Background
The Federal Alliance for Safe Homes (FLASH®) fielded a consumer survey in March 2022 to measure consumer knowledge and intentions regarding hurricane preparedness and recovery. The survey identified opportunities to increase personal safety and property protection activities among residents of hurricane-prone areas with information about safety, comfort, insurance, and home strengthening.

Methodology
The survey sampled 500 respondents ranging in age from 18-24 (8%), 25-34 (18%), 35-44 (31%), 45-54 (14%), and >54 (29%). The respondents were 58% female and 42% male and resided in one of 10 hurricane prone states.

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>3.59%</td>
</tr>
<tr>
<td>Florida</td>
<td>15.94%</td>
</tr>
<tr>
<td>Georgia</td>
<td>10.36%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>3.78%</td>
</tr>
<tr>
<td>Maryland</td>
<td>3.78%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>1.20%</td>
</tr>
<tr>
<td>New York</td>
<td>15.94%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>10.76%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>3.98%</td>
</tr>
<tr>
<td>Texas</td>
<td>24.10%</td>
</tr>
<tr>
<td>Virginia</td>
<td>6.57%</td>
</tr>
</tbody>
</table>

The annual survey findings help target #HurricaneStrong campaign messaging to reflect consumer needs and lessons learned during the previous hurricane season. The 2022 priority topics focus on affordable preparations, understanding how building codes affect home strength, the value of insurance checkups, and the safe use of generators to prevent carbon monoxide poisoning.
Looking Back at Preparations for the 2021 Hurricane Season

1. Did you take any steps last year to prepare for the 2021 hurricane season?

   - Yes 48%
   - No 52%

2. If you prepared last year, what steps did you take?

   - Identified your evacuation zone 21%
   - Built or replenished your disaster supply kit 20%
   - Reviewed your insurance policy 18%
   - Strengthened your home 11%
   - Volunteered in your community 11%
   - 2% - Other

3. Rank the following statements that may have affected your decision during 2021 from one to five, with one being the most important factor and five the least important.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>I had or made the time to prepare</td>
<td>33</td>
</tr>
<tr>
<td>I understand what I needed to do</td>
<td>49</td>
</tr>
<tr>
<td>The preparations were simple</td>
<td>25</td>
</tr>
<tr>
<td>The preparations were affordable</td>
<td>25</td>
</tr>
<tr>
<td>I prepared because I wanted to keep my family safe</td>
<td>109</td>
</tr>
</tbody>
</table>
4. Do you plan to prepare for the 2022 hurricane season?

![Chart showing that 57% plan to prepare, while 43% do not.]

5. Please rank the following considerations from one to five, with one being the most important and five the least important.

![Bar chart showing rankings of various factors.]

Nearly (57%) of respondents plan to prepare for the 2022 hurricane season — down 23 points compared to the (80%) who said they planned to prepare in 2021.

Building or replenishing a disaster supply kit (cash, gas, food, etc.) was the top preparation activity (28%) followed by identifying their evacuation zone (21%). Insurance policy reviews ranked fourth, (18%) reported completing a review.

Beyond the popular preparation steps, reviewing insurance policies is a simple and affordable activity that makes a big difference, as having adequate financial post-storm resources is one of the most critical factors affecting successful recovery.

For 2022, preparations and keeping family safe remains the top driver in planning to prepare, followed by having time to prepare.
Planning Preparations for the 2022 Hurricane Season and Assessing the Impacts of COVID-19

6. Please complete the following statement, “I am _______________ to prepare for the 2022 Hurricane Season due to the COVID-19 virus pandemic.”

Approximately half (49%) reported they were “extremely likely” to prepare because of the COVID-19 virus pandemic in 2022, which represents a decrease over 2021 when (57%) said they were “extremely likely” to prepare due to COVID-19.

Reviewing Homeowner’s Insurance

7. How often do you like to review your homeowner’s insurance policy with your agent or company?

Every year
Every 2 - 3 years
I review my policy on my own
I do not want to review my policy
Fewer than half of respondents (34%) review their homeowner’s insurance policy with their agent or company annually.

Adequate financial resources are essential for a smooth and swift post-hurricane recovery. Ideally, more residents would review their insurance on an annual basis.

Understanding that hurricane coverage typically carries a percentage vs. dollar value deductible and that flood insurance is sold separately are two of the critical facts that homeowners need to know before a hurricane strikes. All too often, homeowners learn these things after the storm when they need financial security the most.

### Choosing Steps for Home Strengthening Against Hurricanes

8. Did you strengthen your home against hurricanes in 2021?

| Yes 39% | No 61% |

What home strengthening steps did you take? *

- 21% Home maintenance (window, door, or soffit flashing or caulking)
- 17% Landscape maintenance (trimming trees to prevent flying missiles)
- 14% Renovations (new stronger windows, doors, garage doors, or roof)
- 14% Retrofits (strengthening roof-to-wall connections in the attic, reinforcing garage door bracing, etc.)
- 13% Upgrades (installing hurricane shutters or a tornado safe room/shelter)
- 11% Emergency measures (pre-cut plywood boards)
- 11% Temporary measures (using masking tape)
- 9% Other

*Percentage of answers
9. Do you plan to strengthen your home against hurricanes in 2022?

- Yes 47%
- No 53%

10. What home strengthening steps do you plan you take? *

- Home maintenance (window, door, or soffit flashing or caulking)
- Landscape maintenance (trimming trees to prevent flying missiles)
- Renovations (new stronger windows, doors, garage doors, or roof)
- Retrofits (strengthening roof-to-wall connections in the attic, reinforcing garage door bracing, etc.)
- Upgrades (installing hurricane shutters or a tornado safe room/shelter)
- Emergency measures (pre-cut plywood boards)
- Temporary measures (using masking tape)
- 3% - Other

*Percentage of answers

Nearly half of respondents reported they intend to strengthen their homes in 2022, down from 65% in 2021. Preferred home strengthening activities in 2021 and 2022 feature landscape maintenance (trimming trees), home maintenance such as window and door flashing, DIY activities like soffit caulking, and home renovations.
Many (43%) respondents reported using a carbon monoxide detector when using a portable generator, down from 57% in 2021. A small percentage (14%) reported they do not use carbon monoxide detectors.

Understanding of the proper use of generators, carbon monoxide poisoning, and the value of detectors is a critical part of safety preparations for hurricane season or any event that causes power outages.
13. How many feet should the portable generator be placed away from the structure to ensure safety?

Approximately 1/3 (30%) of respondents did not identify the correct distance away from the home for safe placement of portable generators. Experts recommend at placing the generator outside the garage or any covered space at least 20 feet away from the home.

14. I typically spend $________ to prepare for hurricane season.
15. I am willing to spend $________ to prepare for hurricane season.

Nearly 30% of survey respondents reported a willingness to spend $50 or less, double the 2021 percentage when 15% reported a willingness to spend $50 or less. This may reflect tightening family budgets.

16. Masking tape on windows and glass doors protects you in a tropical storm or hurricane.

17. Standard homeowners insurance policies cover damage caused by flooding from storm surge, rising water, and overflowing rivers.
18. Leaving windows open or partially opened in a hurricane is recommended to help equalize wind pressure on the structure.

Hurricane myths regarding masking tape, cracking windows, and flood insurance coverage persist, however, the 2022 survey reveals measurable progress.

The number of respondents who recognized myths increased materially year over year.

<table>
<thead>
<tr>
<th>Myth</th>
<th>2021 Response True/False</th>
<th>2022 Response True/False</th>
<th>Increased percentage of correct answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good idea to put masking tape on windows</td>
<td>67/33%</td>
<td>51/49%</td>
<td>16% improvement</td>
</tr>
<tr>
<td>Flood Insurance included in homeowner insurance</td>
<td>63/37%</td>
<td>46/54%</td>
<td>17% improvement</td>
</tr>
<tr>
<td>Cracking windows is beneficial</td>
<td>56/44%</td>
<td>50/50%</td>
<td>6% improvement</td>
</tr>
</tbody>
</table>

Hurricane Alerts, Watches, and Warnings

19. How do you receive hurricane watches or warnings?
Most respondents (28%) receive weather alerts from television or radio news sources, and a similar portion (28%) receive alerts on their smartphones. Approximately (11%) of respondents use a NOAA Weather Radio, a declining percentage year over year as the use of smartphone apps increases. These findings may suggest residents understand the importance of having more than one way to receive alerting and information, especially when power outages occur.

Keeping Up with Disaster Supply Kits

20. Which of the following best describes when you build or replenish your disaster supply kit (e.g.) (nonperishable foods, batteries, cash, etc.)?

- I keep my supply kit replenished at all times (32%)
- I typically replenish my kit several months before hurricane season begins (January-April) (13%)
- I typically replenish my kit just before hurricane season begins (May) (10%)
- I typically replenish my kit during the first part of hurricane season (June-July) (14%)
- I typically replenish my kit during the peak of the hurricane season (August-October) (3%)
- I typically replenish my kit only when a storm is threatening my area (13%)

While (32%) of respondents keep disaster supply kits replenished at all times, the remaining 68% wait until a few months before, the month before, during the start of the season, during the peak of the season, or when a storm is on the way to replenish their kit.

The practice of year-round kit maintenance means that disaster supply kits aren’t only available for hurricanes, but also during other natural disaster events.
21. Do you know what building code was followed to build your home?

- 52% Yes
- 22% No
- 26% I don't know

22. Did the building code used for your home include hurricane protection provisions?

- 51% Yes
- 24% No
- 25% I don't know
23. Do you know where to go to find out what building code was followed to build your home?

| Yes 38% | No 62% |

24. Where did you go to find out your building code?

- City Hall
- Contractor
- County Building Inspection Department
- Engineer
- Insurance Company
- Realtor
- Town Clerk’s Office
- Townhall
- Zoning Office

Just over half of respondents (51%) stated they did not know if their home’s building code included hurricane protection provisions and (52%) stated “no” to knowing what building code was followed to build their home.

Given the growing numbers of new residents moving into hurricane-prone states, it is more important than ever for residents to understand how their homes were built and how building codes are essential for hurricane resilience. This information is available at www.Inspect2Protect.org.