FEMA

2018 NATIONAL HOUSEHOLD SURVEY RESULTS

Preparedness in America



FEMA's National Household Survey (NHS)

Six customized hazards in the NHS
 Tornado
 Flood
 Hurricane
 Wildfire
 Earthquake
 Urban Event*

- The NHS assesses how the culture of personal disaster preparedness and resilience has changed over time in the United States.
- FEMA has conducted this survey since 2007.
- The NHS is a **telephone interview survey** in which both landlines and cell phones are selected randomly to answer a set of survey questions.
- FEMA selects a larger set of phone numbers in certain areas of the country that are at higher risk of one of **six hazards**, to gain more information from residents in those areas. These are called "oversamples" (one oversample taken for each of these hazards).
- In the **2018 NHS**, FEMA interviewed **5,003 adults** (aged 18 years and older).
  - 2,000 were randomly selected from across the country ("national core")
  - 3,003 additional interviews occurred within the "oversamples" (an additional 500 to 502 surveys for each customized hazard)

* Urban Event respondents were asked questions focused on a nuclear explosion event.

2018–2022

Strategic Plan

Helping People. Together.

FEMA Mission: **Helping people before, during, and after disasters.**

Objective 1.3 Help People Prepare for Disasters

Increase the percentage of people who have taken preparedness actions

57%

of adults have pursued three or more of the six basic preparedness actions.

Increase the percentage of people with savings set aside for an emergency

67%

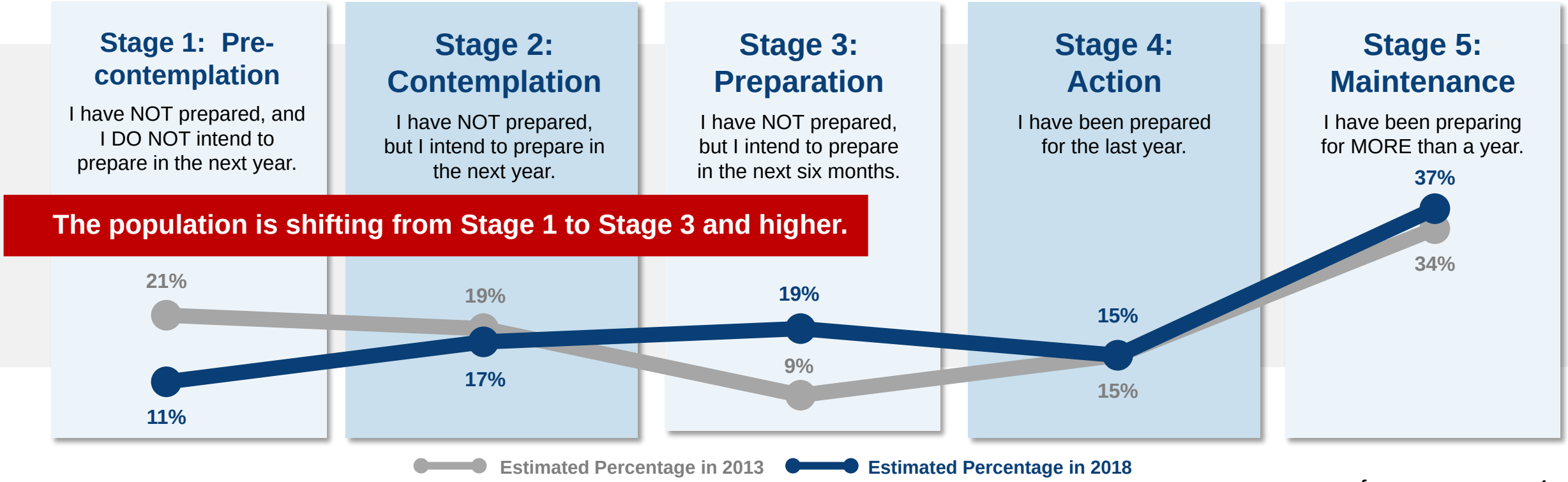
of adults have set aside some money for an emergency.

$500

Half of all adults have set aside no more than $500 for an emergency.

What progress have we made in changing preparedness behavior?

- Behavior changes in people can take time, especially a noticeable change happening at the national level.
- We need to recognize what makes a person change behavior and decide to prepare for possible hazards.
- FEMA uses a **Stages of Change Model** to measure a person's attitude and behavior regarding preparedness.
- The process of changing one's behavior occurs progressively across five stages as shown below with recent survey results .



What are the key influencers to hazard preparedness?

The NHS gathers information on **four influencers** of a person's decision to begin preparing for a future hazard.



Awareness of Information

43%

have read, seen, or heard information in the past six months about how to get better prepared for a disaster



Experience with Disasters

44%

have personal or familial experience with the impacts of a disaster



Preparedness Efficacy

47%

believe that preparing can help in a disaster AND are confident in their abilities to prepare



Risk perception

98%

acknowledge that the occurrence of at least one disaster type could impact where they live

To what extent are people taking action to prepare for a hazard?

Six basic preparedness actions lay the groundwork for pursuing other actions



Attend a local meeting or training

26%



Talk with others on getting prepared

38%



Make an emergency plan

49%



Seek information on preparedness

51%



Participate in an emergency drill

51%



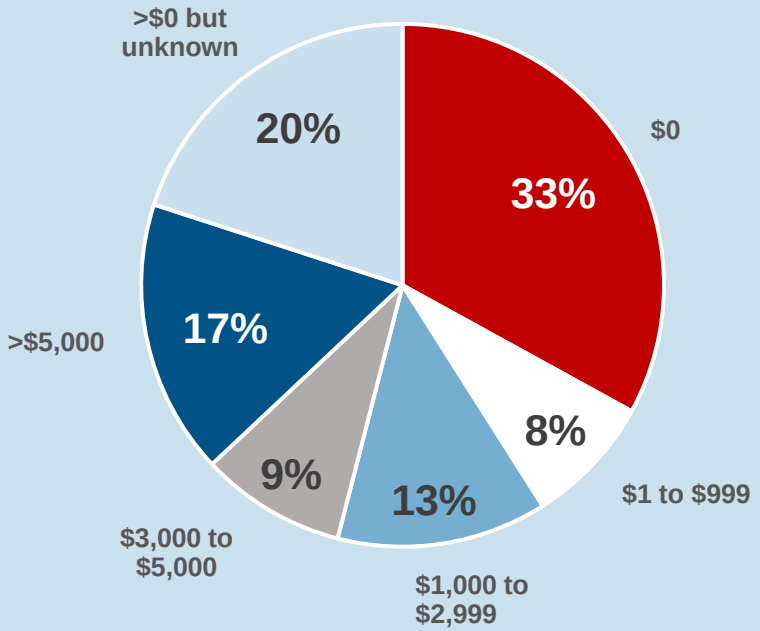
Gather supplies to last 3 or more days

81%

In 2018, **57%** took three or more of these six preparedness actions, and **94%** took at least one of these six actions.

Are people prepared financially for an emergency?

Percentage of adults having a specific dollar amount or range saved for an emergency:



Setting aside money for an emergency

67%

of adults have set aside some money for an emergency.

$500

Half of all adults have set aside no more than $500 for an emergency.

Holding property insurance

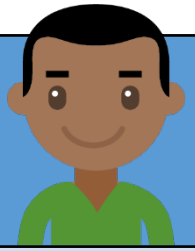
79%

of households have homeowner's or renter's insurance policies.

20%

of households have a flood insurance policy.

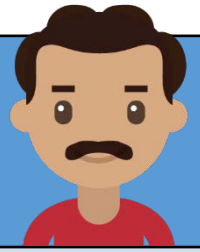
2018 Preparedness Profiles

Jim ***Did not graduate high school*** 	**Olivia** ***25 year-old female*** 	**Michael** ***African American male*** 
Has set aside very little, if any, money for an emergency	Has set aside some money for an emergency, but generally a small amount	Has set aside less than $1,000 for an emergency
Would likely rely on public transit if needing to evacuate	Would likely find other ways to evacuate other than public transportation	Would likely rely on public transit if needing to evacuate
Has not stocked supplies for a power loss and has not read/seen/heard anything to prepare	Taken several actions to prepare (connecting with others, seeking information, drilling, stocking supplies)	Has not yet taken action to prepare and likely has only enough supplies to last a couple of days with no power
Has low confidence in his own ability to prepare and doesn't think his actions will make a difference	Recognizes that preparing would help greatly in an emergency and is confident in her ability to prepare	Is confident in his ability to prepare, which is on par with other race groups
Feels that preparing is a hassle, costs too much, and takes time, but eases disruption and gives peace of mind.	Likes feeling good about being prepared and easing future disruption; concerned about time and cost to prepare	Wonders how to start preparing and is concerned about financial impact, time investment, and being a general hassle
Does intend to prepare eventually	Recently prepared and will continue	Does intend to prepare eventually

Images: Freepik.com

These profiles are composites representing people in the given demographic group based on 2018 NHS responses.

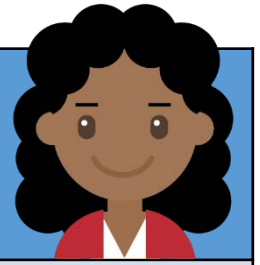
2018 Preparedness Profiles

Mateo ***Head of non-English speaking household*** 	**Mercedes** ***Has a disability*** 	**Anne** ***75 year-old female*** 
Has no money set aside for an emergency	Has no money set aside for an emergency	Has set aside more than $5,000 for an emergency
Would likely rely on public transit if needing to evacuate	Would likely rely on public transit if needing to evacuate	Would likely rely on public transit if needing to evacuate
Has practiced an emergency drill and has read/seen/heard information but has taken no other preparedness actions	Has not stocked any supplies to use in an emergency or taken other action other than securing important documents	Stored documents in a safe place, discussed an emergency plan, and knows how to get alerts and warnings
Recognizes that preparing would be helpful	Is more concerned with her ability to prepare than those with no disability	Is confident in her ability to prepare but feels she should take more action.
Is concerned of the negative impact on his household in investing time and resources to prepare for a disaster	Is concerned about the hassle associated with preparing	The hassle of preparing is more important than the peace of mind and reduced risk of disruption that it brings
Not yet prepared but intends to improve	Completed some preparation over a year ago (e.g., evacuate to a safe spot)	Has been prepared for a disaster for more than one year

Images: Freepik.com

These profiles are composites representing people in the given demographic group based on 2018 NHS responses.

2018 Preparedness Profiles

Grayson ***45-year-old white male*** 	**Daniel** ***35 year-old father of two*** 	**Abigail** ***Cares for someone with a disability*** 
Has a nominal amount of money set aside (less than older individuals, but more than younger individuals)	Has about $1,000 set aside for an emergency (prompted primarily due to size of household)	Has less than $700 set aside for an emergency
Would likely not use public transportation to evacuate	Would likely not use public transportation to evacuate due to the size of his family	Would likely rely on public transit if needing to evacuate
Has read/seen/heard information on preparing but has not taken other action	Has taken action to prepare his family, including seeking information and drilling	Has taken action to prepare, including getting information and emergency plan
Has high confidence in his ability to prepare and that it helps in emergencies	Has fair confidence in his ability to prepare and that it helps in emergencies	Has low confidence in her ability to prepare and how it helps in emergencies
Knows preparing is important but is concerned about negative impacts and on knowing how to prepare	Is concerned about preparation hassle, time, and cost, and not knowing how to prepare his family, but sees benefits.	Is concerned about not knowing how to prepare and negative impacts but finds it important to reduce risk of disruption
Intends to do more preparation	Intends to do more preparation	Has prepared for more than 1 year

Images: Freepik.com

These profiles are composites representing people in the given demographic group based on 2018 NHS responses.

How does taking selected preparation actions differ by hazard area?

Those residing in a hurricane area are more likely to report taking action than those residing in other customized hazard areas.

These results focus on preparation for any **hazard in general**	Has Attended Local Meeting	Has Talked with Others*	Has Made an Emergency Plan*	Has Sought Information*	Has Participated in a Drill	Has Gathered Supplies for 3+ Days*
Tornado Areas	24%	40%	53%	50%	49%	74%
Flood Areas	29%	37%	47%	48%	51%	67%
Hurricane Areas	28%	50%	63%	66%	46%	86%
Wildfire Areas	28%	51%	55%	57%	49%	85%
Earthquake Areas	29%	41%	43%	51%	53%	78%
Urban Event Areas	24%	35%	42%	50%	46%	72%
Nationwide	**26%**	**38%**	**49%**	**51%**	**51%**	**81%**

* Percentages differ statistically among these hazards.

National Preparedness Results

Legend: Gray = 2017 NHS; **Blue = 2018 NHS**

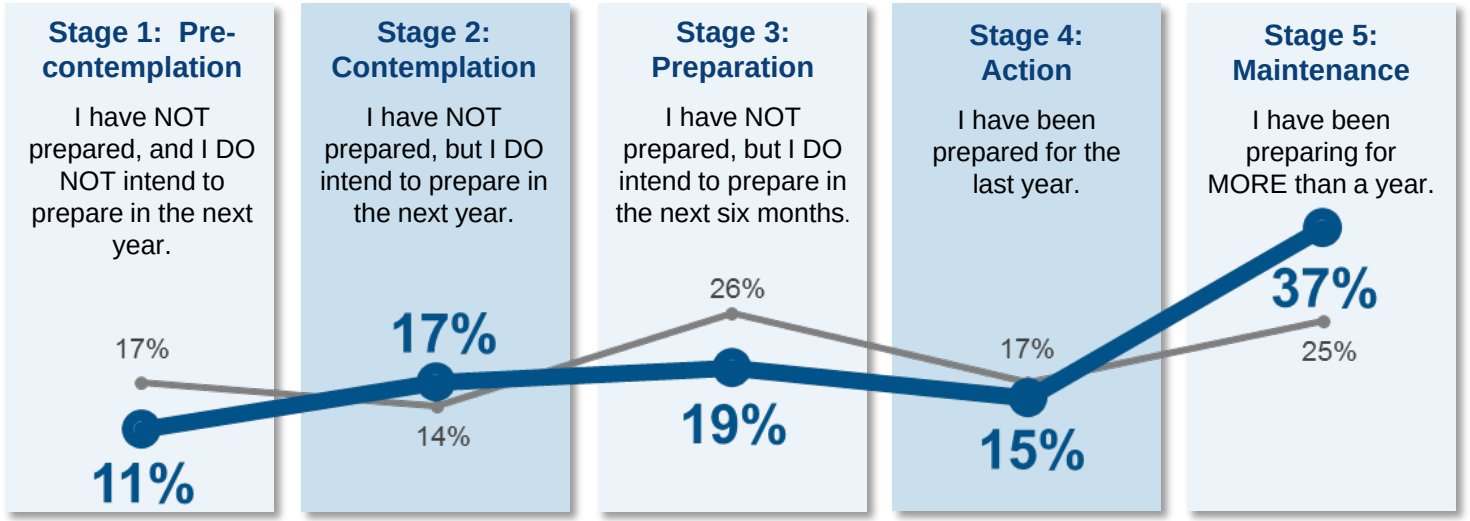
Taking Action to Prepare for a Disaster

- **81%** (79%) — Gather supplies to last 3 or more days
- **38%** (29%) — Talk with others on getting prepared
- **26%** (18%) — Attend a local meeting/training
- **51%** (40%) — Seek information on preparedness
- **51%** (45%) — Participate in an emergency drill
- **49%** (46%) — Make an emergency plan

Disaster Preparedness Influencers

- **43%** (40%) — Awareness of Information on Disasters
- **98%** (98%) — Risk Perception of any Disasters
- **44%** (43%) — Disaster Experience
- **47%** (42%) — Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Tornado Risk Areas

Legend: Gray = 2017 NHS; **Blue = 2018 NHS**

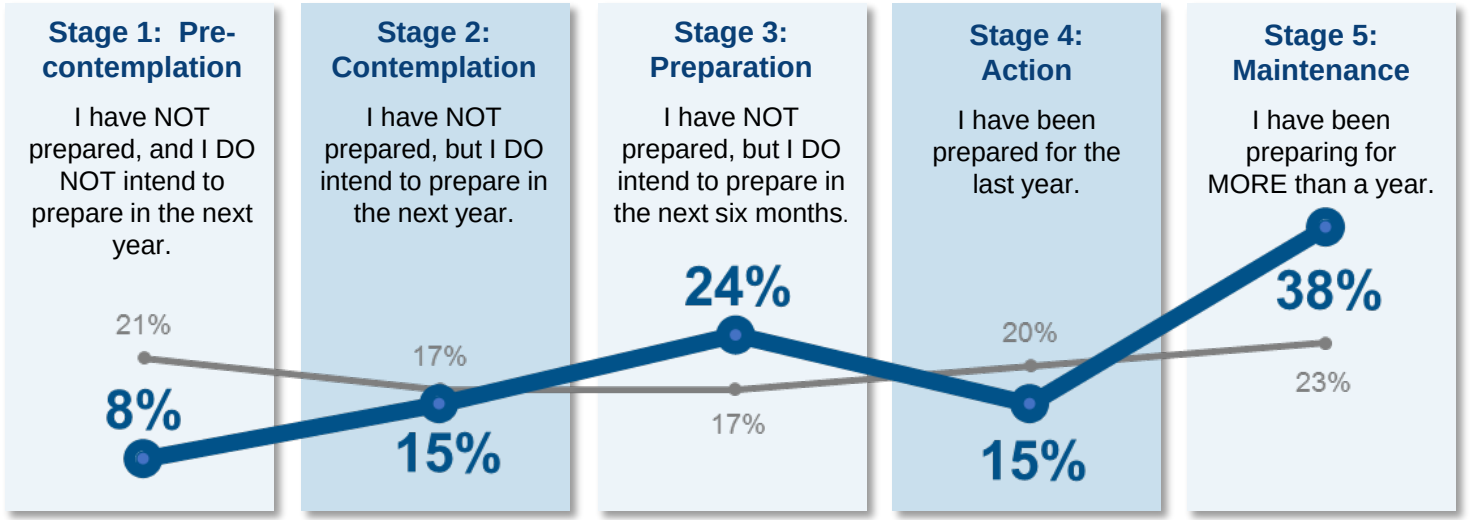
Taking Action to Prepare for a Disaster

- **74%** (76%) Gather supplies to last 3 or more days
- **40%** (37%) Talk with others on getting prepared
- **24%** (28%) Attend a local meeting/training
- **50%** (44%) Seek information on preparedness
- **49%** (55%) Participate in an emergency drill
- **53%** (50%) Make an emergency plan

Disaster Preparedness Influencers

- **47%** (41%) Awareness of Information on Disasters
- **98%** (97%) Risk Perception of any Disasters
- **55%** (29%) Disaster Experience
- **48%** (47%) Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Flood Risk Areas

Legend: Gray = 2017 NHS; Blue = 2018 NHS

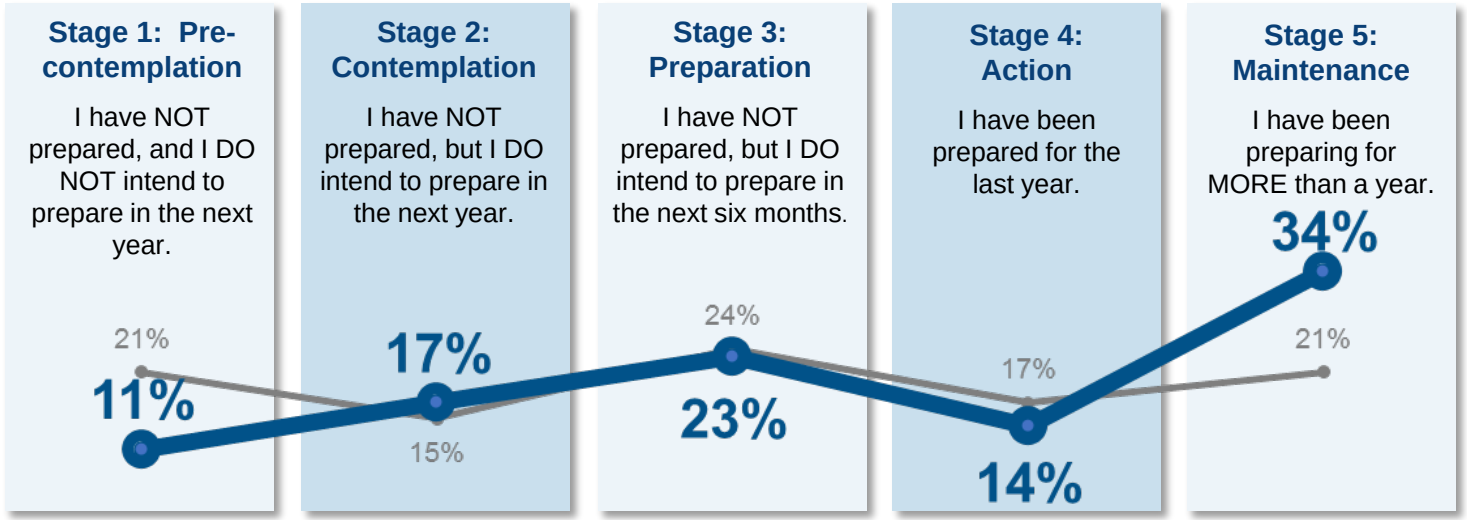
Taking Action to Prepare for a Disaster

- **67%** (78%) Gather supplies to last 3 or more days
- **37%** (26%) Talk with others on getting prepared
- **29%** (16%) Attend a local meeting/training
- **48%** (39%) Seek information on preparedness
- **51%** (48%) Participate in an emergency drill
- **47%** (47%) Make an emergency plan

Disaster Preparedness Influencers

- **44%** (43%) Awareness of Information on Disasters
- **97%** (99%) Risk Perception of any Disasters
- **46%** (47%) Disaster Experience
- **48%** (42%) Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Hurricane Risk Areas

Legend: Gray = 2017 NHS; **Blue = 2018 NHS**

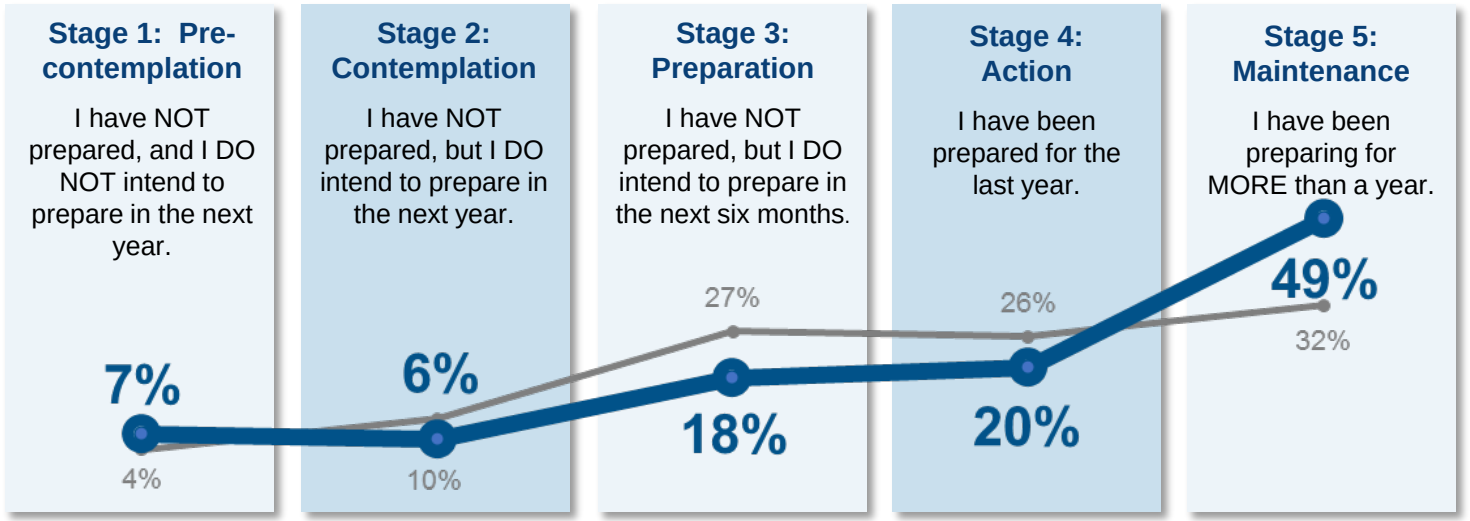
Taking Action to Prepare for a Disaster

- **86%** (81%) — Gather supplies to last 3 or more days
- **50%** (43%) — Talk with others on getting prepared
- **28%** (21%) — Attend a local meeting/training
- **66%** (54%) — Seek information on preparedness
- **46%** (41%) — Participate in an emergency drill
- **63%** (58%) — Make an emergency plan

Disaster Preparedness Influencers

- **64%** (60%) — Awareness of Information on Disasters
- **99%** (99%) — Risk Perception of any Disasters
- **72%** (81%) — Disaster Experience
- **56%** (54%) — Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Wildfire Risk Areas

Legend: Gray = 2017 NHS; **Blue = 2018 NHS**

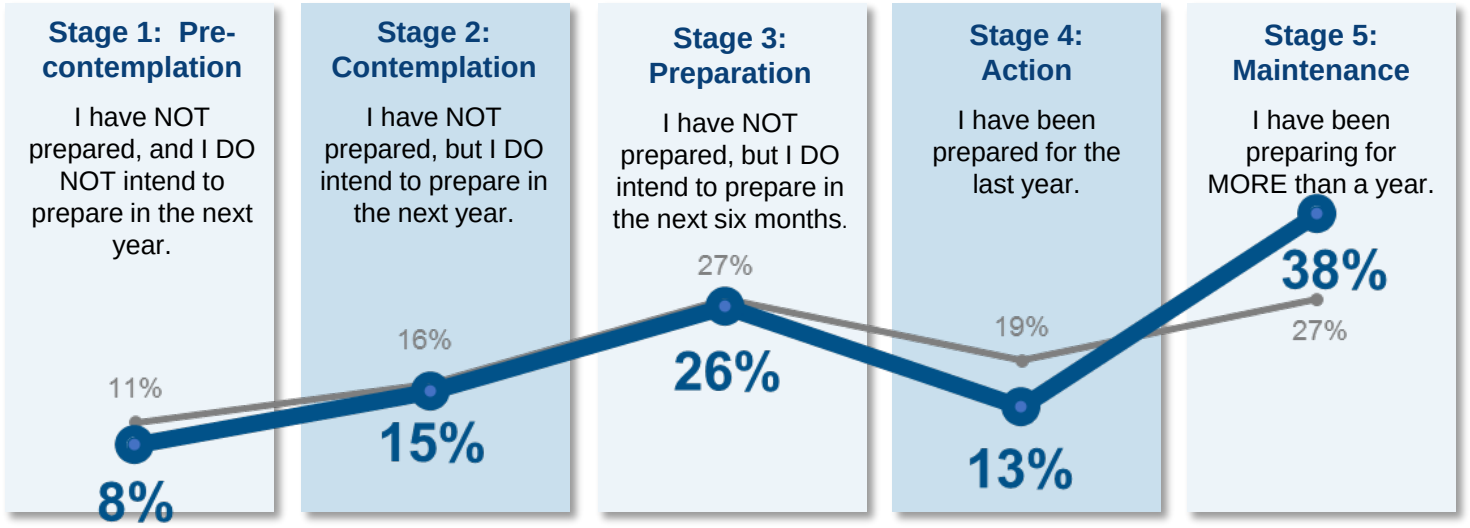
Taking Action to Prepare for a Disaster

- **85%** (78%) — Gather supplies to last 3 or more days
- **51%** (28%) — Talk with others on getting prepared
- **28%** (21%) — Attend a local meeting/training
- **57%** (41%) — Seek information on preparedness
- **49%** (45%) — Participate in an emergency drill
- **55%** (44%) — Make an emergency plan

Disaster Preparedness Influencers

- **53%** (47%) — Awareness of Information on Disasters
- **97%** (97%) — Risk Perception of any Disasters
- **39%** (42%) — Disaster Experience
- **50%** (41%) — Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Earthquake Risk Areas

Legend: Gray = 2017 NHS; **Blue = 2018 NHS**

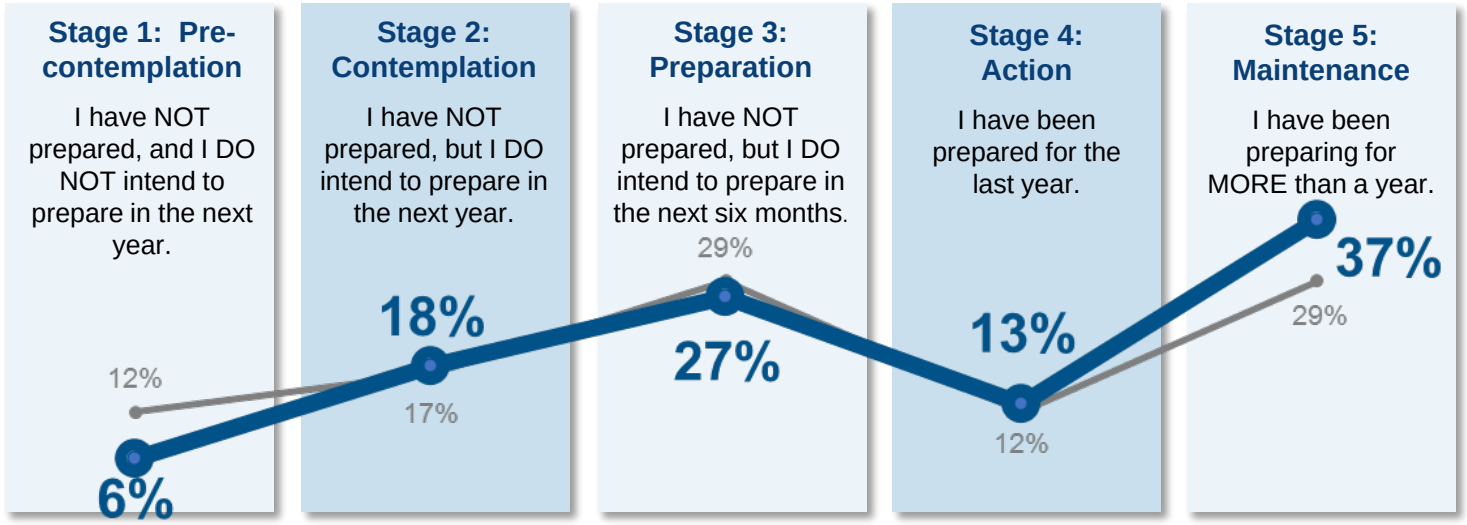
Taking Action to Prepare for Disaster

- **78%** (75%) — Gather supplies to last 3 or more days
- **41%** (29%) — Talk with others on getting prepared
- **29%** (18%) — Attend a local meeting/training
- **51%** (40%) — Seek information on preparedness
- **53%** (46%) — Participate in an emergency drill
- **43%** (47%) — Make an emergency plan

Disaster Preparedness Influencers

- **44%** (46%) — Awareness of Information on Disasters
- **99%** (99%) — Risk Perception of any Disasters
- **39%** (39%) — Disaster Experience
- **50%** (44%) — Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



Preparedness Results for Urban Event Risk Areas

Legend: Gray = 2017 NHS; Blue = 2018 NHS

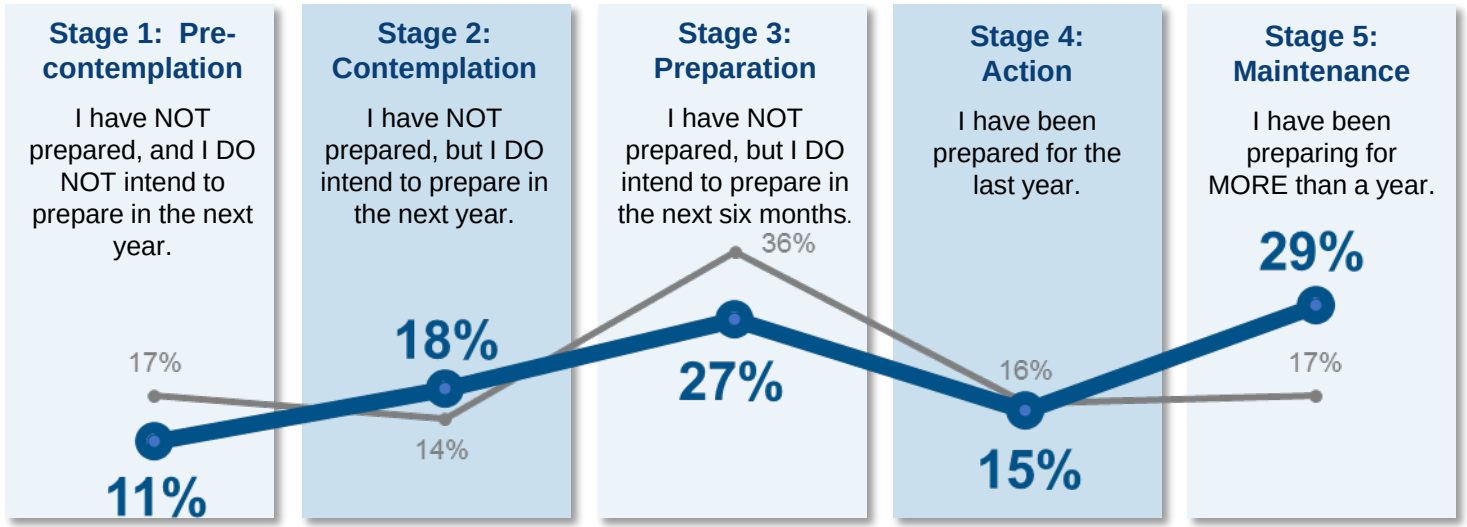
Taking Action to Prepare for Disaster

- **72%** (78%) Gather supplies to last 3 or more days
- **35%** (28%) Talk with others on getting prepared
- **24%** (19%) Attend a local meeting/training
- **50%** (41%) Seek information on preparedness
- **46%** (44%) Participate in an emergency drill
- **42%** (37%) Make an emergency plan

Disaster Preparedness Influencers

- **52%** (44%) Awareness of Information on Disasters
- **98%** (97%) Risk Perception of any Disasters
- **44%** (42%) Disaster Experience
- **46%** (40%) Preparedness Efficacy for Disasters

Perceived Preparedness for a Disaster



What are key takeaways from the 2018 NHS on the culture of preparedness?

Preparedness

While a growing number of people are willing to invest time in preparation activities, about 11% still see no need to prepare

Preparedness Influencers

Ensuring people can get convenient access to information on preparedness can help increase preparedness behavior

Taking Actions

While slightly more than half of the population have taken at least 3 actions, opportunity remains for increasing awareness around the importance of taking preparedness actions

Hurricane area residents

have higher percentages who have taken key preparedness actions, have greater awareness, and are more likely to be prepared

Higher education levels

are associated with increased financial preparedness and hazard awareness

Awareness and preparation may vary by the hazard type and the approach to changing the culture should be customized by demographic groups and their individualized needs.



FEMA

Look for more information about FEMA's research at

www.ready.gov/preparedness-research

For questions please contact: FEMA-Prepare@fema.dhs.gov