



FEMA

# 2016 NATIONAL HOUSEHOLD SURVEY RESULTS

Preparedness Trends Across Hazards



# 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 and who to reach to support those who are planning to prepare and are preparing



5,019 respondents—including 4,016 from hazard-specific oversamples answered questions about:

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



# TAKING ACTION

A high percentage of people are taking at least one action to prepare.

Over 90% of respondents reported taking at least one of these preparedness actions — 46% took three actions.



Seeking Information



Talking with others about preparation



Attending a meeting or training



Developing a household plan



Stocking Supplies



Taking part in a drill



# EMERGENCY PLANS AND SUPPLIES

More than 75% of people report that they have supplies; but less than 50% report that they have emergency plans.

  
More people are stocking supplies



  
Less than half have developed a household plan



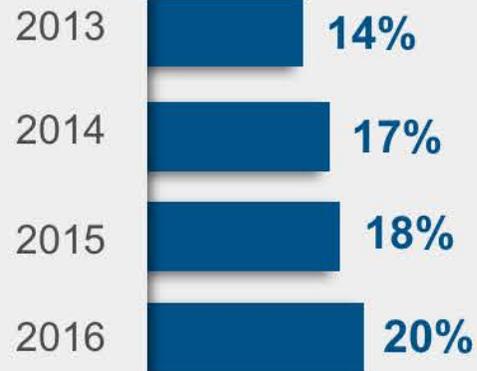
# DRILLS AND TRAININGS

The percentage of people participating in drills and training annually is increasing.

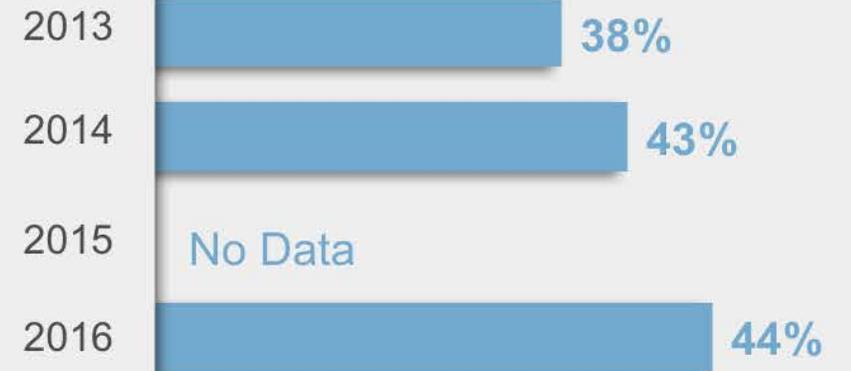
More people are participating in trainings and drills.



Attending a meeting/training



Taking part in a drill



# HOUSEHOLD EMERGENCY PLANS

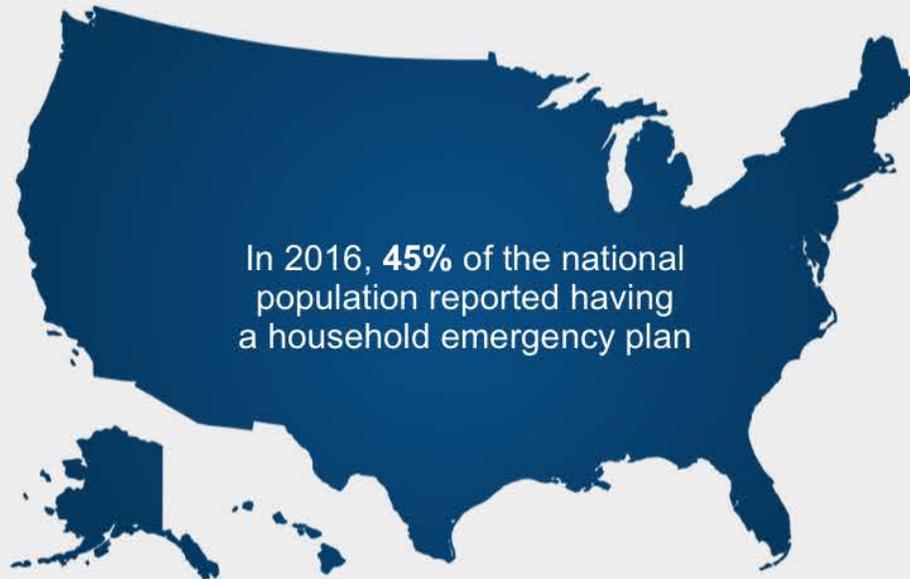
People's household emergency plans are likely to include communication but less likely to include evacuation plans.

When people have a household plan...

Almost 9 in 10 include plans for getting in touch



Approximately 6 in 10 include plans to check on neighbors



In areas with a history of hazards that require rapid evacuation:



**Flood**

**20%** of people have plans that include evacuation details



**Hurricane**

**43%** of people have plans that include evacuation details



**Wildfire**

**24%** of people have plans that include evacuation details



# ACTIONS BY HAZARD

People are more likely to know their alerts and warnings but less likely to develop and practice household emergency plans.

People are more likely to:

-  Safeguard their documents
-  Know how to get alerts and warnings

Safeguard Documents	Get Alerts and Warnings		Discuss a Household Emergency Plan	Participate in a Drill/Exercise
57%	63%	 Earthquake	44%	49%
63%	71%	 Flood	43%	41%
68%	80%	 Hurricane	54%	47%
69%	74%	 Tornado	45%	47%
59%	64%	 Wildfire	43%	43%
60%	70%	 Winter Storm	41%	42%

People are less likely to:

-  Discuss a household emergency plan
-  Participate in a drill/exercise



# STAGES OF PREPAREDNESS

There are demographic differences for those who are intending to prepare and those who are prepared or have been preparing.

42%

of people **intend to prepare** in the next 6 months or year

*They are more likely to be:*

45 or younger

Black or Hispanic

Have children at home

42%

of people have been **prepared or preparing** for a year or more

*They are more likely to be:*

65 or older

White

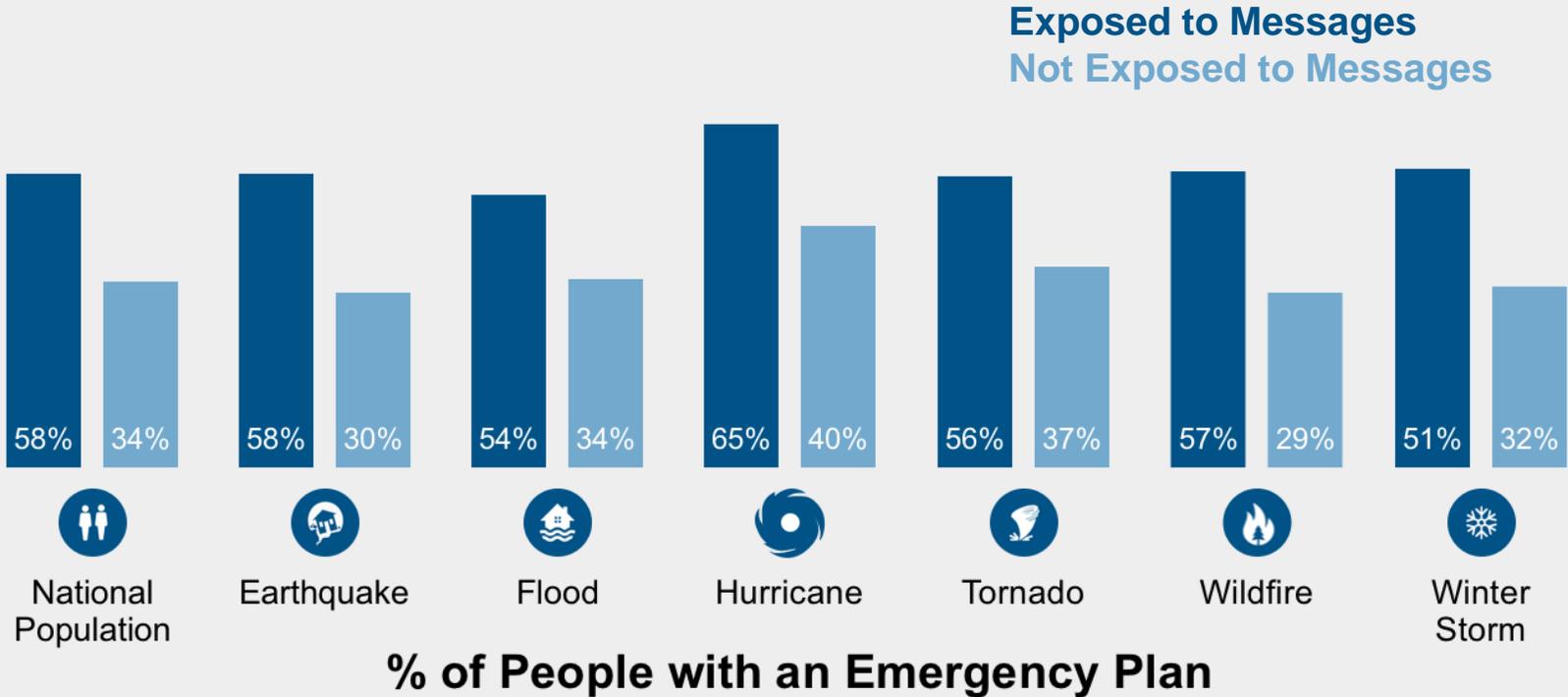
Men



# AWARENESS AND MOTIVATION

Preparedness messaging influences the development of household plans.

Across all hazards, exposure to preparedness messaging showed a significant relationship to taking preparedness actions



# EFFICACY AND MOTIVATION

People who believe that preparedness will help and are confident in their ability to prepare are more likely to develop household emergency plans.

People who believed in preparedness and had confidence in their abilities were more likely to plan for emergencies than those who did not.



**60%**

*National Population*

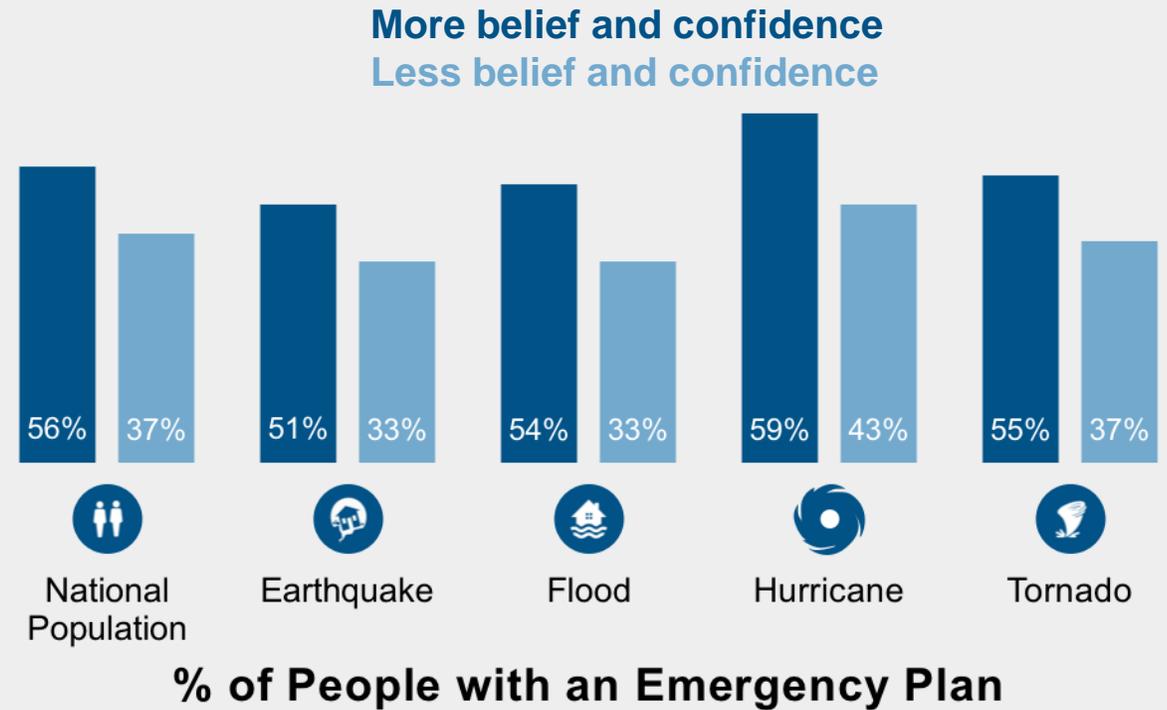
**Believe**



**68%**

*National Population*

**Have confidence**

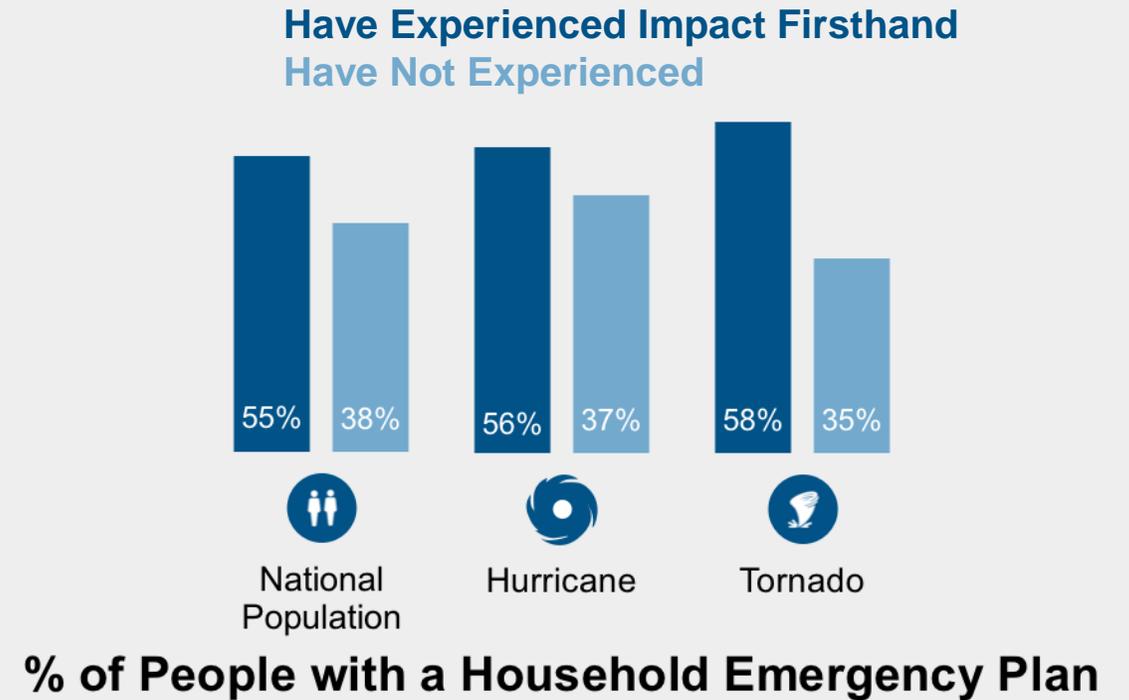


# EXPERIENCE AND MOTIVATION

People who have experienced a disaster are more likely to have household emergency plans.

## To further improve preparedness:

- Continue with messaging and outreach that is focused on taking action
- Emphasize that taking action *before* a hazard will make a real difference for communities at risk
- Remind people about the real, severe risks these hazards pose



# CHANGING OUTCOMES

**Provide messaging and support for:**

**Hazard Awareness** – How to prepare for local hazards and neighborhood level impacts

**Household Plans** – How to make a household plan for shelter and evacuation

**Effective Actions** – Survivor stories of how preparedness actions worked to improve safe response and better recovery

**Practice** – Drills and exercises to practice plans and actions for confident, effective response

**Whole Community** – Messaging and networks to reach and engage diverse populations and preparedness needs





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