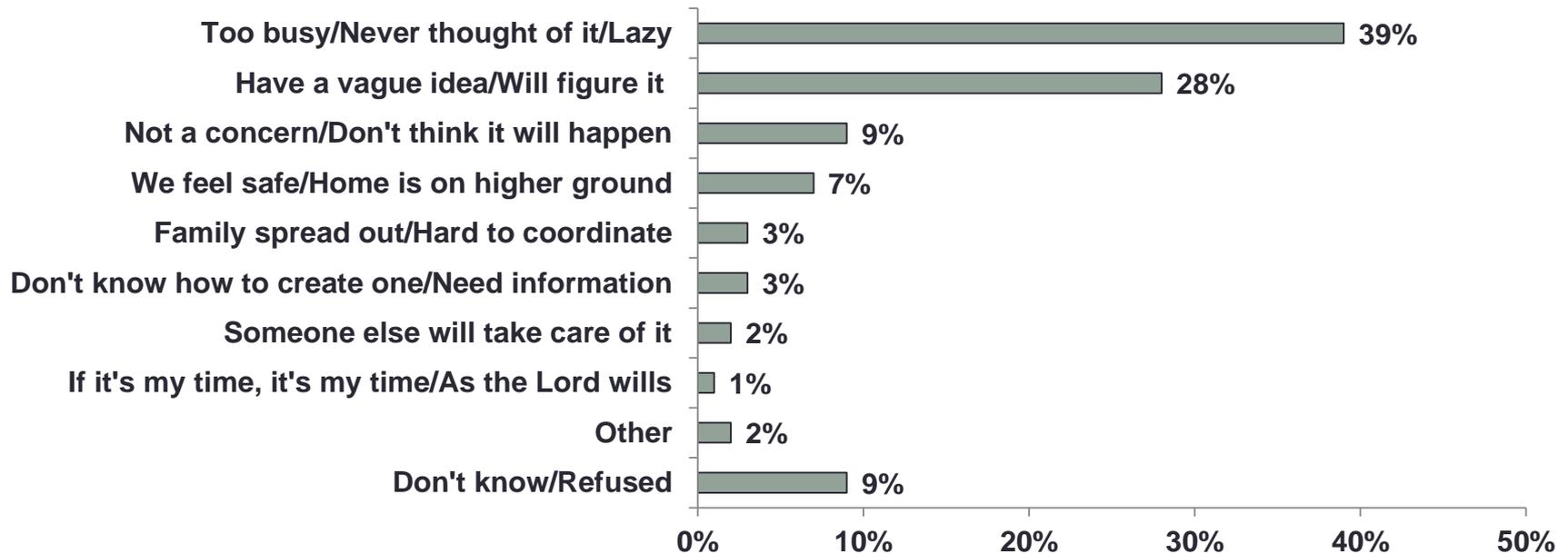
(n=85)

Again, a lack of urgency or interest keeps several from preparing a disaster plan.

Do Not Have a Disaster Plan



Reasons for Not Having a Disaster Plan

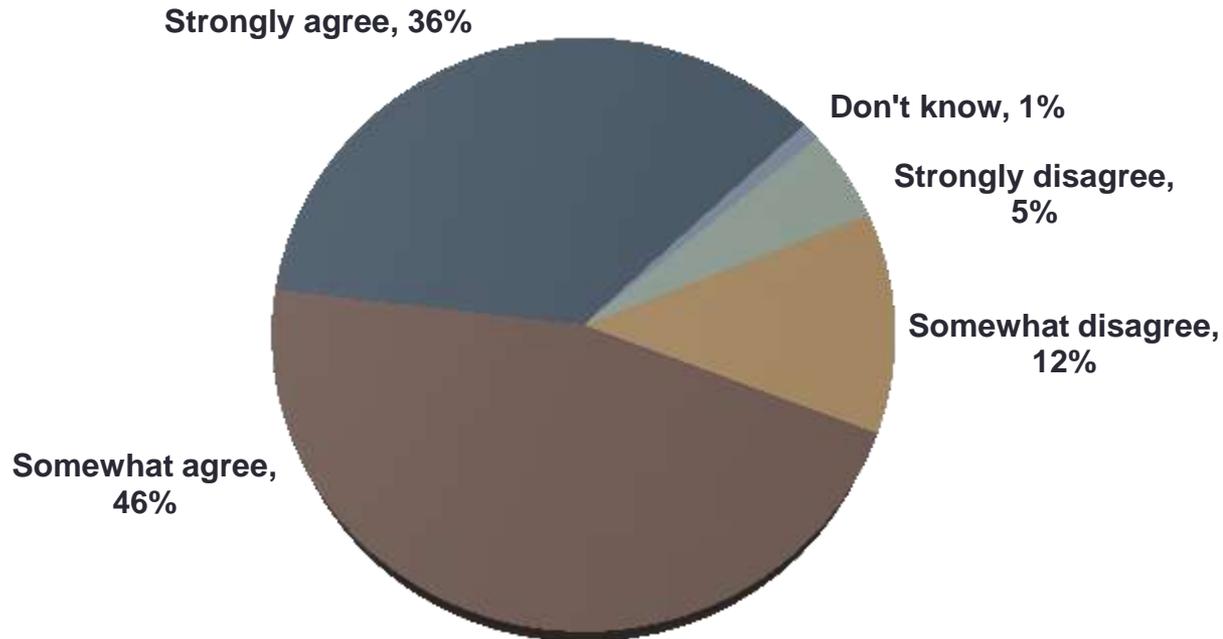


Q5b. Why don't you currently have a disaster plan?

(n=499)

The majority believe that the government and organizations are responsible for their preparedness.

Local governments, state government and community organizations are most responsible for getting individuals and families prepared for disaster



Q13. Please tell me how much you agree or disagree with this statement: *Local governments, state government and community organizations are most responsible for getting individuals and families prepared for disaster.* Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement? (n=1027)

Research Conclusions

- ❖ We do not have to convince residents they should be prepared.
 - ❖ A majority of residents are concerned about disasters and have seen information on the need to be prepared.
 - ❖ 18-34 year olds and low-income residents have lower awareness
- ❖ Even though there is general awareness about how to prepare for a disaster, only 25% of residents feel they are well-prepared.
 - ❖ Again 18-34 year olds and low-income households feel less prepared
- ❖ Nine of ten residents are willing to prepare their household, based on a set of guidelines to follow.
 - ❖ Most residents know they should have food and water stored
 - ❖ Few residents can cite any other supplies or equipment they should have

Research Conclusions

- ❖ Most common reasons for not being prepared include:
 - ❖ 'I didn't think of it'
 - ❖ 'I will get prepared when the time comes'
 - ❖ 'I don't like canned food or am concerned about stored items going bad'
- ❖ More than 8 of 10 residents feel that government and community organizations are MOST responsible for them prepared.
 - ❖ Personal responsibility for preparedness may be low
- ❖ Residents are most confident in government agencies' response to natural disasters, but less confident about response to terrorist attacks, chemical disasters, and public health disasters.
 - ❖ Many residents have experienced natural disasters and have seen government agencies' response.
 - ❖ Residents may not have clear expectations about government's role in other types of disasters.