

DISASTER PREPAREDNESS SURVEY

United We Prepare™

2026 National Disaster Preparedness
Consumer Survey Findings



Methodology

The survey was conducted by KRC Research on behalf of United Way Worldwide and Verizon from July 20 to August 7, 2026. The survey was conducted online among 3,700 U.S. adults, 18 years and older, of which 3,000 are nationally representative and 700 represent an oversample of West Virginia, Nevada and Arizona. Quotas were applied and the oversample weighted into the national sample to be representative of gender, race/ethnicity, age and U.S. regions.

REGIONS

The following report includes regional breakdowns defined as follows:

- Northeast (n=351): Massachusetts, New York, Pennsylvania
- Gulf Coast (n=530): Alabama, Louisiana, Florida, Texas
- Great Lakes (n=202): Illinois, Michigan
- West Coast (n=438): California
- Southwest (n=522): Arizona, Nevada
- Appalachia (n=328): West Virginia

About United We Prepare

United We Prepare, an initiative of Verizon and United Way, helps people prepare before a disaster strikes.

Through free workshops in 18 markets reaching 109 counties nationwide, participants receive:

- Hands-on community workshops
- Free emergency preparedness kits
- Practical low- and no-cost preparedness guidance
- Connections to trusted local resources, including the 24/7 211 helpline

By raising awareness of preparedness, encouraging people to activate their personal networks, and connecting neighbors with local support, United We Prepare is helping communities become stronger, safer, and ready.

Because when people are prepared and communities look out for one another, everyone's stronger.

To learn more, visit unitedweprepare.org.

DISASTER PREPAREDNESS SURVEY

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NATIONAL FINDINGS

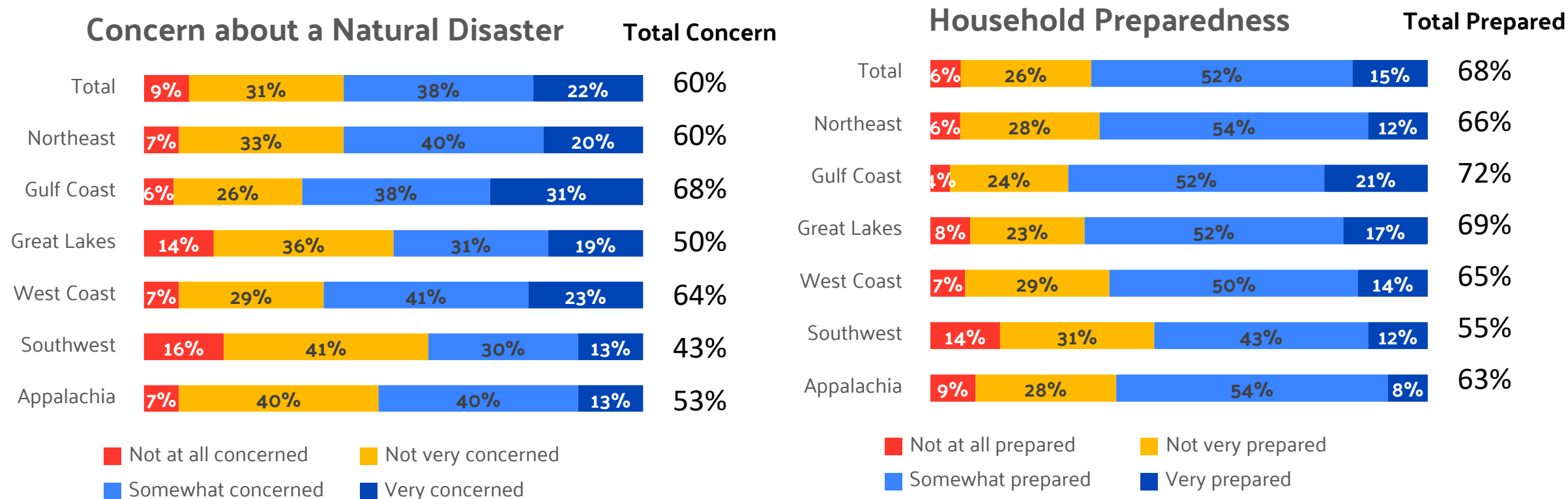


verizon



6 in 10 are concerned about a natural disaster, but only 15% feel very prepared for one.

Those on the Gulf and West Coasts are especially anxious about a natural disaster affecting their household.

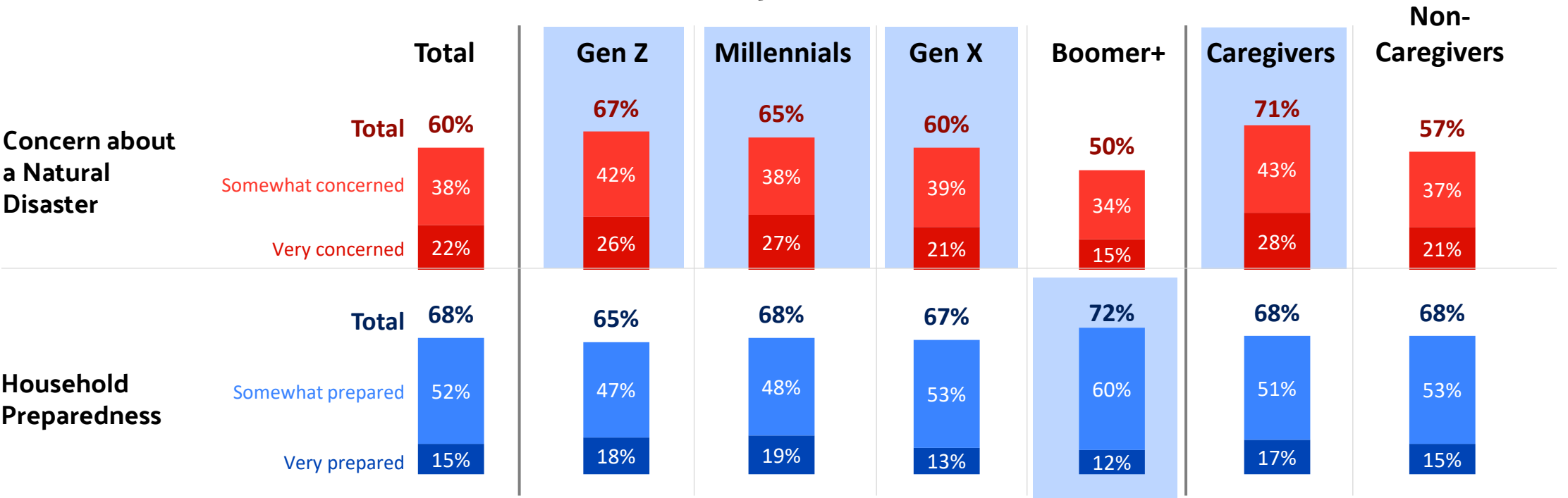


Q2. How concerned are you that a natural disaster could affect your household in the next 12 months?
Q3. How prepared do you feel your household is for a natural disaster?

Younger adults and caregivers are more likely to worry about natural disasters, but not more likely to prepare.

Older adults are more confident that their household is prepared for a natural disaster.

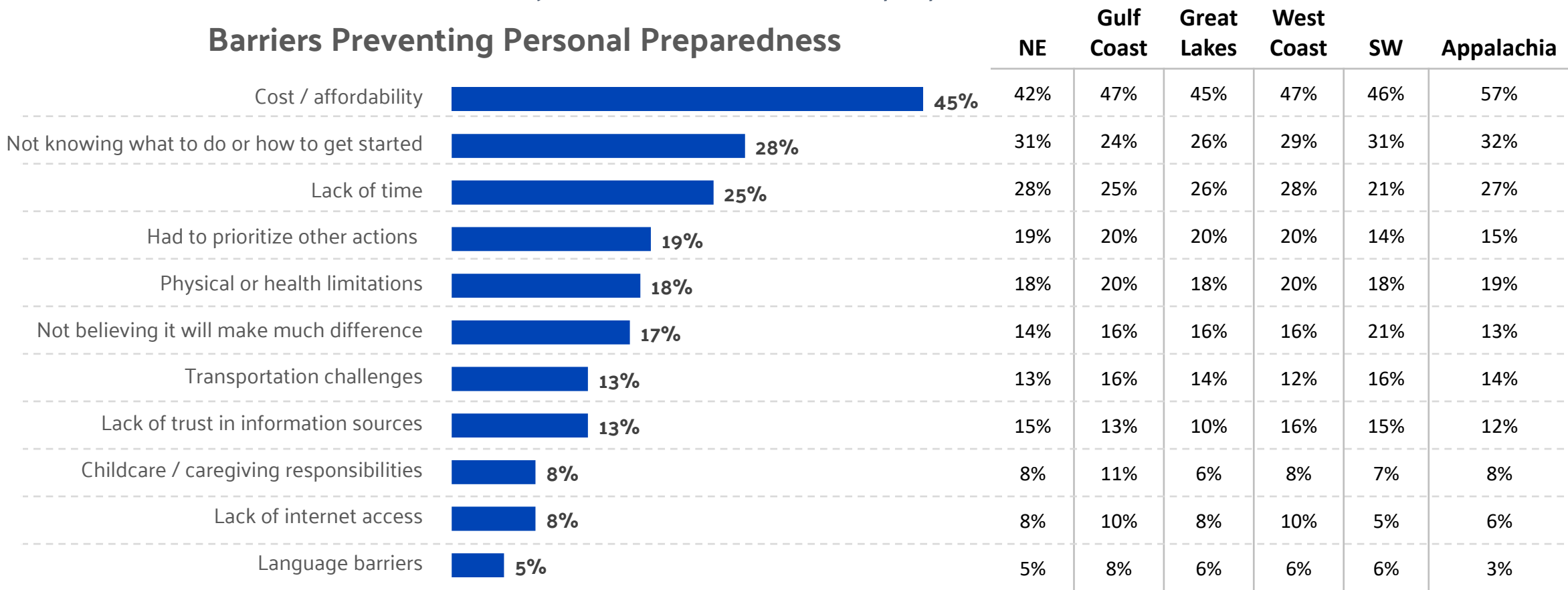
Concern about Natural Disasters and Personal Preparedness



Q2. How concerned are you that a natural disaster could affect your household in the next 12 months?
 Q3. How prepared do you feel your household is for a natural disaster?
 = significantly higher

The cost of disaster planning is cited as a top barrier for personal preparedness, especially in Appalachia.

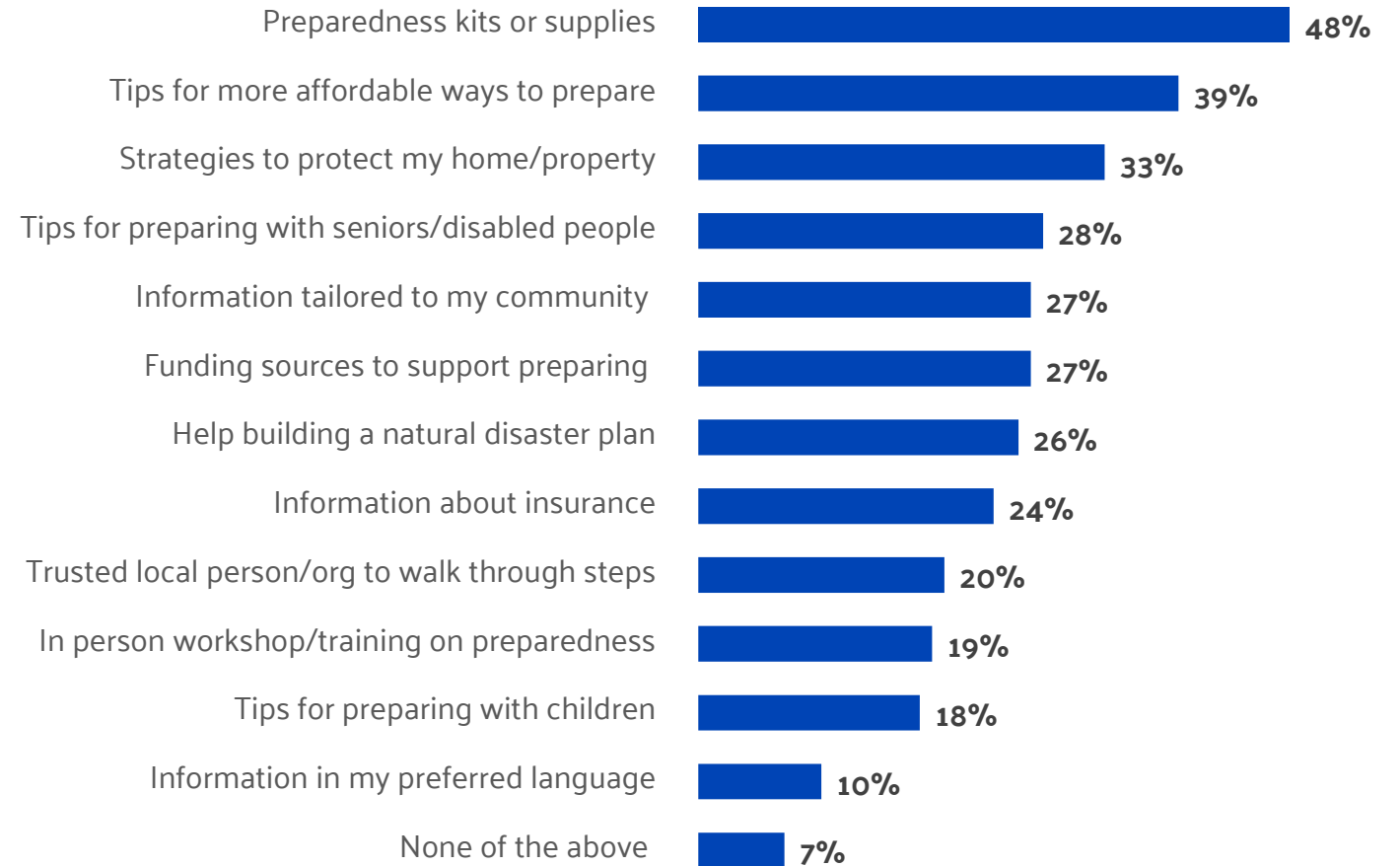
Time and know-how are also commonly identified as barriers to preparedness.



People would most appreciate preparedness supplies or kits to ready their household for a disaster.

Beyond that, information on how to adequately prepare for a natural disaster – and do so affordably – would be welcome by many.

Helpful Types of Support

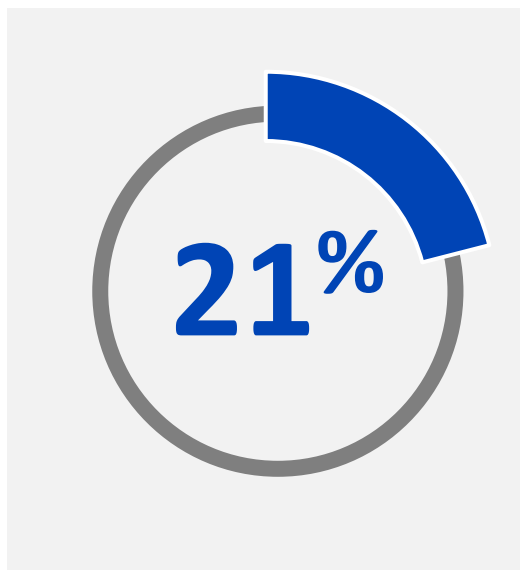


Q15. Which of the following types of support would you use to help your household become more prepared for a natural disaster?

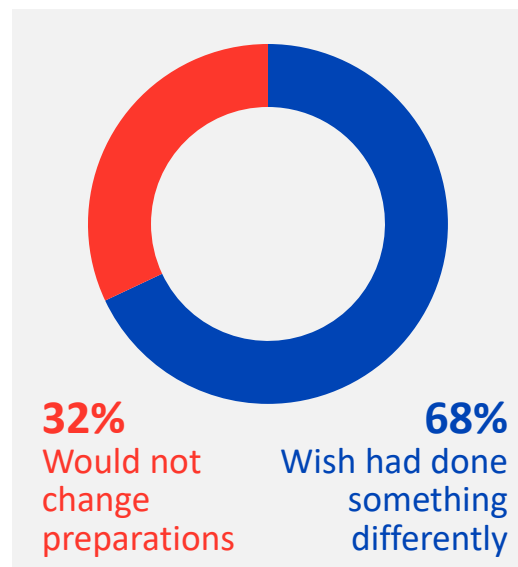
2 in 3 people who have experienced a natural disaster wish they'd done something differently to prepare.

And 87% say they're more focused on preparedness now due to experiencing a natural disaster.

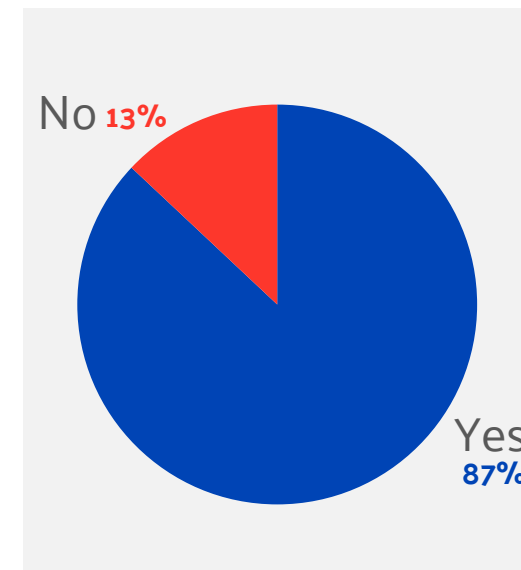
Personally Experienced a Disaster



Reflections on Previous Preparations



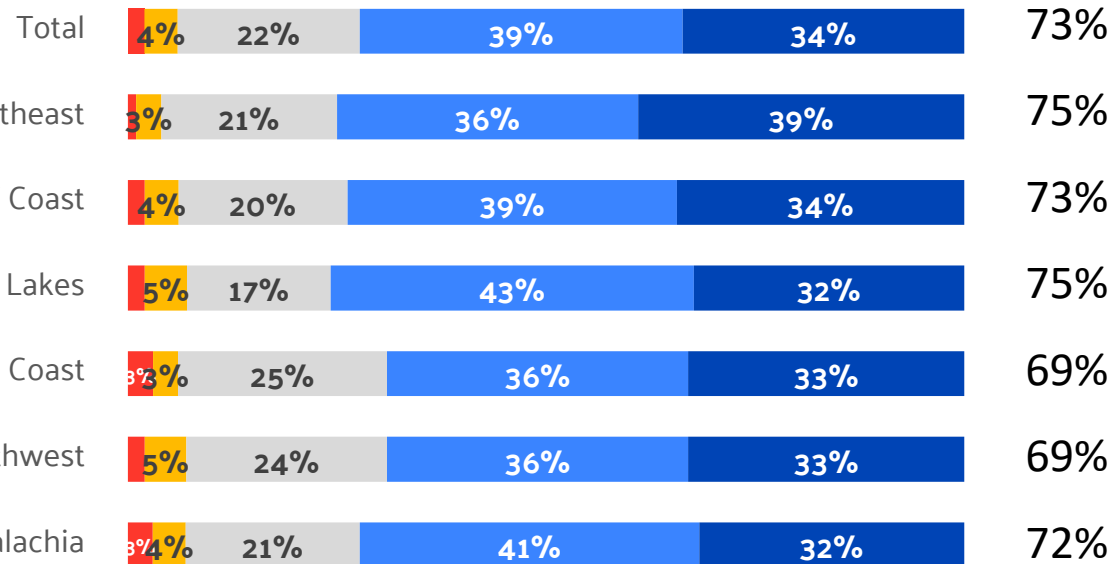
More Focused on Preparedness



Three-fourths of people feel a sense of responsibility toward their personal network and believe they can rely on them.

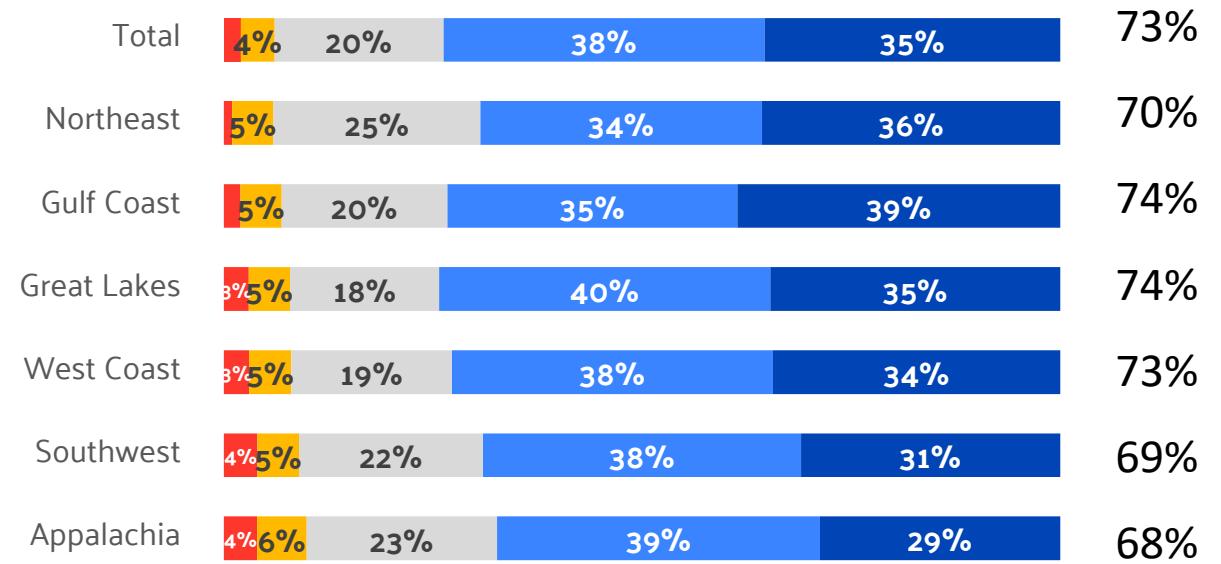
I feel a strong sense of responsibility towards others in my personal network.

Total Agree



I can rely on my personal network in times of need.

Total Agree



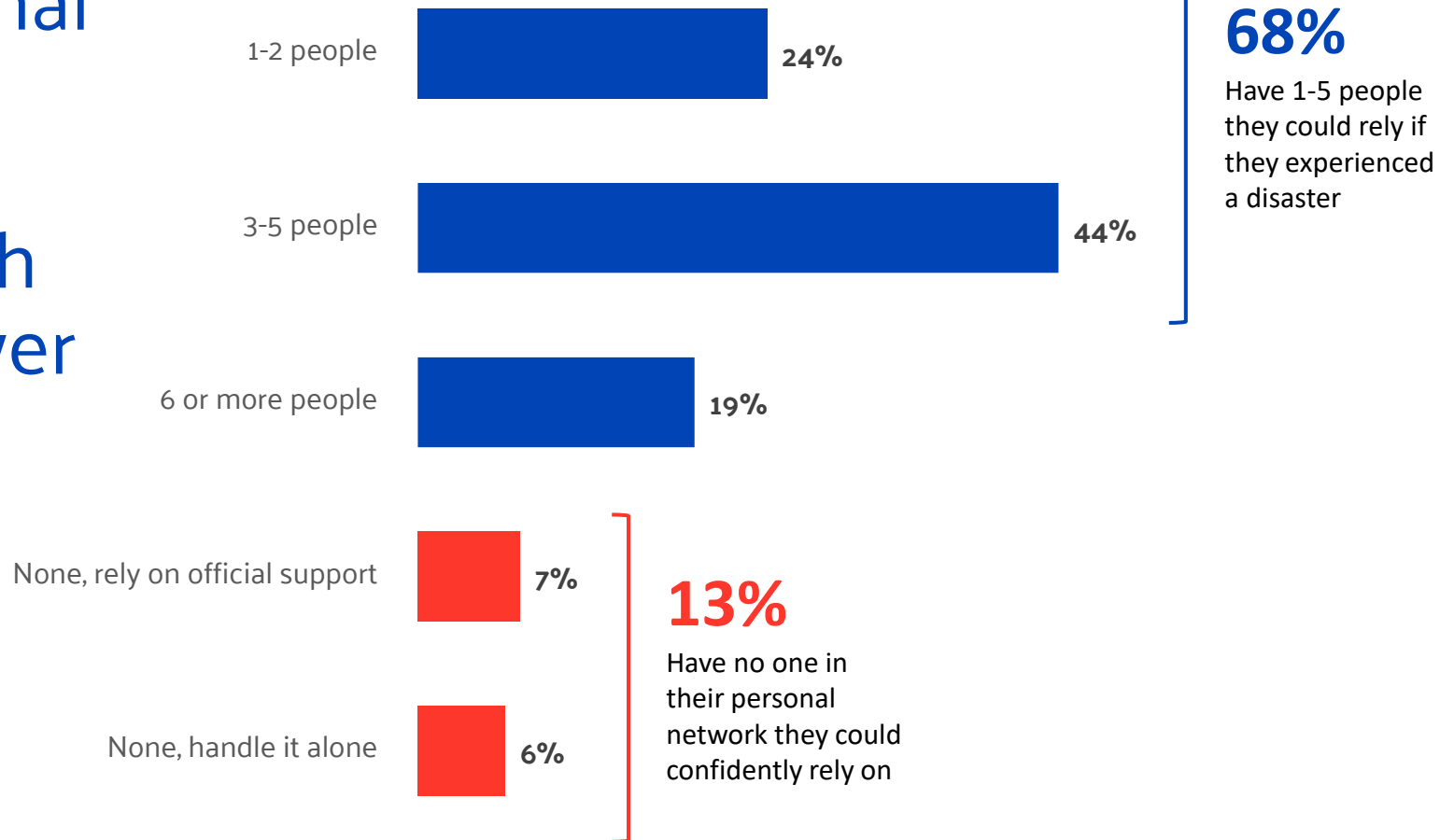
Strongly disagree Somewhat disagree Neither Somewhat agree Strongly agree

Q17. To what extent do you agree or disagree with the following statements?

Most people have a tight circle of personal contacts they could rely on for help in a natural disaster, with most citing 5 or fewer contacts.

More than 1 in 10 say they don't have anyone in their personal network they could count on for assistance.

Number of People to Rely on for Immediate Help

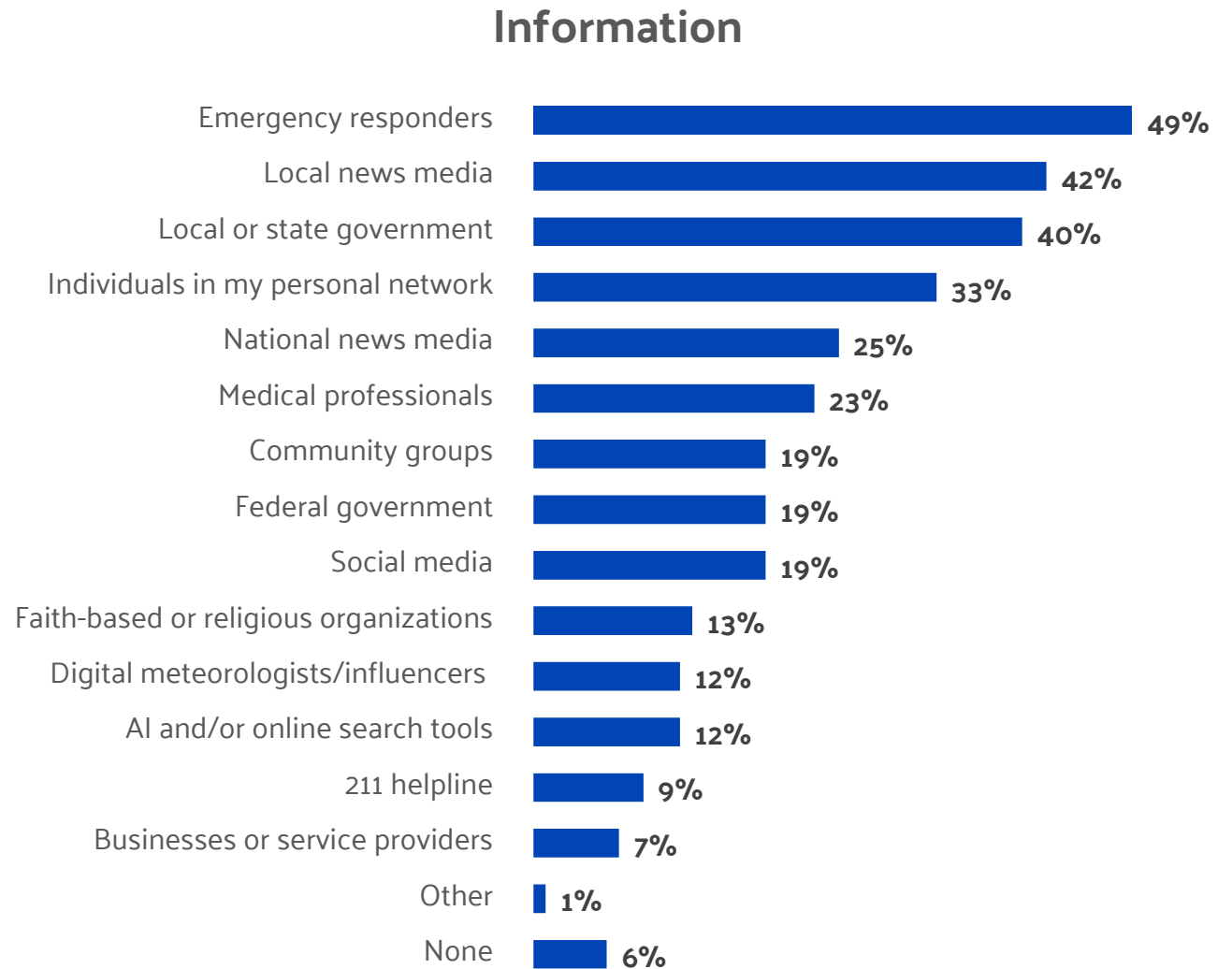


Q19. If you experienced a natural disaster and needed immediate assistance or resources, how many people in your personal network could you confidently rely on for help?

People turn to emergency services, local and national news, and local government to guide disaster preparation.

1 in 3 consult personal contacts to inform their preparations.

Most Trusted Information Sources for Preparedness



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REGIONAL FINDINGS



KEY STATISTICS | By Region

	Total US	Northeast	Gulf Coast	Great Lakes	West Coast	Southwest	Appalachia
Adults that feel “very” prepared for a natural disaster	15%	12%	21%	17%	14%	12%	8%
Adults that have created and tested an emergency plan for their household	16%	16%	20%	18%	12%	11%	12%
Adults that have personally experienced a natural disaster in the past five years	21%	19%	34%	17%	17%	11%	17%
Disaster survivors that wish they had done something differently to prepare	68%	66%	67%	65%	60%	65%	74%
Disaster survivors that are more focused on future preparedness	87%	84%	89%	85%	86%	83%	86%
Adults that say preparedness kits are needed most to prepare	48%	51%	46%	46%	53%	52%	54%
Adults that say tips for affordable ways to prepare would be helpful	39%	44%	37%	43%	38%	42%	38%
Adults that say emergency services are a top trusted source for preparedness information	49%	50%	46%	49%	50%	52%	55%
Adults that say local news is a top trusted source for preparedness information	42%	50%	45%	39%	37%	36%	34%
Adults that say government agencies are a top trusted source for preparedness information	40%	45%	37%	39%	40%	36%	29%
Have 1-5 contacts they can rely on in a crisis	68%	66%	71%	65%	70%	64%	70%
Report having no one to rely on for immediate help	13%	14%	12%	11%	10%	17%	12%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	52%	54%	53%	55%	50%	51%

Highlights show regions that are statistically higher than two or more regions at a 95% confidence interval.

KEY STATISTICS | Northeast

	Total US	Northeast	New York	Pennsylvania
Adults that feel “very” prepared for a natural disaster	15%	12%	13%	8%
Adults that have created and tested an emergency plan for their household	16%	16%	16%	18%
Adults that have personally experienced a natural disaster in the past five years	21%	19%	18%	19%
Disaster survivors that wish they had done something differently to prepare	68%	66%	56%	68%
Disaster survivors that are more focused on future preparedness	87%	84%	81%	86%
Adults that say preparedness kits are needed most to prepare	48%	51%	48%	54%
Adults that say tips for affordable ways to prepare would be helpful	39%	44%	44%	42%
Adults that say emergency services are a top trusted source for preparedness information	49%	50%	45%	53%
Adults that say local news is a top trusted source for preparedness information	42%	50%	50%	47%
Adults that say government agencies are a top trusted source for preparedness information	40%	45%	43%	44%
Have 1-5 contacts they can rely on in a crisis	68%	66%	68%	67%
Report having no one to rely on for immediate help	13%	14%	13%	12%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	52%	50%	54%

KEY STATISTICS | Gulf Coast

	Total US	Gulf Coast	Florida	Texas
Adults that feel “very” prepared for a natural disaster	15%	21%	25%	16%
Adults that have created and tested an emergency plan for their household	16%	20%	22%	17%
Adults that have personally experienced a natural disaster in the past five years	21%	34%	42%	32%
Disaster survivors that wish they had done something differently to prepare	68%	67%	61%	74%
Disaster survivors that are more focused on future preparedness	87%	89%	90%	88%
Adults that say preparedness kits are needed most to prepare	48%	46%	48%	45%
Adults that say tips for affordable ways to prepare would be helpful	39%	37%	36%	39%
Adults that say emergency services are a top trusted source for preparedness information	49%	46%	46%	45%
Adults that say local news is a top trusted source for preparedness information	42%	45%	50%	42%
Adults that say government agencies are a top trusted source for preparedness information	40%	37%	39%	37%
Have 1-5 contacts they can rely on in a crisis	68%	71%	71%	73%
Report having no one to rely on for immediate help	13%	12%	12%	8%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	54%	56%	52%

KEY STATISTICS | Great Lakes

	Total US	Great Lakes	Illinois	Michigan
Adults that feel “very” prepared for a natural disaster	15%	17%	18%	16%
Adults that have created and tested an emergency plan for their household	16%	18%	18%	19%
Adults that have personally experienced a natural disaster in the past five years	21%	17%	20%	13%
Disaster survivors that wish they had done something differently to prepare	68%	65%	68%	59%
Disaster survivors that are more focused on future preparedness	87%	85%	86%	83%
Adults that say preparedness kits are needed most to prepare	48%	46%	42%	50%
Adults that say tips for affordable ways to prepare would be helpful	39%	43%	40%	46%
Adults that say emergency services are a top trusted source for preparedness information	49%	49%	53%	43%
Adults that say local news is a top trusted source for preparedness information	42%	39%	36%	42%
Adults that say government agencies are a top trusted source for preparedness information	40%	39%	35%	43%
Have 1-5 contacts they can rely on in a crisis	68%	65%	64%	65%
Report having no one to rely on for immediate help	13%	11%	13%	9%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	53%	52%	54%

KEY STATISTICS | West Coast

	Total US	West Coast (California)
Adults that feel “very” prepared for a natural disaster	15%	14%
Adults that have created and tested an emergency plan for their household	16%	12%
Adults that have personally experienced a natural disaster in the past five years	21%	17%
Disaster survivors that wish they had done something differently to prepare	68%	60%
Disaster survivors that are more focused on future preparedness	87%	86%
Adults that say preparedness kits are needed most to prepare	48%	53%
Adults that say tips for affordable ways to prepare would be helpful	39%	38%
Adults that say emergency services are a top trusted source for preparedness information	49%	50%
Adults that say local news is a top trusted source for preparedness information	42%	37%
Adults that say government agencies are a top trusted source for preparedness information	40%	40%
Have 1-5 contacts they can rely on in a crisis	68%	70%
Report having no one to rely on for immediate help	13%	10%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	55%

KEY STATISTICS | Southwest

	Total US	Southwest	Arizona	Nevada
Adults that feel “very” prepared for a natural disaster	15%	12%	12%	11%
Adults that have created and tested an emergency plan for their household	16%	11%	10%	12%
Adults that have personally experienced a natural disaster in the past five years	21%	11%	10%	13%
Disaster survivors that wish they had done something differently to prepare	68%	65%	59%	71%
Disaster survivors that are more focused on future preparedness	87%	83%	78%	87%
Adults that say preparedness kits are needed most to prepare	48%	52%	50%	54%
Adults that say tips for affordable ways to prepare would be helpful	39%	42%	44%	40%
Adults that say emergency services are a top trusted source for preparedness information	49%	52%	51%	53%
Adults that say local news is a top trusted source for preparedness information	42%	36%	32%	41%
Adults that say government agencies are a top trusted source for preparedness information	40%	36%	35%	37%
Have 1-5 contacts they can rely on in a crisis	68%	64%	66%	61%
Report having no one to rely on for immediate help	13%	17%	17%	19%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	50%	49%	51%

KEY STATISTICS | Appalachia

	Total US	Appalachia (West Virginia)
Adults that feel “very” prepared for a natural disaster	15%	8%
Adults that have created and tested an emergency plan for their household	16%	12%
Adults that have personally experienced a natural disaster in the past five years	21%	17%
Disaster survivors that wish they had done something differently to prepare	68%	74%
Disaster survivors that are more focused on future preparedness	87%	86%
Adults that say preparedness kits are needed most to prepare	48%	54%
Adults that say tips for affordable ways to prepare would be helpful	39%	38%
Adults that say emergency services are a top trusted source for preparedness information	49%	55%
Adults that say local news is a top trusted source for preparedness information	42%	34%
Adults that say government agencies are a top trusted source for preparedness information	40%	29%
Have 1-5 contacts they can rely on in a crisis	68%	70%
Report having no one to rely on for immediate help	13%	12%
Adults that cite ensuring the physical safety of household members as a primary motivator	54%	51%

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