



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.



Strategic Plan

Helping People. Together.



Objective 1.3 Help People Prepare for Disasters

FEMA Mission: **Helping people before, during, and after 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 help 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



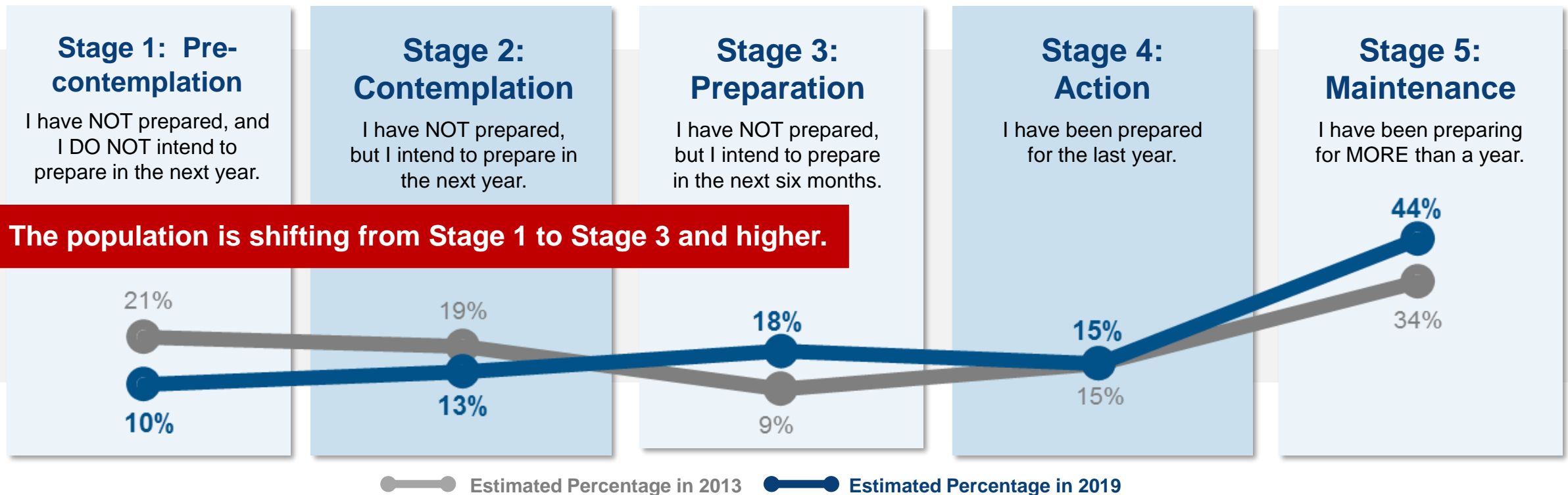
Demographics Matter

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%



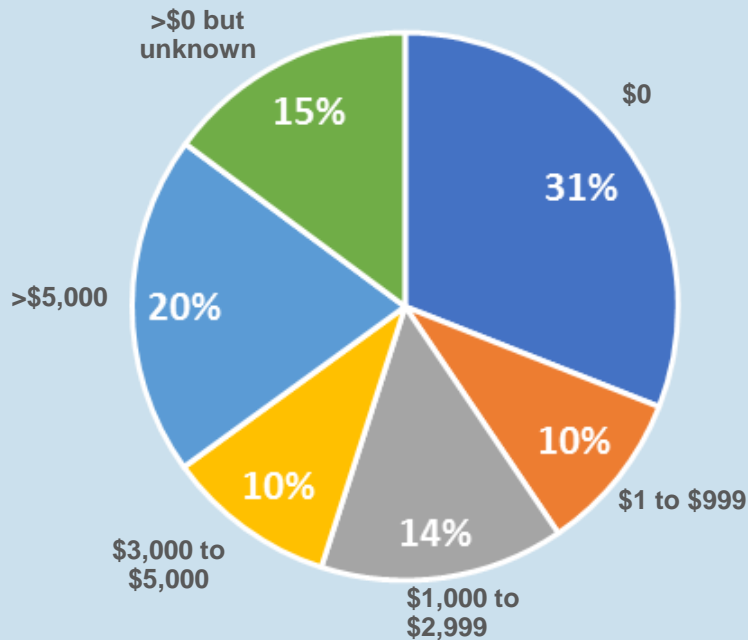
Gather supplies to last 3 or more days

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

Did not graduate high school



Amy

25 year-old female



Malcom

African American male



Has set aside very little, if any, money for an emergency and holds no insurance (homeowner/renter or flood)

Has taken little, if any, action to prepare for a disaster

Possesses none, or no more than one, influencer to prepare (e.g., is not aware of information on disaster preparedness)

Has low confidence in his own ability to prepare and doesn't think his actions will make a difference

May decide not to prepare if it would cost too much money, is too much of a hassle, or is too uncertain

Does intend to prepare eventually

Has set aside some money for an emergency, but generally a small amount and does not hold insurance

Has performed an emergency drill and has sought preparedness information

Has a generally low awareness of preparation information given her age but is a little higher than men her age

Recognizes that preparing would help greatly in an emergency and is confident in her ability to prepare

Cost may deter her decision to prepare, but likes feeling good about being prepared and easing future disruption

Intends to prepare within the next year

Has set aside less than \$1,000 for an emergency

Has stored documents in a fireproof or waterproof location or electronically




Has been proactive in gathering supplies for an emergency and has supplies ready to pack for a quick evacuation

Has a high preparation efficacy and has experienced a disaster in the past




Would feel good to be prepared but is concerned about financial impact, time investment, and not knowing how

Intends to prepare within the next year

2019 Preparedness Profiles

Juan <i>Head of non-English speaking household</i> 	Lisa <i>Has a disability</i> 	Lucy <i>75 year-old female</i> 
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)

2019 Preparedness Profiles







Joe <i>45-year-old white male</i> 	Richard <i>35 year-old father of two</i> 	Amal <i>Cares for someone with a disability</i> 
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

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

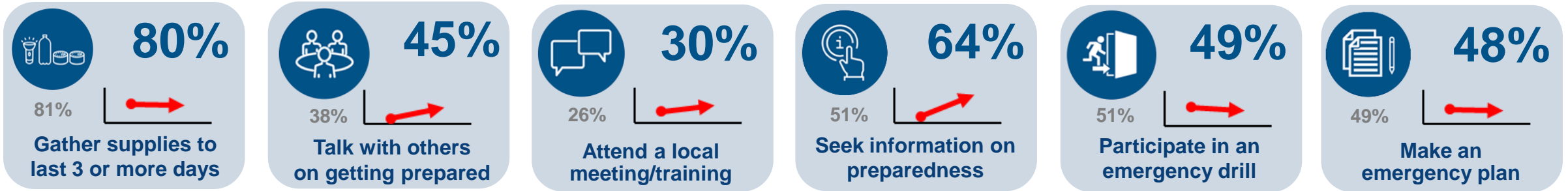
	 Has Attended Local Meeting	 Has Talked with Others*	 Has Made an Emergency Plan*	 Has Sought Information*	 Has Participated in a Drill	 Has Gathered Supplies for 3+ Days
Tornado Areas	31%	54%	56%	66%	53%	80%
Flood Areas	31%	44%	43%	62%	48%	79%
Hurricane Areas	38%	63%	61%	80%	52%	80%
Wildfire Areas	34%	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.

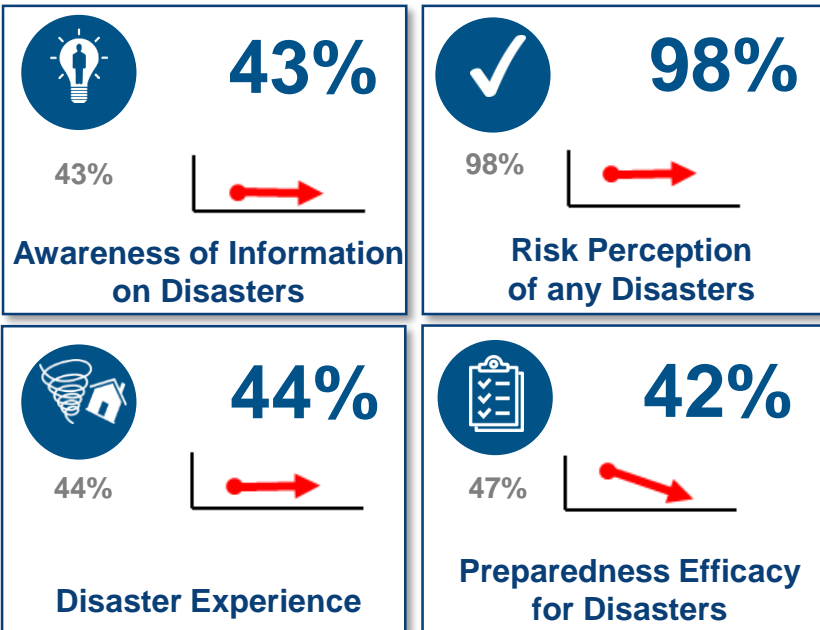
National Preparedness Results

Legend: Gray = 2018 NHS; Blue = 2019 NHS

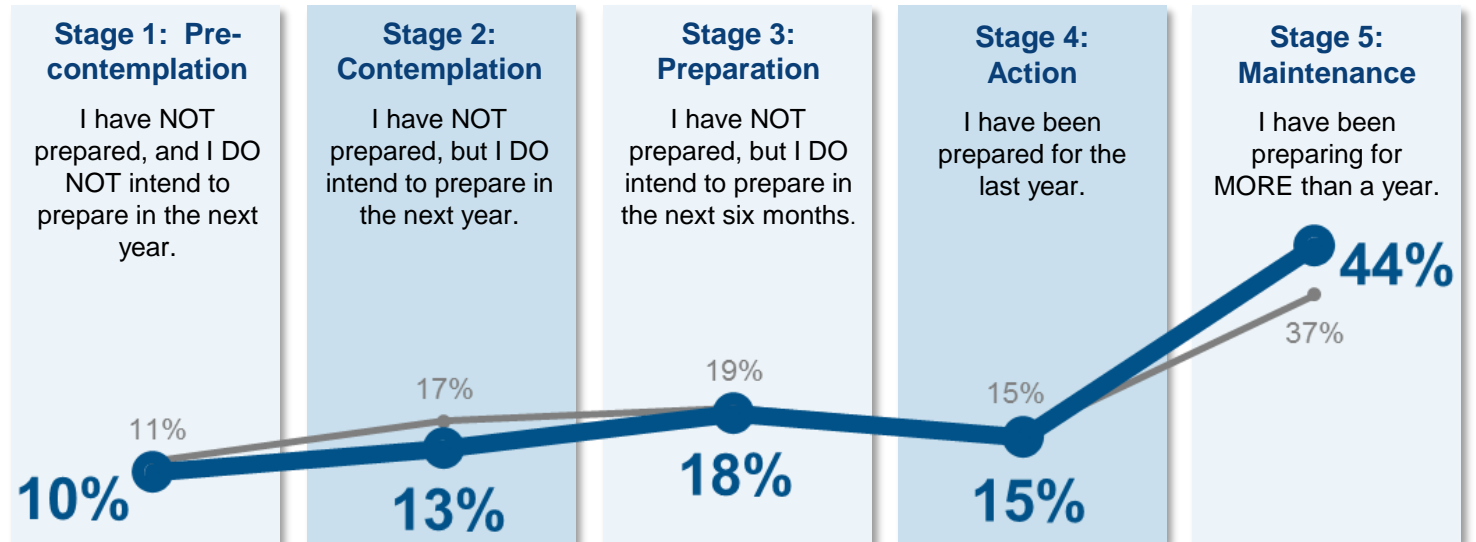
Taking Action to Prepare for a Disaster



Disaster Preparedness Influencers



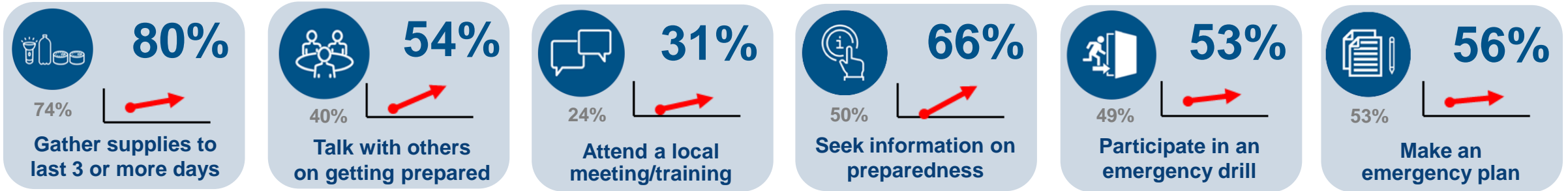
Perceived Preparedness for a Disaster



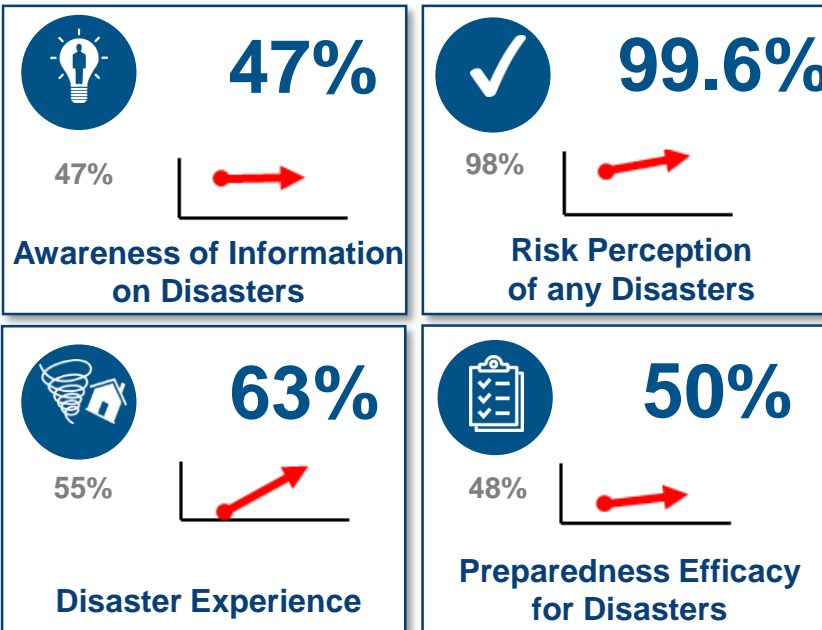
Preparedness Results for Tornado Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

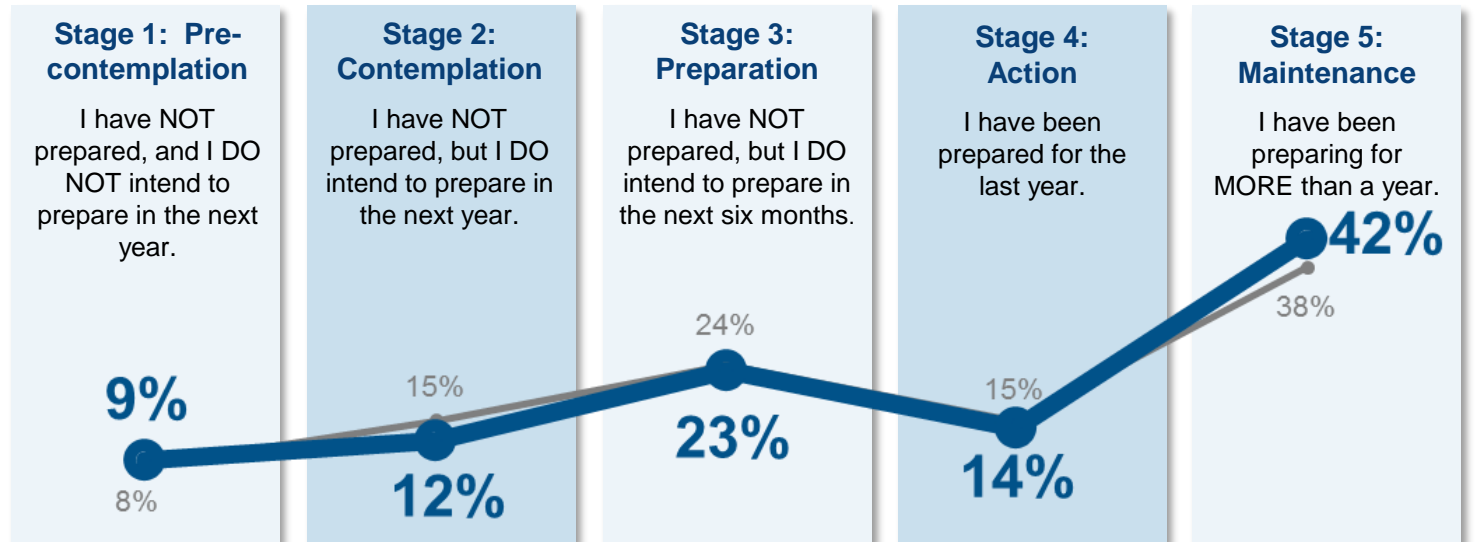
Taking Action to Prepare for a Disaster



Disaster Preparedness Influencers



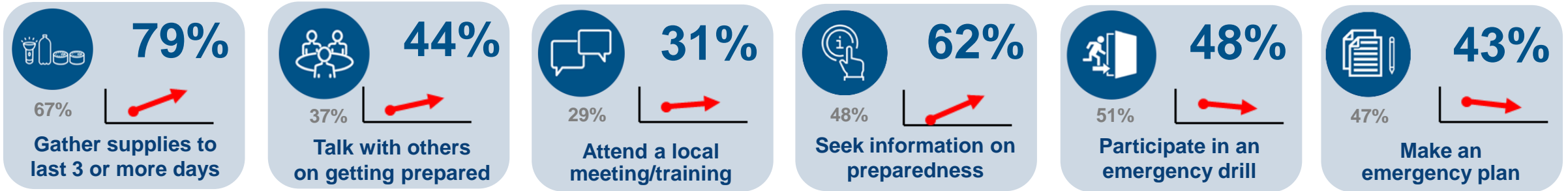
Perceived Preparedness for a Disaster



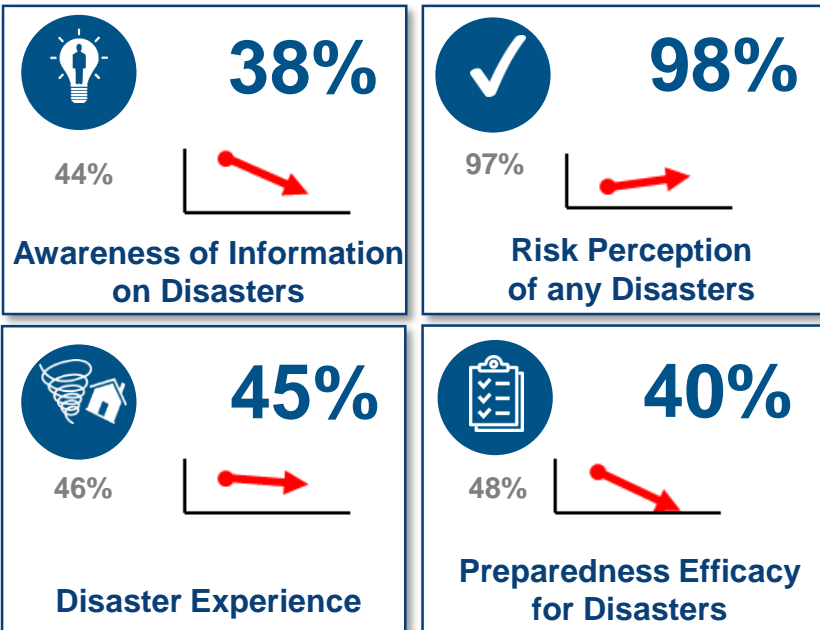
Preparedness Results for Flood Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

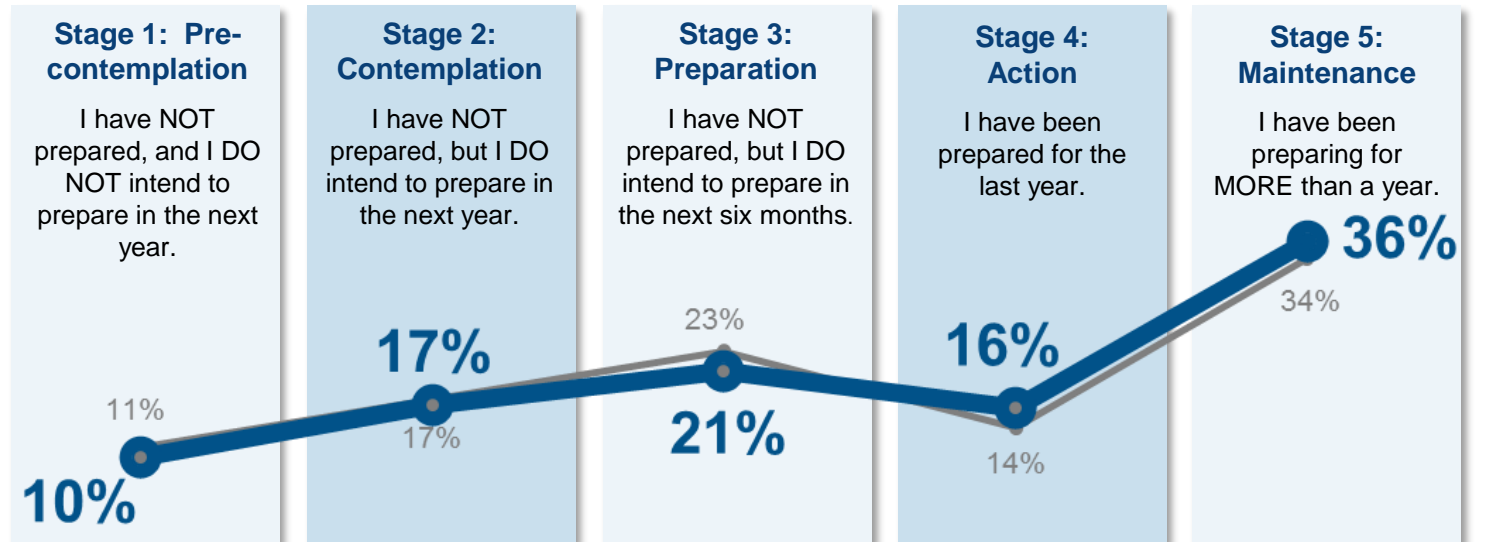
Taking Action to Prepare for a Disaster



Disaster Preparedness Influencers



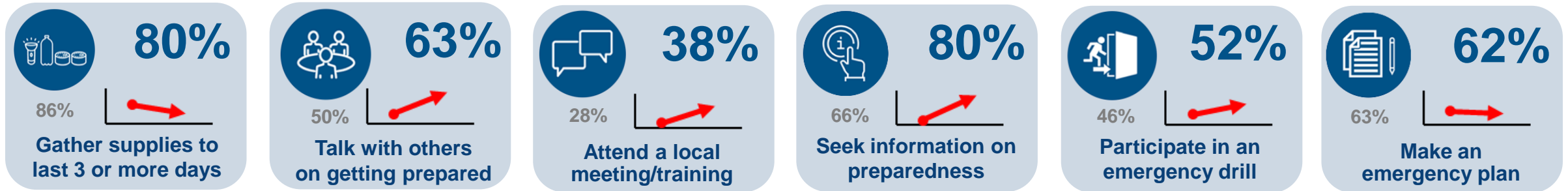
Perceived Preparedness for a Disaster



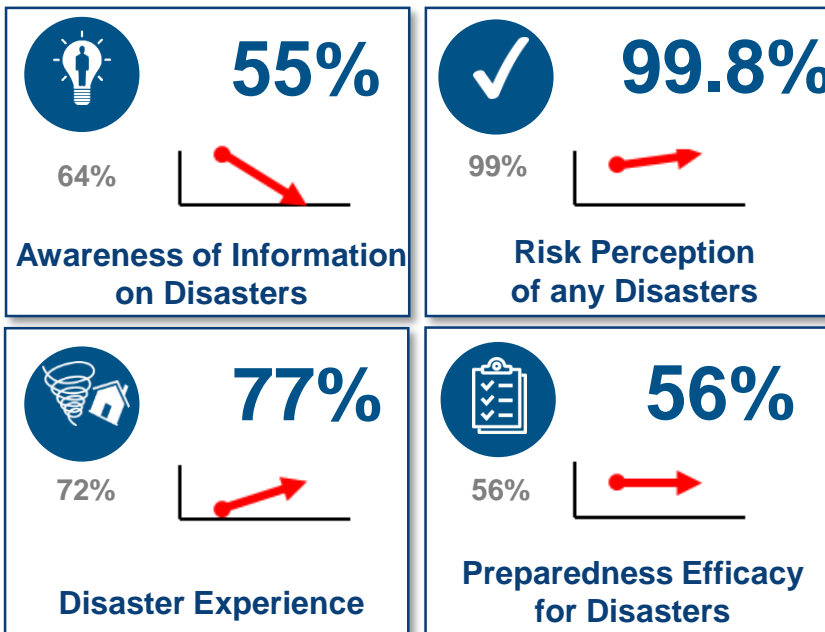
Preparedness Results for Hurricane Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

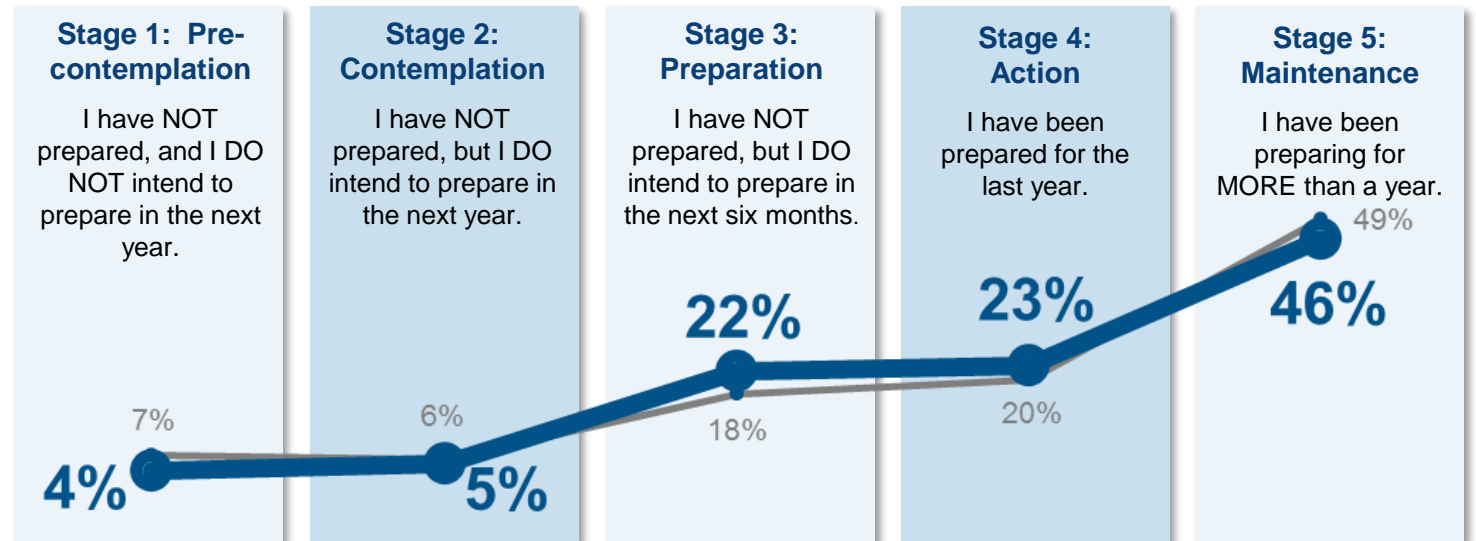
Taking Action to Prepare for a Disaster



Disaster Preparedness Influencers



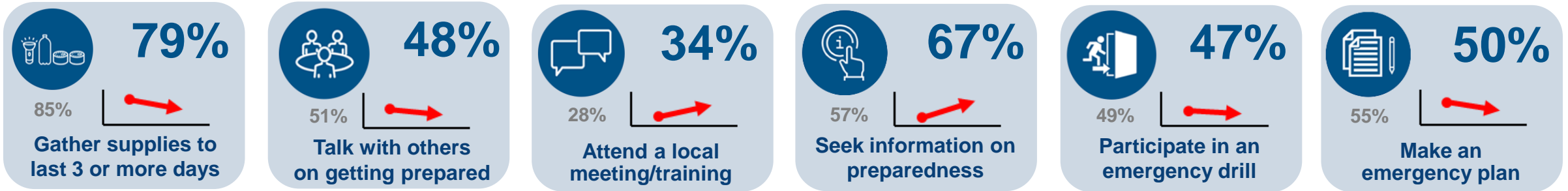
Perceived Preparedness for a Disaster



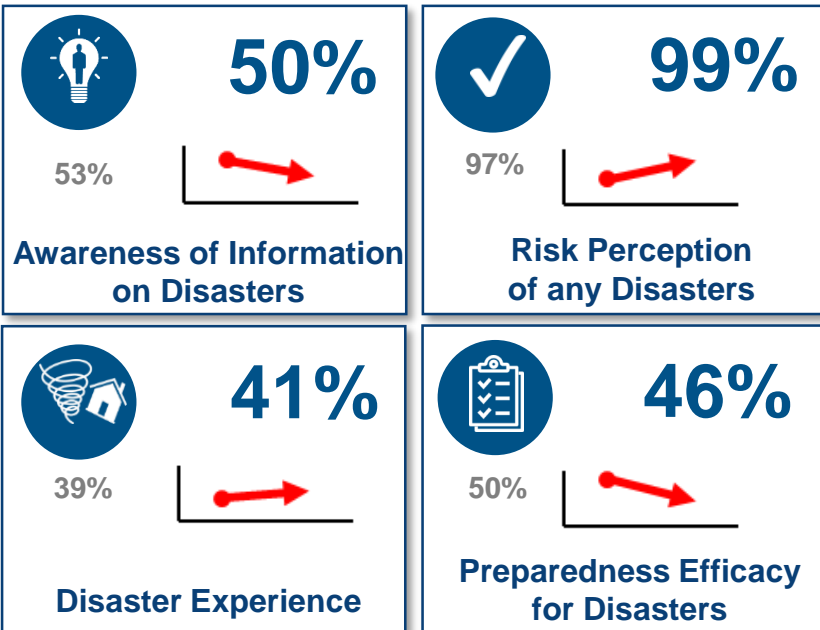
Preparedness Results for Wildfire Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

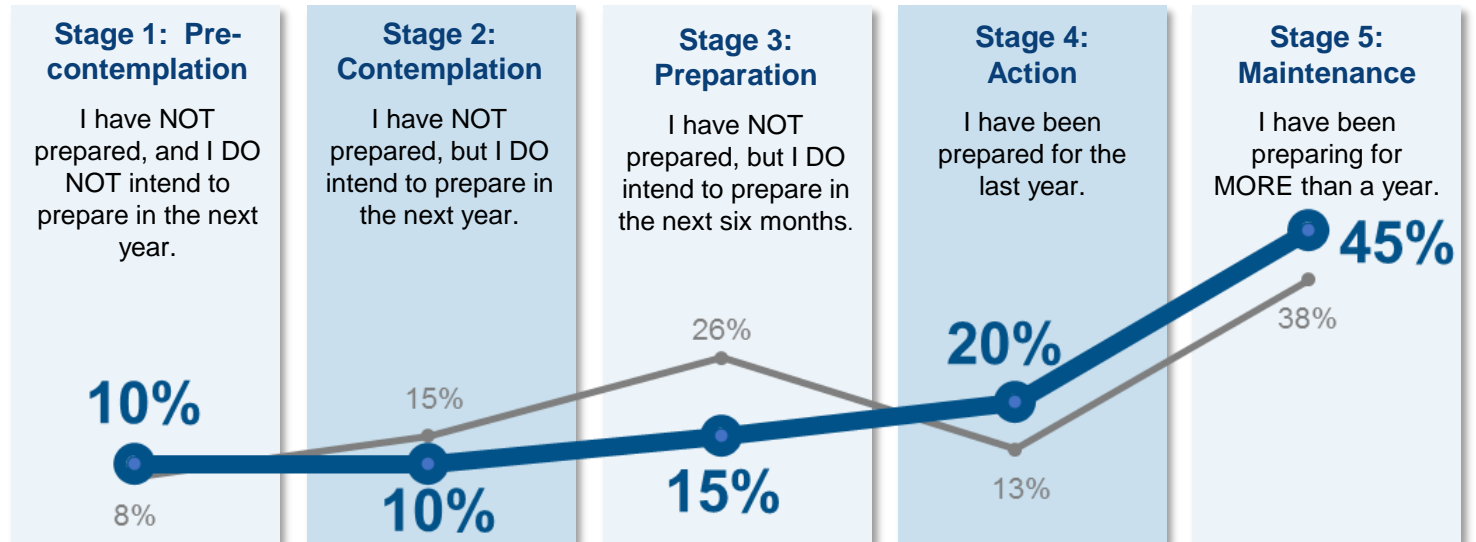
Taking Action to Prepare for a Disaster



Disaster Preparedness Influencers



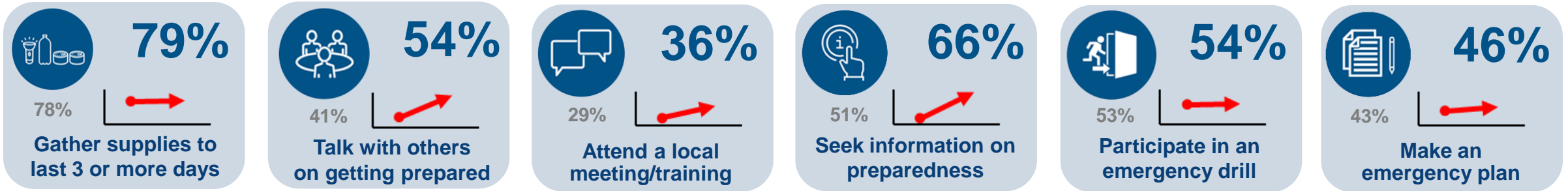
Perceived Preparedness for a Disaster



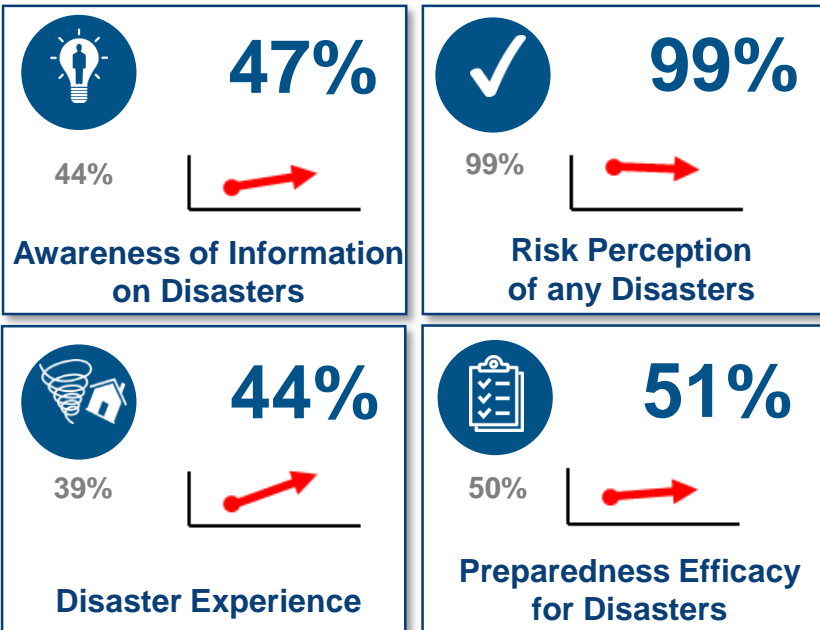
Preparedness Results for Earthquake Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

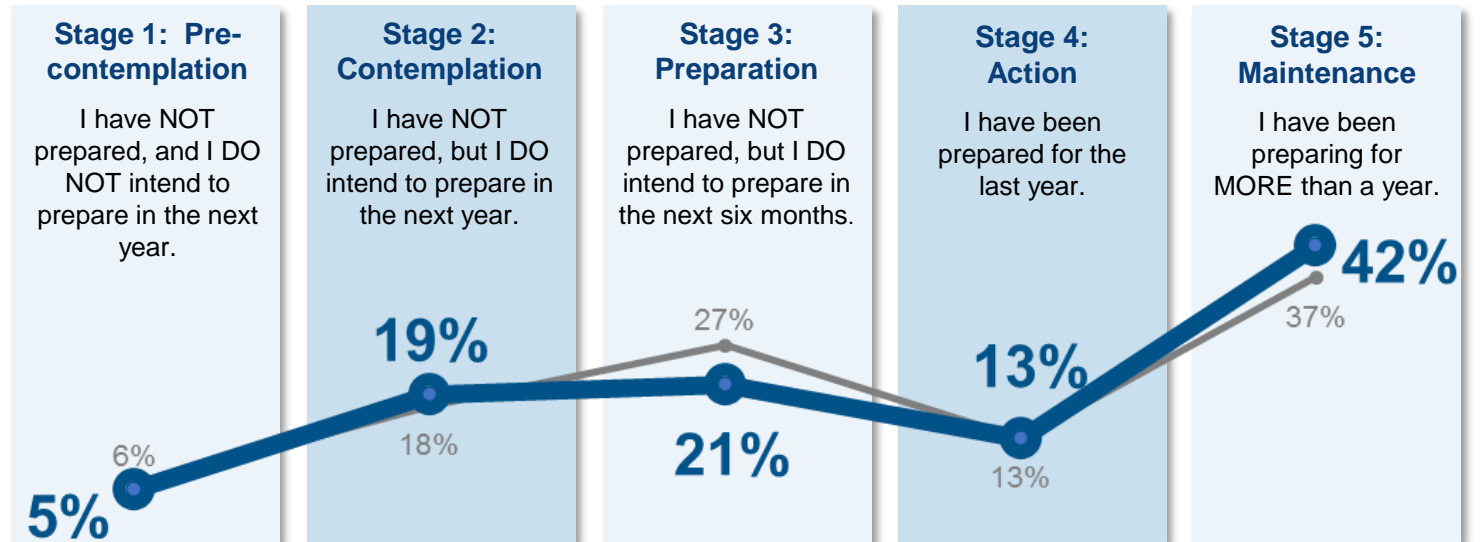
Taking Action to Prepare for Disaster



Disaster Preparedness Influencers



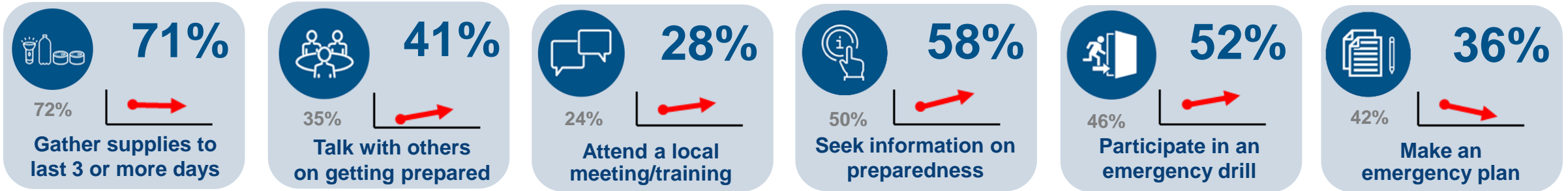
Perceived Preparedness for a Disaster



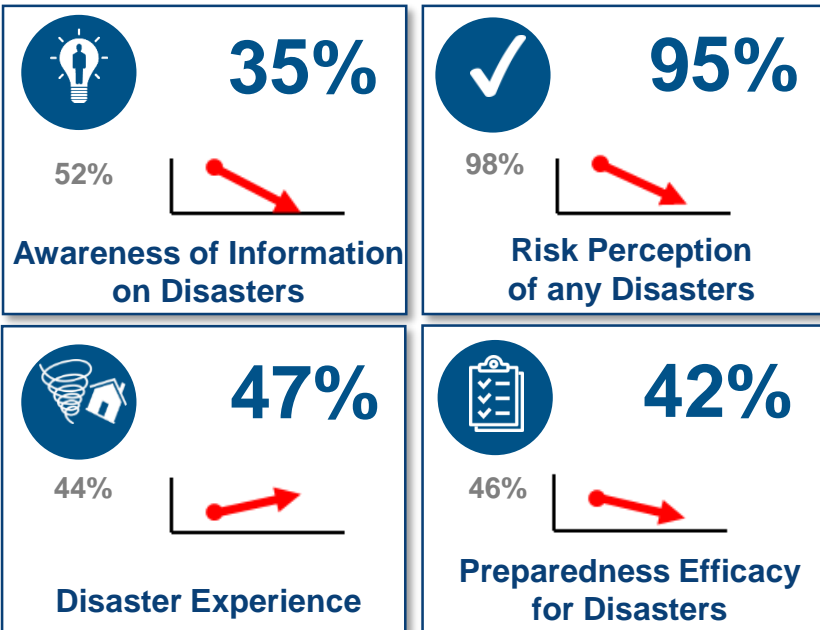
Preparedness Results for Urban Event Risk Areas

Legend: Gray = 2018 NHS; Blue = 2019 NHS

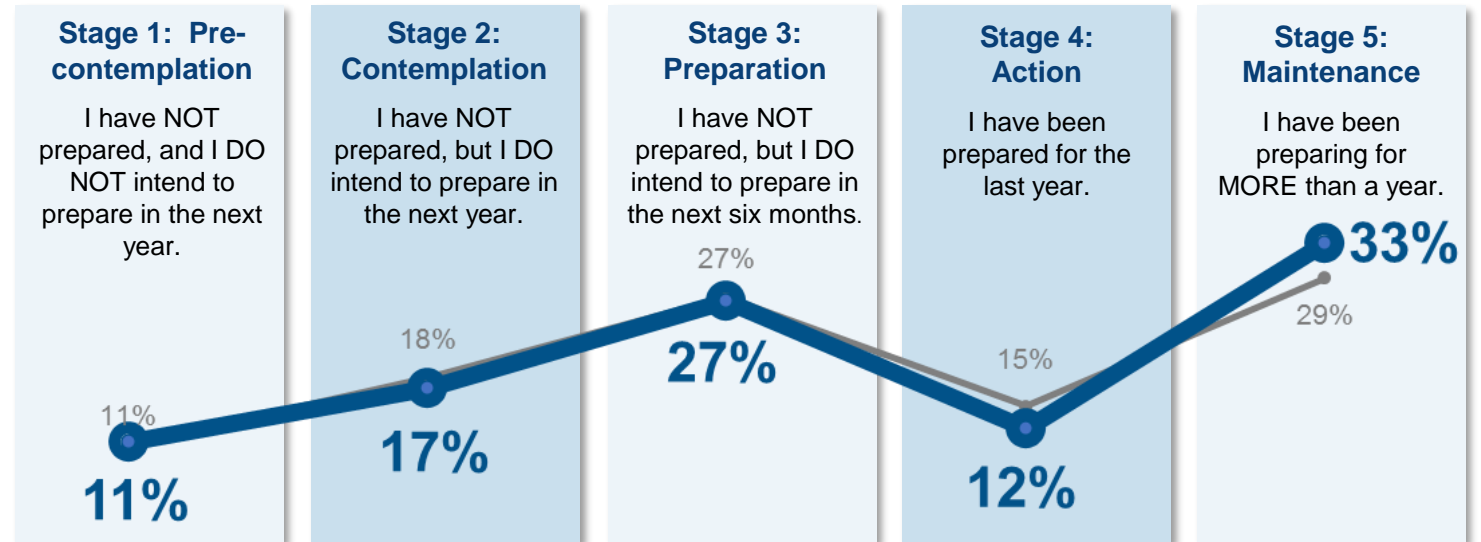
Taking Action to Prepare for Disaster



Disaster Preparedness Influencers



Perceived Preparedness for a Disaster





FEMA

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

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