FEMA

2017 NATIONAL HOUSEHOLD SURVEY RESULTS

Preparedness in America



National Household Survey

The annual National Household Survey (NHS) tracks progress in personal disaster preparedness.

The Survey:

- Measures the public's preparedness actions for hazards they are likely to face
- Looks at the attitudes and experiences that can motivate actions to prepare
- Suggests how to reach those who are planning to prepare



5,042 respondents—including 4,036 from hazard-specific oversamples – answered questions about:

- General preparedness
- Hazard-specific questions based on county hazard history

National or hazard-specific statistical weighting adjustments have been applied to all analyses.

TAKING ACTION

92% of respondents reported taking at least one of these preparedness actions. 46% took three or more actions.



Attending a meeting or training



Talking with Others about preparation



Seeking Information



Developing a Household Plan



Stocking Supplies



Taking part in a Drill

While a high percentage of people are taking at least one action to prepare, this largely is being driven by “stocking supplies.”

- 79% report that they have enough supplies for 3+ days without electricity or running water.
- Less than one-half, however, report taking actions in the other areas. It goes as low as 18% who have attended a meeting or training.

PREPAREDNESS INFLUENCERS

Three mechanisms that can influence preparedness are: awareness of information, preparedness efficacy, and experience with disasters. Less than one-half of respondents reported that these influencers apply to them:



Awareness of Information

40%

of respondents reported they have read, seen, or heard information about how to get better prepared for a disaster



Preparedness Efficacy

42%

of respondents reported they both believe that preparing can help in a disaster and are confident in their abilities to prepare



Experience with Disasters

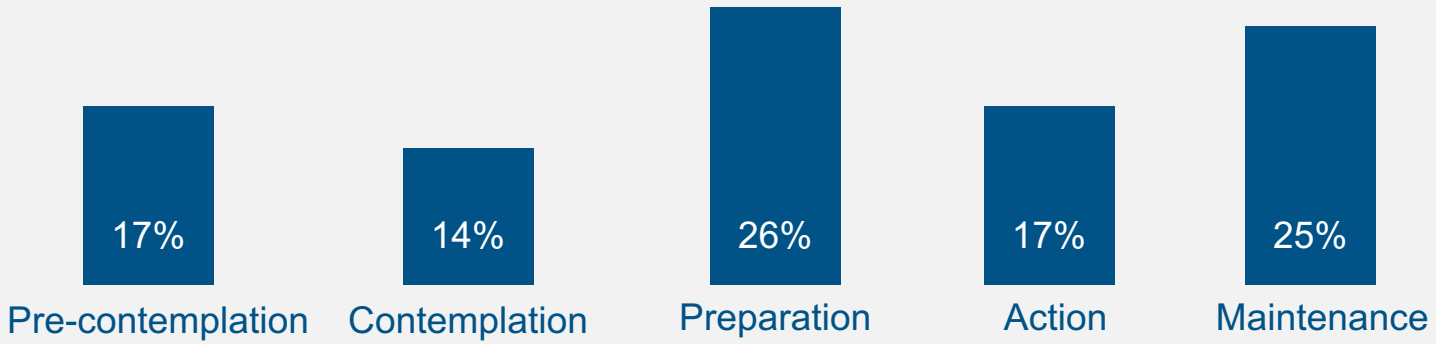
43%

of respondents reported personal or familial experience with a disaster

Overall, 22% report that both awareness and efficacy apply to them, while just 13% report that all three influencers apply to them.

STAGES OF PERCEIVED PREPAREDNESS

Under one-half (42%) report that they believe they have been prepared for a disaster for at least one year.



Pre-contemplation
I have NOT prepared and I DO NOT intend to prepare in the next year.

Contemplation
I have NOT prepared, but intend to prepare in the next year.

Preparation
I have NOT prepared, but intend to prepare in the next six months.

Action
I have been prepared for the last year.

Maintenance
I have been preparing for MORE than a year.

How do actions, preparedness influencers, and perceived preparedness differ by hazard area?

Those in a hurricane area were repeatedly significantly more likely to report having taken an action or that an influencer applied to them than those in other areas.

	Hurricane	Winter Storm	Earthquake	Extreme Heat
Talk with Others	43%	24%	29%	26%

	Hurricane	Winter Storm
High Efficacy	55%	40%

	Hurricane	Winter Storm
Have a Household Plan	58%	40%

	Hurricane	Winter Storm	Earthquake	Extreme Heat	Flood
Preparedness	58%	38%	41%	37%	39%

	Hurricane	Winter Storm	Extreme Heat
Sought Information	54%	29%	39%

	Hurricane	Winter Storm	Extreme Heat	Tornado
Awareness	61%	38%	35%	41%

How do actions, preparedness influencers, and perceived preparedness differ by demographics?

There are demographic differences across measures of action, preparedness influencers, and perceived preparedness.



Age

The likelihood of participating in a drill decreases with age. Work is the most common place to experience a drill, so retirees are least likely to have participated in one.

Those 45 or older are most likely to believe they are prepared for a disaster.



Income

Those who earn $2,000 or less a month are less likely to have taken actions, to be aware of preparedness information, or to report high efficacy.



Gender

Men were more likely to report they have been prepared for at least a year for a disaster.

Women were more likely to indicate an intent to prepare in the future.



Race/Ethnicity

Respondents who identify as white were significantly more likely than blacks, Asians, and Hispanics to report having a household plan and having enough supplies for 3+ days.

Whites were also more likely than blacks and Hispanics to have read, seen, or heard something regarding disaster preparedness.

How does *hazard awareness*, specifically, differ by demographics?

Hazard awareness differs by age, income, gender, and race.

Those most likely to have read, seen, or heard information on preparedness are highlighted in red below

Age

18-29	30-44	45-64	65+
34%	35%	43%	48%

Gender

Men	Women
39%	42%

Race

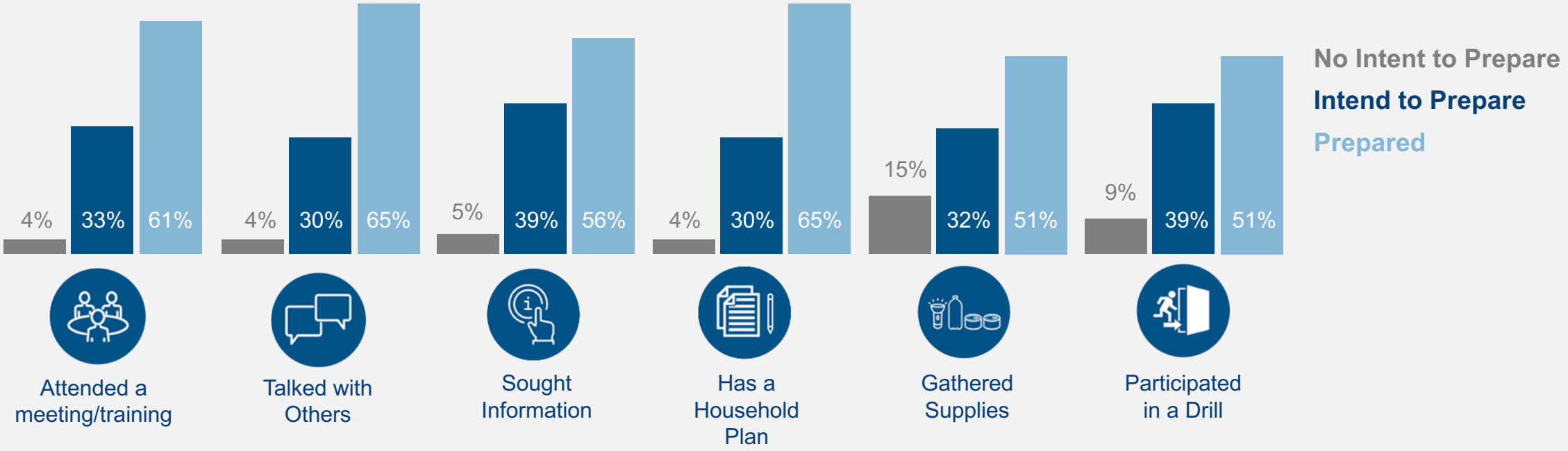
White	Black	Hispanic
44%	35%	30%

Income

Under $2000	$2,000 – 3,999	$4,000 – 7,499	$7,500 – 10,000	$10,000+
26%	41%	47%	47%	42%

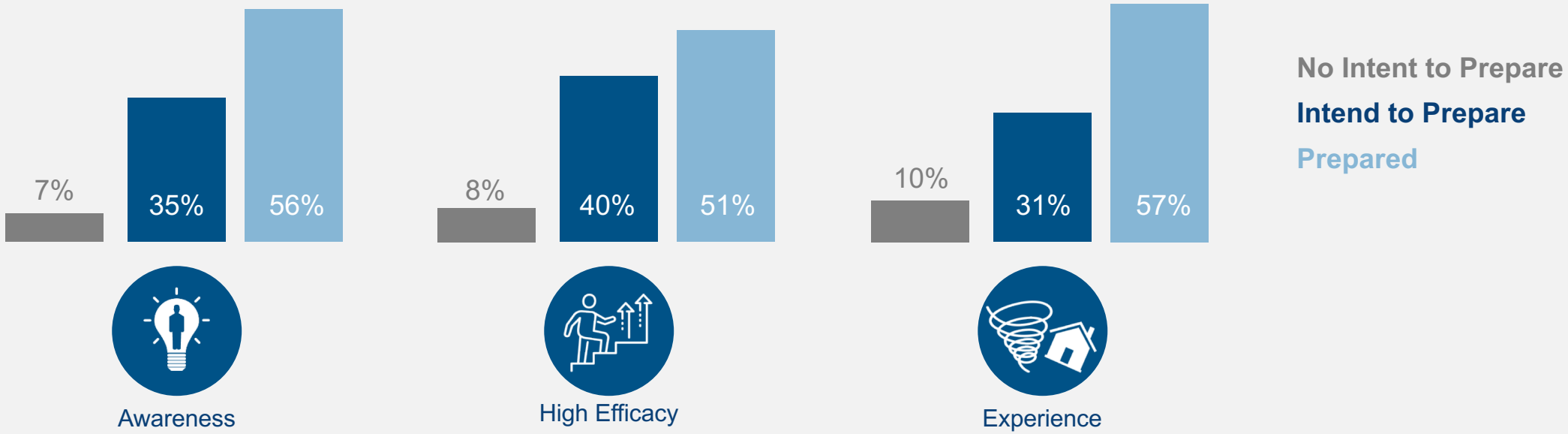
What is the relationship between actions and perceived preparedness?

Those who have taken part in some preparedness action are significantly more likely to believe they are prepared for a disaster.



What is the relationship between preparedness influencers and perceived preparedness?

Those who report awareness, high efficacy, or experience with a disaster are significantly more likely to believe they are prepared for a disaster.



CHANGING OUTCOMES

What does this information tell us about the culture of preparedness?

Actions – Less than one-half of study participants have taken any of the 6 main actions with the exception of gathering enough supplies to last 3+ days. There is opportunity for increasing awareness around actions that will help in a disaster. And, those who take these actions are more likely to feel that they are prepared for a disaster.

Preparedness Influencers – Awareness of information, preparedness efficacy, and experience with disasters all are related to preparedness behavior. Just 7% of those who have read, seen, or heard information about preparing for a disaster said they have no intention to prepare in the future. This is contrasted against 23% of those who have not read, seen, or heard information for a disaster who say they have no intention of preparing in the future. Ensuring information gets out to the people can help increase preparedness behavior.

Preparedness – Less than one-half of respondents indicated they believe they are prepared for a disaster. About 40% reported an intent to prepare in the next year. Capitalizing on these sentiments with messages about the importance of preparation may help with follow through. We see a relationship between awareness messaging and behavior.

Differences by Hazard Area – Differences by hazard area varied across hazard area as well as question of interest. One area of commonality, however, is in regard to hurricane areas. Respondents here tended to be more likely to have taken some action, have greater awareness, and are more likely to be prepared.

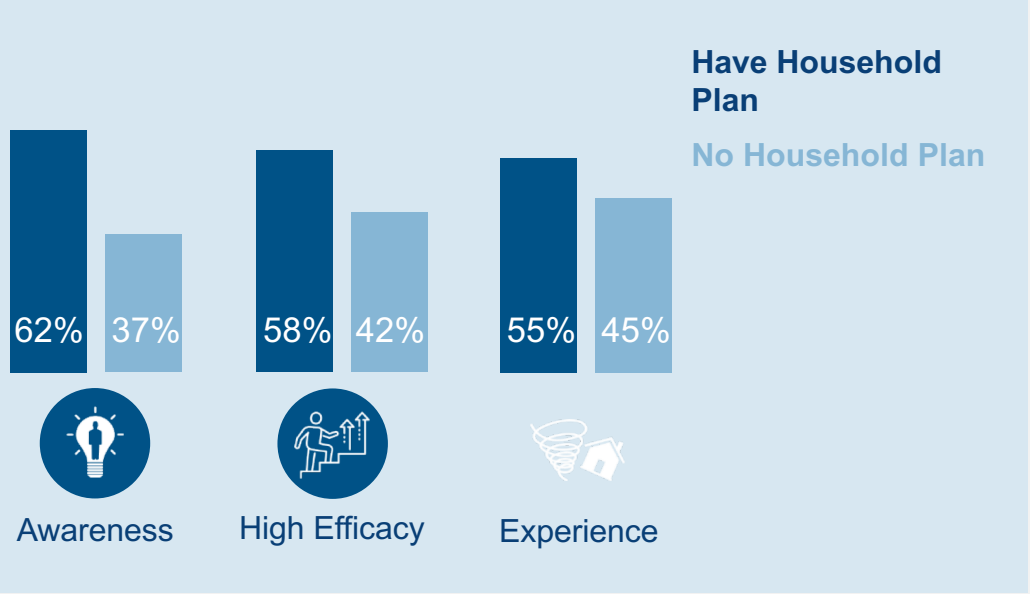
Difference by Demographics – Differences by demographics varied by question of interest.

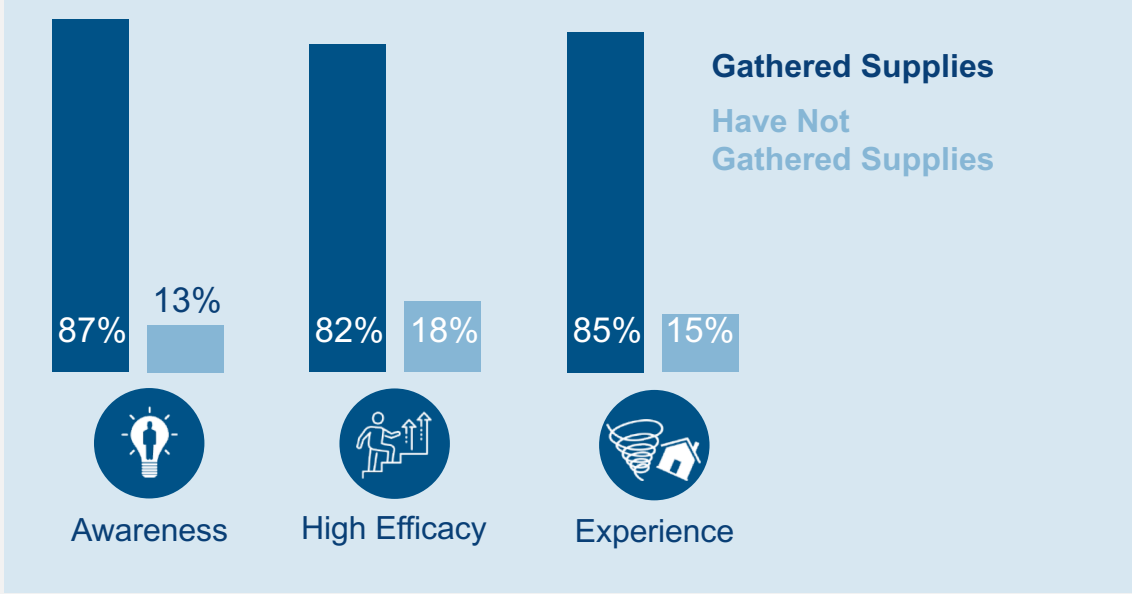


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APPENDIX – What is the relationship between actions and preparedness influencers?

In addition to the relationship between preparedness influencers and perceived preparedness, there is a relationship between preparedness influencers and actions. Awareness has a particularly strong relationship with developing a household plan and gathering supplies.





APPENDIX – Flood Insurance

Among home owners who live in a flood region, 35% report having flood insurance.

Having flood insurance was not related to many of the actions, preparedness influencers or stages of preparedness. Just two significant relationships were found. Those with flood insurance were more likely to…

Have a household Plan



60%

of those with flood insurance have a household plan

44%

without flood insurance have a household plan

Have experienced a disaster



61%

of those with flood insurance have experienced a disaster

50%

without flood insurance have experienced a disaster

APPENDIX – Differences by Age: Nuanced Look at Older Respondents

The table below provides frequencies for actions and stages of preparedness items.

The only significant difference between those in the 75+ and 65-74 categories is: Those who are 75+ are significantly less likely than those in the 65-74 year old category to have a household plan.

	18-29 years	30-44 years	45-64 years	65-74 years	75+
Attended a meeting/training	16%	20%	20%	15%	16%
Talked with Others	30%	27%	29%	29%	29%
Sought Information	43%	43%	39%	37%	36%
Has a Household Plan	36%	48%	47%	52%	45%
Gathered Supplies	72%	76%	78%	93%	87%
Participated In a Drill	60%	50%	44%	28%	26%
Prepared for 1+ year (perceived action/maintenance)	29%	40%	46%	52%	47%

APPENDIX – 3 or More Preparedness Actions

The information presented here has focused on respondents' perceptions of preparedness / how they define "being prepared." Per FEMA guidelines, individuals that have taken 3 or more actions can be considered prepared.

- There is a strong relationship between having taken 3+ actions and a perception of preparedness. The chart below compares responses to perceived preparedness by the three preparedness influencers and having taken 3+ actions.
- The most notable difference in those taking 3+ actions by demographics was by income. Among those who earn less than $2,000/month, 39% reported taking 3+ actions. Between 48-61% of the other income levels reported taking 3+ actions.

