

50-plus Disaster Preparedness

- Most older adults (59%) feel prepared to get through a natural disaster emergency, **but few have taken steps** to be prepared or actively informed during a natural disaster.
- **Less than a third** (29%) say they have an emergency plan in case of a natural disaster.
- **Most (58%) are aware of disaster preparedness resources at the national level.** FEMA (89%), Red Cross (86%), and the Salvation Army (72%) top the list. At the local level, local tv has the highest awareness (61%). Half are aware of state government resources (50%).
- Although awareness is high, action is low. Few older adults have taken the steps to receive information from these disaster emergency resources. **Only about 10 percent have downloaded any of the apps or signed up for text messages from any national disaster resources.**
- Following social media accounts that can provide timely information is a good way to stay informed. While many follow social media accounts for local information such as local news or tv (53%), few follow state or national information resources. One in eight (12%) follow their state government on social media. **Fewer than 1 in 10 follow a national resource such as FEMA (6%), Red Cross (7%), or the Salvation Army (5%).**
- Being able to maintain fully charged devices is important in an emergency. While most (78%) have a car charger, **less than half (43%) have an emergency portable charger in the home for mobile devices-** about 3 in 5 do not. About 1 in 4 (29%) have a backup generator.
- **Most older adults (64%) have extra prescription medications on hand** for an emergency but about 1 in 3 do not.
- Important documents might be needed in an emergency. Paper documents stored in a waterproof container is a good idea, but digital storage accessible from anywhere is better. **Only a handful have saved any important document** such as their driver's license (31%), health insurance documents (28%), or home or renter policy information (19%) in a digital format. Over half (56%) admit they do not have any important document saved in a digital format.
- GPS-related technology such as microchipping, GPS collars, or air tags is an easy way for pet owners to keep track of their pet in case of separation during a natural disaster emergency, but **over half of older pet owners (53%) have not purchased this technology.**

Disaster Preparedness: Annotated Questionnaire

**STUDY
POPULATION:** Online survey of adults ages 50 or older

FIELD DATES: July 20 through July 24, 2023

**DATA
COLLECTION
VENDOR:** NORC

**TOTAL SAMPLE
SIZE:** 1,012

MOE: ± 4.30 pct pts for total population

NOTES:

- o The weighted data reflect the U.S. populations of adults ages 50 and over.
- o Percentages maybe not adding to 100%
- o Default base being 1,012 unless otherwise stated

Questionnaire

1. Which, if any, of the following disaster preparedness resources are you aware of?

	Total
weighted n	1,012
FEMA- Federal Emergency Management Agency	89%
American Red Cross	86%
Salvation Army	72%
911/ 211/ 311/ 611	68%
Family/ friend you can reach out to for help	61%
Local television station	61%
The internet/ search engines (in general)	55%
Local or state government	50%
Local radio station	45%
AARP	44%
Local church or community center	34%
Local newspaper	32%

2. Which, if any, of the following social media accounts do you follow?

	Total
weighted n	1,012
Local news or TV station	53%
Local or county government accounts (e.g. mayor, city council, fire department, etc.)	16%
State government accounts (e.g. governor, police, etc.)	12%
AARP	11%
American Red Cross	7%
FEMA- Federal Emergency Management Agency	6%
Salvation Army	5%
I don't have any social media accounts	31%

3. As of today, have you done any of the following activities to prepare yourself to get through a natural disaster emergency safely? - Summary of "Yes"

	Total
weighted n	1,012
Purchase or have a phone charger for your car	78%
Have a list of emergency contacts saved in phone	69%
Download your personal banking apps	63%
Have an emergency charging option for your phone and other mobile devices	43%
Purchase or have a power generator	28%
Download Gas finder app or know how to use the gas finder option in a transportation app e.g. Apple, Google, Waze maps	22%
Set up Smart911 – a service that allows citizens to provide additional details that 9-1-1 call takers may need in order to assist them during an emergency	7%
Download American Red Cross apps including a Shelter Finder app, First Aid, Hurricane app, Earthquake, Wildfire and others	4%
Sign up for FEMA text messages	4%
Download FEMA app	2%
Register with American Red Cross' Safe & Well	2%

a. Download FEMA app

	Total
weighted n	1,012
Yes	2%
No	89%
NA	6%
Not sure	3%

b. Download American Red Cross apps including a Shelter Finder app, First Aid, Hurricane app, Earthquake, Wildfire and others

	Total
weighted n	1,012
Yes	4%
No	86%
NA	6%
Not sure	2%

c. Sign up for FEMA text messages

	Total
weighted n	1,012
Yes	4%
No	85%
NA	6%
Not sure	3%

d. Register with American Red Cross' Safe & Well

	Total
weighted n	1,012
Yes	2%
No	88%
NA	5%
Not sure	3%

e. Set up Smart911 – a service that allows citizens to provide additional details that 9-1-1 call takers may need in order to assist them during an emergency

	Total
weighted n	1,012
Yes	7%
No	83%
NA	3%
Not sure	6%

f. Download Gas finder app or know how to use the gas finder option in a transportation app e.g. Apple, Google, Waze maps

	Total
weighted n	1,012
Yes	22%
No	70%
NA	4%
Not sure	3%

g. Have an emergency charging option for your phone and other mobile devices

	Total
weighted n	1,012
Yes	43%
No	49%
NA	3%
Not sure	4%

h. Purchase or have a power generator

	Total
weighted n	1,012
Yes	28%
No	65%
NA	3%
Not sure	2%

i. Purchase or have a phone charger for your car

	Total
weighted n	1,012
Yes	78%
No	18%
NA	2%
Not sure	1%

j. Have a list of emergency contacts saved in phone

	Total
weighted n	1,012
Yes	69%
No	27%
NA	0%
Not sure	3%

k. Download your personal banking apps

	Total
weighted n	1,012
Yes	63%
No	33%
NA	2%
Not sure	2%

4. In case of a natural disaster emergency, do you have on hand at least three weeks' worth of prescription medications for you and your family?

	Total
weighted n	1,012
Yes	64%
No/NA (NET)	27%
No	18%
NA- don't have any prescriptions	8%
Not Sure	9%

5. Which, if any, of the following important personal documents have you stored on a secure, password protected jump drive or virtually in the cloud in case you need them because of a natural disaster? [RANDOMIZE]

	Total
weighted n	1,012
None of these	56%
Driver's License	31%
Health Insurance documents	28%
Vehicle registration	27%
Proof of residence	21%
Medical records	20%
Home or renters' insurance policy information	19%
Passports	16%

6. In case of a natural disaster emergency, do you have an emergency plan?

	Total
weighted n	1,012
Yes	29%
No	58%
Not Sure	13%

7. How prepared do you feel you are to get through a natural disaster safely?

	Total
weighted n	1,012
Very prepared	9%
Somewhat prepared	50%
Not very prepared	29%
Not prepared at all	12%

8. Do you own a pet?

	Total
weighted n	1,012
Yes	54%
No	45%
Not Sure	0%

9. [Among pet owners] As of today, have you purchased or do you have GPS-related technology such as microchipping, GPS collars, or air tags, for keeping track of your pet in case of separation during a natural disaster emergency?

	Total
weighted n	560
Yes	45%
No	53%
Not Sure	1%