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#30days30waysUK

Emergency Risk Communication
– Disaster Risk Reduction

Annual Report 2024

#30days30waysUK

An emergency preparedness campaign on social media that connects, informs, and suggests activities to boost personal resilience during "September is Preparedness Month"



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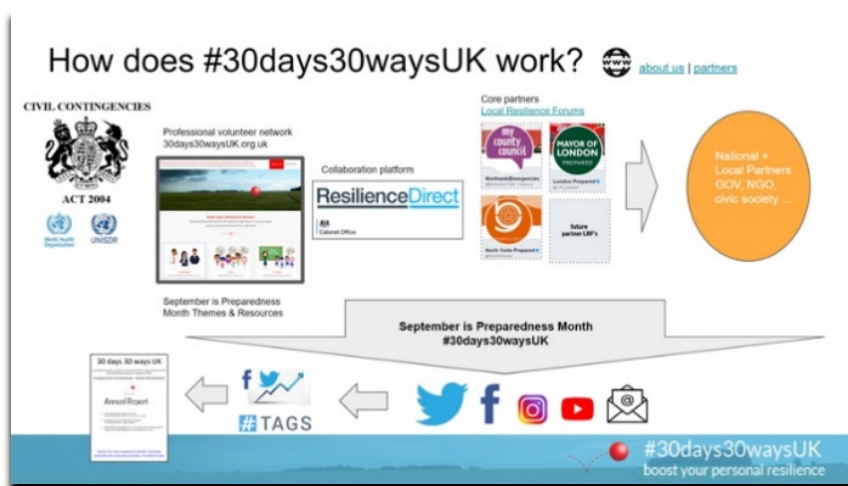
Introduction

Since 2015, 30days30waysUK is a professional volunteer network consisting of practitioners, emergency planning and responder agencies, the voluntary sector, some government agencies, professionals, and academics. 30days30waysUK.org.uk is not a registered charity precisely so that our open-source emergency risk communication approach for disaster risk reduction is freely transferable to other regions worldwide with minimal hurdles or monetary investment.

'September is Preparedness Month' #30days30waysUK is an evidence-based, structured social media campaign aiming to inspire actions towards better individual and community preparedness based on the original #30days30ways concept in the USA. Over 30 days in September, all-hazard themed messages and resources spanning situational awareness, preparedness, safety, health and resilience are shared over social media reaching wide audiences. In the UK, content is taken from existing public awareness campaigns (e.g. counterterrorism 'run-hide-tell', gas safety, health hand washing campaigns etc.) or created anew. The approach uses positive psychology to build trust, inform, inspire and empower while gamification (bingo) and activity suggestions increase engagement and dissemination, connecting and anchoring online content to 'the real world'.

Until 2022, monitoring and evaluation was via open-source social media, network analysis tools and a survey for behavioural insight. Changes with twitter/X ownership resulted in data access being monetized which fundamentally affected how 30days30waysUK operates. We are therefore delighted to secure The Emergency Planning Society's stewardship of 30days30waysUK, assuring funding and providing a forum for a dedicated professional working group to see this collaborative project into the next decade.

Fig. 1 Image: Excerpt of concept slides



International milestone 2023:

[@30days30waysAUS](https://twitter.com/30days30waysAUS) launched in summer funded under the DRR grants programme by the Australian Government adapting our approach to their needs. See intro [postX](#) and [website](#).

For more information please

visit 30days30waysUK.org.uk/about-us/ where our previous annual reports and concept (google) slides [United Kingdom](#) and [International vision](#) are linked. UNDRR highlighted our approach on [prevention web](#) and our article 'Social Media for Emergency Risk Communication' appeared in the Crisis Response Journal, a copy of which can be accessed on our website via bit.ly/CRJ-ART062019

No paid advertising is used. #30days30waysUK relies entirely on networked organic growth.

Key findings

The report is in two parts: social media campaign analysis & survey behavioural insight.

Reach 2,1 million on X (formerly twitter). This is a 28% decrease as compared to 2022 on this social media platform that experienced major changes.

Engagement: an overall decrease of 58% in X account engagements vs last year (652 to 276). However, in terms of **partner engagement**, the campaign made a substantial gain of 42% (from 83 to 118).

- Facebook organic reach @30days30waysUK: 24,990, a **5% gain** vs 2023
- Instagram organic reach @30days30waysUK: 5,300, a **7% gain** vs 2023
- YouTube impressions @30days30waysUK: 3,300 a **37% increase** vs 2023

“Massive well done for delivering another annual #30days30waysUK National campaign. Brilliant as always 🤗👍”

#30days30waysUK
September is Preparedness Month



Methods overview

Social media campaigns aiming to further personal and community preparedness and resilience are well established in the USA, Canada, New Zealand and increasingly in Australia and the UK. Few, however, publish their analysis. Since 2017, ours are available via the-eps.org/30days30waysuk/

This 10th edition of #30days30waysUK was unable to use [TAGS](#) and [NodeXL](#) as in previous year, open data access having been removed by twitter/X in spring 2023. As previously, VBA excel data processing and [Canva](#) were used for visualisation. Feedback and a [survey](#) round out the approach.

Social Media & other Quantitative Analytics

X (formerly Twitter) impact is captured as social media post volume using #30days30waysUK, audience reach based on tracked follower counts and the geographic footprint and heatmap of partners. Additional metrics are Facebook and Google analytics. Together, these allow for a good quantitative evaluation of the campaign.

X (Twitter) Analysis

Overview

@30Days30WaysUK has been championing emergency preparedness since 2015, marking its 10th anniversary in 2024. This year, the Emergency Planning Society (EPS) took over leadership, which may have influenced the campaign's approach. Without access to official statistics due to X's withdrawal of analytics tools, engagement trends must be inferred from available posts and partner activity.

X Activity & Engagement

Throughout September 2024, @30Days30WaysUK maintained its tradition of daily posts, focusing on preparedness themes and using the #30days30waysUK hashtag. The campaign launched on September 1st with a "Happy Preparedness Month" post, setting a proactive tone. Content ranged from practical advice—such as heatwave safety tips (September 5th) and volunteering shoutouts (September 12th)—to lighter engagement strategies like a disaster movie poll (September 20th). Engagement remained steady but moderate, with posts averaging 10-20 retweets and 20-40 likes. A September 15th post recognizing emergency services saw the highest interaction, with 28 retweets and 45 likes.

The campaign's hashtag appeared in over 1,200 posts across X during September, with key partners like @NorfolkPrepared, @WiltshireVC, and @LDN_prepared consistently amplifying content. By the end of the month, the account's follower count had increased slightly to 2,510, indicating gradual growth rather than a major expansion.

Influence of EPS and Partner Activity

EPS's leadership appeared to bring a structured and professional approach, leveraging ties with Local Resilience Forums (LRFs) and official emergency services. A September 2nd post on the EPS website formally announced the transition and celebrated the campaign's milestone year. X interactions from partners, including @WestNorthants (September 3rd) and @NYorksPrepared (September 10th), confirmed continued grassroots engagement.

Historical Comparison & Trends

While 2024 maintained the campaign's presence, it lacked the explosive growth seen in earlier years. In 2018, for example, the campaign saw a 1,028% increase in partners, reaching 200 organizations and 1,800 participants. By 2019, engagement peaked with 650 partners and an estimated 12.5 million reach on Twitter. Given the current X activity and past trends, 2024 likely saw partner participation in the 300-500 range and a reach of approximately 5-8 million impressions—strong, but not record-breaking.

Conclusion

The 2024 campaign remained a steady and reliable effort in the emergency preparedness space. The EPS transition may have brought greater organizational stability at the cost of some grassroots energy that fueled earlier surges. While it did not generate viral moments, it continued to effectively engage the preparedness community, ensuring sustained awareness and participation. Without an official report, precise reach and engagement numbers remain speculative, but the campaign's impact remains evident within its target audience.

The future of X (Twitter)

Following feedback from members and discussions with board it has been decided that for 2025 we will move away from X for this year's campaign and instead use BlueSky.

Facebook (Instagram)

Campaign facebook insights are only available narrowly for the @30days30waysUK account as open source 'global' hashtag tracking is unavailable. With the introduction of the 'Meta Business Suite' in 2022, metrics continue to evolve which makes longitudinal tracking and robust comparison somewhat challenging.

Meta Business Suite allows for the simultaneous management of both facebook and Instagram coverage and @30days30waysUK has been taking advantage of this suite since 2022, we limit reporting to facebook. Mostly because this is of the still small Instagram footprint of @30days30waysUK and slow uptake generally by partners. Instagram remains an underutilised channel.










Fig. 6: Table: Facebook analytics

| metric | 2021 | 2022* | 2023 | 2024 |
|-------------------------------------|--------|--------|--------|--------|
| Facebook page reach during campaign | 44,523 | 10,859 | 12,827 | 24,990 |
| Facebook page followers | 1,035 | 1,113 | 1,240 | 3,447 |

*2022 figure is for 1Sep-30 Oct because of disruption

Sharing @30days30waysUK posts on facebook expands reach substantially as the above figures indicate. For example, 27 partner shares of the 'Flood Aware' day FB post resulted in a 8.1K reach boost.

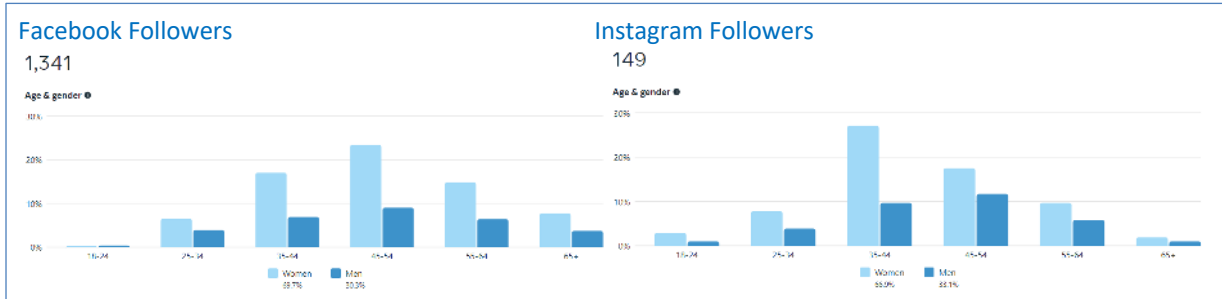
Fig. 7: Image: Facebook lowest/highest lowest post reach and engagement

| Title | Date published ↑↓ | Reach ↑↓ | Likes and reactions ↑↓ | Comments ↑↓ | Shares ↑↓ |
|---|-------------------|----------|------------------------|-------------|-----------|
|  DAY NINE – FLOOD AWARE Today we turn to #Flood... Photo · 30 Days, 30 Ways UK | 9 Sep 2024 | 8.1K | 14 | 0 | 27 |
|  DAY ELEVEN – SEVERE WEATHER Welcome to day 11 ... Photo · 30 Days, 30 Ways UK | 11 Sep 2024 | 7K | 11 | 0 | 19 |
|  DAY ONE – WHAT EMERGENCY For the first day of #3... Photo · 30 Days, 30 Ways UK | 1 Sep 2024 | 6.2K | 13 | 0 | 20 |
|  DAY FOUR – SCAMMERS Today's #30days30waysUK i... Photo · 30 Days, 30 Ways UK | 4 Sep 2024 | 4.8K | 12 | 0 | 15 |
|  DAY TWO – POWERCUTS Welcome to Day 2 on #pow... Photo · 30 Days, 30 Ways UK | 2 Sep 2024 | 4.3K | 13 | 0 | 15 |
|  DAY TWENTY THREE – ROAD SAFETY As the nights st... Photo · 30 Days, 30 Ways UK | 23 Sep 2024 | 4.1K | 13 | 1 | 14 |
|  Once again during September is Preparedness Mont... 30 Days, 30 Ways UK | 2 Sep 2024 | 195 | 2 | 0 | 1 |
|  To get quick summaries for each week you can go to ... Photo · 30 Days, 30 Ways UK | 22 Sep 2024 | 179 | 6 | 0 | 1 |
|  Once again during September is Preparedness Mont... 30 Days, 30 Ways UK | 3 Sep 2024 | 156 | 3 | 0 | 3 |

Unsurprisingly, lowest performing posts were supplementary content, for example public panel invites "To get quick summaries for each week..." (30 Sep) or survey reminder "Once again during September is Preparedness Month #30Days30WaysUKGb we have a UK preparedness survey..." (2 & 3 Sep). Top performing posts were 'Flood Aware' (9 Sep), 'Severe Weather' (11 Sep), 'What Emergency' (1 Sep) and 'Scammers' (4 Sep).

Fig. 8: Image: Facebook/Instagram Audience: age & gender

Direct @30days30ways follower numbers and demographics remain broadly similar from last year with a gain of 101 Facebook and 16 Instagram followers as compared to last year.



YouTube

30days30waysUK publishes extensive video [playlists](#) with campaign relevant content from many sources as well as [own video](#) content which partners are encouraged to share and embed in their social media posts. For the second time in campaign history, weekly zoom panels again discussed the themes and raised awareness. These were live streamed as well as added to the video library.

Fig. 9: Image: YouTube Studio channel analytics (date range 1/9 – 30/09/2024)

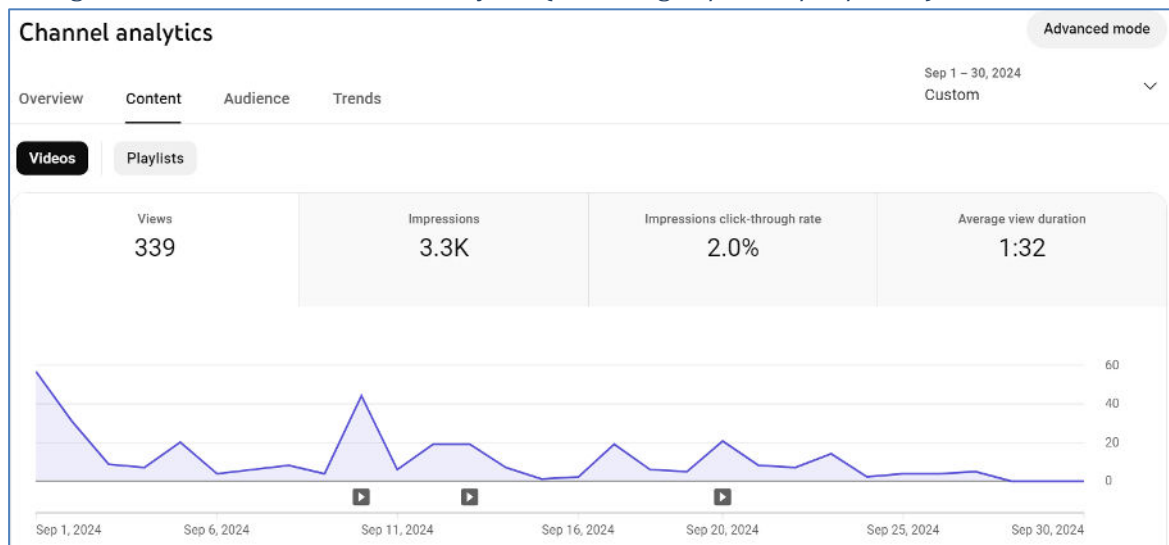










Fig. 10: Image: top performing videos during campaign (date range 1/9 – 30/09/24)

| Content | Duration | Publish date | Views ↓ | Watch time (hours) | Subscribers | Average view duration | Impressions | Impressions click-through rate |
|--|----------|--|----------|--------------------|-------------|-----------------------|-------------|--------------------------------|
| <input type="checkbox"/> Total | | | 339 | 8.7 | 3 | 1:32 | 3,273 | 2.0% |
| <input type="checkbox"/>  | 1:44 | Community Risk Register explained UK emergency pr... | 73 21.5% | 1.5 16.9% | 1 33.3% | 1:12 | 40 | 5.0% |
| <input type="checkbox"/>  | 1:21 | Household Preparedness UK Emergency Preparedness | 59 17.4% | 1.1 12.3% | 1 33.3% | 1:05 | 27 | 7.4% |
| <input type="checkbox"/>  | 31:09 | 30Days30WaysUK Panel Session 1 Introduction and W... | 50 14.8% | 2.7 30.9% | 0 0.0% | 3:14 | 1,003 | 0.8% |
| <input type="checkbox"/>  | 2:33 | What to plan prepare for UK Emergency Preparedness | 41 12.1% | 1.0 11.4% | 0 0.0% | 1:27 | 75 | 5.3% |
| <input type="checkbox"/>  | 0:50 | #30Days30WaysUK Promo Film 2024 | 35 10.3% | 0.3 3.8% | 0 0.0% | 0:34 | 68 | 19.1% |
| <input type="checkbox"/>  | 20:22 | 30Days30WaysUK Panel Session 2 Get Informed 2024... | 18 5.3% | 0.6 6.5% | 0 0.0% | 1:54 | 575 | 1.4% |
| <input type="checkbox"/>  | 1:29 | Community Emergency Plan explained UK Emergency... | 12 3.5% | 0.3 2.9% | 0 0.0% | 1:16 | 83 | 6.0% |
| <input type="checkbox"/>  | 28:50 | Session 1 #30Days30WaysUK 2023 - Introduction | 9 2.7% | 0.2 2.0% | 0 0.0% | 1:10 | 78 | 7.7% |

Most viewed content was, again, a mix between 30days30waysUK explanatory cartoons and panel session. Channel impressions reached 2,400 with 11 returning and 190 unique viewers during the date range, all statistics representing a halving as compared to last year.

However, looking longitudinally in terms of the campaign as a year (being available for catchup), the following comparison is insightful:

Fig. 11: Table: YouTube longitudinal views and impressions

| Campaign year | Dates | Views | Impressions |
|---------------|--------------------------|-------|-------------|
| 2021 | 1 Sep 2021 – 31 Aug 2022 | 1.1 K | 3.3 K |
| 2022 | 1 Sep 2022 – 31 Aug 2023 | 1.0 K | 9.1 K |
| 2023 | 1 Sep 2023 – 31 Aug 2024 | | |
| 2024 | 1 Sep 2024 – 31 Aug 2025 | | |

Qualitative data

Qualitative data for #30days30waysUK typically spans feedback and the annual preparedness survey hosted by the Northamptonshire LRF.

Feedback

Requests for qualitative feedback data to evaluate #30days30waysUK are issued via X and facebook as part of the campaign: 2024 google drive partner and public feedback received no entries.

Feedback in the form of comments were given in previous years directly on @30days30waysUK social media posts especially during the 2020 virality period. No comments were received this year.

Public preparedness survey

Data on public preparedness in the UK remains limited. In 2015 Northamptonshire emergency planners ran the only UK survey locally with insightful results. One of 30days30waysUK's ambitions is to build and expand

on this nation-wide. Therefore, the “Emergencies – how prepared are you?” survey runs yearly from 01 September to 30 November as part of and following on from the #30days30waysUK social media campaign.

The full insights are published separately in the “Survey Report 2024 | Emergencies – how prepared are you?” attached to this report.

Review and looking ahead

Despite a drop in activity on X (formerly Twitter), engagement on Facebook and Instagram grew, showcasing a shift in audience interaction toward these platforms. This reflects evolving social media usage trends and suggests a need for resource reallocation.

The continuation of X as a platform for the campaign is under review. This pragmatic approach allows for assessing its effectiveness compared to other channels.

The campaign's decision to utilise TikTok and explore new platforms in 2025 is forward-thinking. TikTok's popularity with younger demographics presents an opportunity to educate a wider, more diverse audience about emergency preparedness.

The stewardship of the campaign by EPS marks a significant step forward. Their expertise and resources are expected to enhance the campaign's credibility and long-term impact.

The emphasis for 2025 will be on bringing in new partners, especially with academies and deepening ties with existing ones underscores a collaborative strategy for achieving the campaign's goals.

Joanne Maddams | [@jobayeshopp](#) | Joanne.maddams@westnorthants.gov.uk

Northampton, 1st February 2024

SURVEY REPORT 2024 | Emergencies – how prepared are you?

The 30days30waysUK 2024 Household Preparedness Survey is the sixth in its series which allows us to present our six-year comparison report where applicable. Our approach builds on local work by the Northamptonshire County Council Emergency Planning Team (2013) as well as the British Red Cross study of Emergency Preparedness in Scotland (West & Howie, 2014).

The aim of the annual 30days30waysUK survey is to gather longitudinal data on the nature and state of UK household preparedness and community resilience. Results are published annually and are available via the [30days30waysUK Resilience Direct](#) space and on [eps [website](#)].

The survey consists of 21 questions addressing three key areas of risk perception, personal resilience (with a view to both evacuation and lockdown) and community resilience (mutual aid). Each section is introduced via a short text, embedded videos, and links to resources.

The 2024 survey ran from 01 September to 31 October and was securely hosted on the West Northants Council citizen space. It was promoted organically (non-paid) via shared links through the campaign.

The overall uptake was 89, but 24 were only partially completed. Following the same approach as previous years, these were excluded from the final count. This resulted in a **total of 64**, which is a decrease compared to last year's total of 136.

Fig. 1: Table: Respondents (complete) first time vs return participant

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|-----------|------------|------------|------------|------------|-----------|
| First-time survey participant | 93 | 202 | 143 | 99 | 135 | 63 |
| Return survey participant | n/a | 68 | 44 | 4 | 1 | 1 |
| Total Respondents | 93 | 270 | 187 | 103 | 136 | 64 |

Survey 2024 Key findings

Survey uptake 2024 was once more concentrated in the Midlands. Going forward, sharing survey links more widely as in previous years will broaden geographic representation.

Perceived risk We note an overall decrease in high and moderate levels of concern. Flood risk remains the most underappreciated category. An increasing minority are aware of both the NRR and CRR.

Confidence in personal preparedness remains high (82%) with just 4% feeling unprepared and 14% not sure. Nearly 40% maintain critical home supplies of 8+ days for self-sufficiency. We also note the highest uptake levels of grab bags, household and comms plans this year which, however, remain in a (sizeable) 21-28% minority.

Community preparedness/resilience awareness of community plans is at an all-time low (79%) while willingness to volunteer is high, 88% offering support in two or more categories.

As we increasingly experience emergency events impacting communities across the UK, raising risk awareness, and providing information and support for personal and community preparedness is of vital importance. The 30days30waysUK social media campaign takes a gamified, positive psychology approach to boost personal preparedness and is one approach that reaches wide audiences with little or no additional costs to stakeholders.

We look forward to wide collaboration and uptake of #30days30waysUK 2025.

Northamptonshire, 1st February 2025
Joanne Maddams, Emergency Planning & Business
Continuity Manager West Northants Council & co-
founder 30days30waysUK

Participant quotes

“People do not take this seriously as they live very sheltered and happy lives. Coming originally from a place where it’s very dangerous and you have to be ready for anything all the time, even I feel like I tend to ignore what’s going on in the world but the reality is it will eventually affect us and I just don’t think the uk normal population is prepared. Would be helpful if everyone is educated more on this”

“Much more publicity should be given to this. I consider myself pretty switched on and knowledgeable, but I have little awareness of these various plans.”

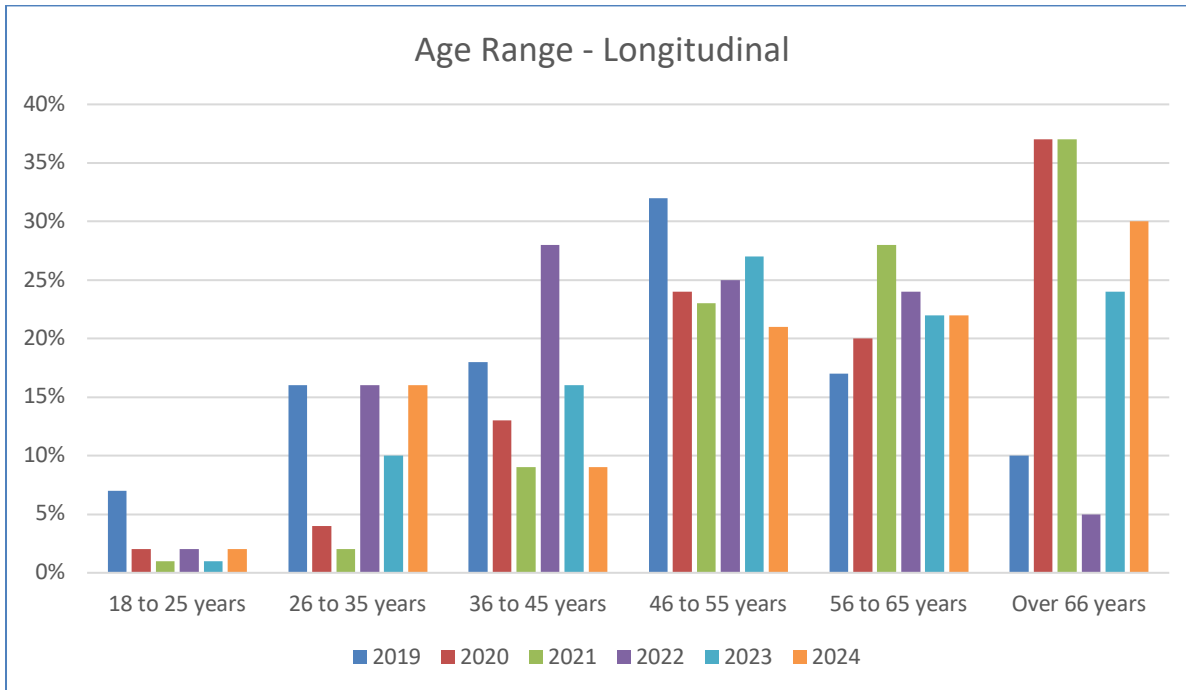
“After reading this I will be more prepared from now on.”

Detailed Insight

The annual survey begins with a request for age-related and geographical information (Q1, Q2, see annex) and a self-classification as a first time or repeat participant (Q3; see Fig. 1. above).

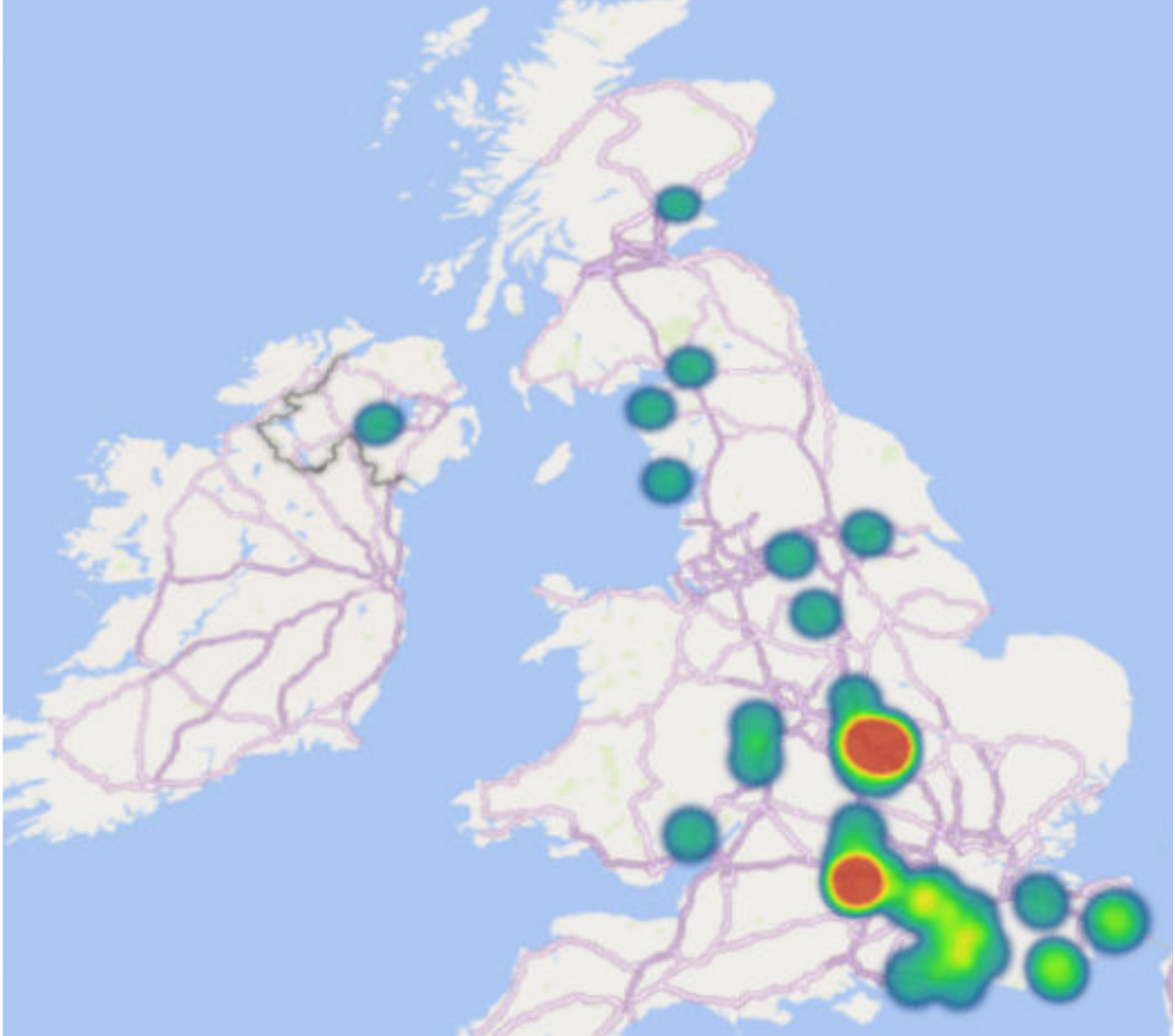
Fig. 2. Table & Chart: Respondents Age Range

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|----------------|------|------|------|------|------|------|
| 18 to 25 years | 7% | 2% | 1% | 2% | 1% | 2% |
| 26 to 35 years | 16% | 4% | 2% | 16% | 10% | 16% |
| 36 to 45 years | 18% | 13% | 9% | 28% | 16% | 9% |
| 46 to 55 years | 32% | 24% | 23% | 25% | 27% | 21% |
| 56 to 65 years | 17% | 20% | 28% | 24% | 22% | 22% |
| Over 66 years | 10% | 37% | 37% | 5% | 24% | 30% |



Survey uptake variability over the age ranges is clearly demonstrated over the five-year period from 2019 to 2024. Overall, the over 60 group is the most represented and is also the largest uptake cohort for 2024.

Fig. 3. 'Heat map': geographical spread of respondents



In 2024, overall, 123 respondents provided valid postcodes (response rate 90%) which were rendered manually into NUTS2 codes for a geographic 'heat map' using Tableau Public. Survey uptake was concentrated in the East Midlands.

The survey then divides into three sections: risk perception (national and community risk register, perceived preparedness), personal resilience (evacuation and lockdown) and community resilience. Each section is accompanied by an explanatory text, video and/or links.

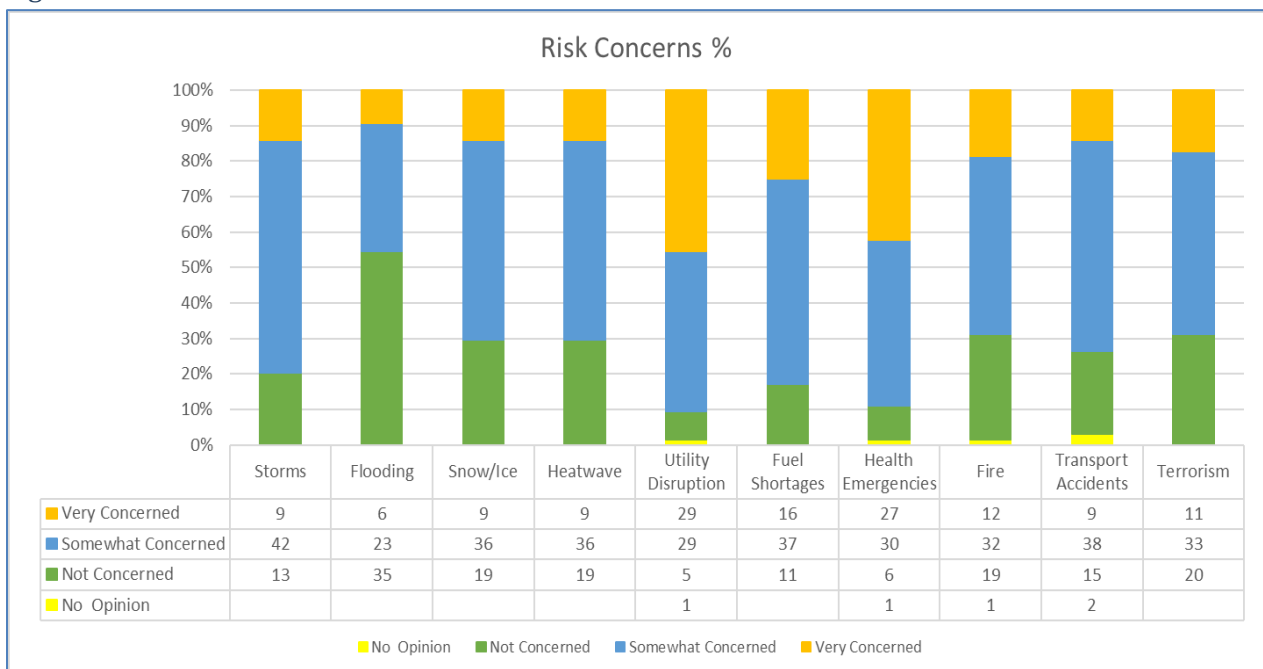
Risk Perception

Q4: How concerned are you about any of the following risks where you live?

Survey question 4 is framed via a three tier Likert scale and a list of ten hazards followed by an open comment box. Here, the 2024 survey yielded 16 responses with climate change most mentioned in addition to food shortages, health service collapse, water supply failures, war or nuclear attack.

Amongst the labelled risk categories, we note an overall decrease in high levels of concern as compared to 2023 (in brackets) while maintaining if not increasing medium levels of concern. For example, 'Health Emergencies' very concerned 43% (21%) while 47% (50%) remain somewhat concerned. Utilities 'very concerned' 45% (38%) while 64% (58%) remain somewhat concerned. Not concerned with Flood risk is again the most underappreciated in the series.

Fig. 4 Chart & Table: Risk concerns 2024



Q5. Would you consider yourself prepared to deal with an emergency?

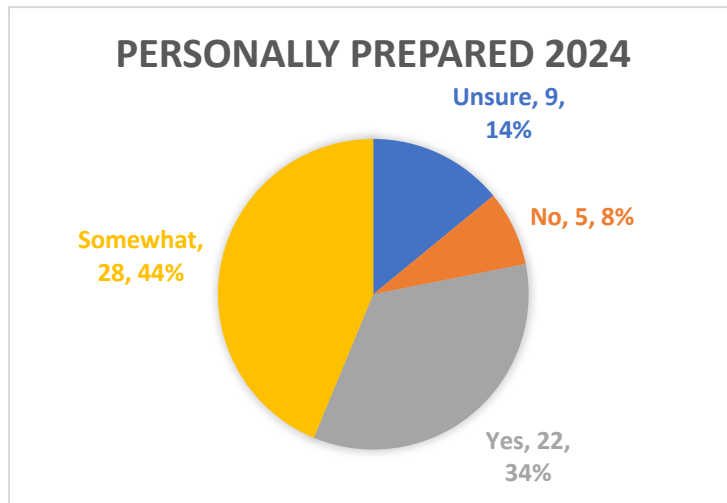
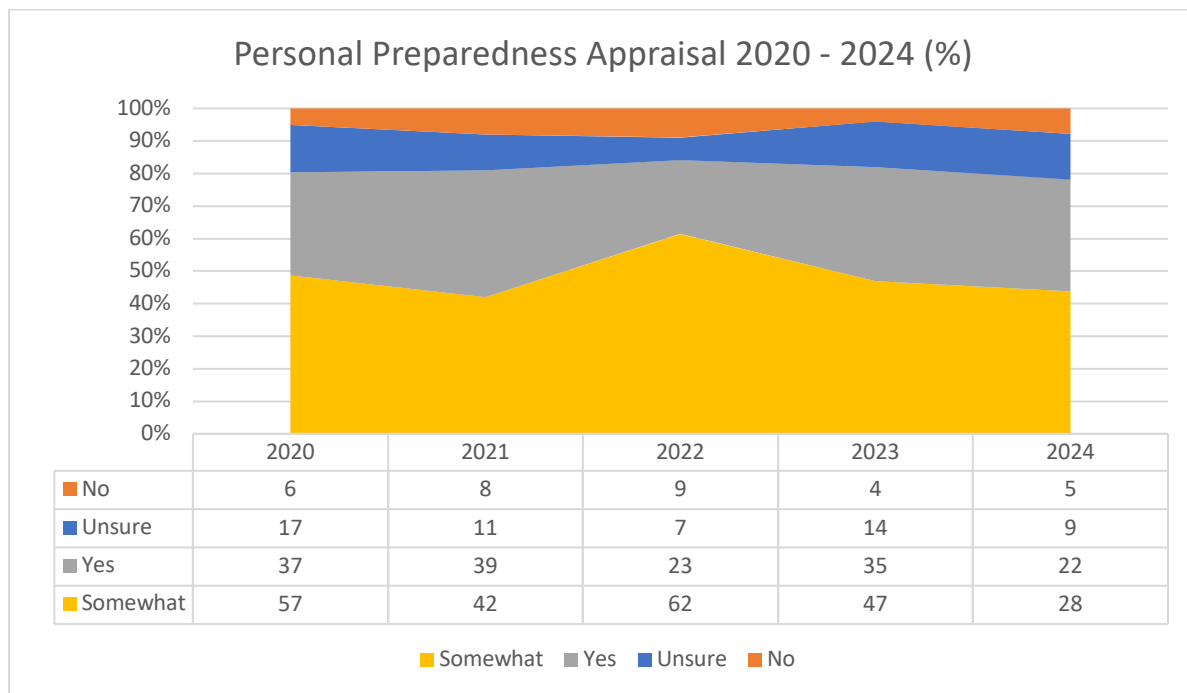


Fig. 5 Charts (and over page): Prepared to deal with an emergency

We find an decrease this year in confidence (yes = 34%) to levels comparable to the start of the survey (39%/37%). However, compared over four years since the inclusion of this question in 2020, most respondents (44%) still judge themselves as 'somewhat' prepared.



The survey then introduces and links to the National Risk Register:

“The National Risk Register of Civil Emergencies provides an updated government assessment of the likelihood and potential impact of a range of different civil emergency risks (including naturally and accidentally occurring hazards and malicious threats) that may directly affect the UK over the next 5 years”.

Q6: Are you aware of the National Risk Register?

Fig. 6 Table: Aware of the NRR

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----|------|------|------|------|------|
| yes | 23% | 25% | 34% | 40% | 39% |
| no | 77% | 75% | 66% | 60% | 61% |

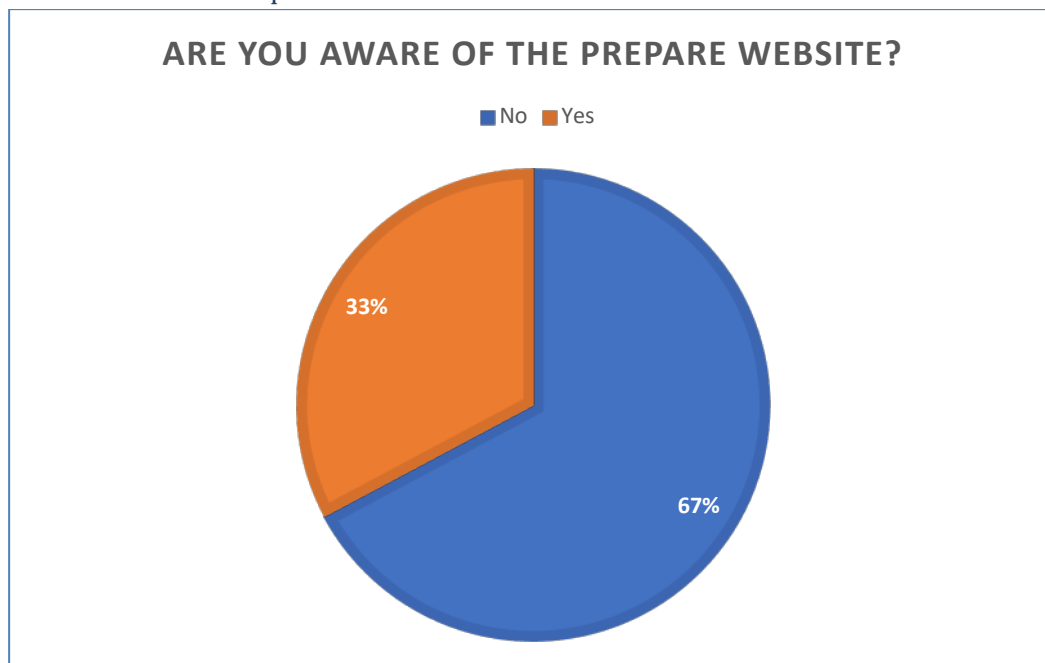
Q7: Have you read the National Risk Register?

Fig. 7 Table: Read the NRR

| Option | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------|------|------|------|------|------|
| yes | 14% | 10% | 20% | 18% | 28% |
| no | 86% | 90% | 80% | 82% | 72% |

The survey also included a NEW question in 2024 with links to the new 'Prepare' website. The survey asked if people were aware of the new website.

Fig. 7b. Table: Aware of the Prepare Website



The survey then provides a description about Community Risk Registers, embedding the 30days30waysUK cartoon titled '[Community Risk Register explained](#)' (2017):

"The Civil Contingencies Act (2004) places a legal duty on the wide range of responders to carry out risk assessments and maintain them in a Community Risk Register. The assessment of the risks in the Community Risk Register is the first step in the emergency planning process; it ensures that planning and other work is carried out in proportion to the risk."

Q8: Are you aware of your local Community Risk Register?

Fig. 8. Table: Aware of the CRR

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----|------|------|------|------|------|
| yes | 18% | 20% | 27% | 24% | 23% |
| no | 82% | 80% | 73% | 76% | 77% |

Q9: Have you read your local Community Risk Register?

Fig. 9. Table: Read the CRR

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|-----|------|------|------|------|------|
| yes | 9% | 8% | 15% | 12% | 30% |
| no | 90% | 92% | 85% | 88% | 70% |

The above shows a trend in slight decrease of awareness of the existence of NRR/CRR while a majority of respondents have not read the NRR and a slight increase of respondents had read the local CRR.

Personal Resilience

Following on from 'Risk Perception', the next section looks at two aspects under the heading of Personal Resilience. First, in terms of a 'Grab Bag' for safe evacuation and second, in terms of household preparedness sheltering at home. The introductory text reads:

"You should put together an emergency bag that you can quickly "grab" when evacuating your home. An emergency bag holds vital information and items that may be useful in an emergency. The bag should be small enough to carry and be stored in a safe and secure place where family members can find it. Watch the video below from the Northamptonshire Emergency Planning Team introducing the Numpties!" [Embedded video [Numpties Grab Bag](#)].

Q10: In case you suddenly need to evacuate your home in an emergency do you have an Emergency Grab Bag prepared and ready?

Fig. 10. Table: Emergency Grab Bag prepared and ready 2020-2024

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------|------|------|------|------|------|
| yes | 17% | 16% | 15% | 21% | 23% |
| no | 83% | 84% | 84% | 79% | 77% |

Q11: If you currently don't have an Emergency Grab Bag, why not?

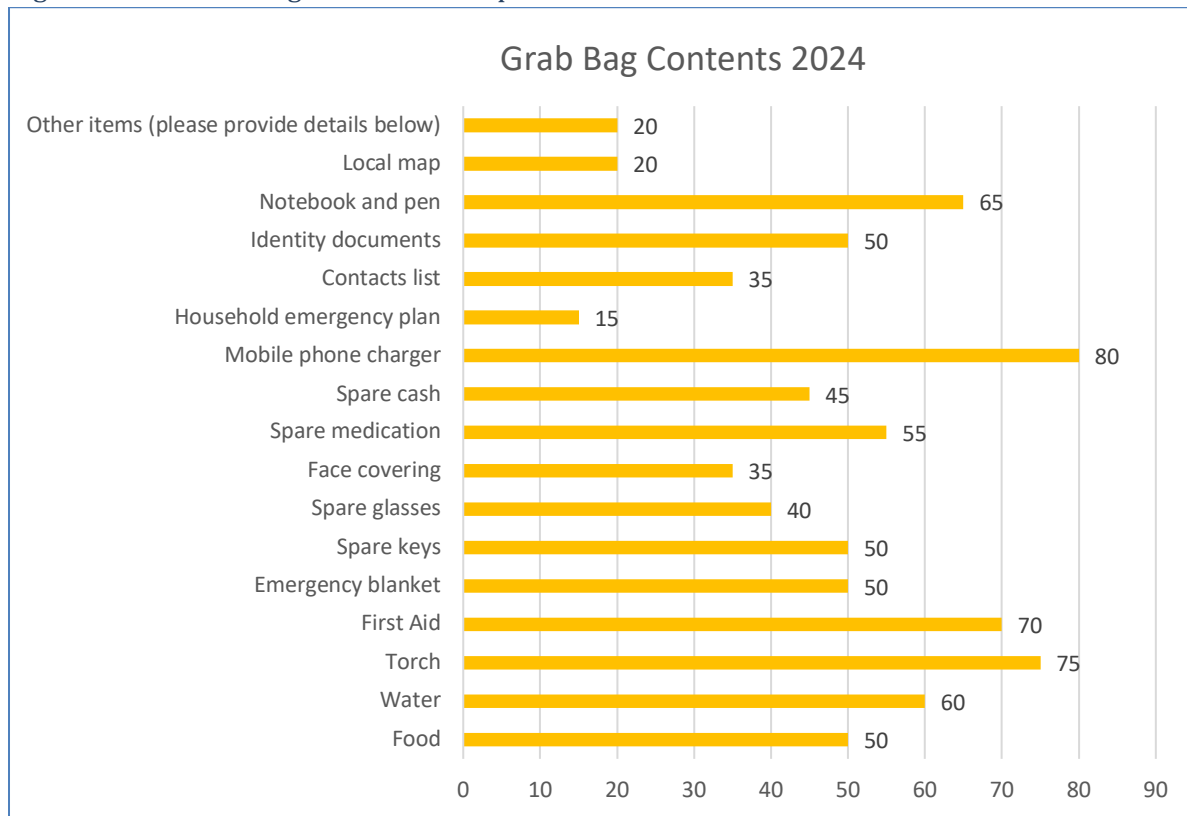
Fig. 11. Table: Reasons for not having an Emergency Grab Bag 2020-2023

| | 2020 | 2021 | 2022 | 2023 | 2024 |
|------------------------|------|------|------|------|------|
| Not needed | 10% | 12% | 4% | 10% | 6% |
| Too much effort | 3% | 2% | 2% | 4% | 6% |
| Too costly | 1% | 2% | 4% | 3% | 15% |
| Not interested | 3% | 6% | 1% | 6% | 2% |
| Not aware | 48% | 45% | 48% | 43% | 49% |
| Other | 21% | 23% | 24% | 18% | 22%* |

*Other (N=37) included able to quickly pack at a moment's notice, space to keep one, never occurred that one is needed, maintenance issues (items need elsewhere, out-of-date etc.), not useful as "there won't be an emergency" and don't live in a war zone or work for the CIA. On the positive side there have been a few comments that now they are aware they will be doing something about it.

Q12: Which of these items do you have in your Emergency Grab Bag?

Fig. 12. Chart: Grab Bag contents; multiple choice



The mobile phone charger has risen up the items most included to be the top item 80% (56%) knocking last years top item, the Torch to second place 75% (79%) and the first aid kit is now in third place 70% (74%). Emergency blanket has slipped from third to joint seventh place with ID documents , spare keys and food.

The next section 'Personal Resilience in the Home' provides the following introductory text, embeds the [30days30waysUK 'Household Preparedness' cartoon](#) and a links to a template:

"One of the most important tools every individual and family can have to protect themselves in possible emergencies is a family emergency preparedness plan, complete with a list of contacts during an emergency."

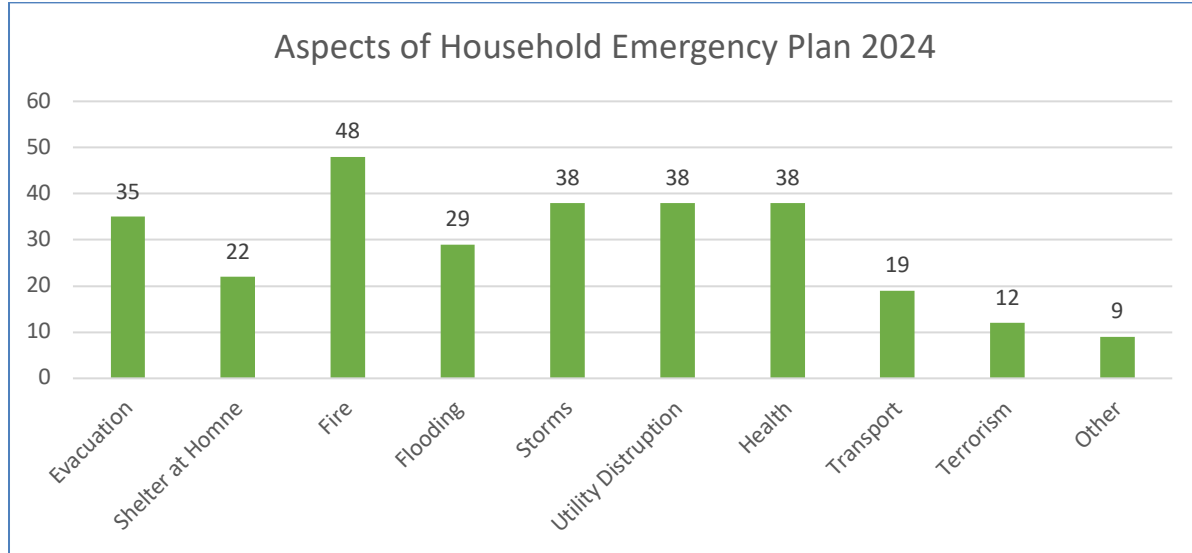
Q13: Do you have a Household Emergency Plan?

Fig. 13. Table: Presence of a household emergency plan

| Option | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------|------|------|------|------|------|
| Yes | 22% | 27% | 20% | 26% | 19% |
| No | 78% | 73% | 80% | 74% | 81% |

Q14: Does your Household Emergency Plan cover the following...

Fig. 14. Chart: Aspects covered by those that have a household emergency plan



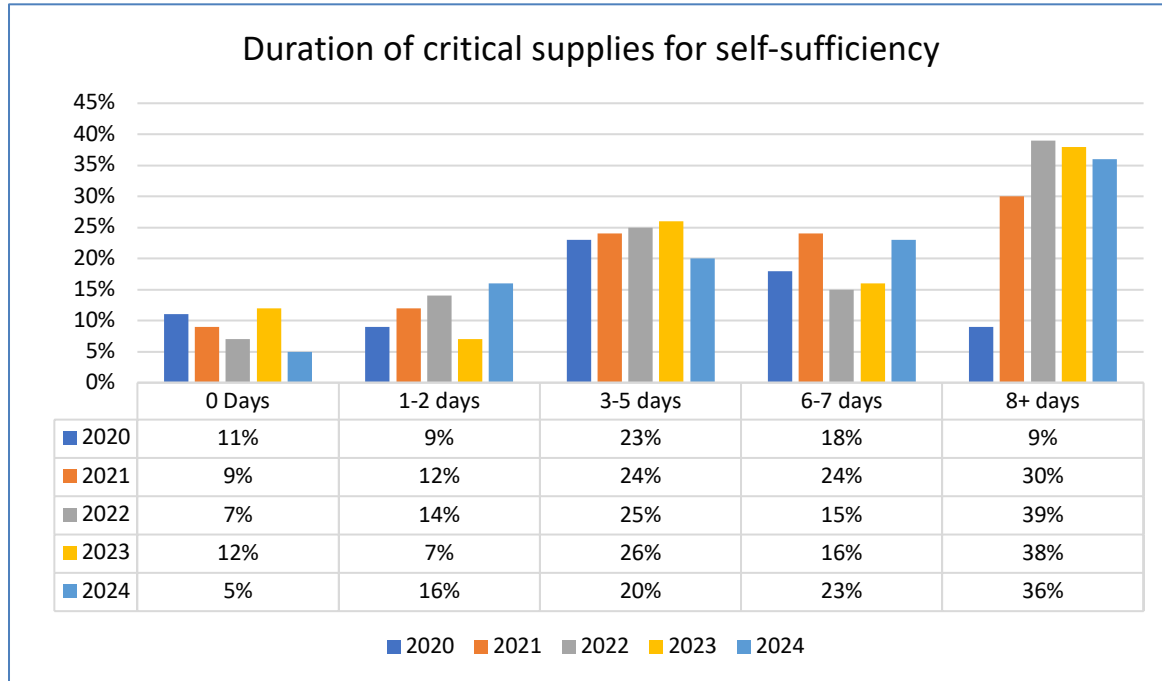
Q15: Does your Household Emergency Plan include a Communication Plan and Contacts List?

Fig. 15. Table: Presence of a Communications Plan and Contacts List

| Option | 2020 | 2021 | 2022 | 2023 | 2024 |
|--------------|------|------|------|------|------|
| Yes | 20% | 31% | 14% | 28% | 16% |
| No | 62% | 69% | 58% | 56% | 59% |
| Not answered | 18% | --- | 28% | 24% | 25% |

Q16: In case you need shelter at home, do you have critical supplies (food, water, hygiene & medication) for self-sufficiency?

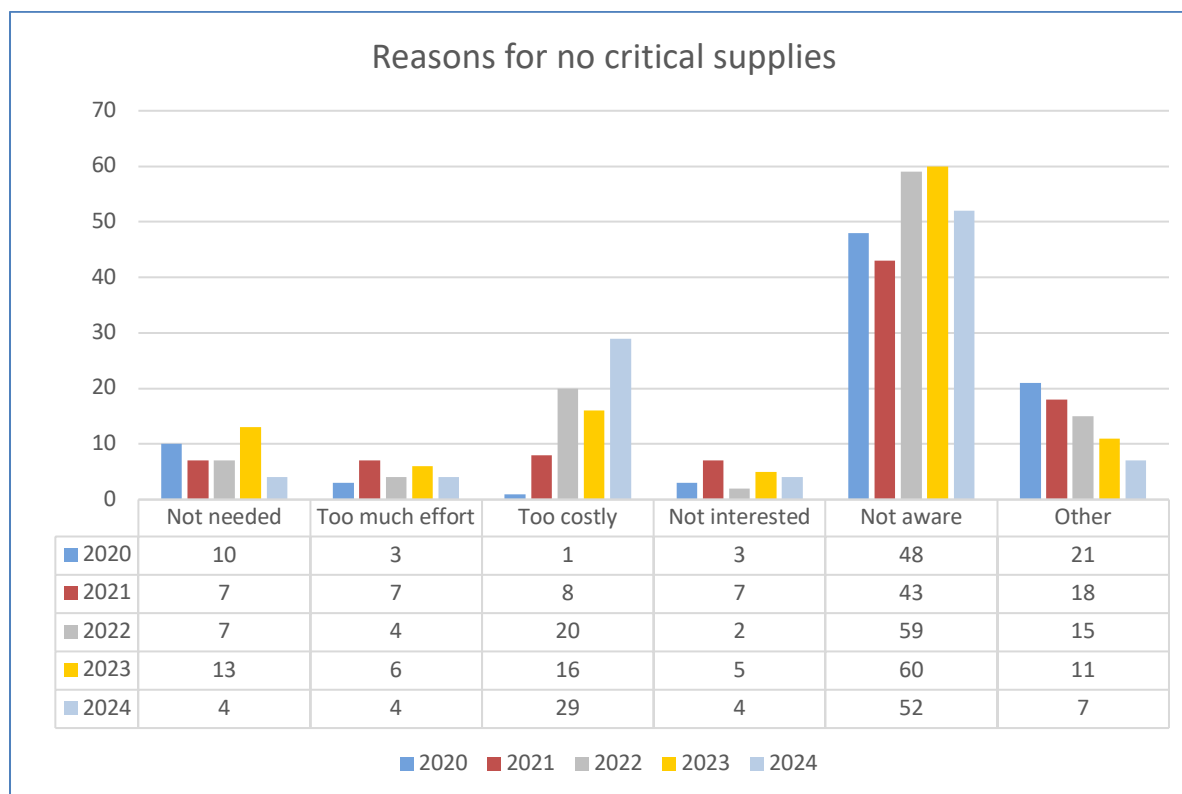
Fig. 16. Chart & Table: Presence of critical supplies at home 2020-2023



Comparison over time shows a steady majority of 8+ days of critical supplies.

Q17: If you currently don't have household emergency supplies, why not?

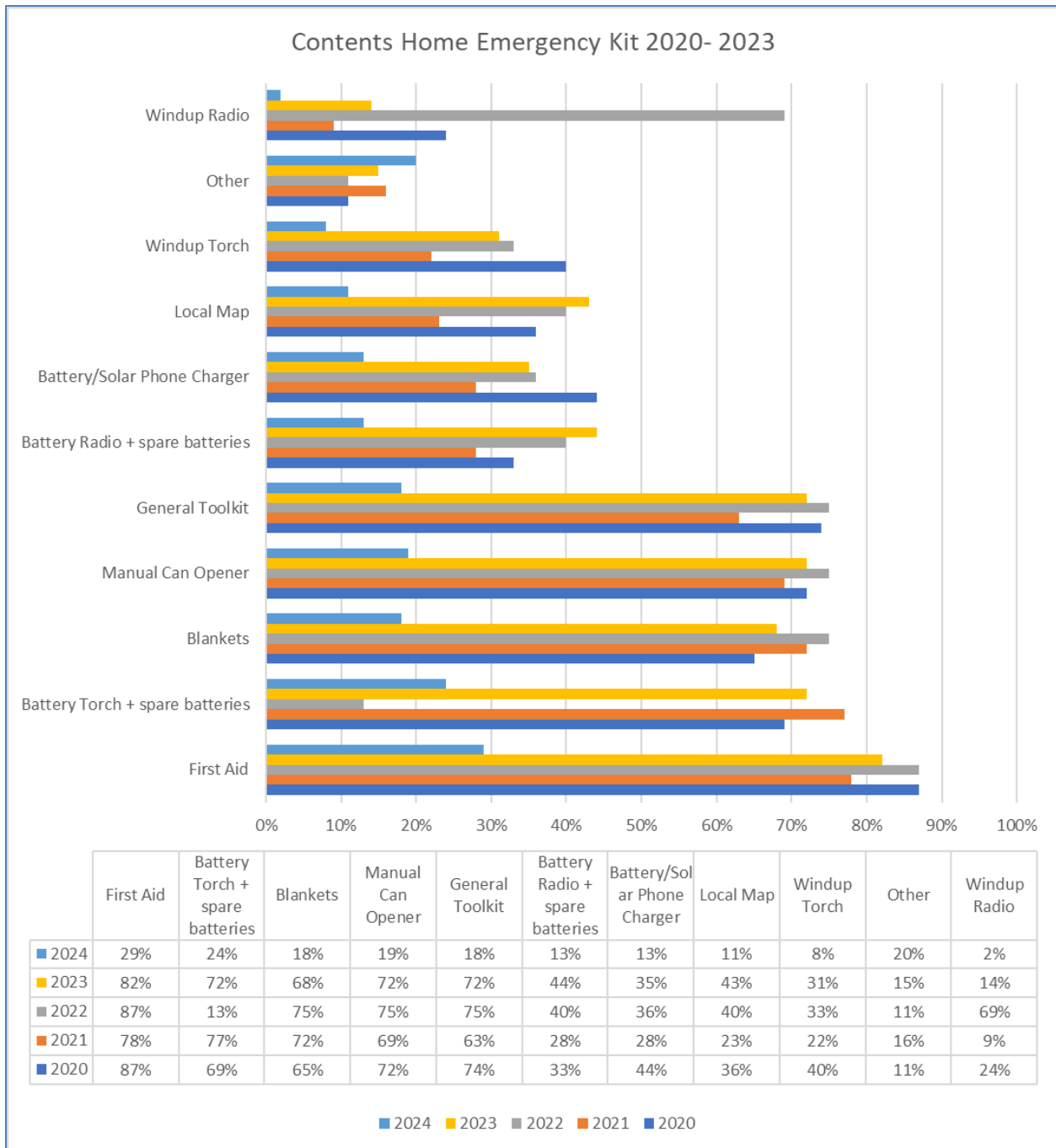
Fig. 17. Chart & Table: Reasons for NOT having household emergency supplies, multiple choice 2020-2024 (response rate 62-71%)



Open comments in 2024 again included lack of storage space, and the appreciation that one was needed.

Q18: Other than critical supplies, which items do you have in your home emergency kit?

Fig. 18. Chart & Table: Home Emergency Kit Items 2020-2024 (response rate 62-71%)



The top 4 Emergency Kit items remain relatively unchanged over the time surveyed. Interesting to note is the 'outlier' of windup radio in 2021. With the phasing out of analogue radio and the dominance of battery-operated digital radio this may be due to collector interests.

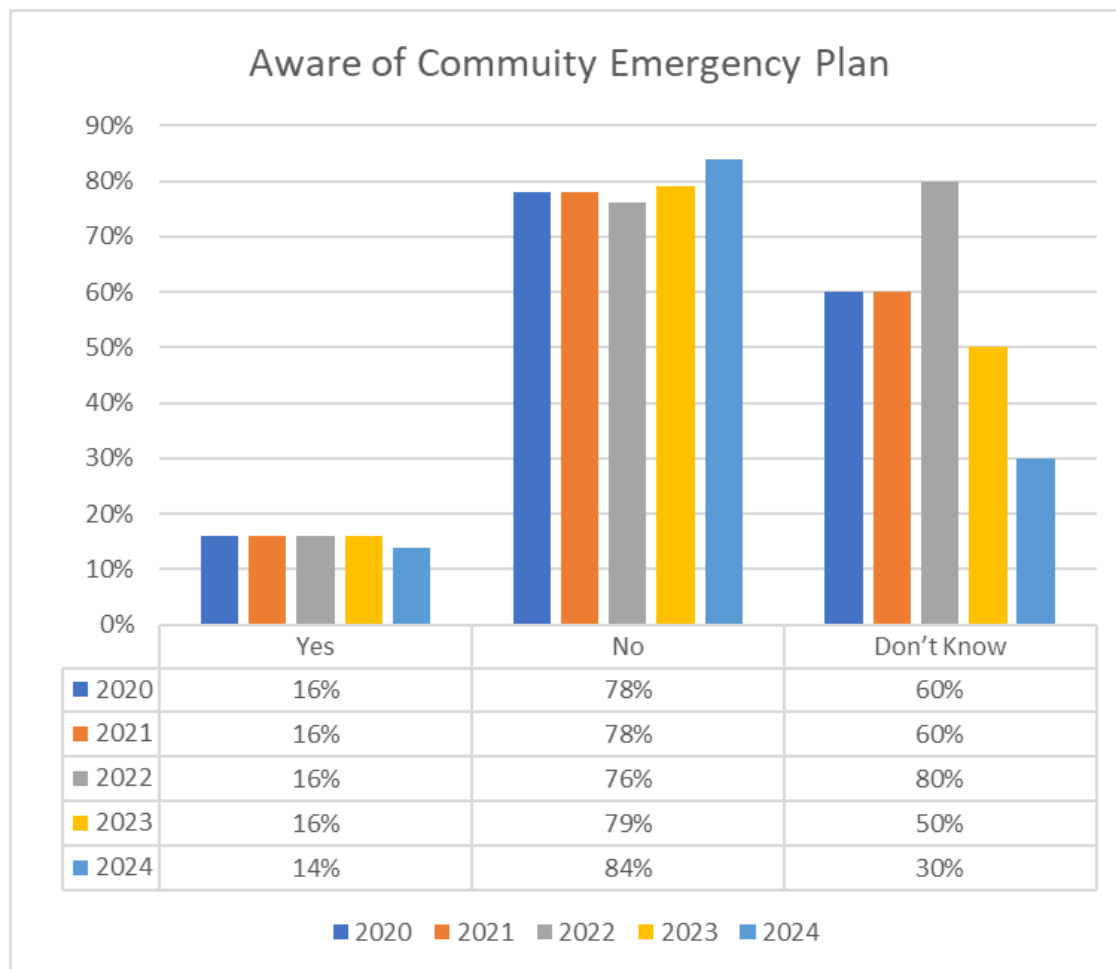
Community Resilience

The last section of the survey introduces the Community Resilience concept via a short paragraph, embeds the [30days30waysUK video “Community Emergency Plan explained”](#) and links to a sample template.

“To help develop resilience in the communities, resilience officers work with many organisations to support local people and groups to get together to use their local skills, knowledge, and resources to deal with emergency situations. People are encouraged to work together to produce a Community Self Help Plan for the area they live in, template below.”

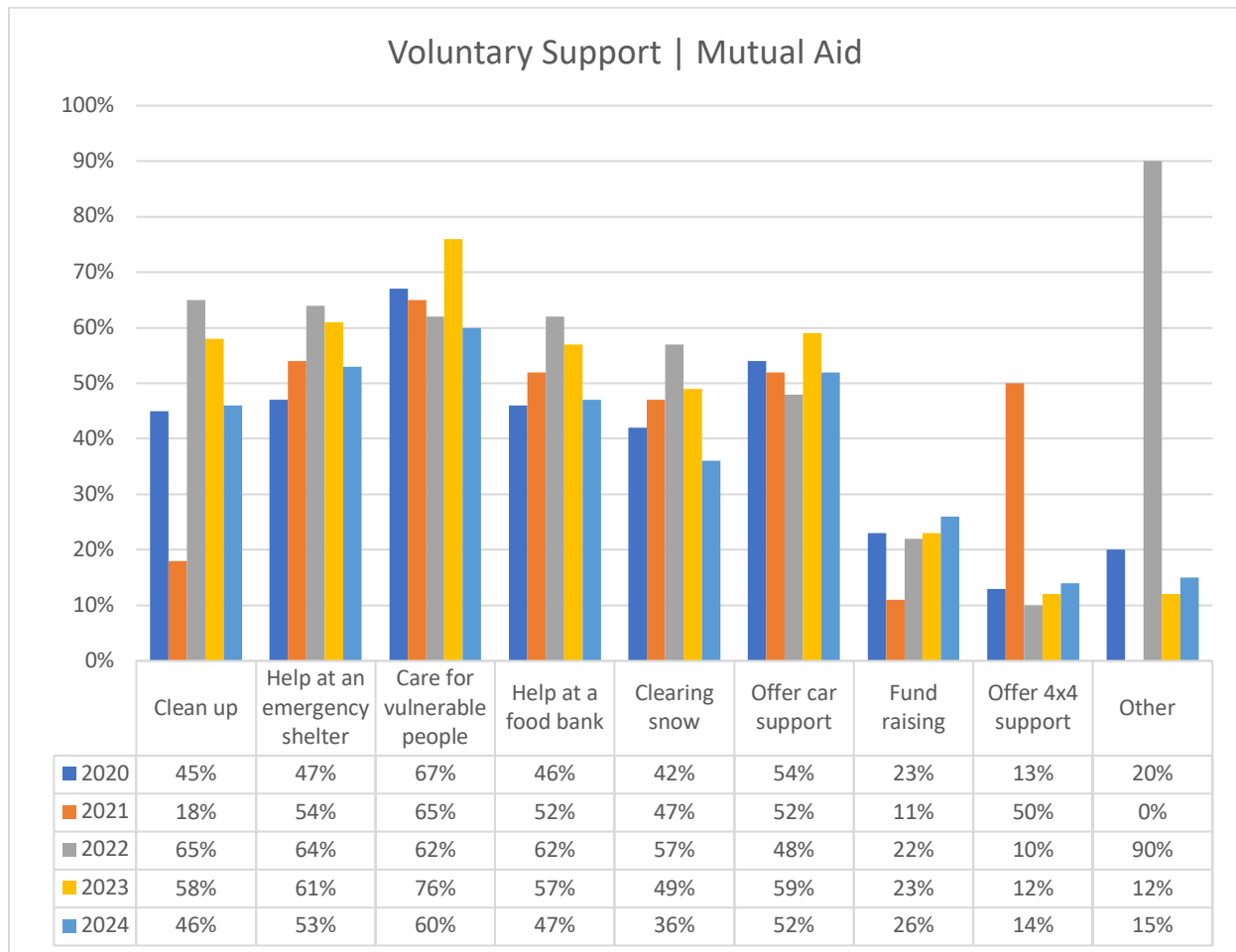
19: Are you aware of your Community Emergency Plan including a Flood Plan?

Fig. 19. Table: Awareness of Community Emergency Plan (2020-2024) (response rate 62-71%)



20: During an emergency, how might you be able to support your community?

Fig. 20: Chart & Table: Potential support for Community Resilience / mutual aid offered 200-2024 (response rate 84- 89%)



The willingness to care for vulnerable persons is still at the top in 2024 while the popularity of the top categories broadly remains stable. People also said they would support with search and rescue and help people to look after their pets.

Survey Feedback

The survey concludes with an open comments feedback section.

21: Thank you for completing this survey on household and community preparedness. This last box is for any further comments and suggestions you may want to share with us.

Many readers expressed that the information on emergency preparedness (such as Risk Registers and Community Plans) is new to them and not adequately publicised. There is concern that critical guidance, like creating Grab Bags or Home Emergency Plans, should be better distributed, possibly via leaflets sent to every household.

Key points include:

- **Awareness Gap:** People not using the internet or social media may miss out on essential preparedness information. Greater efforts in publicising these plans are needed.
- **Public Attitude:** Many in the UK live sheltered lives and don't take emergency preparedness seriously, which contrasts with experiences in more dangerous regions.
- **Practical Suggestions:**
 - Issuing a list of emergency bag essentials or even partially filled emergency bags could improve readiness.
 - Clear recommendations on bag types and sizes would be helpful.
- **Security Concerns:** Readers caution against making survival preparations obvious to avoid theft or conflict during emergencies.
- **Structural Proposal:** There is a perceived need for a UK Civil Defence organisation to lead and support nationwide emergency preparedness efforts.

The feedback underscores a desire for better education, resources, and proactive measures to ensure households are ready for potential crises.

Annex – Survey Questions

Table of survey questions (**Risk Perception** – National & Community Risk Register | **Personal Resilience** –Grab Bag, Home Supplies, Plan | **Community Resilience**) The full survey is available as a PDF via the [30days30waysUK space on Resilience Direct](#).

| | Question Text |
|-----|--|
| Q1 | Please confirm that you are over 18 |
| Q2 | What is your postcode? |
| Q3 | I am a [first-time survey participant] [return survey participant] |
| Q4 | How concerned are you that you might be affected by any of these emergencies? |
| Q5 | Would you consider yourself prepared to deal with an emergency? |
| Q6 | Are you aware of the National Risk Register? |
| Q7 | Have you read the National Risk Register? |
| Q7b | Are you aware of the new Prepare website? ***NEW QUESTION FOR 2024*** |
| Q8 | Are you aware of your local Community Risk Register? |
| Q9 | Have you read your local Community Risk Register? |
| Q10 | In case you suddenly need to evacuate your home in an emergency do you have an Emergency Grab bag prepared and ready? |
| Q11 | If you currently don't have an Emergency Grab Bag, why not? |
| Q12 | Which of these items do you have in your Emergency Grab Bag? |
| Q13 | Do you have a household emergency plan? |
| Q14 | Does it cover the following? (10 categories) |
| Q15 | Does your plan include a Communication Plan and Contacts List? |
| Q16 | In case you need to shelter at home, do you have critical supplies (food, water, hygiene & medication) for self-sufficiency? |
| Q17 | If you currently don't have household emergency supplies, why not? |
| Q18 | Other than critical supplies, which items do you have in your home emergency kit? |
| Q19 | Are you aware of your Community Emergency Plan including a Flood Plan? |
| Q20 | During an emergency, how might you be able to support your community? |
| Q21 | Thank you for completing this survey on household and community preparedness. This last box is for any further comments and suggestions you may want to share with us. |
| + | Are you in a job related to emergency preparedness? – Professional in preparedness yes/no (20 yes responses) |

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