



National Household Survey, 2015



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Individual and Community Preparedness Division

Survey Background

Nationally representative survey of adult, U.S. population in non-institutional settings

- **Sample Size:** 5,008 respondents
- **Mechanism:** Telephone (cellular and landline)
- **Average Length:** 11 minutes



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Methodology

Oversample

- Hazard-specific: tornado, flood, hurricane, wildfire, earthquake, extreme heat, winter storm, and nuclear explosion
 - Defined by FIPS and ZIP codes
 - Oversamples for tornado, flood, hurricane, wildfire, extreme heat, and winter storm are made up of counties that have historical occurrences of each corresponding hazard. For earthquake, the counties were selected based on USGS data as those with the highest expected incidence of significant shaking within a 50 year period.
 - Oversample for nuclear explosion is made up of zip codes representing the 16 largest cities across the country

Survey Design

- Core module administered to all respondents
- Tailored question module administered to all, but worded for specific hazard
- Hazard-specific module administered to specific oversample group
- National sample randomly assigned to toxic chemical gas release and infectious disease outbreak question modules



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NHS 2015 Summary Findings

- In July 2015, the Federal Emergency Management Agency (FEMA) conducted a nationally representative household survey to measure household and individual preparedness and awareness of preparedness information.
- The survey also included a series of oversamples in U.S. counties where specific hazards present a relevant risk to those populations. These hazards included: **earthquakes, extreme heat, floods, hurricanes, nuclear events, tornadoes, wildfires, and winter storms.**
- The survey findings indicate that specific levers can be used to influence and increase overall individual and community preparedness.
 - The survey's findings also indicate that having an increased awareness of the necessary steps to take to prepare for a specific hazard can motivate individuals to take steps to prepare for that particular hazard.
 - This raised awareness also increases the likelihood individuals will take the basic (i.e., non-hazard-specific) preparedness steps to develop and discuss a household emergency plan; make copies of critical documents; store supplies; and know how and where to get real-time alerts and warnings.



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Summary: Awareness

- **Awareness**

- Overall results indicate awareness of preparedness information varied by hazard.

- Respondents living in areas with a history of hurricanes were significantly more likely to have read, seen, or heard information on hurricane preparedness within the past six months.

- A majority (66%) of individuals living in these hurricane-prone counties reported being informed on how to prepare for a hurricane.

- The tornado oversample was the next most prepared group.

- A smaller majority (53%) of respondents living in tornado-prone counties reported being informed on how to prepare for a tornado.



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Summary: Awareness and Action

- **Awareness and Action**

- The results of the survey indicate there is a *positive relationship between awareness of preparedness information and taking steps to prepare for a disaster.*

- This was most prominent among those living in historical winter storm areas where those who reported having read, seen, or heard information on how to prepare were significantly more likely to report they had taken steps to prepare as a result of seeing the information.

- Additionally, those who reported they were aware of preparedness information were also more likely to report having taking basic preparedness steps.

- These individuals were more likely to have developed and discussed a household emergency plan, to have taken steps to safeguard copies of critical documents, and report they know how they will get real-time alerts and warnings in the event of a disaster in their community.



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Summary: Experience and Action

- **Experience and Action**

- Individuals living in areas with a history of a specific hazard and who have experienced the impact of that hazard are significantly more likely to report they had taken basic steps to prepare themselves and their household. For example:

- Individuals living in historical **hurricane** areas who have experienced the impacts of a hurricane are significantly more likely to have developed and discussed a **household emergency plan**.
 - Individuals living in historical **tornado** areas who have experienced the impacts of a tornado are significantly more likely to know how to get **real-time alerts and warnings**.
 - Similarly, those living in historical **earthquake** areas and who have experienced the impacts of an earthquake are significantly more likely to have developed and discussed a **household emergency plan**.



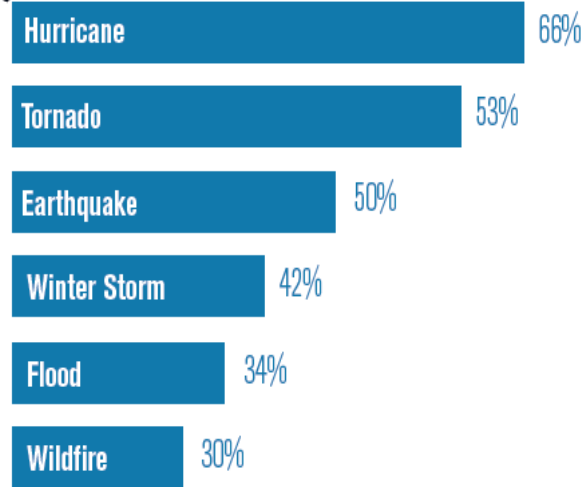
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Awareness of Hazard-specific Preparedness Information

- Those living in areas with a history of hurricanes are significantly more likely to have read, seen or heard information on how to better prepare for a hurricane within the past six months
- More than one-half of those living in areas with a history of tornadoes have read, seen, or heard information on how to better prepare for a tornado within the past six months
- Those living in historical wildfire areas are less likely to have read, seen, or heard information on how to better prepare for wildfires within the past six months

Awareness of Preparedness Information

Within the past six months the percent of people who have read, seen, or heard information on how to better prepare for a specific disaster



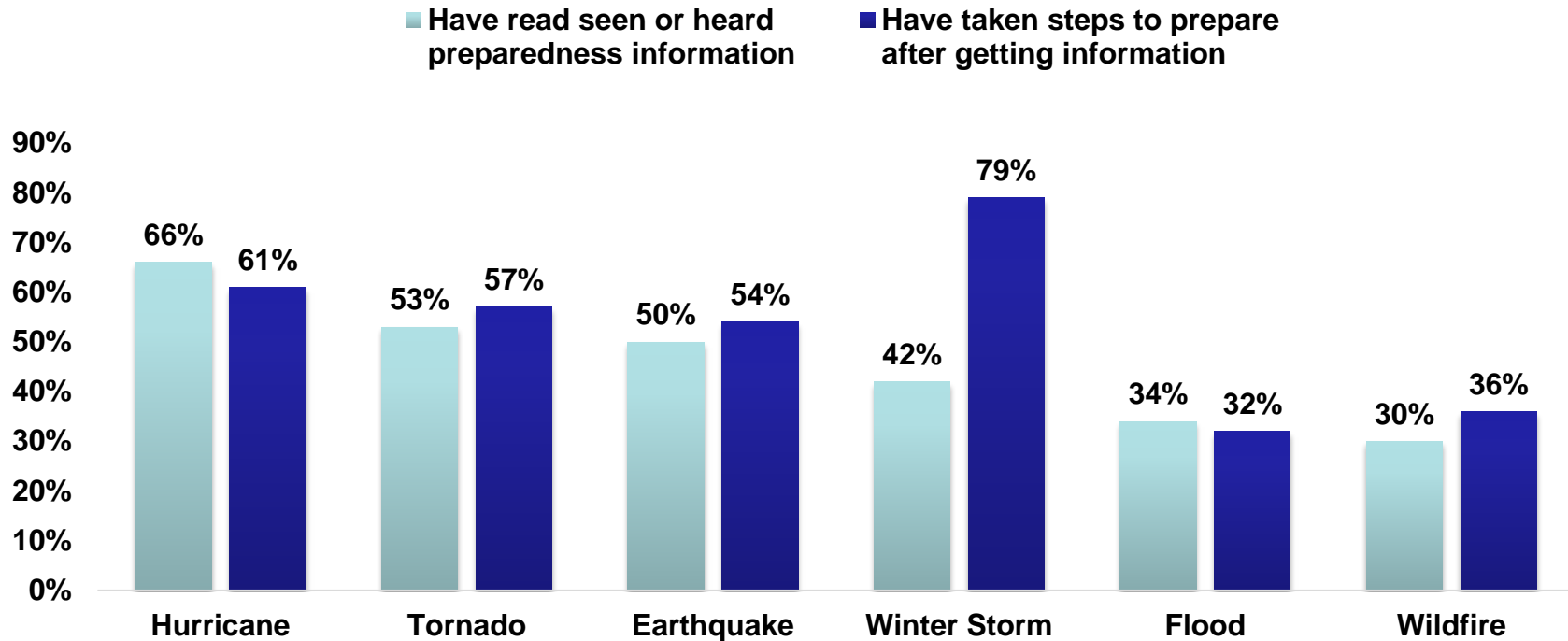
SOURCE: National Household Survey, 2015

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Awareness and Action



KEY TAKEAWAY:

- Individuals living in historical hurricane areas are more likely to report having recently read, seen, or heard information on how to better prepare.
- When compared to the other hazards, individuals living in areas with a history of winter storms are significantly more likely to have taken steps to prepare after receiving information on how to better prepare.



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Hurricane Findings



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Preparedness Planning: Hurricane

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%	74%	64%	66%	26%
Tornado	47%	74%	71%	69%	34%*
Earthquake	44%*	56%*	56%	64%	38%*
Winter Storm	40%*	67%	60%	65%	30%
Flood	43%*	72%	67%	62%	33%
Wildfire	46%*	68%	60%	68%	31%

KEY TAKEAWAY:

- More than one-half of those living in historical hurricane areas have developed and discussed a household emergency plan. They are also more likely than those in other hazard areas to have developed and discussed a household emergency plan.
- Those living in historical hurricane areas are the least likely to have participated in a disaster preparedness drill or exercise within the past year.



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Note: * Denotes a significant difference from Hurricane oversample 11

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%	80%	44%	86%	47%	65%	35%
Tornado	47%	55%*	26%	85%	40%	68%	32%
Earthquake	44%*	53%*	23%	83%	36%	61%	27%
Winter Storm	40%*	47%*	19%	86%	34%	64%	25%
Flood	43%*	48%*	21%	85%	36%	73%*	31%
Wildfire	46%*	62%*	28%	81%	37%	61%	28%

KEY TAKEAWAY:

- Those living in areas with a history of hurricanes are significantly more likely than those living in the other hazard areas to have a household plan that includes details on evacuating their community. However, they are significantly less likely than those living in floods areas to include information on checking on neighbors.



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Note: * Denotes a significant difference from Hurricane oversample

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Have emergency supplies set aside	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	75%	48%
Tornado	53%	59%	34%	72%	69%	71%	66%
Earthquake	50%	60%	28%	67%	45%	70%	58%
Winter Storm	42%	46%	35%	63%	58%	72%	60%
Flood	34%	55%	37%	75%	64%	72%	58%
Wildfire	30%	56%	41%	71%	55%	76%	65%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for a hurricane, those living in historical hurricane areas are significantly more likely to have developed a household plan, taken steps to safeguard critical documents, and put aside emergency supplies in their home.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Have emergency supplies set aside	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	67%	56%
Tornado	46%	57%	39%	74%	68%	70%	67%
Earthquake	86%	46%	34%	57%	49%	67%	45%
Winter Storm	86%	40%	38%	62%	51%	68%	51%
Flood	37%	47%	41%	69%	66%	71%	58%
Wildfire	19%	58%	43%	80%	55%	79%	65%

KEY TAKEAWAY:

- Close to nine in 10 adults living in historical hurricane areas have experienced the impacts of a hurricane. These individuals are more likely to report taking steps to prepare for a disaster.
- Individuals who have experienced the impacts of a hurricane are significantly more likely to have developed and discussed a household emergency plan and have taken steps to safeguard critical documents.



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Tornado Findings



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Preparedness Planning: Tornado

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%	74%	64%	66%	26%*
Tornado	47%	74%	71%	69%	34%
Earthquake	44%	56%*	56%	64%	38%
Winter Storm	40%	67%	60%	65%	30%
Flood	43%	72%	67%	62%	33%
Wildfire	46%	68%	60%	68%	31%

KEY TAKEAWAY:

- Close to two-thirds of those living in areas with a history of tornadoes know how to get real-time alerts and warnings. A majority have also taken steps to prepare by safeguarding critical documents and putting aside emergency supplies.



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Note: * Denotes a significant difference from Tornado oversample

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%	80%*	44%	86%	47%	65%	35%
Tornado	47%	55%	26%	85%	40%	68%	32%
Earthquake	44%	53%	23%	83%	36%	61%	27%
Winter Storm	40%	47%	19%	86%	34%	64%	25%
Flood	43%	48%	21%	85%	36%	73%	31%
Wildfire	46%	62%	28%	81%	37%	61%	28%

KEY TAKEAWAY:

- Among those living in areas with a history of tornadoes who have emergency household plans, a majority say their plans include a process for household members to get in touch with each other if they are not together when a disaster happens and checking on neighbors in the event of a disaster.



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Note: * Denotes a significant difference from Tornado oversample

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warnings	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	80%	62%
Tornado	53%	59%	34%	72%	69%	82%	65%
Earthquake	50%	60%	28%	67%	45%	73%	40%
Winter Storm	42%	46%	35%	63%	58%	82%	56%
Flood	34%	55%	37%	75%	64%	81%	67%
Wildfire	30%	56%	41%	71%	55%	80%	63%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for a tornado, those living in historical tornado areas are significantly more likely to have developed a household plan and say they know how they will get real-time alerts and warnings for disasters in their communities.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warnings	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	74%	72%
Tornado	46%	57%	39%	74%	68%	80%	68%
Earthquake	86%	46%	34%	57%	49%	60%	32%
Winter Storm	86%	40%	38%	62%	51%	69%	56%
Flood	37%	47%	41%	69%	66%	74%	71%
Wildfire	19%	58%	43%	80%	55%	78%	65%

KEY TAKEAWAY:

- Less than one-half of adults living in historical tornado areas have experienced the impacts of a tornado. These individuals are significantly more likely to know how to get real-time alerts and have developed and discussed a household preparedness plan.



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Earthquake Findings



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Preparedness Planning: Earthquake

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%*	74%*	64%	66%	26%
Tornado	47%	74%*	71%	69%	34%
Earthquake	44%	56%	56%	64%	38%
Winter Storm	40%	67%*	60%	65%	30%
Flood	43%	72%*	67%	62%	33%
Wildfire	46%	68%*	60%	68%	31%

KEY TAKEAWAY:

- Those living in historical earthquake areas are significantly less likely than those in other hazard areas to say they know how to get real-time alerts and warnings for disasters. However, they are more likely to have participated in a disaster preparedness drill or exercise in the past year.



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Note: * Denotes a significant difference from Earthquake oversample²¹

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%	80%*	44%	86%	47%	65%	35%
Tornado	47%	55%	26%	85%	40%	68%	32%
Earthquake	44%	53%	23%	83%	36%	61%	27%
Winter Storm	40%	47%	19%	86%	34%	64%	25%
Flood	43%	48%	21%	85%	36%	73%*	31%
Wildfire	46%	62%	28%	81%	37%	61%	28%

KEY TAKEAWAY:

- Among those living in areas with a history of earthquakes who have emergency household plans, a majority say their plans include a process for household members to get in touch with each other if they are not together when a disaster happens and include checking on neighbors in the event of a disaster.
- Those living in areas with a history of earthquakes are significantly less likely than those living in floods areas to have household emergency plan that include information on checking on neighbors.



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Note: * Denotes a significant difference from Earthquake oversample²²

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warnings	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	80%	62%
Tornado	53%	59%	34%	72%	69%	82%	65%
Earthquake	50%	60%	28%	67%	45%	73%	40%
Winter Storm	42%	46%	35%	63%	58%	82%	56%
Flood	34%	55%	37%	75%	64%	81%	67%
Wildfire	30%	56%	41%	71%	55%	80%	63%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for an earthquake, those living in earthquake areas are significantly more likely to have developed a household plan, taken steps to safeguard critical documents, and say they know how they will get real-time alerts and warnings for disasters.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Have emergency supplies set aside	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	67%	56%
Tornado	46%	57%	39%	74%	68%	70%	67%
Earthquake	86%	46%	34%	57%	49%	67%	45%
Winter Storm	86%	40%	38%	62%	51%	68%	51%
Flood	37%	47%	41%	69%	66%	71%	58%
Wildfire	19%	58%	43%	80%	55%	79%	65%

KEY TAKEAWAY:

- A majority of adults living in earthquake areas have experienced the impacts of an earthquake. These individuals are significantly more likely to have developed and discussed a household emergency plan.



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Winter Storm Findings



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Preparedness Planning: Winter Storm

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%*	74%	64%	66%	26%
Tornado	47%	74%	71%	69%	34%
Earthquake	44%	56%*	56%	64%	38%
Winter Storm	40%	67%	60%	65%	30%
Flood	43%	72%	67%	62%	33%
Wildfire	46%	68%	60%	68%	31%

KEY TAKEAWAY:

- Those living in areas with a history of winter storms are least likely to have developed and discussed a household emergency plan and are less likely to have participated in a disaster preparedness drill or exercise.



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Note: * Denotes a significant difference from Winter Storm oversample

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%	80%*	44%	86%	47%	65%	35%
Tornado	47%	55%	26%	85%	40%	68%	32%
Earthquake	44%	53%	23%	83%	36%	61%	27%
Winter Storm	40%	47%	19%	86%	34%	64%	25%
Flood	43%	48%	21%	85%	36%	73%*	31%
Wildfire	46%	62%*	28%	81%	37%	61%	28%

KEY TAKEAWAY:

- Among those living in areas with a history of winter storms who have emergency household plans, a majority say their plans include a process for household members to get in touch and include checking on neighbors.



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Note: * Denotes a significant difference from Winter Storm oversample

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warnings	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	80%	62%
Tornado	53%	59%	34%	72%	69%	82%	65%
Earthquake	50%	60%	28%	67%	45%	73%	40%
Winter Storm	42%	46%	35%	63%	58%	82%	56%
Flood	34%	55%	37%	75%	64%	81%	67%
Wildfire	30%	56%	41%	71%	55%	80%	63%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for a winter storm, those living in historical winter storm areas are significantly more likely to have developed a household emergency plan, and say they know how they will get real-time alerts and warnings for disasters.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warnings	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	74%	72%
Tornado	46%	57%	39%	74%	68%	80%	68%
Earthquake	86%	46%	34%	57%	49%	60%	32%
Winter Storm	86%	40%	38%	62%	51%	69%	56%
Flood	37%	47%	41%	69%	66%	74%	71%
Wildfire	19%	58%	43%	80%	55%	78%	65%

KEY TAKEAWAY:

- Similar to historical hurricane and earthquake areas, a majority of adults living in historical winter storm areas have experienced the impacts of a winter storm.



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Flood



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Preparedness Planning: Flood

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%*	74%	64%	66%	26%
Tornado	47%	74%	71%	69%	34%
Earthquake	44%	56%*	56%*	64%	38%
Winter Storm	40%	67%	60%	65%	30%
Flood	43%	72%	67%	62%	33%
Wildfire	46%	68%	60%	68%	31%

KEY TAKEAWAY:

- More than one-half of those living in historical flood areas have taken steps to prepare by safeguarding critical documents, setting aside enough supplies and knowing how to get real-time alerts and warnings for disasters in their communities.



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Note: * Denotes a significant difference from Flood oversample

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%*	80%*	44%	86%	47%	65%	35%
Tornado	47%	55%	26%	85%	40%	68%	32%
Earthquake	44%	53%	23%	83%	36%	61%*	27%
Winter Storm	40%	47%	19%	86%	34%	64%	25%
Flood	43%	48%	21%	85%	36%	73%	31%
Wildfire	46%	62%*	28%	81%	37%	61%*	28%

KEY TAKEAWAY:

- Among those living in historical flood areas, who have emergency household plans, a majority say their plans include a process for household members to get in touch with each other if they are not together when a disaster happens. Additionally, they are more likely to have plans that include checking on neighbor in the event of a disaster.



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Note: * Denotes a significant difference from Flood oversample

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Have emergency supplies set aside	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	75%	48%
Tornado	53%	59%	34%	72%	69%	71%	66%
Earthquake	50%	60%	28%	67%	45%	70%	58%
Winter Storm	42%	46%	35%	63%	58%	72%	60%
Flood	34%	55%	37%	75%	64%	72%	58%
Wildfire	30%	56%	41%	71%	55%	76%	65%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for a flood, those living in historical flood areas are significantly more likely to have emergency supplies set aside and to say they know how they will get real-time alerts and warnings for disasters.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Have emergency supplies set aside	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	67%	56%
Tornado	46%	57%	39%	74%	68%	70%	67%
Earthquake	86%	46%	34%	57%	49%	67%	45%
Winter Storm	86%	40%	38%	62%	51%	68%	51%
Flood	37%	47%	41%	69%	66%	71%	58%
Wildfire	19%	58%	43%	80%	55%	79%	65%

KEY TAKEAWAY:

- Just over a third of adults living in areas with a history of floods have experienced the impacts of a flood. These individuals are more likely to report taking steps to prepare for a disaster.
- Those who have experienced the impacts of a flood are significantly more likely to have emergency supplies set aside for a disaster.



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Wildfire



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Preparedness Planning: Wildfire

Hazard	Have developed and discussed a household preparedness plan	Know how to get real-time alerts and warnings	Have copies of critical documents safeguarded	Have enough supplies set aside in home to get through three days	Have participated in a disaster preparedness drill or exercise in the past year
Hurricane	55%*	74%	64%	66%	26%
Tornado	47%	74%	71%*	69%	34%
Earthquake	44%	56%*	56%	64%	38%
Winter Storm	40%	67%	60%	65%	30%
Flood	43%	72%	67%	62%	33%
Wildfire	46%	68%	60%	68%	31%

KEY TAKEAWAY:

- A majority of those living in areas with a history of wildfires have taking steps to prepare by setting aside emergency supplies, safeguarding copies of critical documents, and knowing how they will get real-time alerts and warnings in a disaster.



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Note: * Denotes a significant difference from Wildfire oversample

Preparedness Planning: Household Plan

Hazard	Percent with Household plans	Plan Specifics					
		Evacuation details		Process for getting in touch		Checking on neighbors	
		Percent of Plans	Percent of Population	Percent of Plans	Percent of Population	Percent of Plans	Percent of Population
Hurricane	55%*	80%*	44%	86%	47%	65%	35%
Tornado	47%	55%	26%	85%	40%	68%	32%
Earthquake	44%	53%	23%	83%	36%	61%	27%
Winter Storm	40%	47%*	19%	86%	34%	64%	25%
Flood	43%	48%*	21%	85%	36%	73%*	31%
Wildfire	46%	62%	28%	81%	37%	61%	28%

KEY TAKEAWAY:

- Among those living in historical wildfire areas, who have emergency household plans, a majority say their plans include evacuation details, a process for household members to get in touch and checking on neighbors in the event of a disaster.



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Note: * Denotes a significant difference from Wildfire oversample

Awareness and Preparedness Planning

Hazard	Percent who have read, seen or heard information on preparing	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warning	
		Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard	Have seen, read or heard	Have NOT seen, read or heard
Hurricane	66%	67%	32%	69%	54%	80%	62%
Tornado	53%	59%	34%	72%	69%	82%	65%
Earthquake	50%	60%	28%	67%	45%	73%	40%
Winter Storm	42%	46%	35%	63%	58%	82%	56%
Flood	34%	55%	37%	75%	64%	81%	67%
Wildfire	30%	56%	41%	71%	55%	80%	63%

KEY TAKEAWAY:

- Once they have read, seen, or heard information on how to better prepare for a wildfire, those living in historical wildfire areas are significantly more likely to have taken steps to prepare for a disaster. They are significantly more likely to have developed and discussed a household emergency plan, taken steps to safeguard critical documents, and say they know how they will get real-time alerts and warnings in a disaster.



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Experience and Preparedness Planning

Hazard	Percent who have experienced the impact of the hazard	Protective Actions					
		Have developed and discussed an emergency plan		Have safeguarded copies of critical documents		Know how they will get real-time alerts and warning	
		Experience	No experience	Experience	No experience	Experience	No experience
Hurricane	89%	58%	30%	66%	46%	74%	72%
Tornado	46%	57%	39%	74%	68%	80%	68%
Earthquake	86%	46%	34%	57%	49%	60%	32%
Winter Storm	86%	40%	38%	62%	51%	69%	56%
Flood	37%	47%	41%	69%	66%	74%	71%
Wildfire	19%	58%	43%	80%	55%	78%	65%

KEY TAKEAWAY:

- Less than one in five adults living in areas with a history of wildfires have experienced the impacts of a wildfire. These individuals are more likely to report taking steps to prepare for a disaster.
- Those who have experienced the impacts of a wildfire are significantly more likely to have a household emergency plan, taken steps to safeguard critical documents, and significantly more likely to know how they will get real-time alerts and warnings in a disaster.



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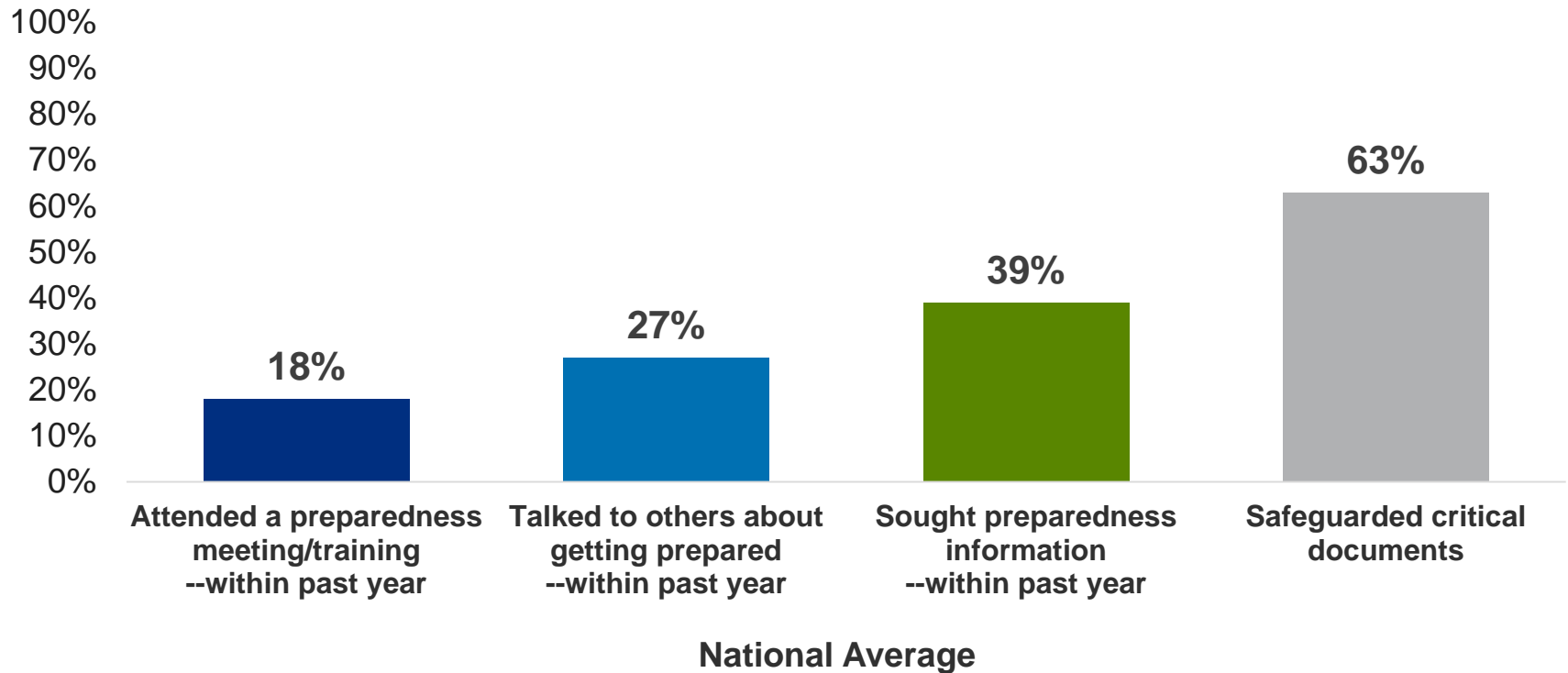


Additional Findings



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Preparedness Planning: Other Activities



KEY TAKEAWAY:

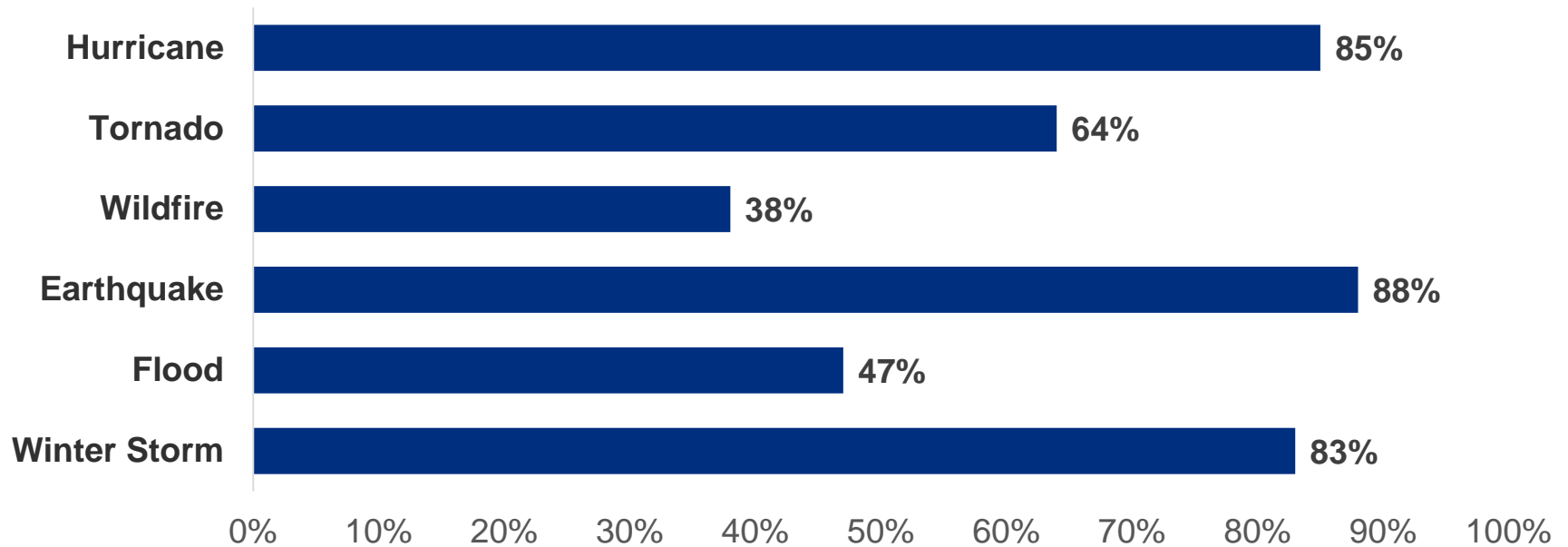
- A majority of the population have taken steps to prepare by having copies of critical documents such as identification, insurance, and banking information stored in a fireproof/waterproof location or stored electronically.
- Within the past year, more than a third of the population have sought information on how to prepare for disasters.



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Risk Perception

Percent who think it is **LIKELY** to have a/an (**SPECIFIC HAZARD**) happen where they live



HIGHLIGHTS:

- Individuals living in areas with a history of wildfires are less likely to perceive they are at risk for the disaster. The same is true for those living in areas with a history of floods, as less than half think it is likely for a flood to happen where they live.



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Confidence in Preparedness

Hazard	Confident in ability to take steps to prepare <i>(Note: % 4s & 5s combined)</i>	Preparing can help quite a bit or a great deal
Hurricane	78%	59%
Tornado	66%	50%
Wildfire	59%	38%
Earthquake	63%	59%
Flood	63%	41%
Winter Storm	77%	43%

HIGHLIGHTS:

- Individuals living in areas with a history of hurricanes are most confident in their ability to take the necessary steps to prepare for a hurricane.
- Individuals living in areas with a history of wildfires are least likely to think taking steps to prepare would be helpful in the event of a wildfire.



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Hazard Specific: Key Findings



Flood

- Four out of 10 (40%) of those living in historical flood areas have a “**go-bag**” with emergency supplies in case they need to evacuate quickly
- 32% of those who received flood **preparedness information took steps** to prepare after getting information on how to better prepare



Wildfire

- Slightly less than half (46%) of those living in historical wildfire areas have a “**go-bag**” with emergency supplies in case they need to evacuate quickly
- Just over a third (36%) of those who received wildfire **preparedness information took steps** to prepare after getting information on how to better prepare



Hurricane

- 41% of those living in historical hurricane areas have a “**go-bag**” with emergency supplies in case they need to evacuate quickly
- 61% of those who received hurricane **preparedness information took steps** to prepare after getting information on how to better prepare



Hazard Specific: Key Findings



Tornado

- 73% of those living in historical tornado areas have emergency plans with information on where to **shelter from a tornado at HOME**
- Slightly more than half (53%) have emergency plans with information on where to **shelter from a tornado at WORK**
- 48% have emergency plans with information on where to **shelter from a tornado at SCHOOL**



Earthquake

- Slightly more than half (54%) of those who received earthquake **preparedness information took steps** to prepare after getting information on how to better prepare
- 59% of those living in historical earthquake areas have taken steps to **reduce potential flying and falling items at HOME**



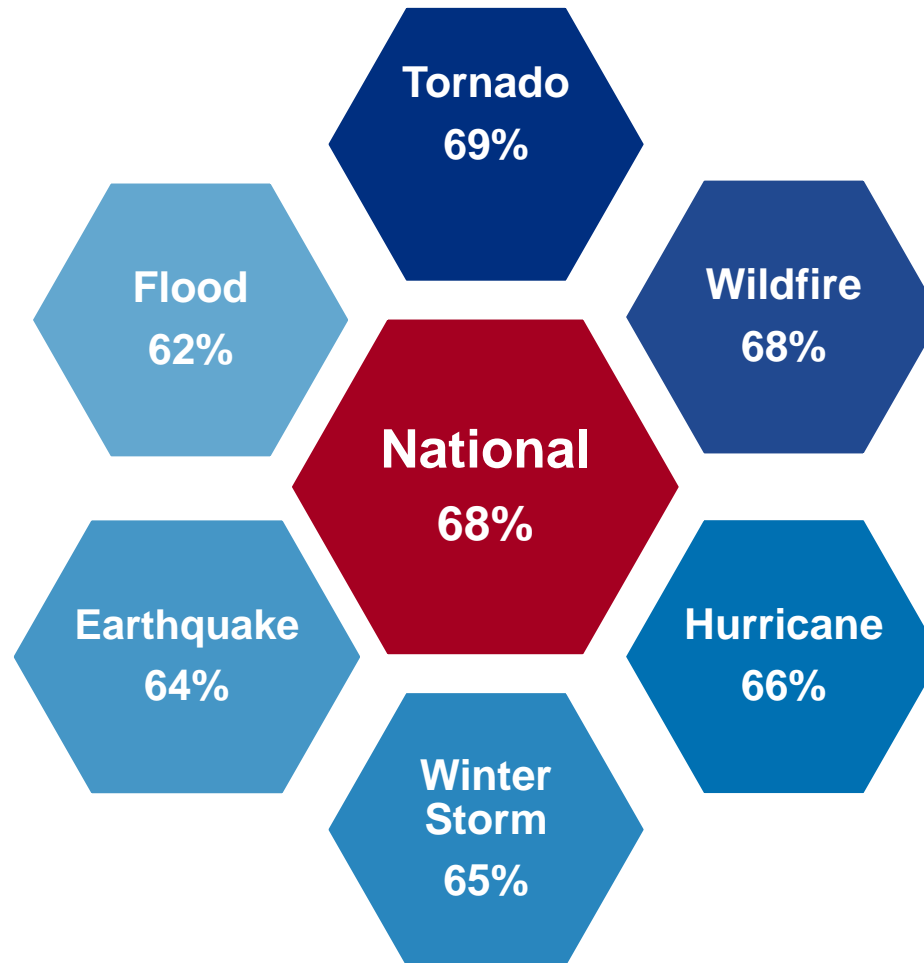
Winter Storm

- Nearly eight out of 10 (79%) of those who received winter storm **preparedness information took steps** to prepare after getting information on how to better prepare



Preparedness Planning: Supplies

Have enough **SUPPLIES** set aside to get through **THREE DAYS**



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