

2012 Great ShakeOut Earthquake Drill Evaluation

1. ABOUT THIS SURVEY

Your participation in this survey may help you evaluate your own ShakeOut activities and will help us improve the overall ShakeOut drill.

Your participation is voluntary and completely confidential; your answers will not be linked to your name or email address in any published documents. The IP address for the computer you use will be collected with your answers, but this information will be deleted later to protect your privacy. **You must be at least 18 years old to participate.**

The questionnaire will take about 10 to 15 minutes to complete.

This survey will close on December 31st. Please complete the questions before that date. You may quit at any time by clicking "Exit this Survey." You can stop and return later on the same computer to change or complete your entries, up until December 31st.

This survey is being conducted by the [California State University at Fullerton](#), [RiskRED](#), the [Southern California Earthquake Center \(SCEC\)](#), and [Western Washington University](#). Findings from this survey will be posted on the ShakeOut website at www.shakeout.org/evaluation.

If you have any questions or comments about this survey, please send a note to info@shakeout.org.

Thank You!

***1. Would you like to proceed with the survey?**

- ☐ YES, I WOULD LIKE TO PROCEED TO THE SURVEY
- ☐ NO, I DO NOT WANT TO COMPLETE THE SURVEY

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14. HOUSEHOLDS: DESCRIPTION

Before we ask you about your personal experiences with the ShakeOut, we would like to know a little bit about you.

***38. State, province, country, or territory in which your household is located:**

If your state, province, country or territory is not listed, please select "all other locations" from the drop down menu and specify here:

39. County, regional district, village, municipality, parish, or borough in which your household is located.

***40. From what sources do you usually receive information about earthquake safety and preparedness?**

(Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> Friends or relatives | <input type="checkbox"/> American Red Cross |
| <input type="checkbox"/> News anchors, hosts, or reporters | <input type="checkbox"/> City or state government agencies |
| <input type="checkbox"/> Entertainers | <input type="checkbox"/> Government Science Organization (such as USGS) |
| <input type="checkbox"/> Scientists | <input type="checkbox"/> National Government Emergency Management Agency (such as FEMA) |
| <input type="checkbox"/> Schools | <input type="checkbox"/> Insurance companies |
| <input type="checkbox"/> Employers | <input type="checkbox"/> Viral emails |
| <input type="checkbox"/> Fire Department | <input type="checkbox"/> I HAVE NOT RECEIVED <u>ANY</u> INFORMATION ABOUT EARTHQUAKE SAFETY AND PREPAREDNESS |

☐ Other (Please specify)

***41. In what ways do you prefer to receive information about earthquake safety and preparedness?**

(Check all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Face-to-face | <input type="checkbox"/> Poster/Billboard |
| <input type="checkbox"/> Television | <input type="checkbox"/> Internet (website, chatroom, blog, social media) |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Email |
| <input type="checkbox"/> Newspaper/Magazine | <input type="checkbox"/> Cell-phone voice or text message |
| <input type="checkbox"/> Brochure/Flyer | |

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☐ NO PREFERENCE

☐ Other (Please specify)

15. HOUSEHOLDS: PARTICIPATION

Now, we will ask the main survey questions.

***42. What did YOU AS AN INDIVIDUAL do to get ready for the most recent ShakeOut drill:
(Check all that apply.)**

☐ Reviewed drill manuals and other materials from the ShakeOut website

☐ Participated in a workplace or school meeting about preparing for earthquakes

☐ Reviewed personal or household earthquake preparedness plans

☐ Followed the ShakeOut on social media (FaceBook or Twitter)

☐ Encouraged others to participate in the ShakeOut

☐ DID NOT DO ANYTHING TO GET READY

☐ Other (Please specify)

***43. Altogether, in the year leading up to (before) the most recent ShakeOut, how much information did you receive about:**

	A LOT	SOME	A LITTLE	NONE
The ShakeOut?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to prepare <u>before</u> an earthquake?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to stay safe <u>during</u> an earthquake?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to respond and recover <u>after</u> an earthquake?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***44. In the year leading up to (before) the most recent ShakeOut drill, approximately how many people did you encourage to:
(If NONE, enter "0")**

Learn more about earthquake safety and preparedness?

Participate in the ShakeOut?

Visit the ShakeOut website (www.ShakeOut.org)?

***45. Of the people who live in your household, including you, how many**

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participated in this year's ShakeOut drill (at home or somewhere else)?

Number of adults (18
years and older)

Number of children
(under 18 years)

*46. How did you or your household participate in this and previous ShakeOut drills?

(Check ALL that apply)

	PRACTICED DROP, COVER, HOLD ON	PARTICIPATED IN OTHER WAYS	DID NOT PARTICIPATE/ NO DRILL IN MY AREA
October 2012 ShakeOut (Most Recent)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2011 ShakeOut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2010 ShakeOut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2009 ShakeOut	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2008 ShakeOut (So. California ONLY)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*47. We used the following ShakeOut resources for our drill (Check all that apply):

☐ Drill broadcast or sound effects

☐ Documents from the ShakeOut website (manuals,
checklists, sample letters, etc)

☐ ShakeOut Posters or Flyers

☐ OTHER resources downloaded from ShakeOut
website

☐ NONE - WE DID NOT USE ANY SHAKEOUT
RESOURCES

*48. Where were you during the most recent ShakeOut drill?

☐ Work

☐ Home

☐ School

☐ OTHER (Please specify)

☐ Store, mall, theater, or other
business

☐ Public building (museum,
government office, etc.)

☐ Outside

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16. HOUSEHOLDS: PREPAREDNESS

These next questions are more in-depth and focus on things you as an individual or household may have done to prepare for earthquakes.

YOU ARE ALMOST DONE!

***49. Which things have you or your household done to prepare for earthquakes? Did you do them because of the ShakeOut?**

	DONE (Because of the ShakeOut)	DONE (But <u>NOT</u> Because of the ShakeOut)	NOT DONE	NOT APPLICABLE
Complete or update a family/household disaster plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify an out-of-area contact person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep shoes and flashlights by beds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complete first aid training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keep fire extinguisher(s) accessible and know how to use them	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have occasional earthquake drills at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Copy important documents for safekeeping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have a first aid kit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store at least 3 days of food at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store at least 3 days of water at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have an evacuation bag ready	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have portable radio and batteries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talk to an expert to evaluate building earthquake risks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strengthen or repair your home for earthquake safety (if you own a home)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchase earthquake insurance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Secure heavy furniture to the wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Identify safe spots in every room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn what to do to stay safe <i>during</i> an earthquake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn when and how to shut off the main gas valve	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

***50. After the most recent ShakeOut**

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drill, with how many people did you discuss:

How to get ready for a future earthquake?

How to be safe during an earthquake?

What supplies are needed after an earthquake?

How you will communicate with family or co-workers after an earthquake?

Other aspects of earthquake safety and preparedness?

*51. After the most recent ShakeOut, did you seek further information to help you learn how to:

	YES	NO
Prepare <u>before</u> an earthquake?	<input type="radio"/>	<input type="radio"/>
Stay safe <u>during</u> an earthquake?	<input type="radio"/>	<input type="radio"/>
Respond and recover <u>after</u> an earthquake?	<input type="radio"/>	<input type="radio"/>

*52. Do you or your household plan to participate in next year's ShakeOut?

☐ Yes ☐ No ☐ Maybe (don't know yet)

Comments:

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17. SATISFACTION

We would like to know how we can improve the ShakeOut in the future.

***53. Please rate how much you agree or disagree with the following statements.**

	Strongly DISAGREE	Somewhat DISAGREE	Neither AGREE Nor DISAGREE	Somewhat AGREE	Strongly AGREE	NOT APPLICABLE
The ShakeOut website was easy to navigate.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to register on the ShakeOut website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned how to Drop, Cover, and Hold On because of the ShakeOut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The ShakeOut helped me learn more about how to get ready for earthquakes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My organization (or household) did more to prepare for earthquakes in the last year because of the ShakeOut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I knew what to do to participate in the ShakeOut drill.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructions for participating in the ShakeOut evaluation survey were clear.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend the ShakeOut earthquake drill to my family and friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The email messages I received about the ShakeOut were helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable using computers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable using the Internet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

54. What motivated you (or your organization) to participate in this year's ShakeOut drill?

55. What did you like best about this year's ShakeOut drill?

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56. What did you like least about this year's ShakeOut drill?

57. What would make the ShakeOut better in the future?

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18. DEMOGRAPHICS

You have completed the main survey questions. THANK YOU!

If you are willing, please describe yourself.

***58. I am:**

- ☐ Male ☐ Female ☐ PREFER
NOT TO SAY

**59. How old were you on
your last birthday?**

**(If you prefer not to say,
SKIP)**

Years

***60. What racial/ethnic group best
describes you?**

- | | |
|---|---|
| <input type="radio"/> White | <input type="radio"/> Native Hawaiian or other Pacific Islander |
| <input type="radio"/> Hispanic/Latino | <input type="radio"/> American Indian or Alaskan Native |
| <input type="radio"/> Black or African American | <input type="radio"/> Mixed |
| <input type="radio"/> Asian | <input type="radio"/> PREFER NOT TO SAY |
| <input type="radio"/> Other (please specify) | |

19. THANK YOU

Thank you very much for your time!

If you would like a blank copy of this questionnaire, go to www.shakeout.org/evaluation.

We hope that this evaluation will help you to improve your preparedness at home, school and work. By sharing your experiences you have contributed to helping all of us to improve the outcomes of the ShakeOut! Results will be made available through the ShakeOut Web site in 2013.