2020 National Household Survey

Key Findings | Individual and Community Preparedness Division

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FEMA National Household Survey (NHS)

Six NHS hazard oversample regions
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.**
- Data from the NHS is collected using an English and Spanish **telephone interview survey.**
- Individuals whose primary phone number is associated with a landline or cellular phone are **randomly selected** to take the survey.
- All respondents (**n=5,020**) answer the same set of NHS core questions.
  - Respondents living in areas prone to one of the six hazard-specific oversample regions (n=3,008) answer additional preparedness questions relevant to their given hazard.

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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

62% in 2019 ↑ **68%** **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% in 2019 ↓ **68%** **of adults have set aside some money for an emergency.**

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Key Takeaways from the 2020 NHS on the Culture of Preparedness

Tidal Wave of Culture Change

The majority of the U.S. population continues to invest time in disaster preparation activities. Additionally, positive shifts in an individual's intentionality to prepare presents important opportunities to influence and support individuals who want to create or maintain a more active preparedness posture.

Influencers are Defined and Remain Effective

Preparedness influencers continue to work independently as effective predictors of preparedness behaviors. Specifically, awareness, experience, and efficacy, have meaningful and measurable impacts on preparedness behavior.

Preparedness Actions Cluster Together

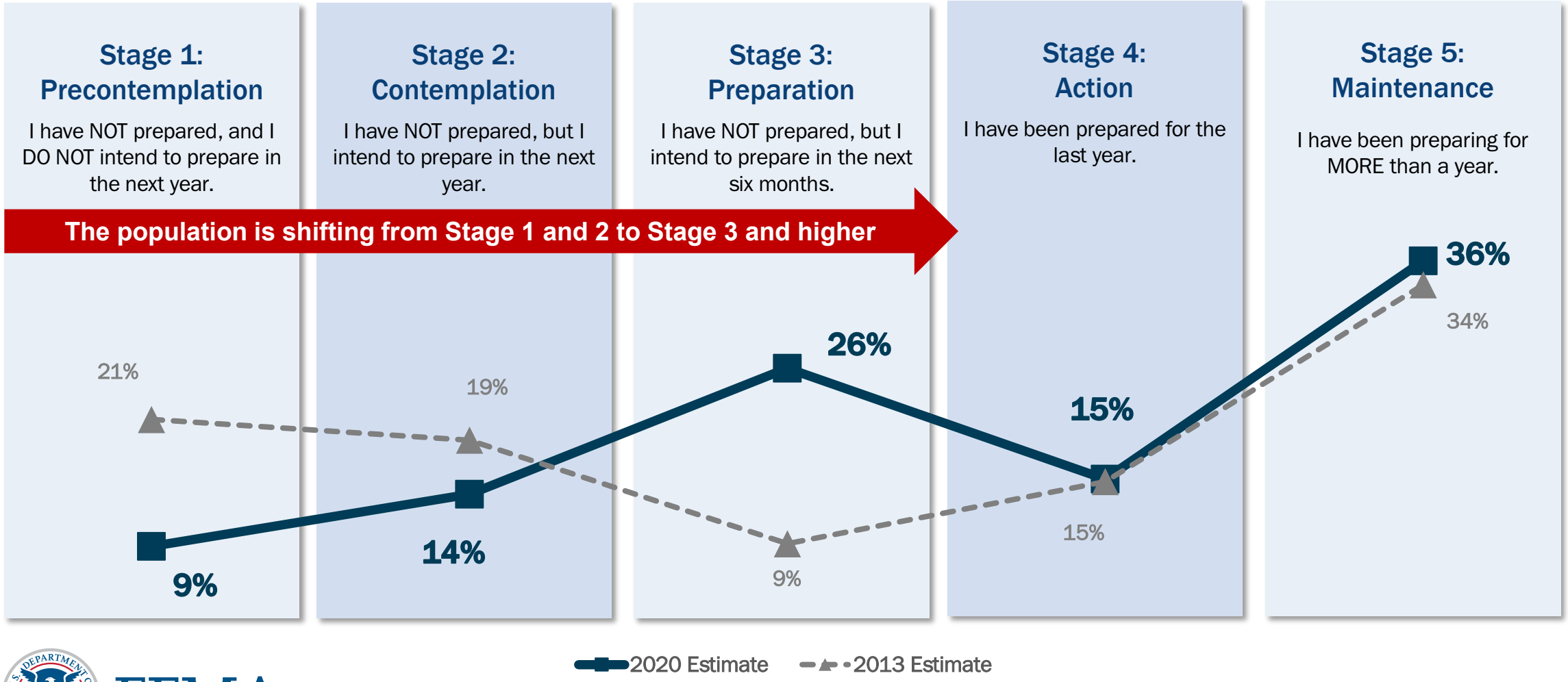
Engaging with one type of preparedness action is associated with engaging in others. By encouraging individuals to take one action, there is an expectation that they will engage in others as well.

Customization is Key

Preparedness varies based on a variety of factors such as the stage of change or hazard. The result is that by understanding who and where, we can create relevant messages for the public that may have a greater success rate.

The approach to changing preparedness culture should be customized by an individual's stage of readiness to take action as opposed to any socio-demographic differences.

Measuring Preparedness Behavior Change



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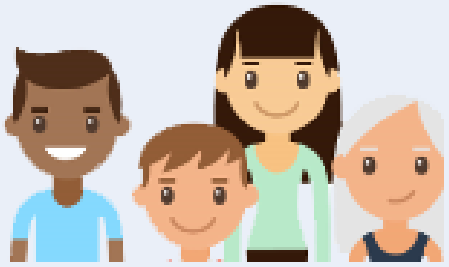
Preparedness Personas – Stages of Change

Stage	Amal Precontemplation stage	Brittany Contemplation stage	Lisette Preparation stage	Riley Action stage	Trevor Maintenance stage
Who Are They?	 • High income (over $240K annually) • Has fewer, if any, children • No disaster experience • Low preparedness efficacy • Has not taken any preparedness actions	 • Female • Under 29 • Has a disability • Does not have money set aside • Has taken few, if any, preparedness actions • No disaster experience • Low preparedness efficacy	 • Hispanic • Female • Under 29 • No money set aside, but has insurance • May have access or functional needs • Does not have emergency supplies • No disaster experience	 • Under 29 • Lives in a high-risk area • Has started taken multiple preparedness actions • No disaster experience • Low preparedness efficacy	 • Has children • Has set money aside and has insurance • Has disaster experience • Has taken many preparedness actions • High preparedness efficacy
Let's Talk!	*"Everyone can be impacted by a disaster or emergency…even you."*	*"Join the growing national culture of preparedness by attending a meeting or a drill, you can learn important information and skills."*	*"Everyone can take basic preparedness actions. These actions will make a difference both during and after an emergency."*	*"Taking more preparedness actions leads to having more confidence in your overall state of preparedness."*	*"Preparedness champions can help others become more prepared. Spread the word!"*

Key Influencers to Hazard Preparedness

Influence	Awareness of Information	Experience with Disasters	Preparedness Efficacy	Risk Perception
Survey Findings	**47%** have read, seen, or heard information in the past six months about how to get better prepared for a disaster.	**47%** have personal or familial experience with the impacts of a disaster.	**47%** believe that preparing can help in a disaster AND are confident in their abilities to prepare.	**98%** acknowledge that the occurrence of at least one disaster type could impact where they live.
Why is this important ???	**Awareness** seems to be strongly **correlated** with engagement with other preparedness **behaviors**.	Experiencing a disaster seems to be a **motivating factor** for individuals to become **more prepared and sustain preparedness actions over time.**	**Efficacy** is **correlated** with **preparedness behaviors**. Increasing efficacy will support an individual's confidence in their ability to become better prepared.	Most of the respondents acknowledge the inherent risks of a disaster. **No differences** by **socio-demographics** or **preparedness actions** or **influencers** were observed.

Preparedness Personas – Preparedness Influencers

Influence	George Awareness of Information	Nathan Experience with Disasters	Emily Preparedness Efficacy	All of Us Risk Perception
Who Are They?	 • 75 years or older • Has taken many preparedness actions • Has disaster experience • High preparedness efficacy	 • Seeks out information on disasters • In Maintenance stage • Has taken multiple preparedness actions	 • Female • From a high-risk area • Has experienced a disaster • In Maintenance stage	 • Nearly all respondents recognized that they are risk
Let's Talk!	*"Take time to learn about your risks and how to prepare for them. Consider how you will handle multiple hazards at the same time."*	*"You can be an example to help others in your community prepare. Share your story."*	*"Everyone can take basic preparedness actions that will help during and after a disaster or emergency!"*	*"You know there is risk. What are you going to do with that knowledge?"*

Preparedness Actions

Six basic preparedness actions lay the groundwork for pursuing other actions



Gather supplies to last 3 or more days

81%



Talk with others on getting prepared

48%



Attend a local meeting or training

29%



Seek information on preparedness

65%



Participate in an emergency drill

56%



Make an emergency plan

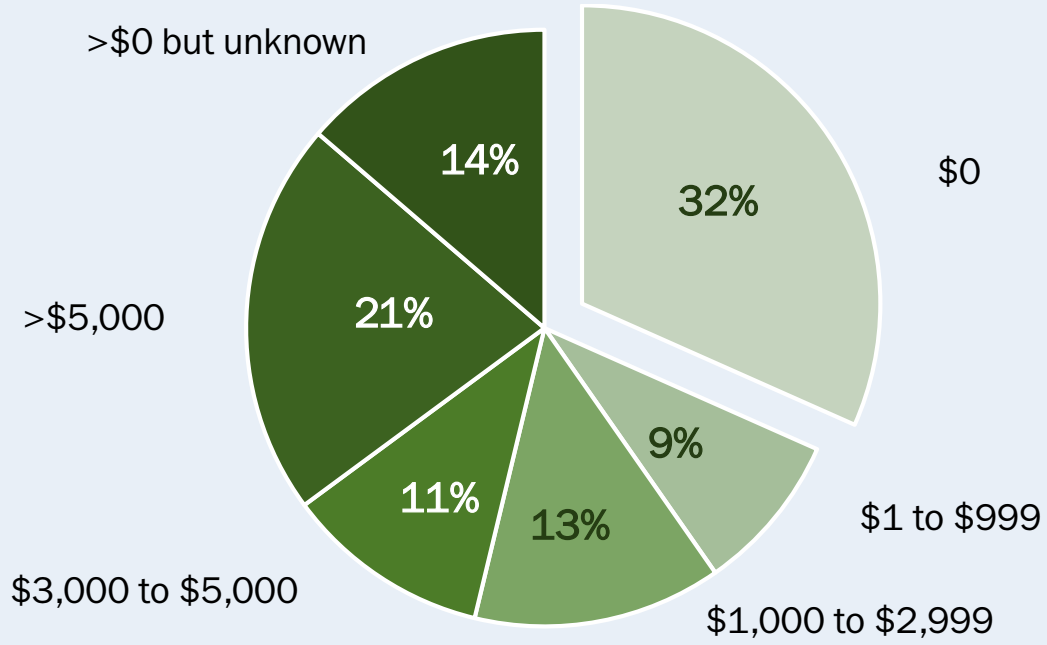
48%

In 2020, **68%** took three or more of these six preparedness actions, and **96%** took at least one of these six actions.

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Financial Resilience Indicators

68% of adults have set aside money for an emergency



Insuring Property

77% of households have homeowners or renters insurance policies.

22% of households have a flood insurance policy.

Preparedness Actions by Hazard Area

Individuals residing in hurricane areas are more likely to have taken community-based action or have prepared a plan compared to individuals residing in other hazard areas or to the Nation as a whole.

These results focus on preparation for any hazard in general	Has Gathered Supplies for 3+ Days	Has Talked with Others	Has Attended Local Meeting	Has Sought Information	Has Participated in an Emergency Drill	Has Made an Emergency Plan
Tornado Areas	84%	56%	31%	69%	59%	61%
Flood Areas	79%	43%	27%	63%	53%	39%
Hurricane Areas	82%	63%	34%	76%	57%	67%
Wildfire Areas	86%	60%	35%	74%	64%	52%
Earthquake Areas	83%	54%	33%	66%	63%	53%
Urban Event Areas	75%	44%	24%	62%	50%	39%
Nation	**81%**	**48%**	**29%**	**65%**	**56%**	**48%**

National Preparedness Profile

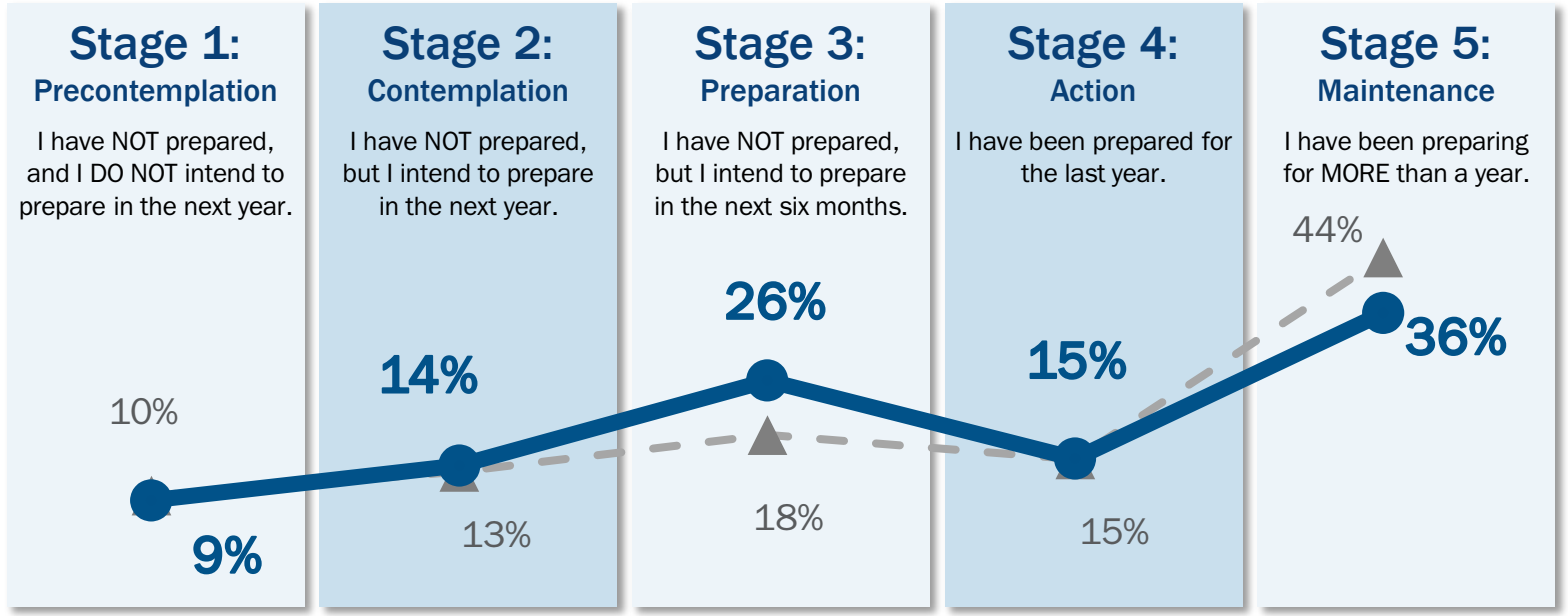
Taking Action to Prepare for a Disaster

- **81%** — Gather supplies to last 3 or more days (80%)
- **48%** — Talk to others on getting prepared (45%)
- **29%** — Attend a local meeting/training (30%)
- **65%** — Seek information on preparedness (64%)
- **56%** — Participate in an emergency drill (49%)
- **48%** — Make an emergency plan (48%)

Disaster Preparedness Influencers

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

Perceived Preparedness for a Disaster



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Tornado Preparedness Profile

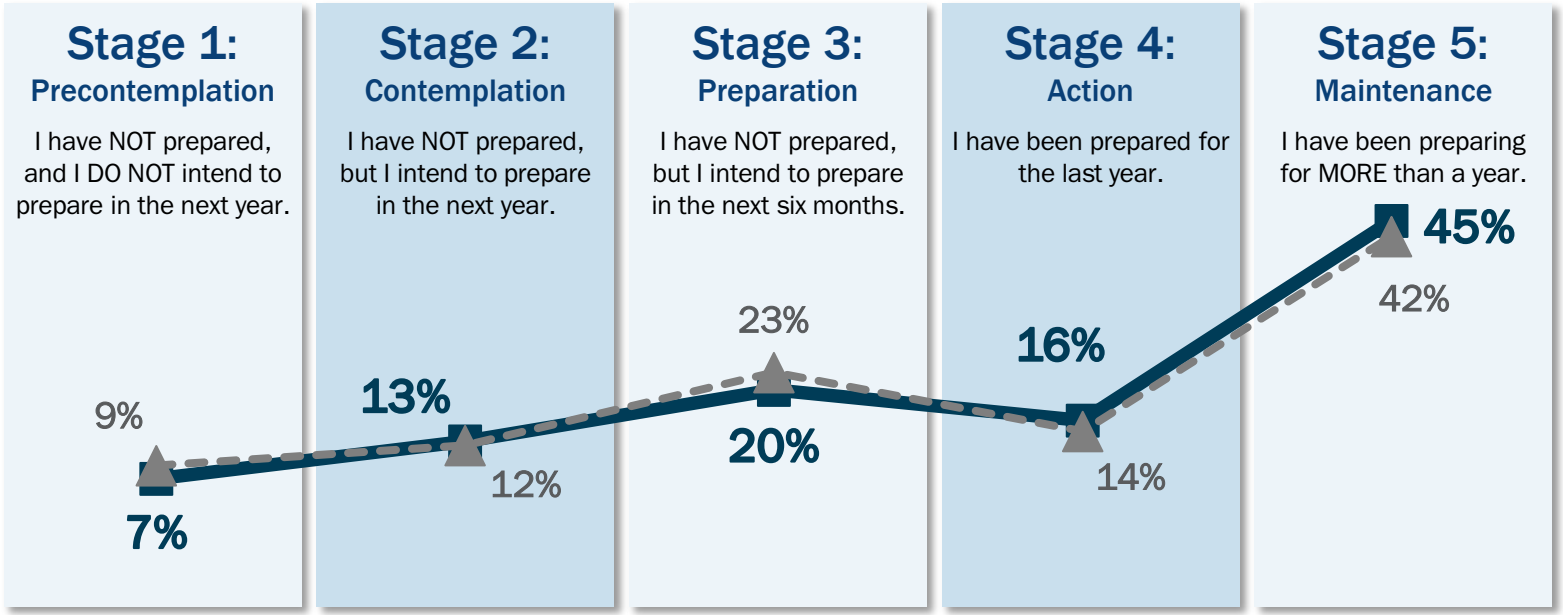
Taking Action to Prepare for a Tornado

- **84%** — 80% — Gather supplies to last 3 or more days
- **56%** — 54% — Talk to others on getting prepared
- **31%** — 31% — Attend a local meeting/training
- **69%** — 66% — Seek information on preparedness
- **59%** — 53% — Participate in an emergency drill
- **61%** — 56% — Make an emergency plan

Tornado Preparedness Influencers

- **50%** — 47% — Awareness of Information on Tornados
- **98%** — 99.6% — Risk Perception of Tornados
- **59%** — 63% — Tornado Experience
- **54%** — 50% — Preparedness Efficacy for Tornados

Perceived Preparedness for a Tornado



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Flood Preparedness Profile

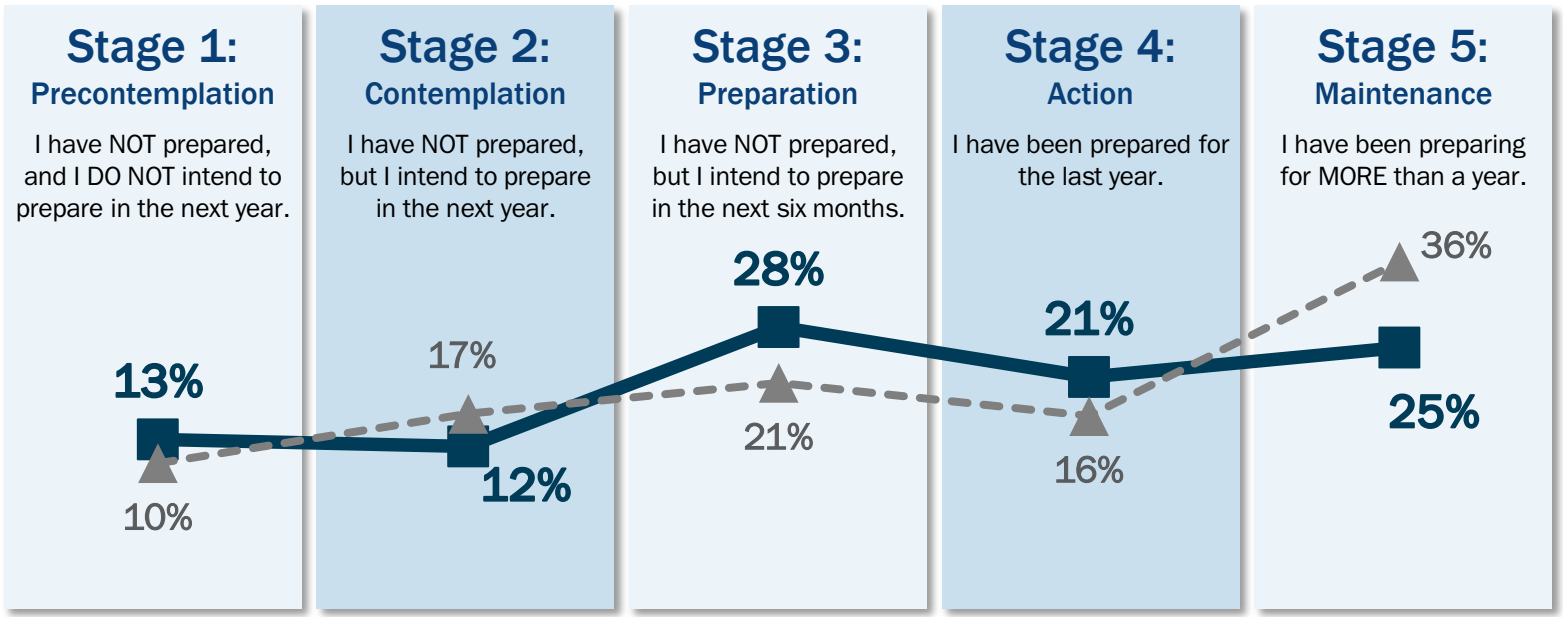
Taking Action to Prepare for a Flood

- **79%** — Gather supplies to last 3 or more days (79%)
- **43%** — Talk to others on getting prepared (44%)
- **27%** — Attend a local meeting/training (31%)
- **63%** — Seek information on preparedness (62%)
- **53%** — Participate in an emergency drill (48%)
- **39%** — Make an emergency plan (43%)

Flood Preparedness Influencers

- **41%** — Awareness of Information on Floods (38%)
- **95%** — Risk Perception of Floods (98%)
- **33%** — Flood Experience (45%)
- **47%** — Preparedness Efficacy for Floods (40%)

Perceived Preparedness for a Flood



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Hurricane Preparedness Profile

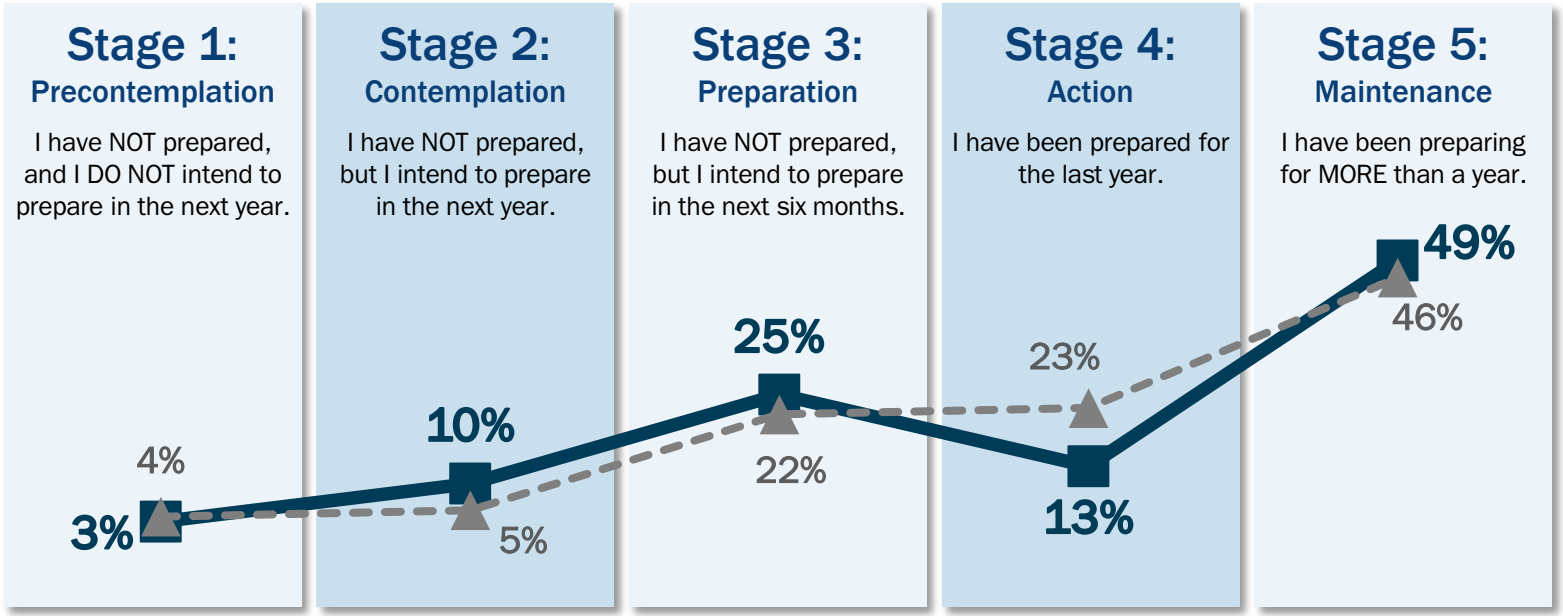
Taking Action to Prepare for a Hurricane

82%	63%	34%	76%	57%	67%
80%	63%	38%	76%	52%	62%
Gather supplies to last 3 or more days	Talk to others on getting prepared	Attend a local meeting/training	Seek information on preparedness	Participate in an emergency drill	Make an emergency plan

Hurricane Preparedness Influencers

53%	99.9%	77%	58%
55%	99.8%	77%	56%
Awareness of Information on Hurricanes	Risk Perception of Hurricanes	Hurricane Experience	Preparedness Efficacy for Hurricanes

Perceived Preparedness for a Hurricane



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Wildfire Preparedness Profile

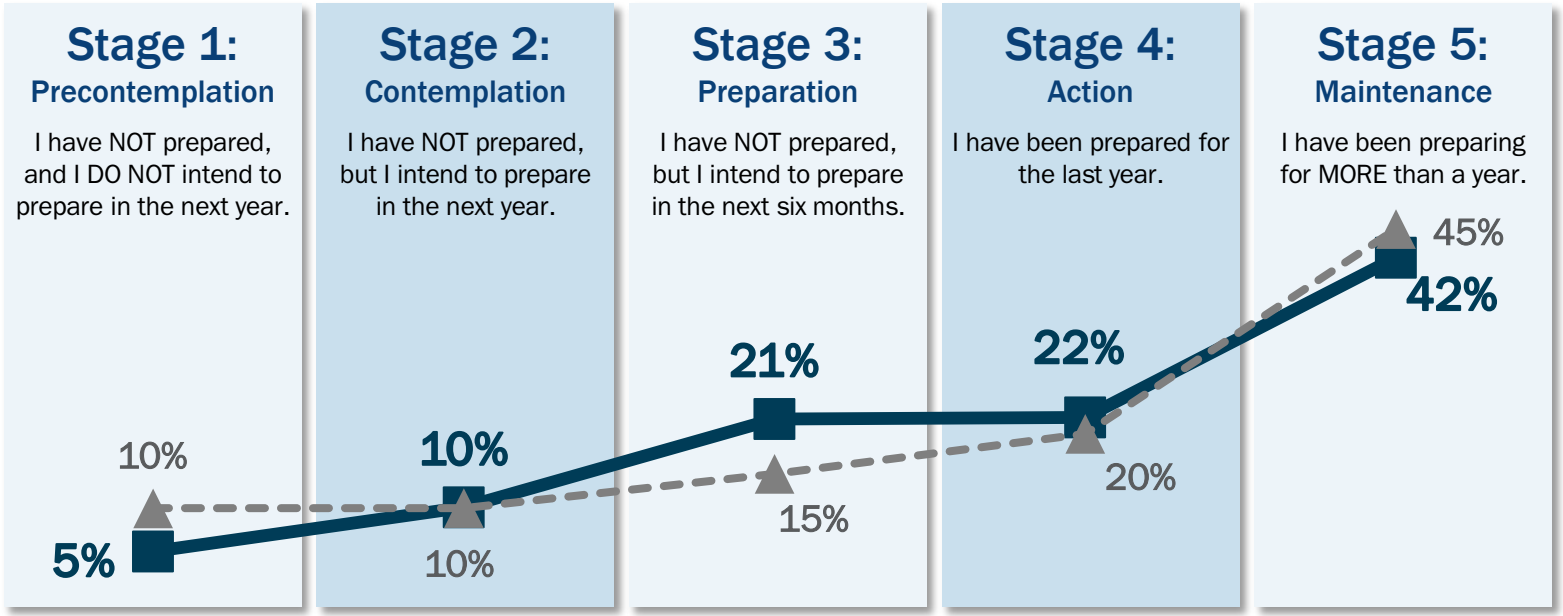
Taking Action to Prepare for a Wildfire

- **86%** — 79% — Gather supplies to last 3 or more days
- **60%** — 48% — Talk to others on getting prepared
- **35%** — 34% — Attend a local meeting/training
- **74%** — 67% — Seek information on preparedness
- **64%** — 47% — Participate in an emergency drill
- **52%** — 50% — Make an emergency plan

Wildfire Preparedness Influencers

- **59%** — 50% — Awareness of Information on Wildfires
- **99%** — 99% — Risk Perception of Wildfires
- **45%** — 41% — Wildfire Experience
- **52%** — 46% — Preparedness Efficacy for Wildfires

Perceived Preparedness for a Wildfire



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Earthquake Preparedness Profile

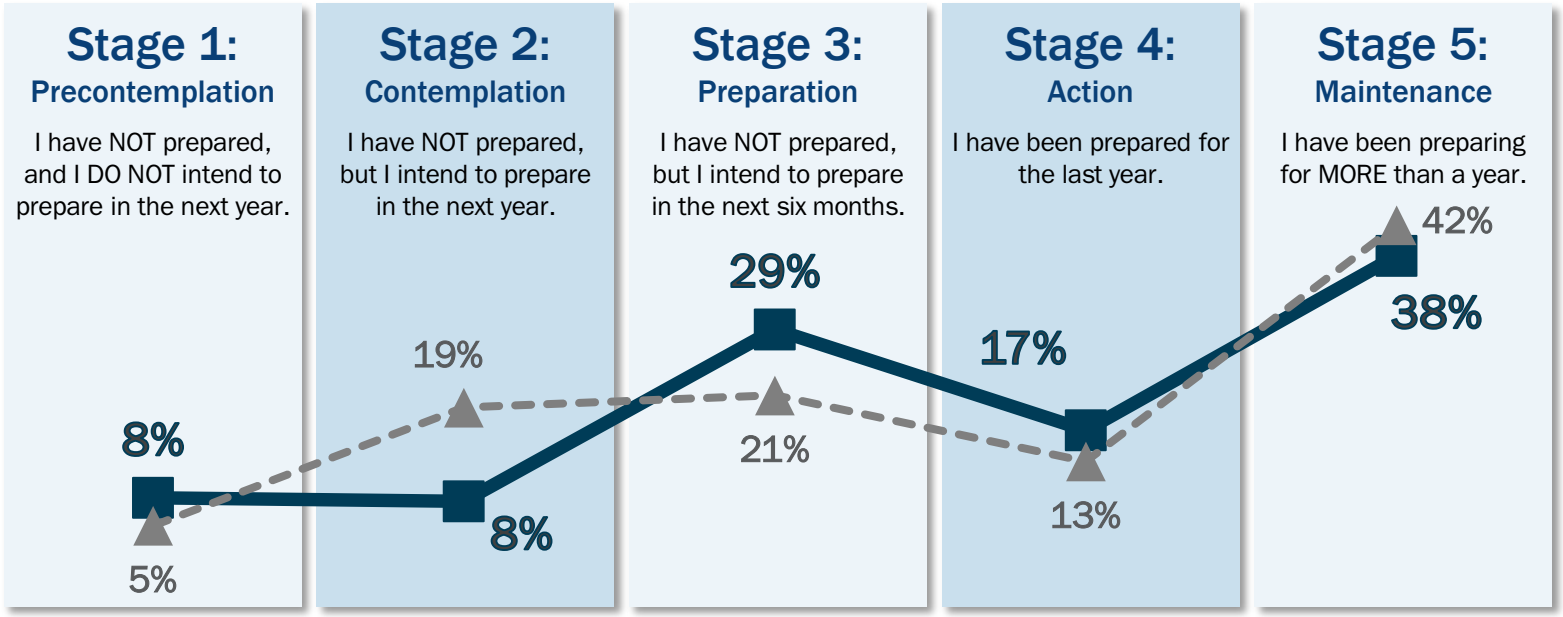
Taking Action to Prepare for an Earthquake

- **83%** — Gather supplies to last 3 or more days (79%)
- **54%** — Talk to others on getting prepared (54%)
- **33%** — Attend a local meeting/training (36%)
- **66%** — Seek information on preparedness (66%)
- **63%** — Participate in an emergency drill (54%)
- **53%** — Make an emergency plan (46%)

Earthquake Preparedness Influencers

- **62%** — Awareness of Information on Earthquakes (47%)
- **99%** — Risk Perception of Earthquakes (99%)
- **42%** — Earthquake Experience (44%)
- **47%** — Preparedness Efficacy for Earthquakes (51%)

Perceived Preparedness for an Earthquake



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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Urban Event* Preparedness Profile

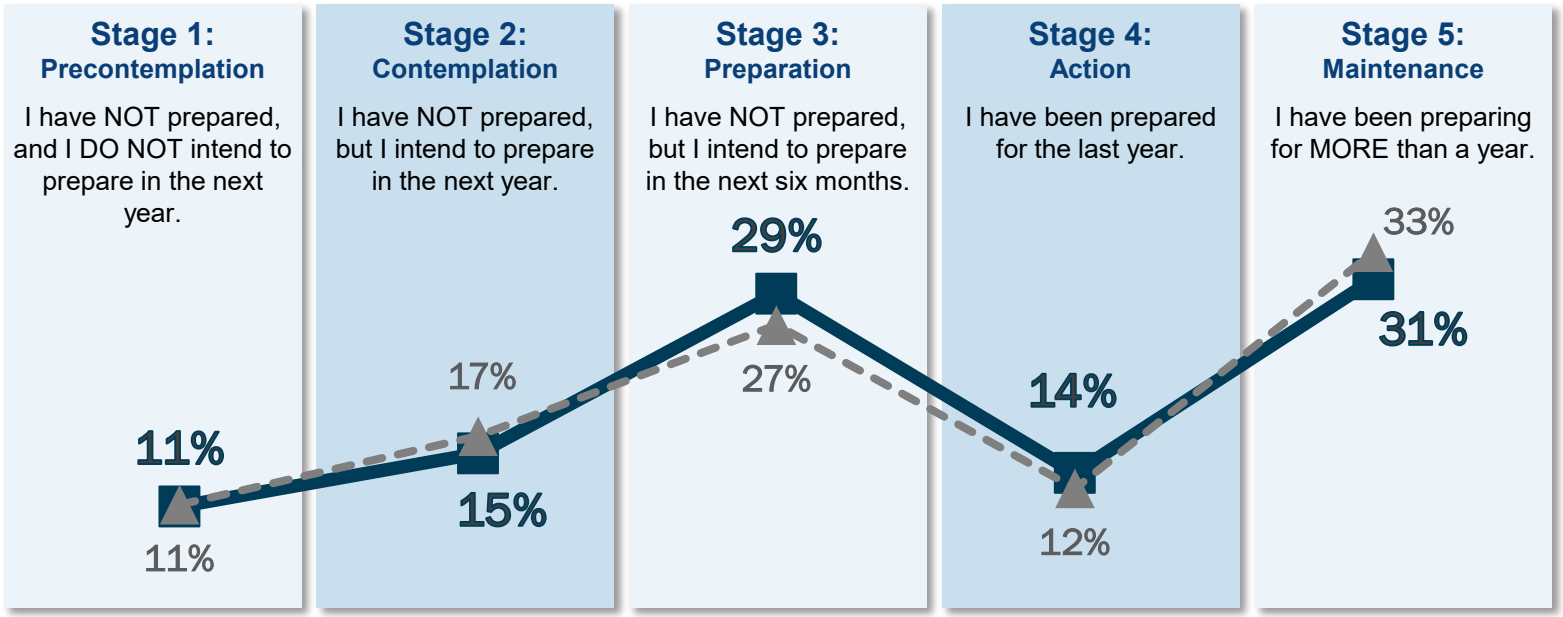
Taking Action to Prepare for an Urban Event

- **Gather supplies to last 3 or more days**: 75% (75%)
- **Talk to others on getting prepared**: 44% (41%)
- **Attend a local meeting/training**: 24% (28%)
- **Seek information on preparedness**: 62% (66%)
- **Participate in an emergency drill**: 50% (52%)
- **Make an emergency plan**: 39% (36%)

Urban Event Preparedness Influencers

- **Awareness of Information on Urban Events**: 46% (35%)
- **Risk Perception of an Urban Event**: 98% (95%)
- **Urban Event Experience**: 44% (47%)
- **Preparedness Efficacy for an Urban Event**: 45% (42%)

Perceived Preparedness for an Urban Event



Legend: Blue = 2020 NHS; Gray = 2019 NHS

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

Look for more information about
FEMA's research at
www.ready.gov/preparedness-research

For Questions
Please Contact:
FEMA-Prepare@fema.dhs.gov

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