

Is America #HurricaneStrong?

2023 Consumer Survey Topline Report

Background

The Federal Alliance for Safe Homes, Inc. (FLASH®) fielded a consumer survey in April 2023 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 states with information about safety, comfort, insurance, and home strengthening.

Methodology

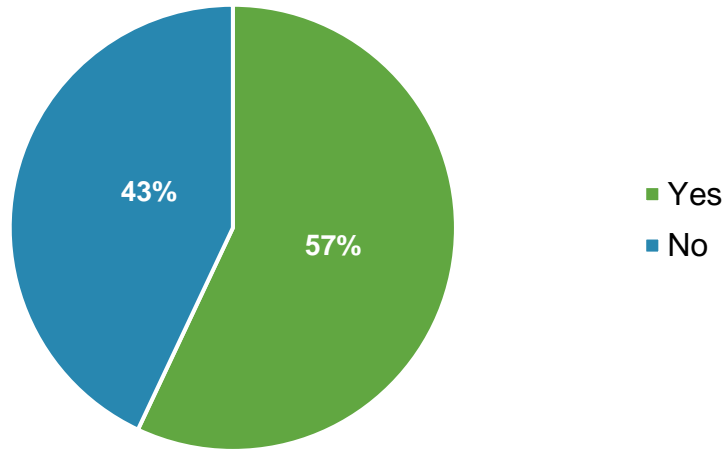
The survey sampled 500 respondents ranging in age from 18-24 (17%), 25-34 (25%), 35-44 (26%), 45-54 (16%), and >54 (16%). The respondents were 58% female and 42% male and resided in one of 11 hurricane-prone states.

Alabama	3%
Florida	20%
Georgia	10%
Louisiana	5%
Maryland	5%
Mississippi	2%
New York	14%
North Carolina	10%
South Carolina	3%
Texas	22%
Virginia	6%

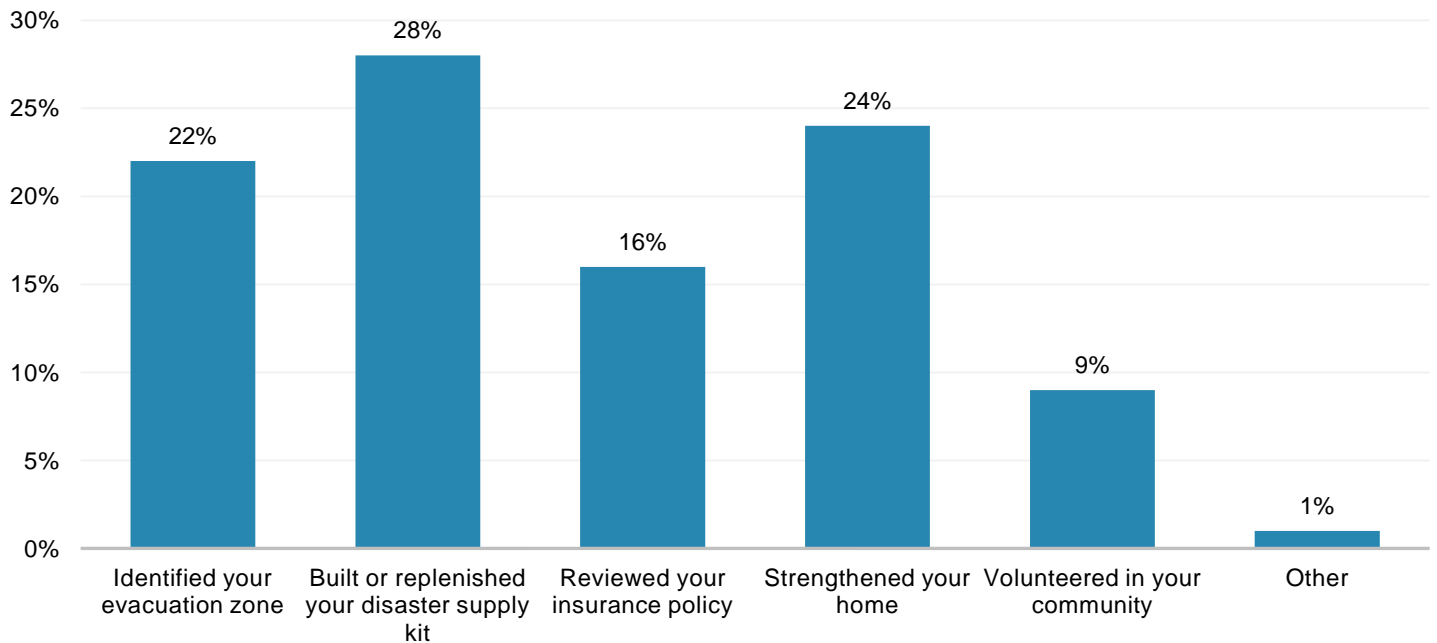


The annual survey findings help target #HurricaneStrong campaign messaging to reflect consumer needs and lessons learned during the previous hurricane season. The 2023 priority topics focus on understanding how building codes affect home strengthening.

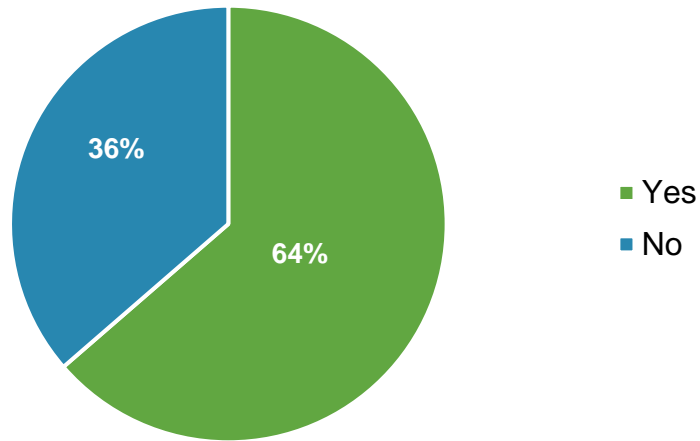
1. Did you take any steps last year to prepare for the 2022 hurricane season?



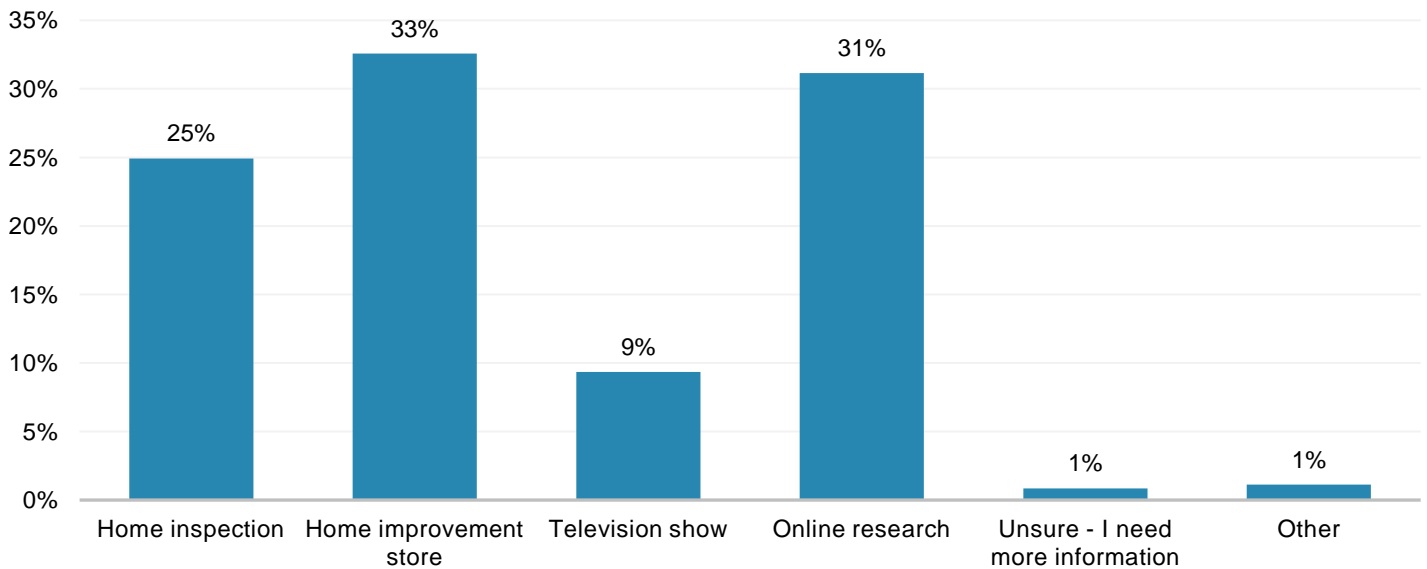
2. If you prepared last year, what steps did you take? (Mark all that apply)



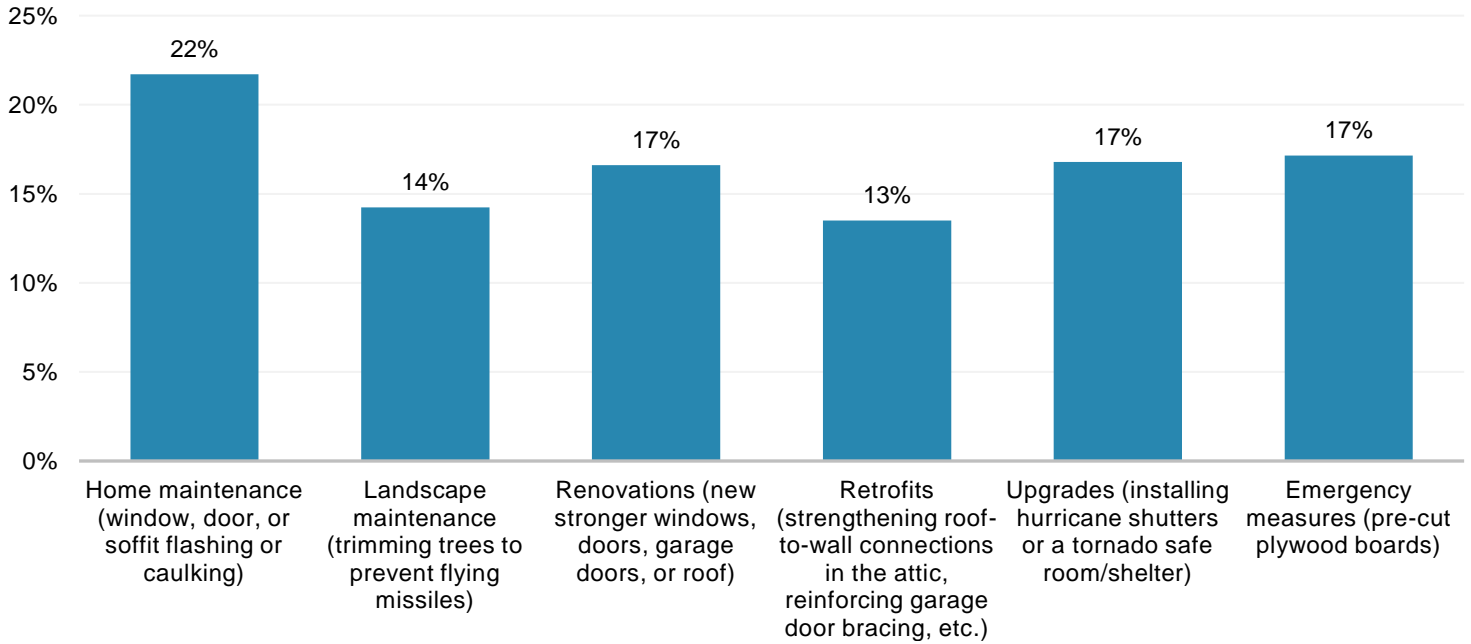
3. Did you strengthen your home against hurricanes in 2022 with retrofits or upgrades?



4. How did you identify the hurricane retrofits or upgrades to make your home more resilient?

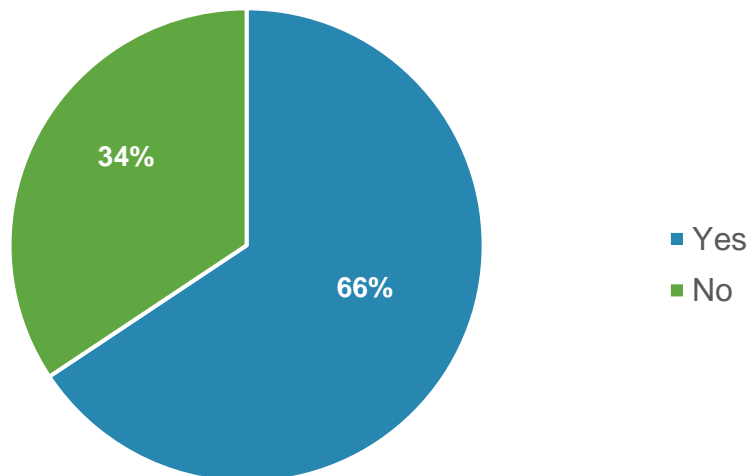


5. What home strengthening steps did you take?

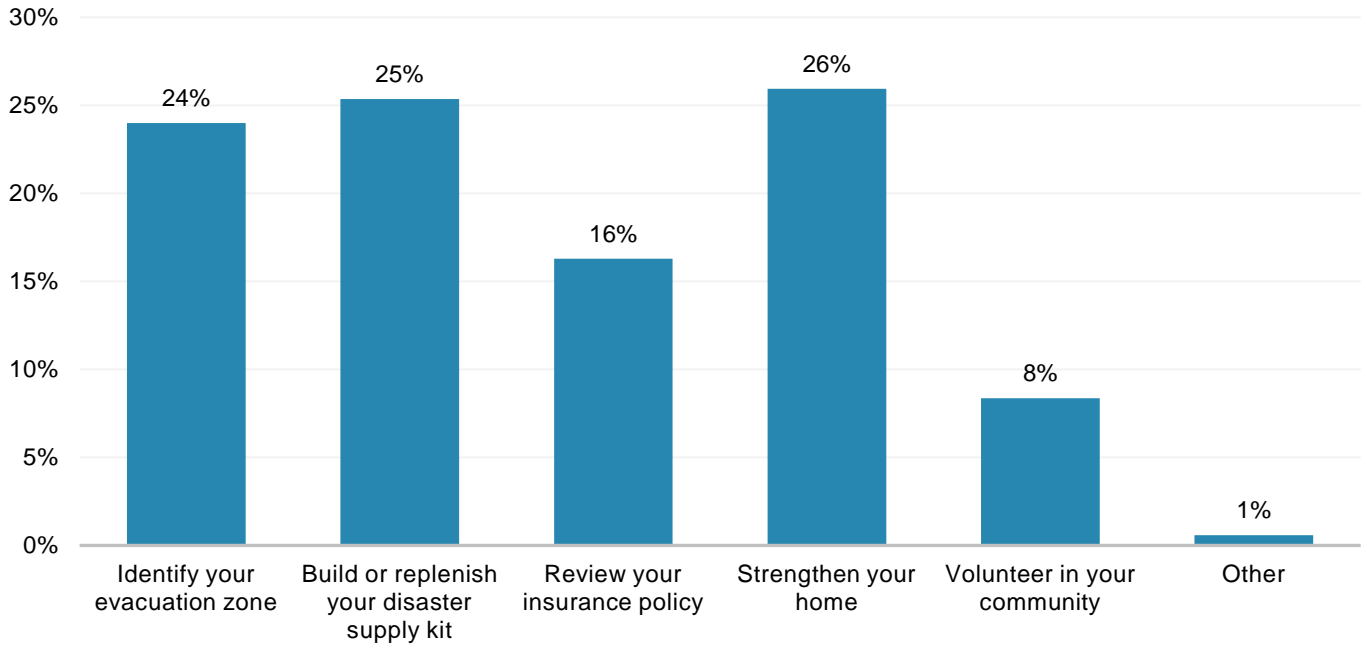


Planning Preparations for the 2023 Hurricane Season

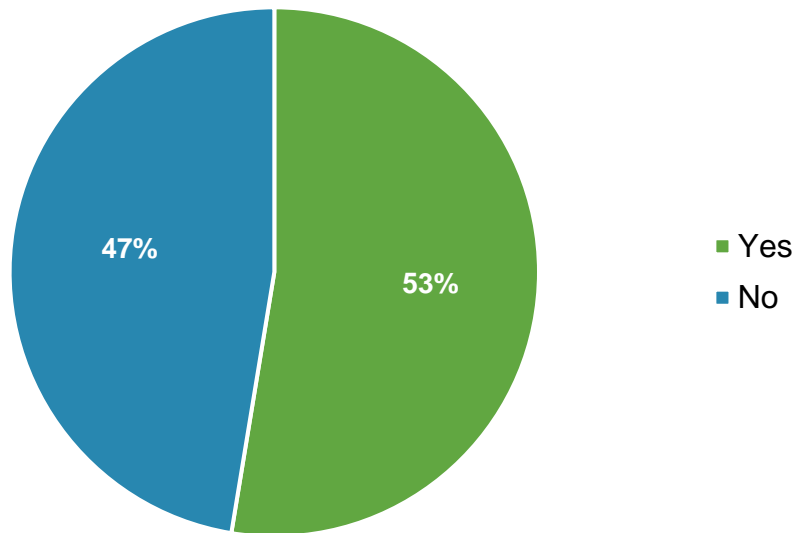
6. Do you plan to prepare for the 2023 hurricane season?



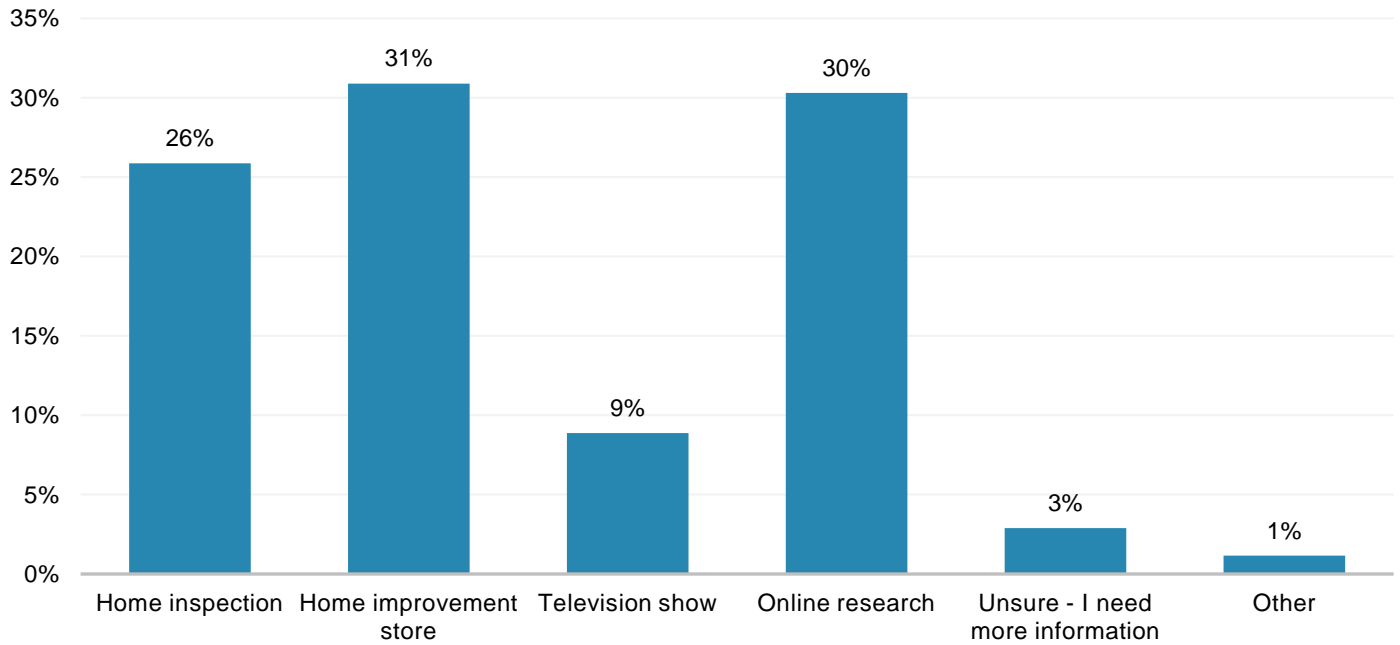
7. If you plan to prepare, what steps will you take? (Mark all that apply)



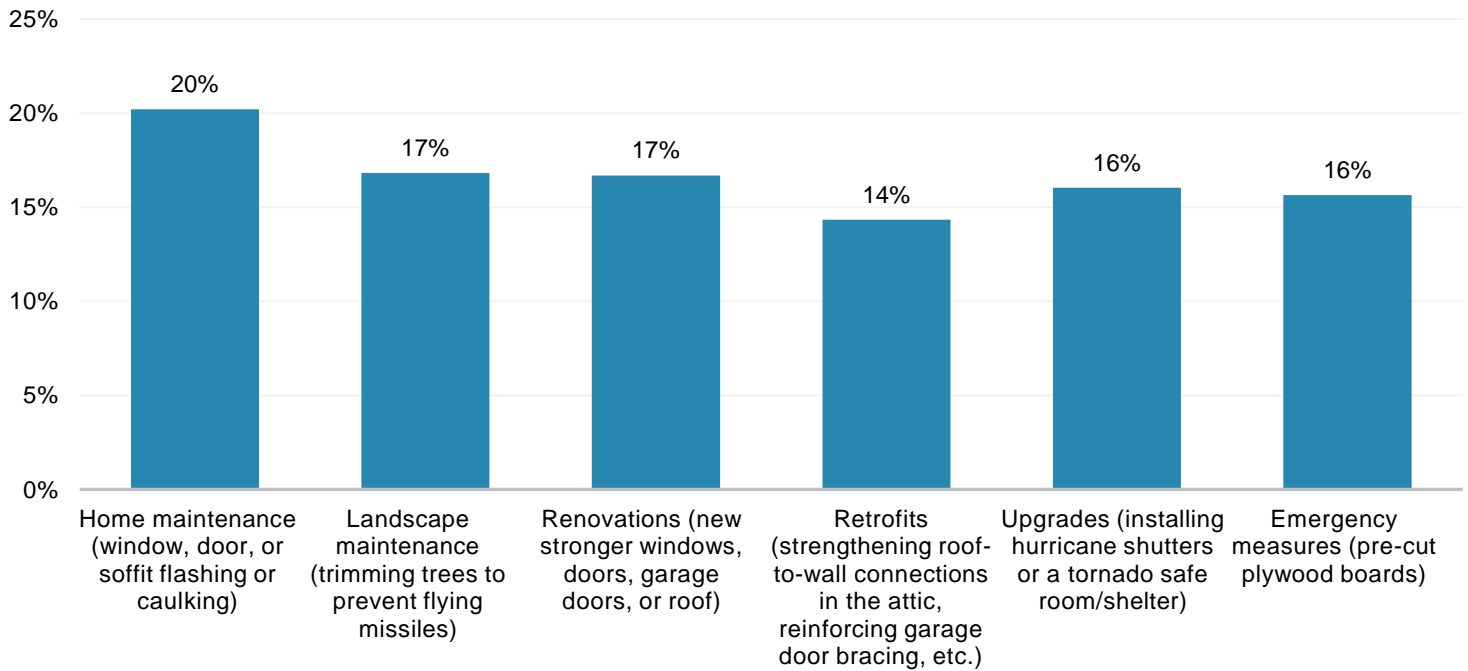
8. Do you plan to strengthen your home against hurricanes with retrofits or upgrades in 2023?



9. How will you identify the hurricane retrofits or upgrades to make your home more resilient?



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



Nearly (66%) of respondents plan to prepare for the 2023 hurricane season — up nearly 10 points compared to the (57%) who said they planned to prepare in 2022.

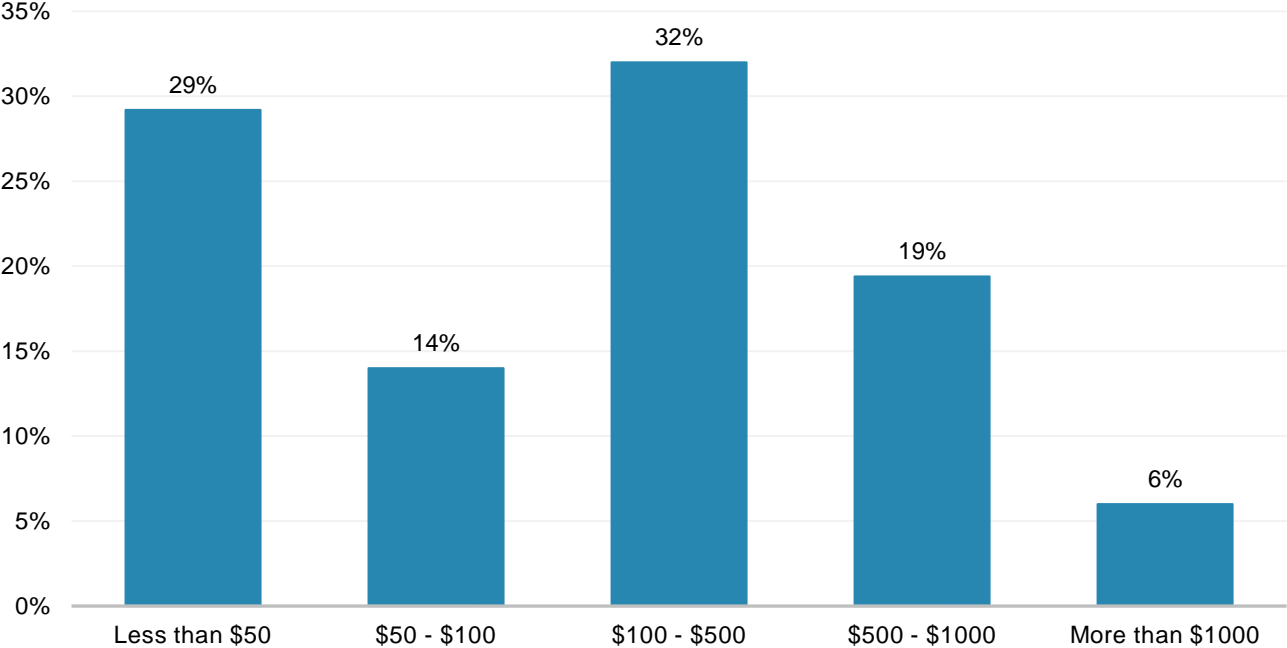
In 2022, home maintenance was the top preparation activity (20%), followed by renovations and landscape maintenance (17%), upgrades and emergency measures (16%), and lastly, structural retrofits (14%).

For 2023, top preparedness activities will be centered around strengthening the home and preparing a disaster preparedness kit. While reviewing insurance policies is a simple and affordable activity that makes a big difference, our resources indicate it is a low priority this hurricane season.

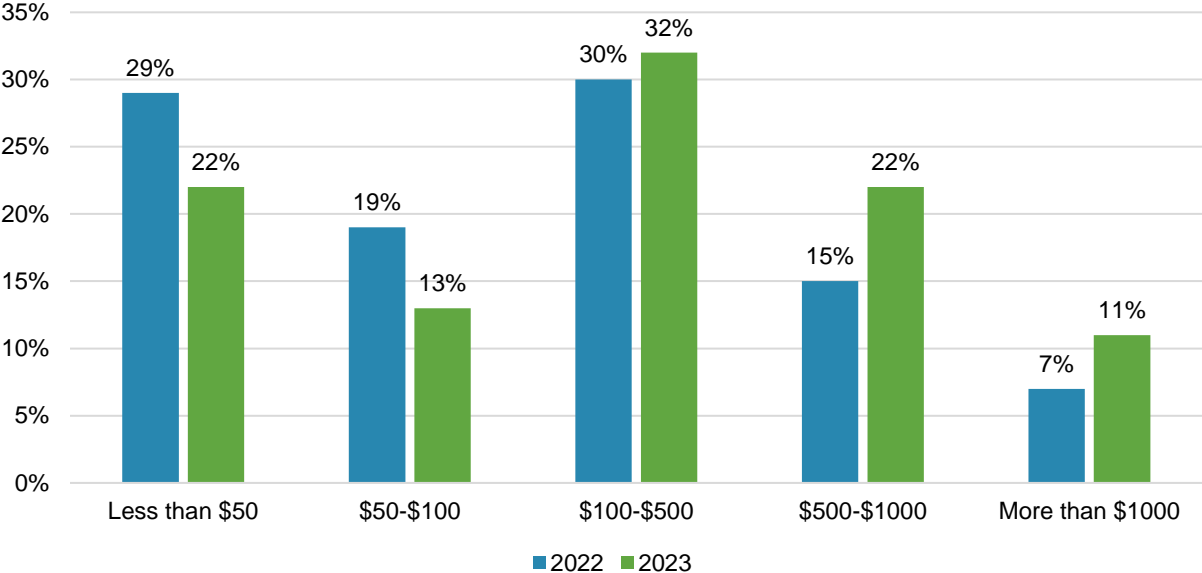
Additional messaging on the importance of an insurance check-up should be a focal point this hurricane season. Having adequate financial post-storm resources is one of the most critical factors affecting successful recovery.

Budgeting for Hurricane Preparations

11. I typically spend \$___ to prepare for hurricane season.



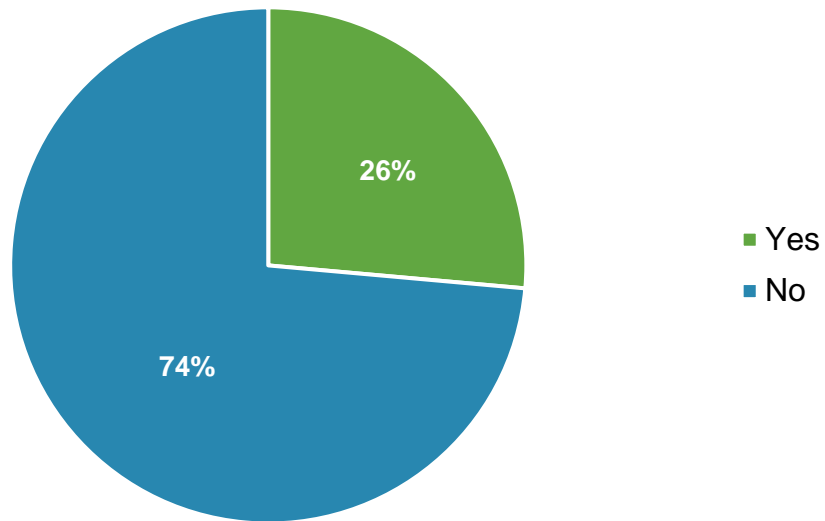
12. I am willing to spend \$ ____ to prepare for hurricane season.



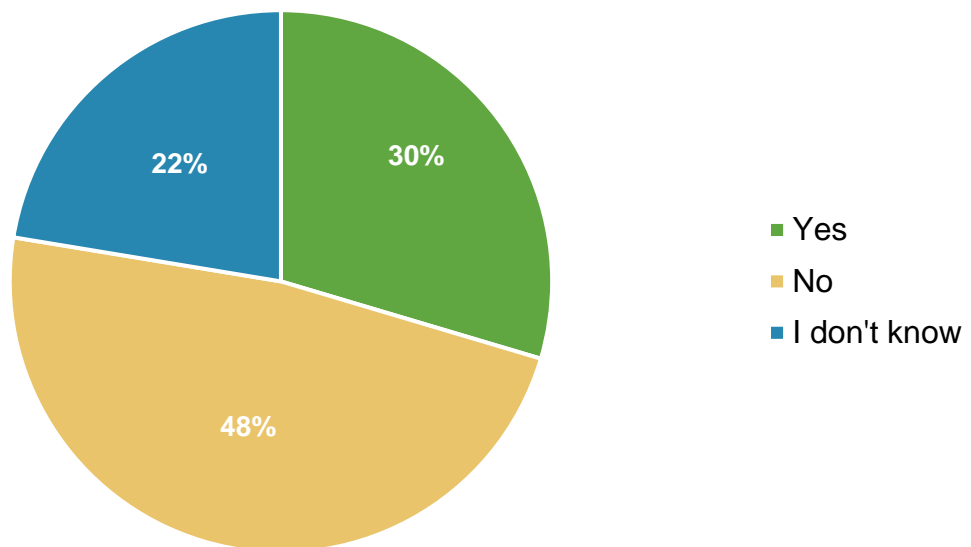
The results indicate that compared to the prior year, more individuals are willing to spend more money to prepare for hurricane season. The \$100-\$500 bracket increased by (2%), the \$500-\$1000 increased by (8%), and more than \$1000 increased by (4%). This supports the findings (from question 10). Consumers prioritize home maintenance, renovations, and landscaping, activities that align with the budget ranges.

Understanding of Existing Building Codes

13. Do you know what building code was followed to build your home?



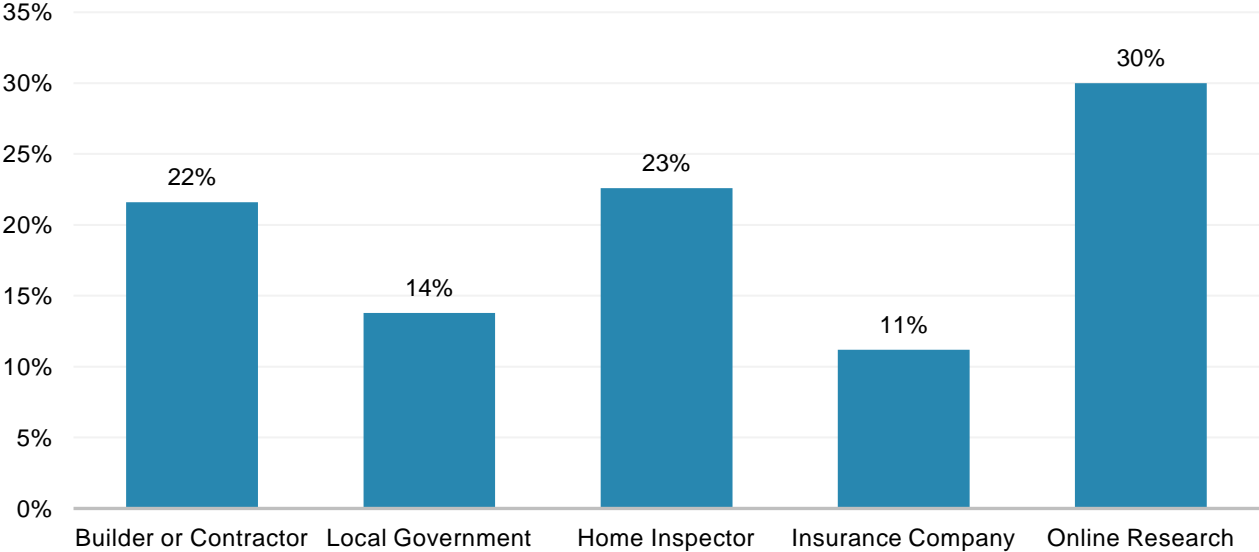
14. Do you know how to find what building code was followed to build your home?



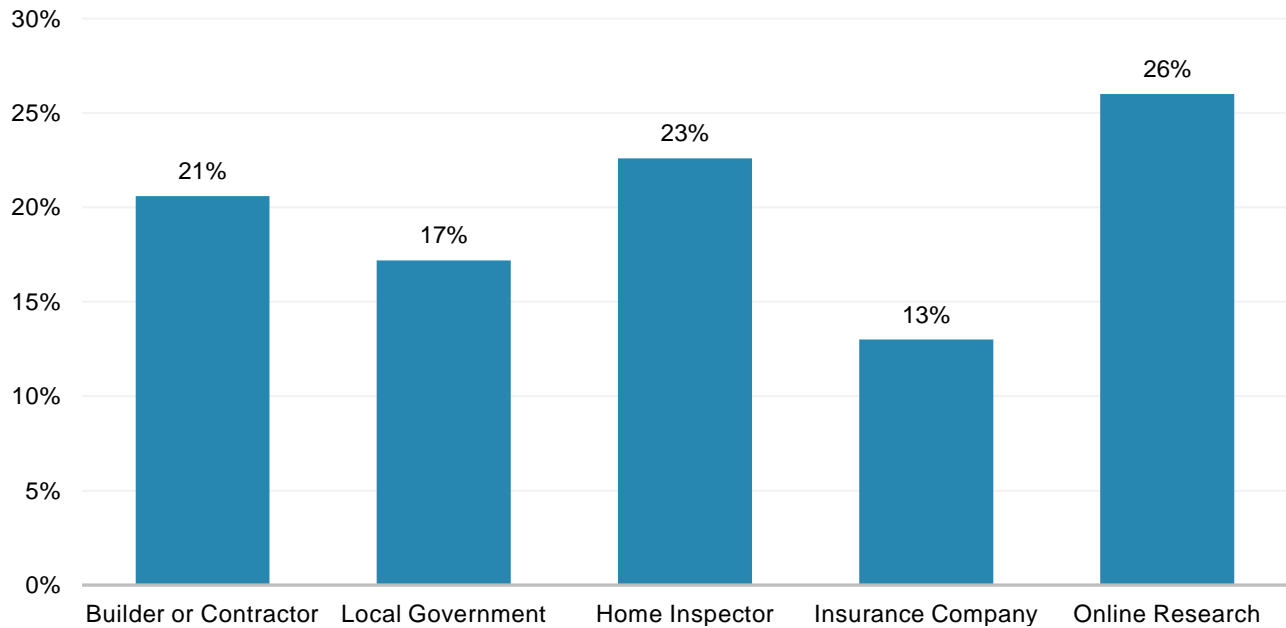
Over half of the respondents (74%) stated they are unaware of the building code their home was constructed to, and (70%) said they do not know where to find the building code their home was built to.

This supports the findings from question 10, which ranks retrofits as the lowest of the preferred home-strengthening steps. Consumers cannot consider retrofitting if they do not have the basis to determine their retrofitting options due to being unaware of their home's building code.

15. How did you learn about your building code?



16. How would you prefer to find out about your building code?



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.

Responses to questions 16 and 17 indicated that consumers actively seek out online resources; FLASH created both www.HurricaneStrong.org and www.Inspect2Protect.org for retrofitting and preparedness information.