FEMA

# 2019 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 annually since 2013.
- 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 **2019 NHS**, FEMA interviewed **5,025 adults** (aged 18 years and older).
  - 2,002 were randomly selected from across the country ("national core")
  - 3,023 additional interviews occurred within the "oversamples" (an additional 501 to 514 surveys within each hazard oversample)

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

## Objective 1.3 Help People Prepare for Disasters

## Increase the percentage of people who have taken preparedness actions

**62%**

**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

**69%**

**of adults have set aside some money for an emergency.**

**$700**

**About half of all adults have set aside no more than $700 for an emergency.**

# What are key takeaways from the 2019 NHS on the culture of preparedness?



## Preparedness

Although a growing number of people continue to invest time in disaster preparation activities (and the percentage perceiving themselves as prepared is approaching 60%), about 10% still see no need to prepare



## Preparedness Influencers

While nearly all residents recognized that at least one type of hazard could impact their community, preparedness efficacy estimates fell to 42% (a 5% decrease) which shows a need to helps the public understand they can take preparedness action and it will make a difference.



## Taking Actions

While 62% of the population have taken at least 3 basic preparedness actions, and participation in community-based and information-seeking actions is growing, opportunity remains for increasing awareness around the importance of taking preparedness actions



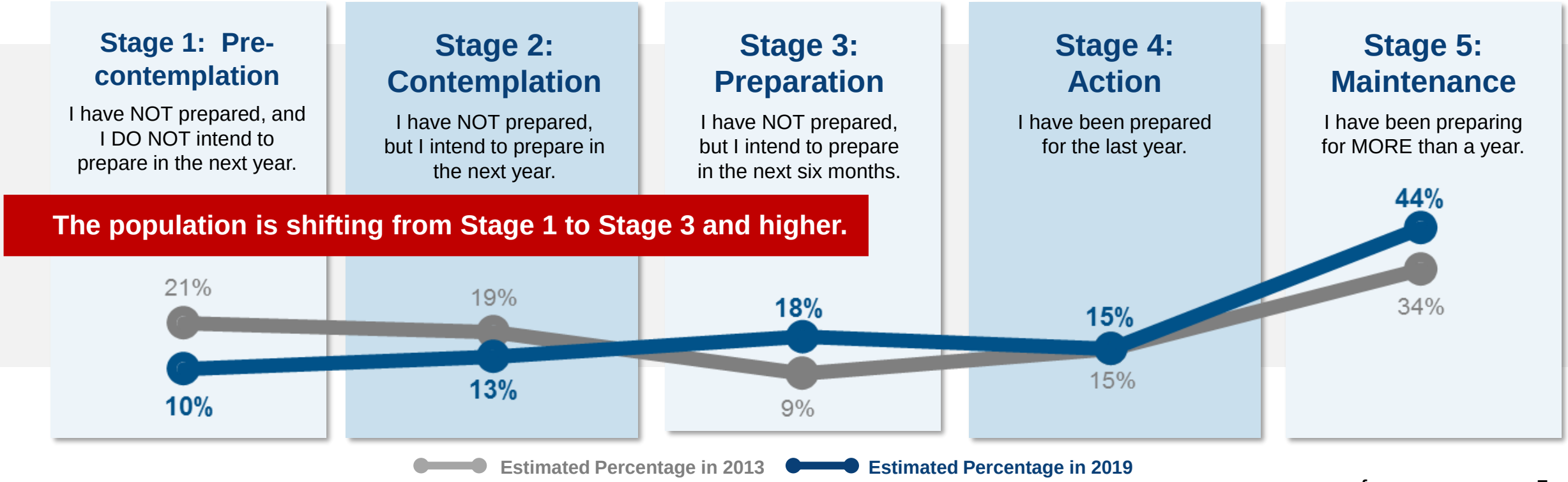
## Demographics Matter

The need to grow awareness and participation in disaster preparedness is greatest among those residing in non-English speaking households, low-income households, renters, and younger age groups.

**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.**

# 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

**42%**

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

**30%**



Talk with others on getting prepared

**45%**



Make an emergency plan

**48%**



Seek information on preparedness

**64%**



Participate in an emergency drill

**49%**



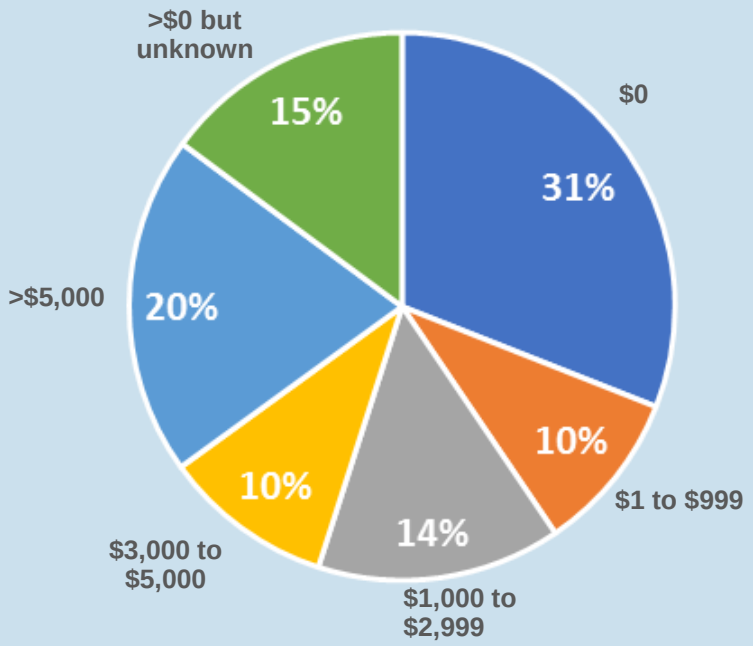
Gather supplies to last 3 or more days

**80%**

In 2019, **62%** 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

**69%**

of adults have set aside some money for an emergency.

**$700**

About half of all adults have set aside no more than $700 for an emergency.

## Holding property insurance

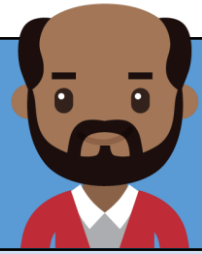
**80%**

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

**23%**

of households have a flood insurance policy.

# 2019 Preparedness Profiles

| **Jason**<br>***Did not graduate high school***  | **Amy**<br>***25 year-old female***  | **Malcom**<br>***African American male***  |
|---|---|---|
| Has set aside very little, if any, money for an emergency and holds no insurance (homeowner/renter or flood) | Has set aside some money for an emergency, but generally a small amount and does not hold insurance | Has set aside less than $1,000 for an emergency |
| Has taken little, if any, action to prepare for a disaster | Has performed an emergency drill and has sought preparedness information | Has stored documents in a fireproof or waterproof location or electronically |
| Possesses none, or no more than one, influencer to prepare (e.g., is not aware of information on disaster preparedness) | Has a generally low awareness of preparation information given her age but is a little higher than men her age | Has been proactive in gathering supplies for an emergency and has supplies ready to pack for a quick evacuation |
| 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 | Has a high preparation efficacy and has experienced a disaster in the past |
| May decide not to prepare if it would cost too much money, is too much of a hassle, or is too uncertain | Cost may deter her decision to prepare, but likes feeling good about being prepared and easing future disruption | Would feel good to be prepared but is concerned about financial impact, time investment, and not knowing how |
| Does intend to prepare eventually | Intends to prepare within the next year | Intends to prepare within the next year |

*Images: Freepik.com*

These profiles are composites representing people in the given demographic group based on 2019 NHS responses.

# 2019 Preparedness Profiles

| **Juan**<br>***Head of non-English speaking household***  | **Lisa**<br>***Has a disability***  | **Lucy**<br>***75 year-old female***  |
|---|---|---|
| Has set aside very little, if any, money for an emergency and holds no insurance | Has set aside very little, if any, money for an emergency and holds no insurance | Has set aside more than $5,000 for an emergency and holds insurance |
| Has practiced an emergency drill but has taken no other preparedness actions | Has prepared an emergency plan that focuses on evacuation and checking on neighbors but has taken no other actions | Has stored sufficient supplies to last at least 3 days |
| Has little awareness of information on disaster preparedness and has not experienced a prior disaster | Is motivated to prepare due to some prior disaster experience | Generally has not done much disaster preparation, especially actions involving interaction with the community |
| Has a generally high preparation efficacy | Has a low preparation efficacy (partly due to low confidence in preparing) | Has a generally low preparation efficacy and lacks some awareness |
| Is concerned of the negative impact on his household in investing time and resources to prepare for a disaster | Is concerned about the hassle and cost associated with preparing and not knowing how to prepare | It's important to feel good about being prepared but is concerned about the cost |
| Not yet prepared but intends to do so | Intends to prepare in the next year | Has been prepared (but others in her age group have no intention to prepare) |

*Images: Freepik.com*

These profiles are composites representing people in the given demographic group based on 2019 NHS responses.

# 2019 Preparedness Profiles

| **Joe**<br>***45-year-old white male***  | **Richard**<br>***35 year-old father of two***  | **Amal**<br>***Cares for someone with a disability***  |
|---|---|---|
| Has a nominal amount of money set aside but does hold insurance | Has about $1,000 set aside for an emergency but is underinsured | Has set aside more than $1,000 for an emergency but does not hold insurance |
| Has taken actions that involved connecting with the community and has important documents safely stored | Has taken actions that involved connecting with the community and has sought information on preparedness | Has taken more actions to prepare compared to someone who is not a caregiver |
| Has supplies gathered to last for at least 3 days and that can be quickly available | Has taken at least 3 of the 6 basic preparedness actions | Has taken at least 3 of the 6 basic preparedness actions |
| Is happy knowing that preparing would reduce the risk of disrupting household life but is concerned about the time needed | Has high preparation efficacy relative to other age groups | Has at least two influencers including disaster experience and high preparation efficacy |
| Knows preparing is important but is concerned about negative impacts and on knowing how to prepare | Is concerned about preparation time and cost but sees benefits to preparing | Is concerned about the cost, time, and hassle of preparing |
| Intends to improve preparation in 6 mo. | 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 2019 NHS responses.

# How does taking selected preparation actions differ by hazard area?

**Those residing in a hurricane area are more likely to have taken community-based action or have prepared a plan compared to those residing in other hazard areas or to the nation as a whole.**

| 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** | 31% | 54% | 56% | 66% | 53% | 80% |
| **Flood Areas** | 31% | 44% | 43% | 62% | 48% | 79% |
| **Hurricane Areas** | 38% | 63% | 61% | 80% | 52% | 80% |
| **Wildfire Areas** | 34% | 47% | 50% | 67% | 47% | 79% |
| **Earthquake Areas** | 36% | 54% | 46% | 66% | 54% | 79% |
| **Urban Event Areas** | 28% | 41% | 35% | 58% | 52% | 71% |
| **Nationwide** | **30%** | **45%** | **48%** | **64%** | **49%** | **80%** |

* Percentages differ statistically among these hazards.

# National Preparedness Results

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

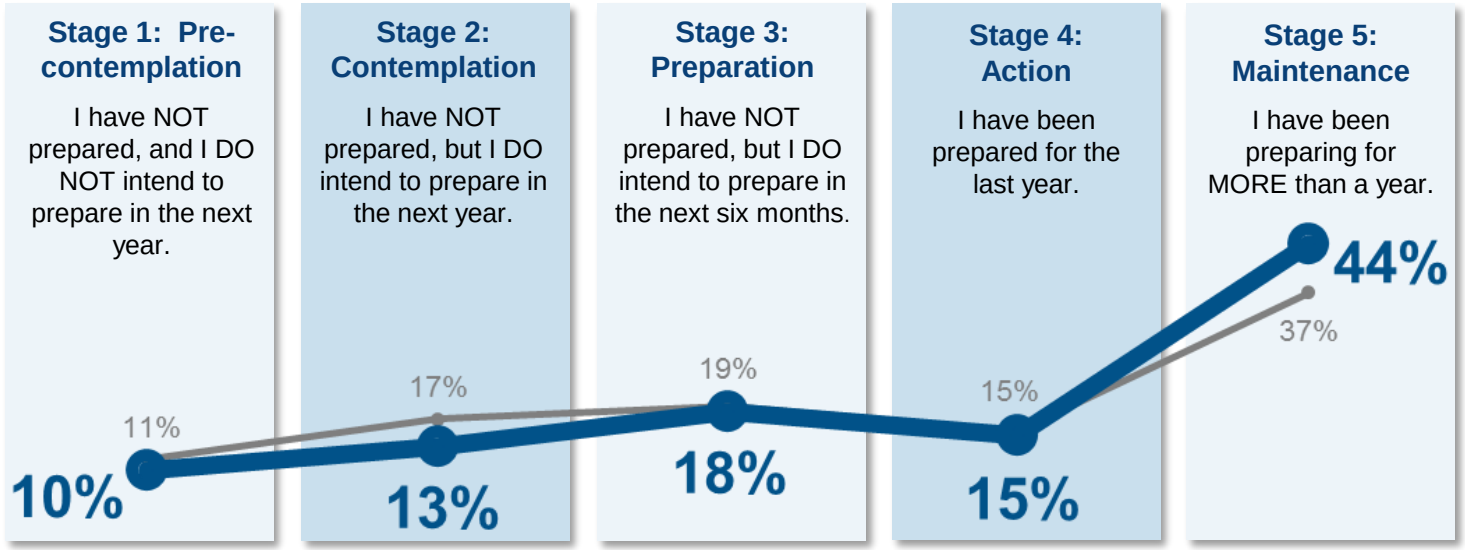
## Taking Action to Prepare for a Disaster

- **80%** (81%) — Gather supplies to last 3 or more days
- **45%** (38%) — Talk with others on getting prepared
- **30%** (26%) — Attend a local meeting/training
- **64%** (51%) — Seek information on preparedness
- **49%** (51%) — Participate in an emergency drill
- **48%** (49%) — Make an emergency plan

## Disaster Preparedness Influencers

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

## Perceived Preparedness for a Disaster



# Preparedness Results for Tornado Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

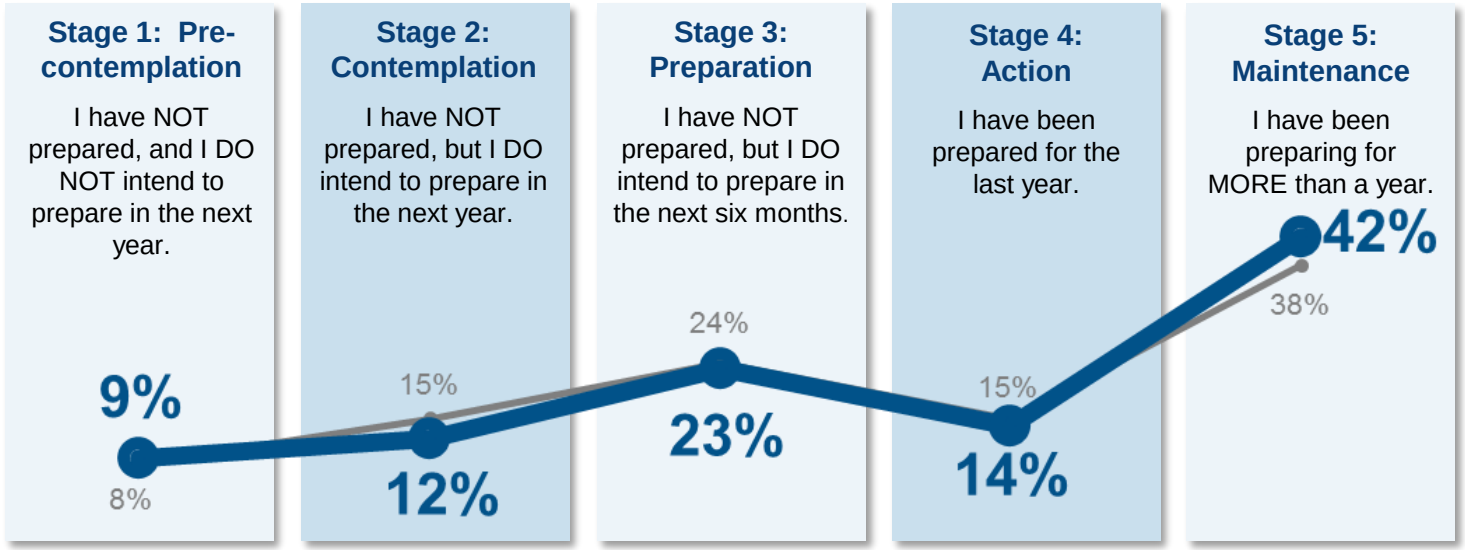
## Taking Action to Prepare for a Disaster

- **80%** (74%) — Gather supplies to last 3 or more days
- **54%** (40%) — Talk with others on getting prepared
- **31%** (24%) — Attend a local meeting/training
- **66%** (50%) — Seek information on preparedness
- **53%** (49%) — Participate in an emergency drill
- **56%** (53%) — Make an emergency plan

## Disaster Preparedness Influencers

- **47%** (47%) — Awareness of Information on Disasters
- **99.6%** (98%) — Risk Perception of any Disasters
- **63%** (55%) — Disaster Experience
- **50%** (48%) — Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster



# Preparedness Results for Flood Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

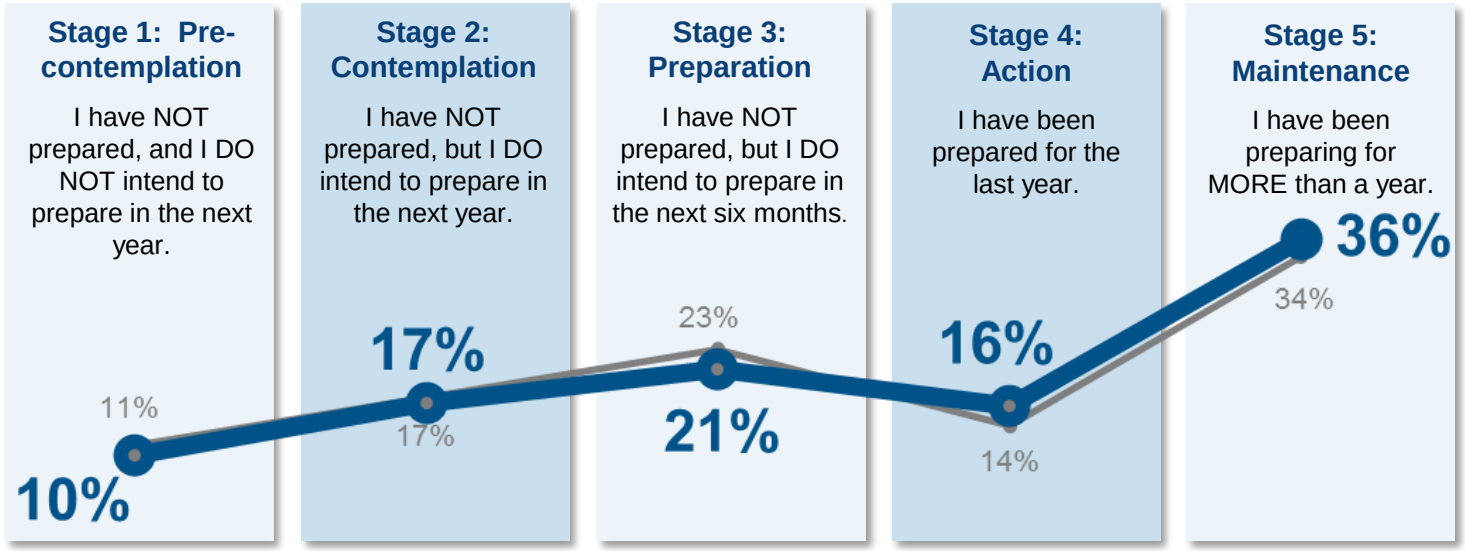
## Taking Action to Prepare for a Disaster

- **79%** (67%) — Gather supplies to last 3 or more days
- **44%** (37%) — Talk with others on getting prepared
- **31%** (29%) — Attend a local meeting/training
- **62%** (48%) — Seek information on preparedness
- **48%** (51%) — Participate in an emergency drill
- **43%** (47%) — Make an emergency plan

## Disaster Preparedness Influencers

- **38%** (44%) — Awareness of Information on Disasters
- **98%** (97%) — Risk Perception of any Disasters
- **45%** (46%) — Disaster Experience
- **40%** (48%) — Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster



# Preparedness Results for Hurricane Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

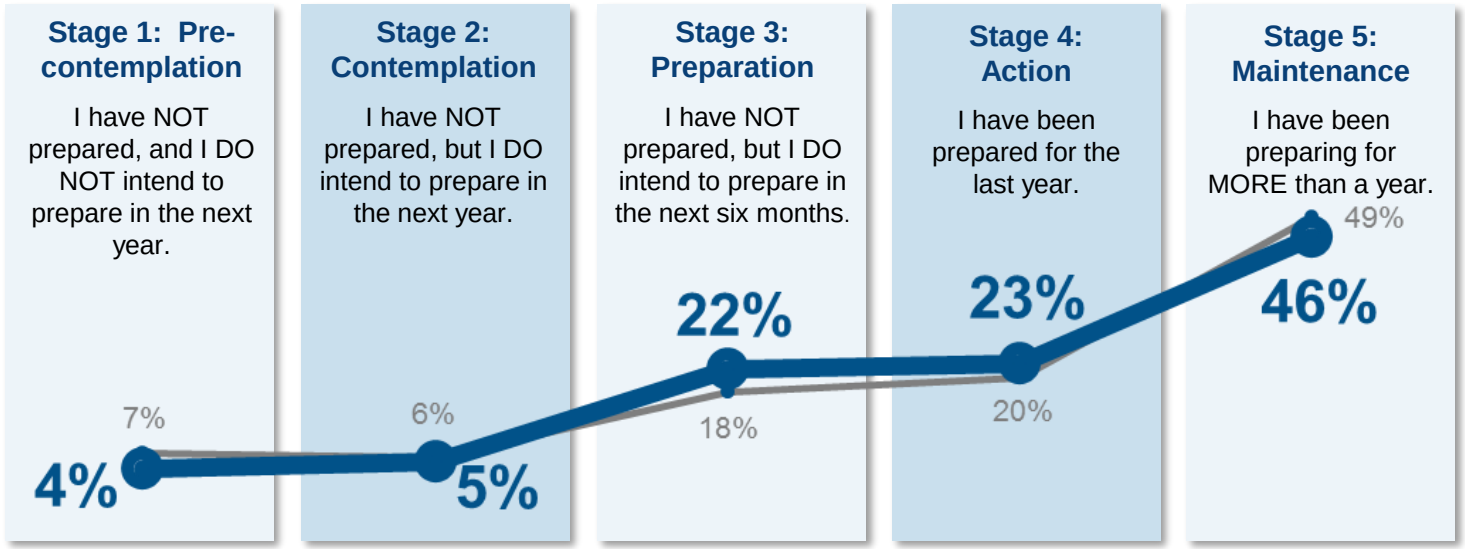
## Taking Action to Prepare for a Disaster

- **80%** (86%) — Gather supplies to last 3 or more days
- **63%** (50%) — Talk with others on getting prepared
- **38%** (28%) — Attend a local meeting/training
- **80%** (66%) — Seek information on preparedness
- **52%** (46%) — Participate in an emergency drill
- **62%** (63%) — Make an emergency plan

## Disaster Preparedness Influencers

- **55%** (64%) — Awareness of Information on Disasters
- **99.8%** (99%) — Risk Perception of any Disasters
- **77%** (72%) — Disaster Experience
- **56%** (56%) — Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster



# Preparedness Results for Wildfire Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

## Taking Action to Prepare for a Disaster

**79%** (85%)
Gather supplies to last 3 or more days

**48%** (51%)
Talk with others on getting prepared

**34%** (28%)
Attend a local meeting/training

**67%** (57%)
Seek information on preparedness

**47%** (49%)
Participate in an emergency drill

**50%** (55%)
Make an emergency plan

## Disaster Preparedness Influencers

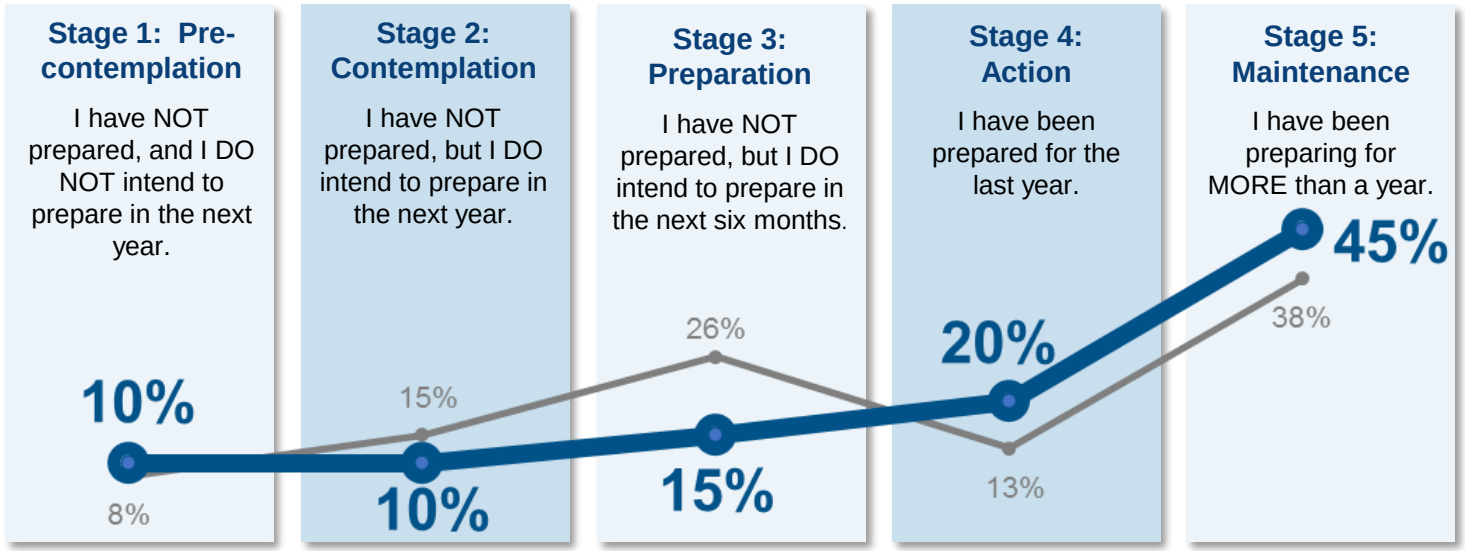
**50%** (53%)
Awareness of Information on Disasters

**99%** (97%)
Risk Perception of any Disasters

**41%** (39%)
Disaster Experience

**46%** (50%)
Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster



# Preparedness Results for Earthquake Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

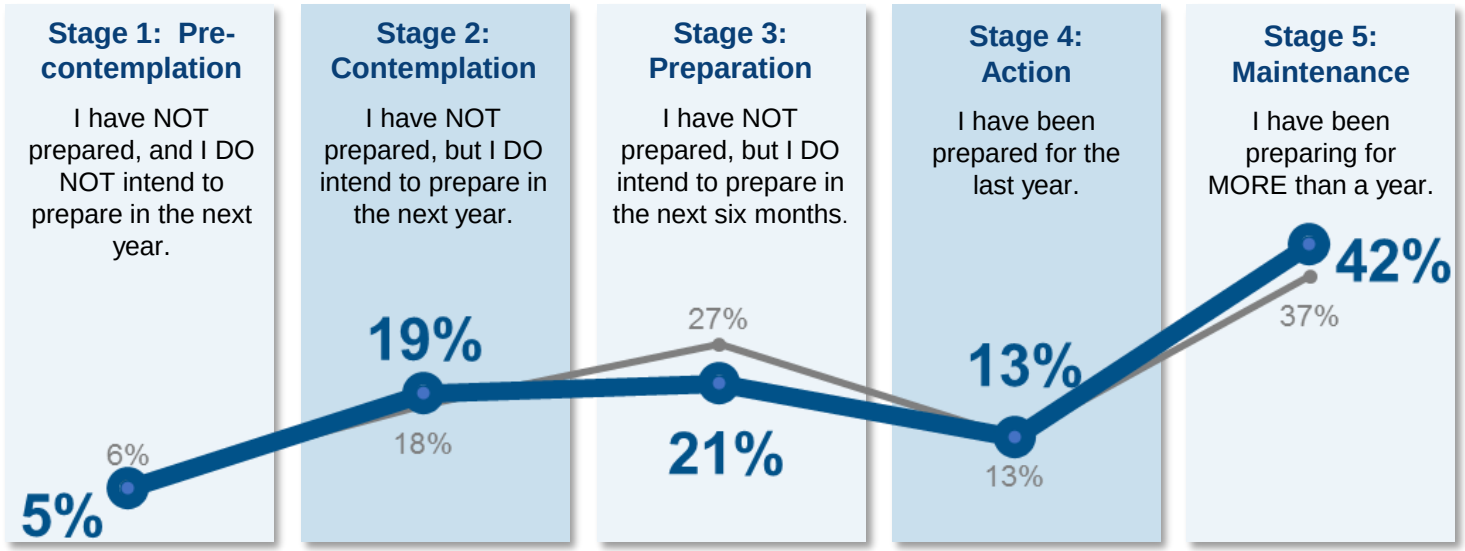
## Taking Action to Prepare for Disaster

- **79%** (78%) — Gather supplies to last 3 or more days
- **54%** (41%) — Talk with others on getting prepared
- **36%** (29%) — Attend a local meeting/training
- **66%** (51%) — Seek information on preparedness
- **54%** (53%) — Participate in an emergency drill
- **46%** (43%) — Make an emergency plan

## Disaster Preparedness Influencers

- **47%** (44%) — Awareness of Information on Disasters
- **99%** (99%) — Risk Perception of any Disasters
- **44%** (39%) — Disaster Experience
- **51%** (50%) — Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster



# Preparedness Results for Urban Event Risk Areas

**Legend:** Gray = 2018 NHS; **Blue = 2019 NHS**

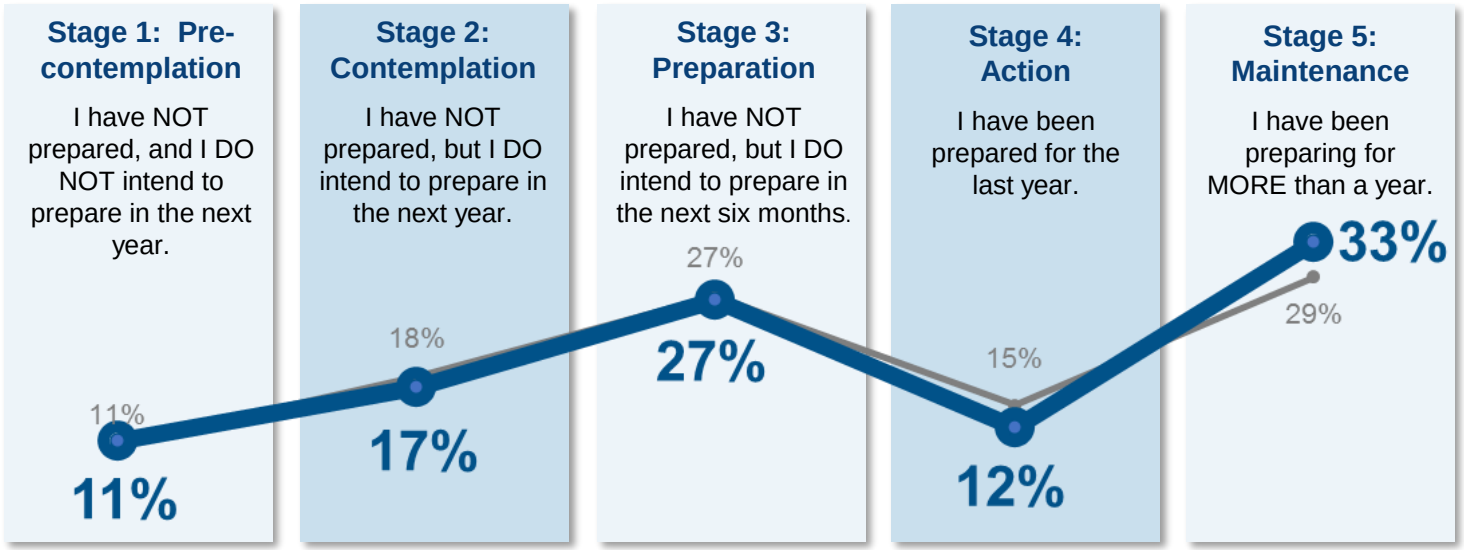
## Taking Action to Prepare for Disaster

- **71%** (72%) Gather supplies to last 3 or more days
- **41%** (35%) Talk with others on getting prepared
- **28%** (24%) Attend a local meeting/training
- **58%** (50%) Seek information on preparedness
- **52%** (46%) Participate in an emergency drill
- **36%** (42%) Make an emergency plan

## Disaster Preparedness Influencers

- **35%** (52%) Awareness of Information on Disasters
- **95%** (98%) Risk Perception of any Disasters
- **47%** (44%) Disaster Experience
- **42%** (46%) Preparedness Efficacy for Disasters

## Perceived Preparedness for a Disaster






FEMA

Look for more information about FEMAs research at www.ready.gov/preparedness-research

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