



The Research Perspective: 2007 National Household Survey

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FEMA



Vision: Resilience



■ Culture of Preparedness

- Personal responsibility for self-reliance and to assist others
- Integrated in daily lives for individuals, organizations, communities
- Intentional development of community assets and practices for resilience
- Collaboration and accountability among all sectors and at all levels
- Ongoing, evolving process

- **Resilient Community:** Measurable capacity to maintain or re-stabilize critical community-level infrastructure and functions in the event of a disaster



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Citizen Corps Mission

Citizen Corps brings community and government leaders together to involve community members and organizations in all-hazards emergency preparedness, planning, mitigation, response, and recovery

We all have a role in homeland security





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Citizen & Community Preparedness Research

- **National Household Surveys – 2003, 2007, 2009**
- **Citizen Preparedness Surveys Database**
- **Citizen Preparedness Reviews**
- **Personal Behavior Change Model**
- **Upcoming CPRs: Media Frame Analysis & Business Preparedness**

<http://www.citizencorps.gov/ready/research.shtm>



Citizen Corps Household Survey

2003 survey

- 1,964 adults age 18 yrs or older

2007 survey

- 2,400 adults age 18 yrs or older fielded
- 95% confidence level
- 500 oversampling for 4 UASIs: Indianapolis, NYC, Houston and San Fran

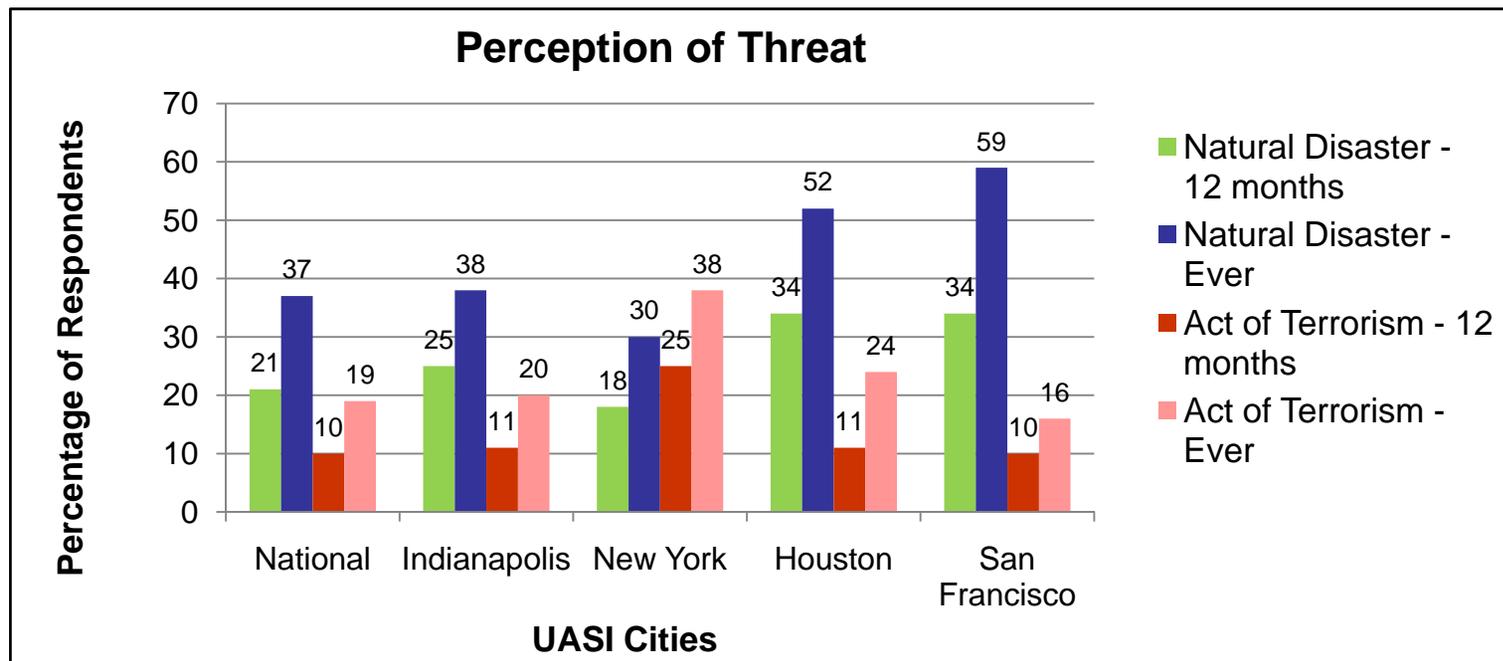
2009 survey

- 3,400 adults age 18 yrs or older to be fielded (1,400 pre-H1N1 / 2,000 post-H1N1)
- 500 oversampling for 6 RCPGP locations: NYC/NJ, Houston, San Fran, LA/Long Beach, Chicago, National Capital Region (200 pre-H1N1 / 300 post-H1N1)



Perception of Threat

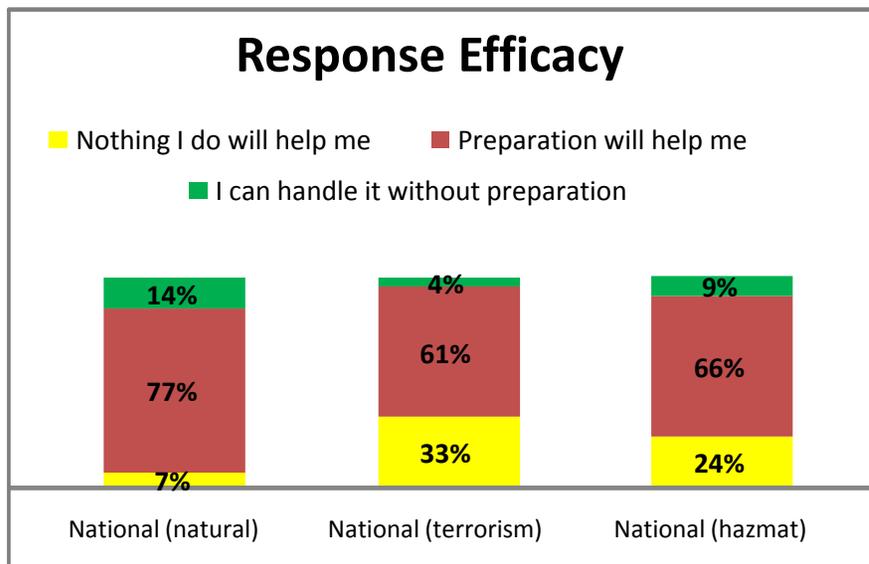
- Perceived likelihood of disaster in their community *in the next 12 months v. ever*
- **National:** Individuals perceive low likelihood of disaster personally affecting them.
- **UASI:** Demonstrates difference in perception of likelihood of threat.
- **RECOMMENDATION:** Educate citizens of specific risks in their communities, even if they have never experienced that disaster previously.





Individuals Believe Preparations Will Help But Fatalism is an Issue

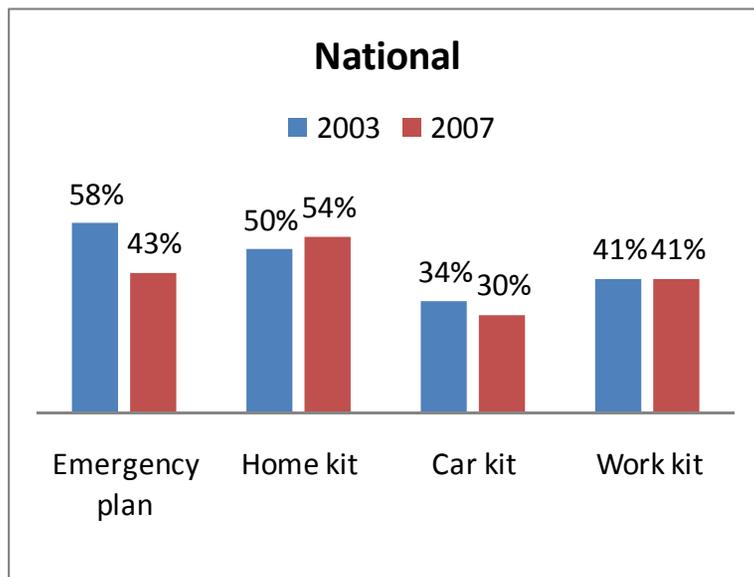
- Few believe they can handle situations without preparation
- **Natural disasters:** relatively high response efficacy/low levels of fatalism
- **Terrorist events:** 3 in 10 respondents nationwide felt preparations would not make a difference





Individual Emergency Plans and Kits

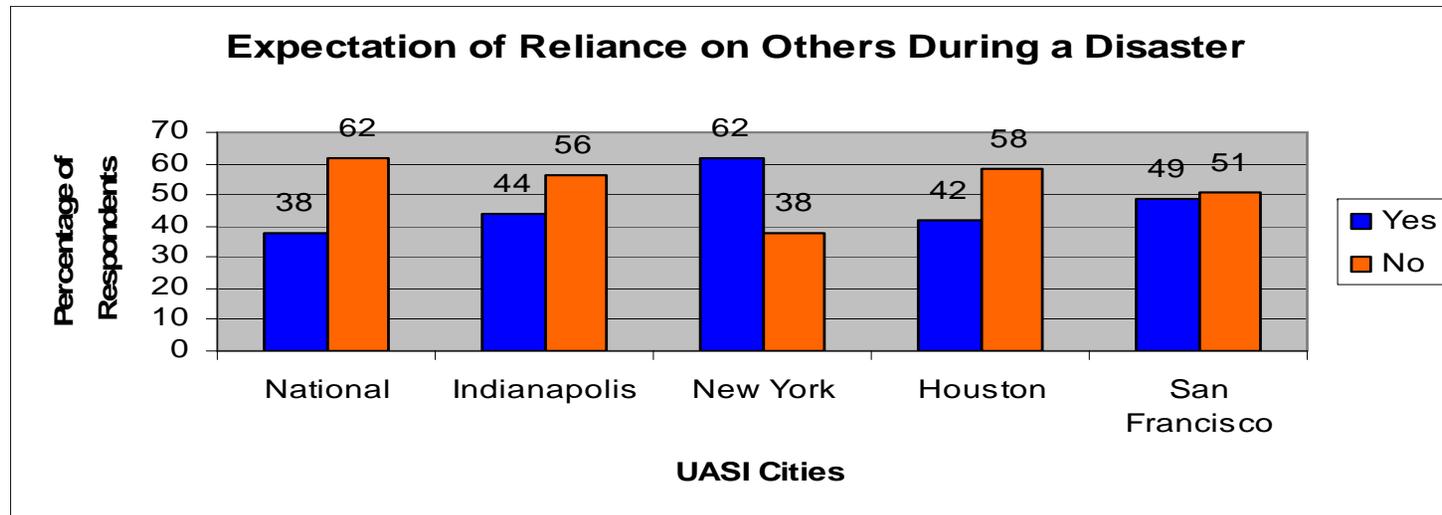
- Since 2003, the rate of people with emergency plans and car kits has decreased, while the rate of people with home kits has increased
- Supplies are incomplete





Support for Evacuation

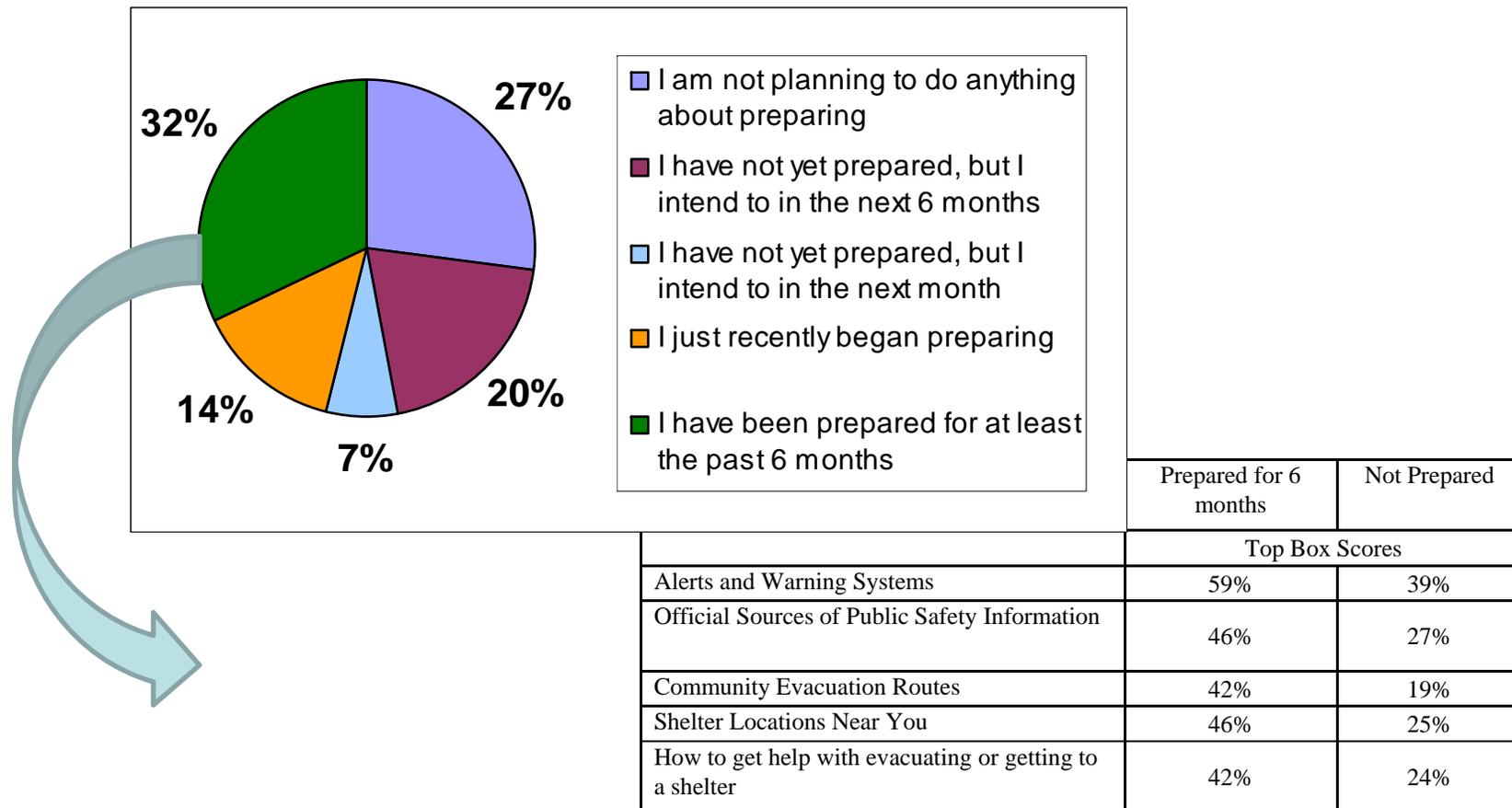
- All UASI regions reported higher levels of expecting to rely on others in an evacuation than the national average.
- Almost half of San Franciscans and more than 60% of New Yorkers expected to need help.



- **RECOMMENDATION:** Need to explore the help needed to evacuate or get to a shelter and ensure appropriate resources are available to those who need them ... and communicate that availability
- Encourage appropriate levels of self-reliance and community support.

Stages of Change

Social Marketing strategies often try to move individuals along a continuum from contemplation to action (Stages of Change)





Key Findings from Household Survey

- **Stress that preparedness is a shared responsibility**
 - *Most commonly cited reason people have not prepared (nearly 40%): they think emergency responders will help them*
 - *Nearly 60% expect to rely on emergency responders in the first 72 hours*

- **Provide more specificity on preparedness actions**
 - *40% who perceived themselves to be prepared did not have a household plan*
 - *80% had not conducted a home evacuation*
 - *Nearly 60% did not know their community's evacuation routes*

- **Highlight additional preparedness needs for people with disabilities**
 - *Almost 20% of respondents report disability affecting ability to respond*
 - *Only 24% had made preparations specific to their disability*



Key Findings from Household Survey

- **Emphasize the importance of drills and exercises**
 - *41% practiced a workplace evacuation drill*
 - *13% participated in a home-based drill*
 - *13% of those in school or with children participated in a school drill*

- **Offer specialized information on the survivability of manmade disasters**
 - *8% felt nothing they did would help handle a natural disaster*
 - *35% felt nothing they did would help in an act of terrorism*

- **Couple a national voice with local specificity**
 - *National leaders must be strong advocates*
 - *Local leadership is critical*
 - *Preparedness requires local information: hazards, alerts, community response protocols*
 - *Importance of social networks: neighborhoods, workplace, schools, faith-based*

Questions?
www.citizencorps.gov

