

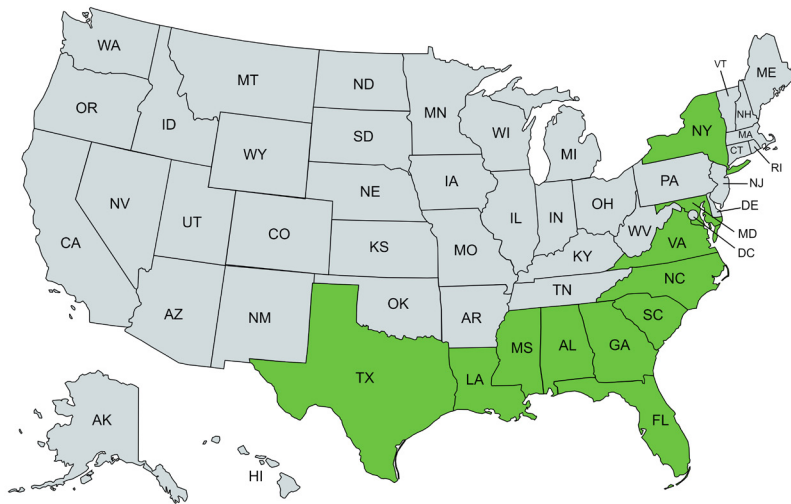
Is America #HurricaneStrong?

2024 Consumer Survey Topline Report

Background

The Federal Alliance for Safe Homes, Inc. (FLASH®) fielded a consumer survey in April 2024 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.

The survey sampled 500 respondents ranging in age from 18-24 (8%), 25-34 (16%), 35-44 (21%), 45-54 (20%), and >54 (35%). The respondents were 58% female and 42% male and resided in one of 11 hurricane-prone states.



Alabama	7%
Florida	18%
Georgia	10%
Louisiana	4%
Maryland	5%
Mississippi	2%
New York	15%
North Carolina	9%
South Carolina	5%
Texas	18%
Virginia	7%

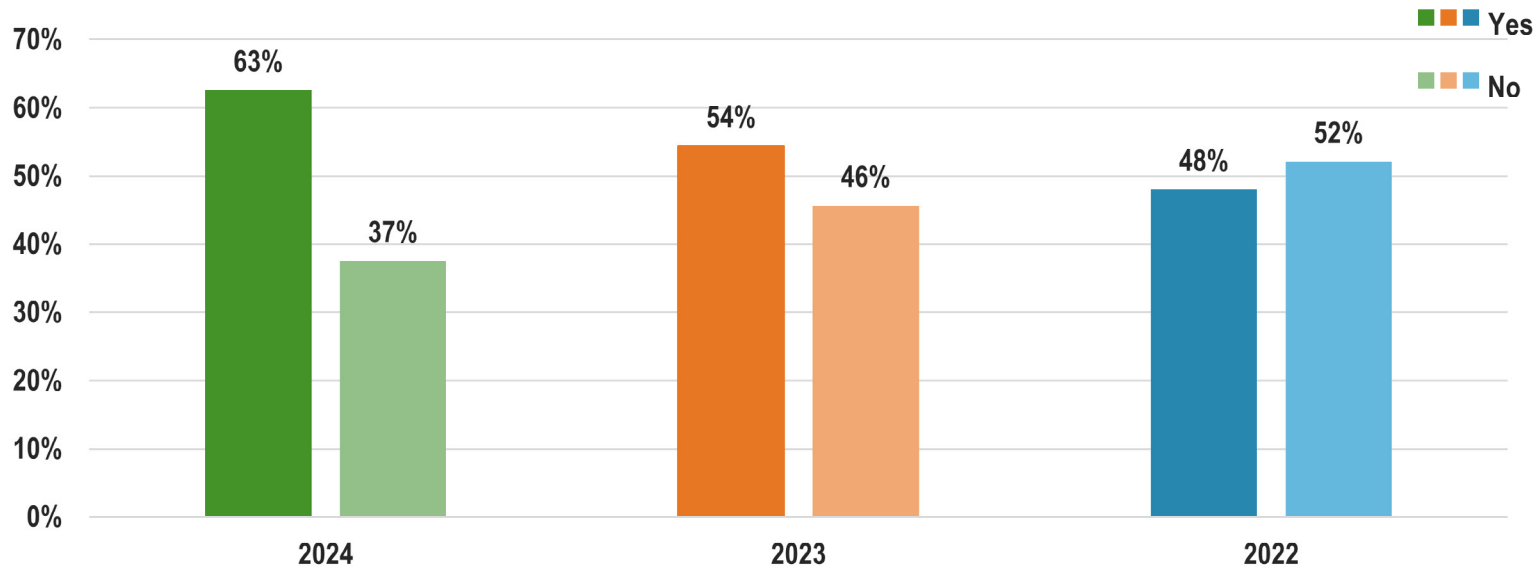
Summary

The annual survey helps FLASH target #HurricaneStrong campaign messaging to reflect consumer needs and lessons learned during the previous hurricane season. Three themes emerged from this year's findings.

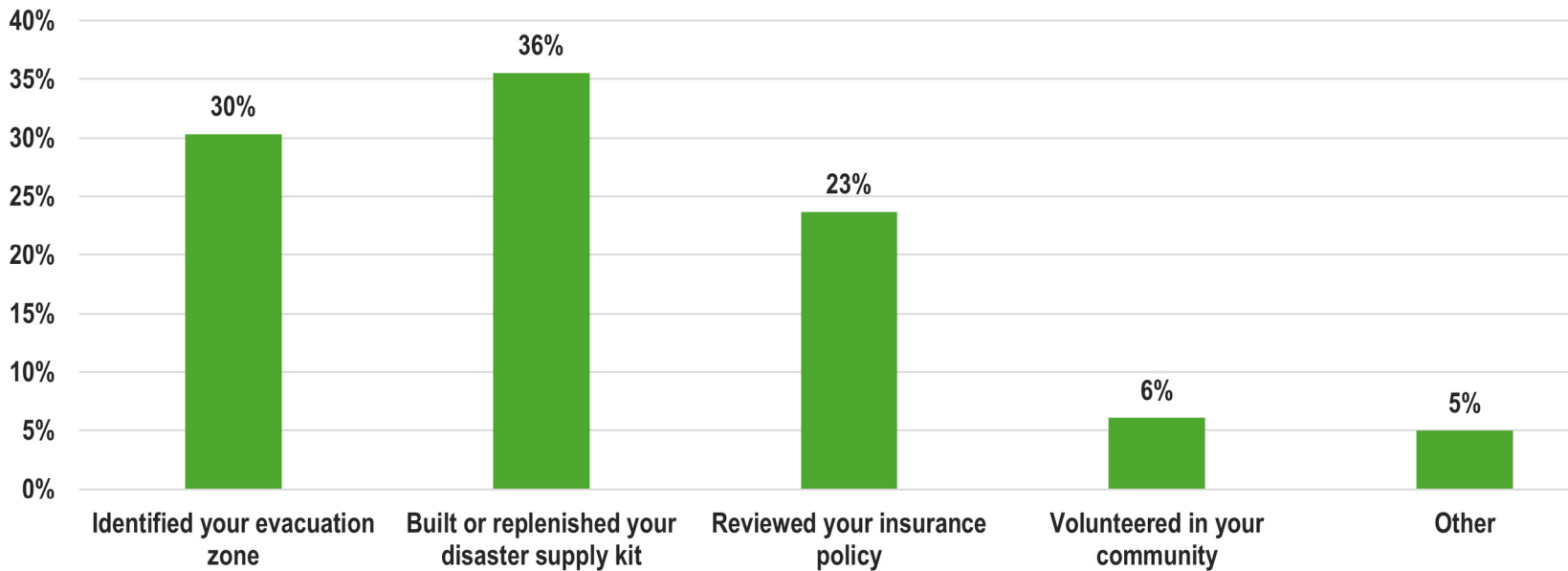
First, 60% of respondents were unaware of affordable yet highly effective damage-prevention techniques related to garage door strengthening. Next, most respondents were willing to budget slightly more to make home and family preparations. Finally, across four questions, those who reported "no or low intention to prepare" cited the reason as their belief that they would not be affected by a hurricane.

Looking Back at Preparations for the 2023 Hurricane Season

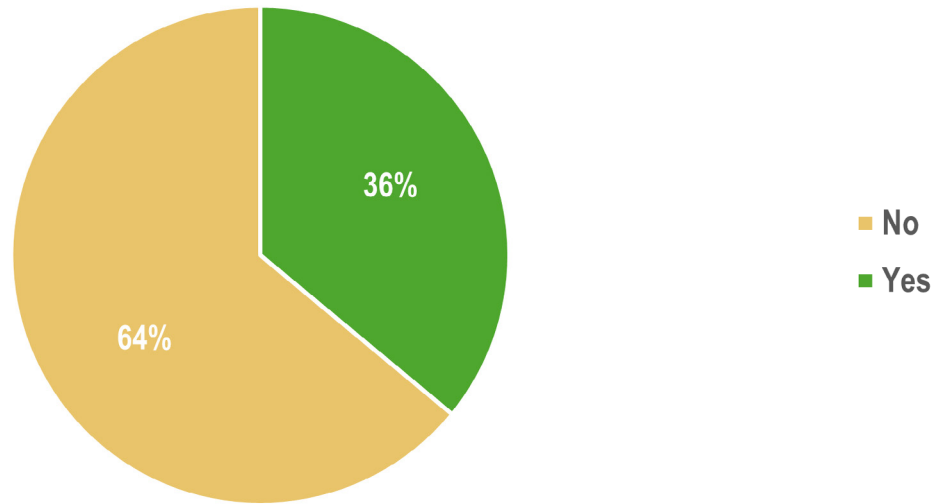
1) I took steps last year to prepare my family for the 2023 hurricane season.



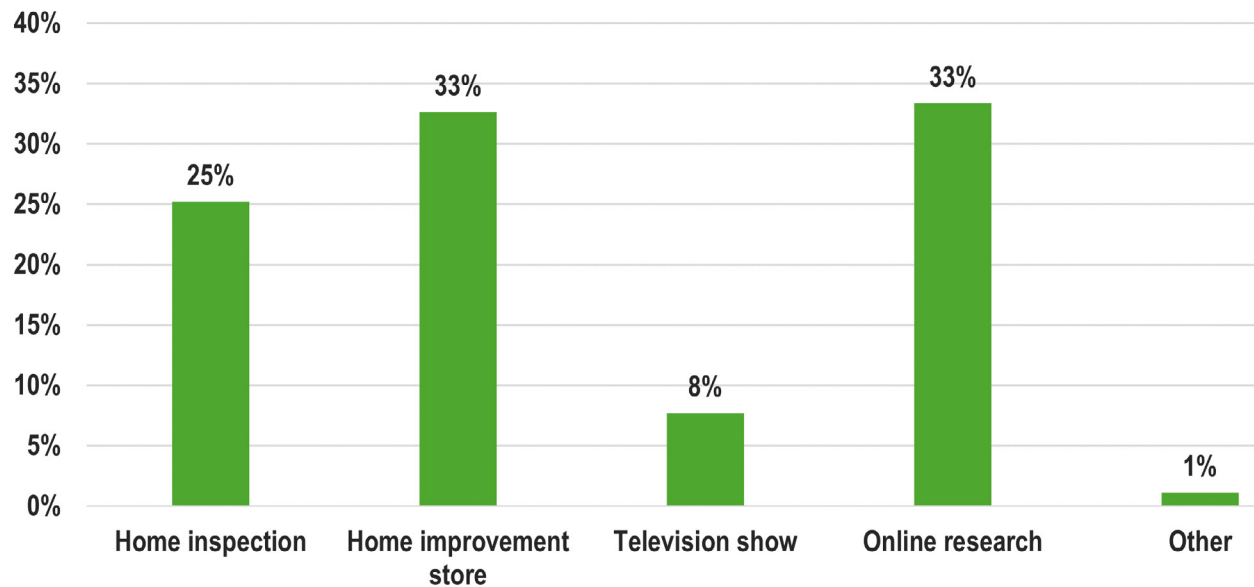
2) If you prepared your family last year, what steps did you take?



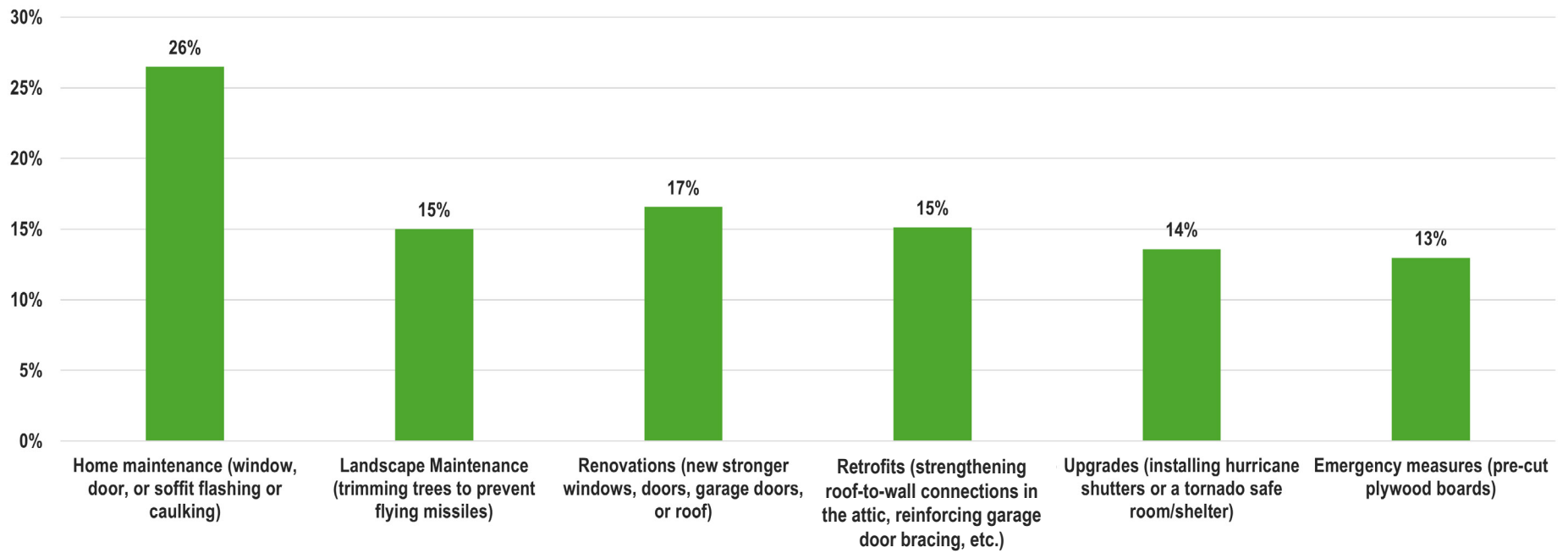
3) I strengthened my home against hurricanes in 2023 with retrofits or upgrades.



4) If you strengthened your home in 2023, how did you identify the hurricane retrofits or upgrades to make your home more resilient?

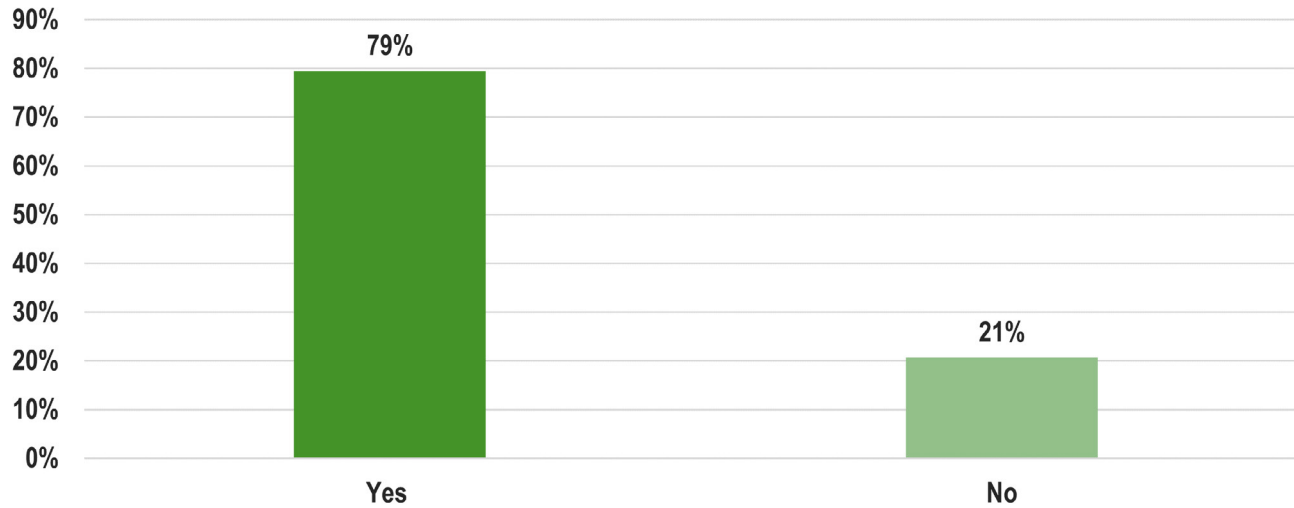


5) If you strengthened your home in 2023, what home-strengthening steps did you take?

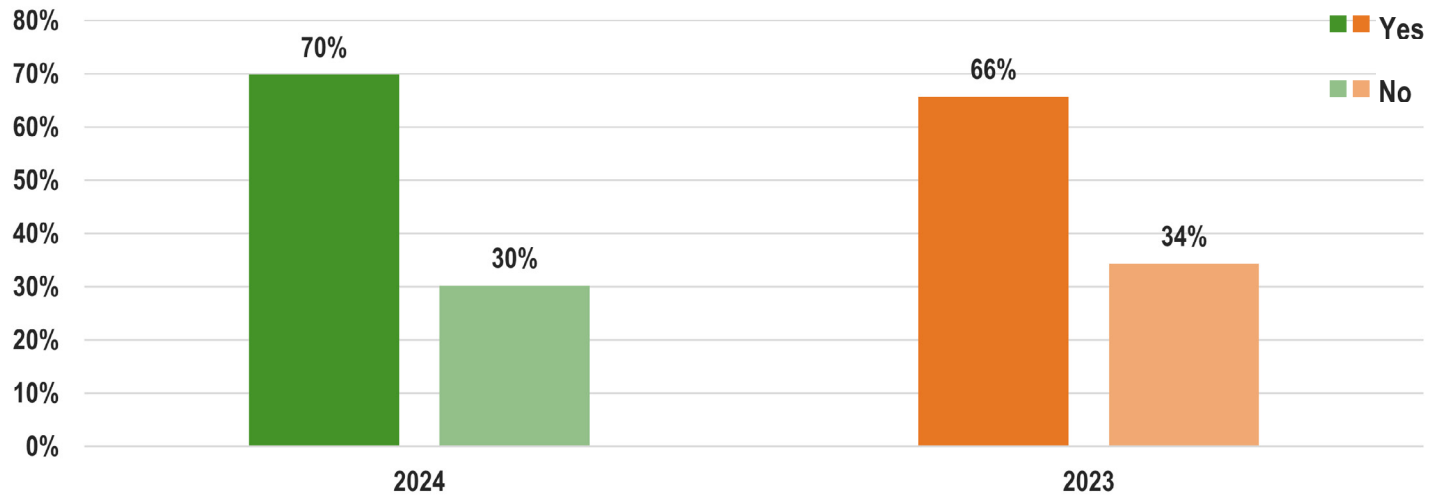


Planning Preparations for the 2024 Hurricane Season

6) I understand how to strengthen my home to withstand damage from hurricanes.

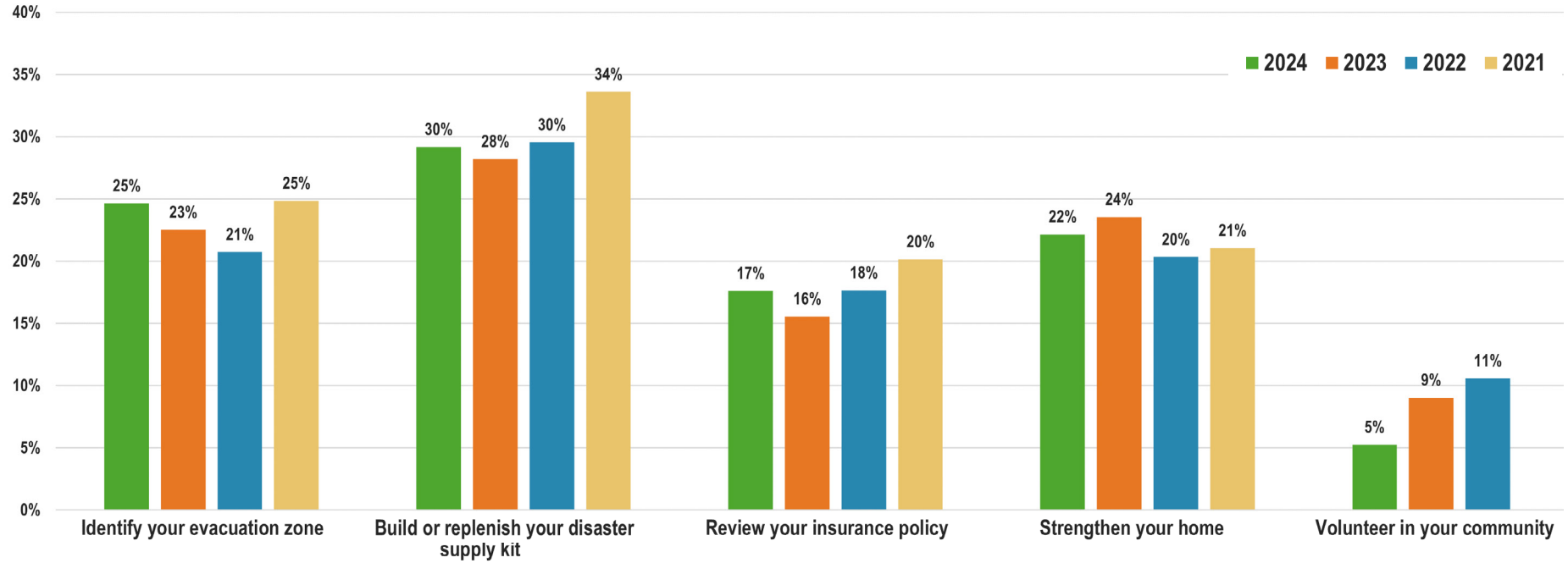


7) Do you plan to prepare your family for the 2024 hurricane season?



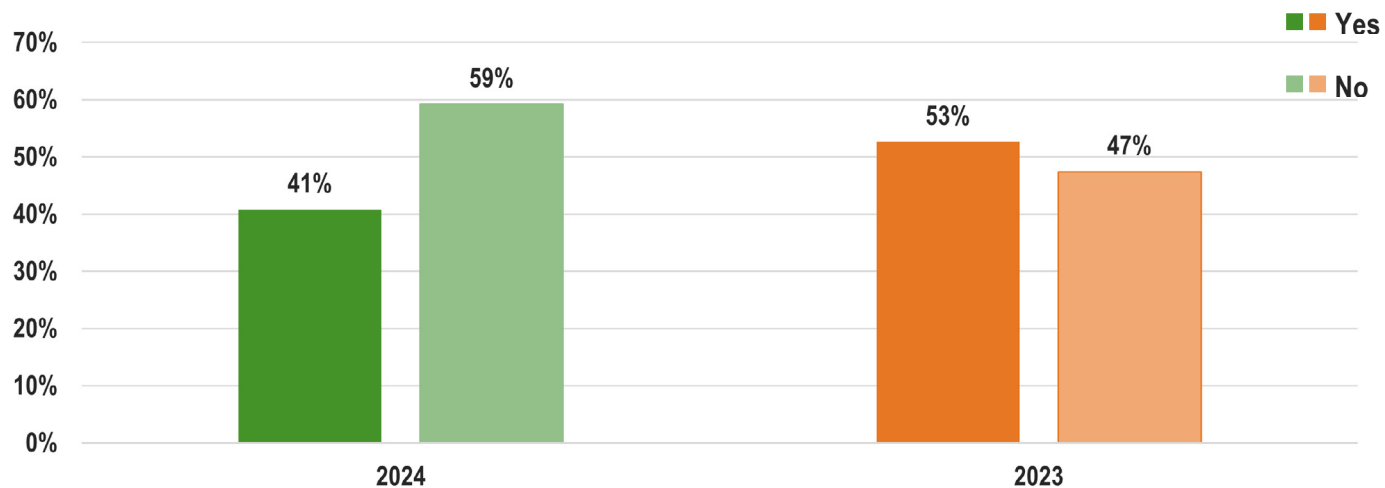
Nearly 70% of respondents plan to prepare their family for the 2024 hurricane season—a 4 percentage point (6%) increase compared to the 66% who said they planned to prepare in 2023.

8) If you plan to prepare your family, what steps will you take?



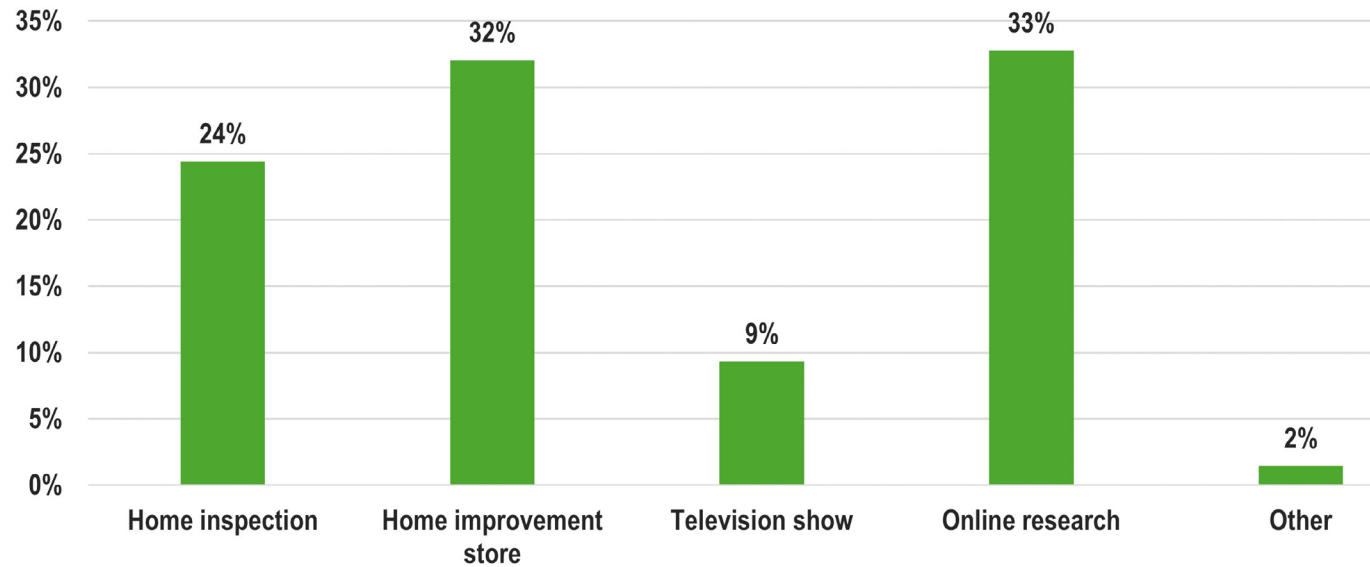
Since the survey's inception in 2021, most respondents plan to build or replenish their disaster supply kit to prepare their families, followed by identifying their evacuation zone. (Note: in 2024, 1% of respondents answered "other").

9) Do you plan to strengthen your home against hurricanes with retrofits or upgrades in 2024?

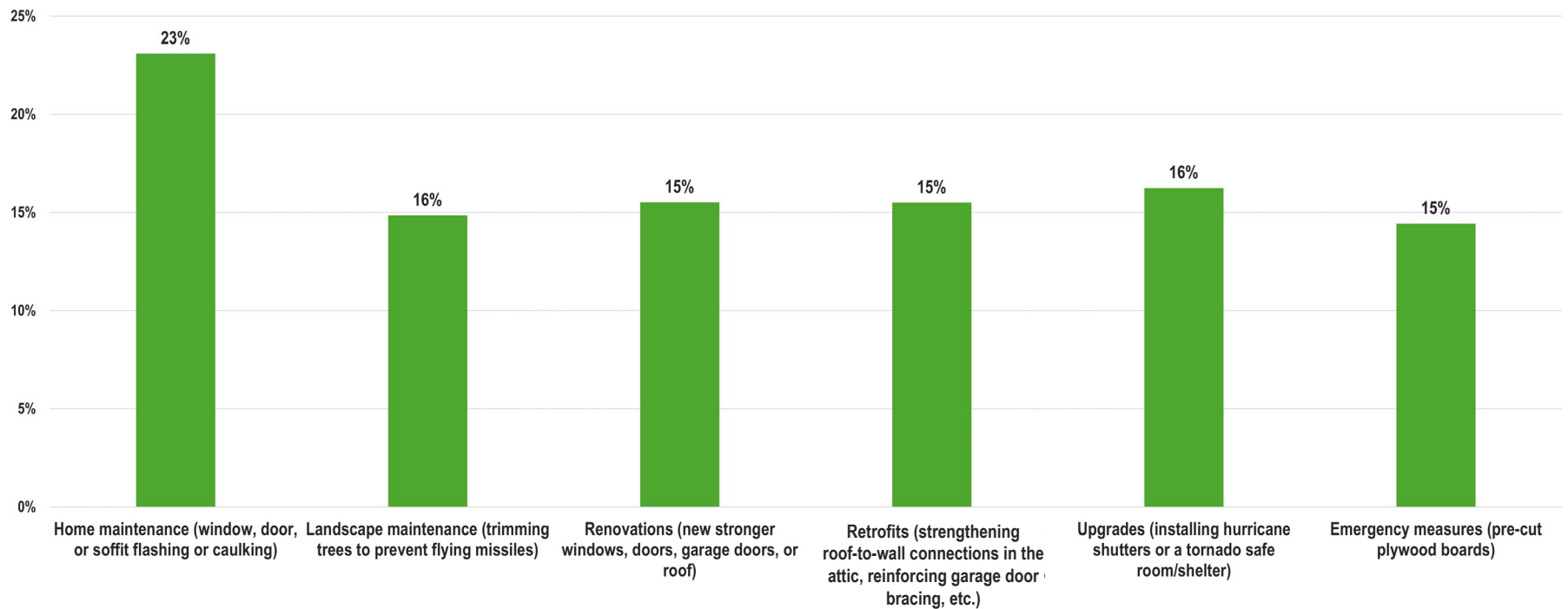


In 2024, 41% of respondents plan to strengthen their homes. This result indicates a decrease of 12 percentage points (23%) from the prior year.

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

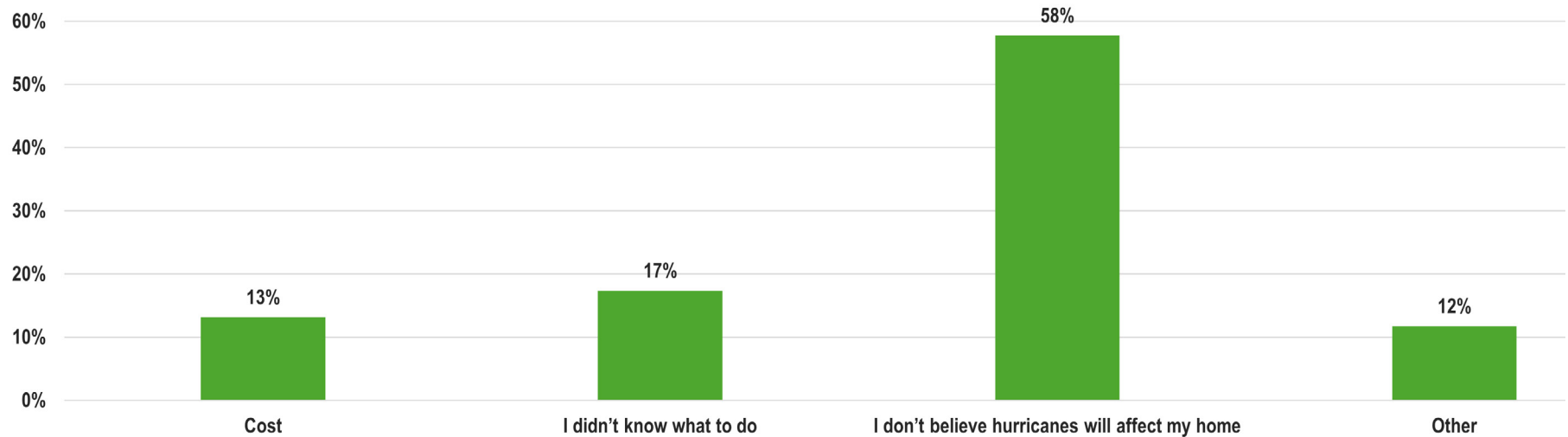


11) If you plan to strengthen your home for the 2024 hurricane season, what home-strengthening steps do you plan to take?



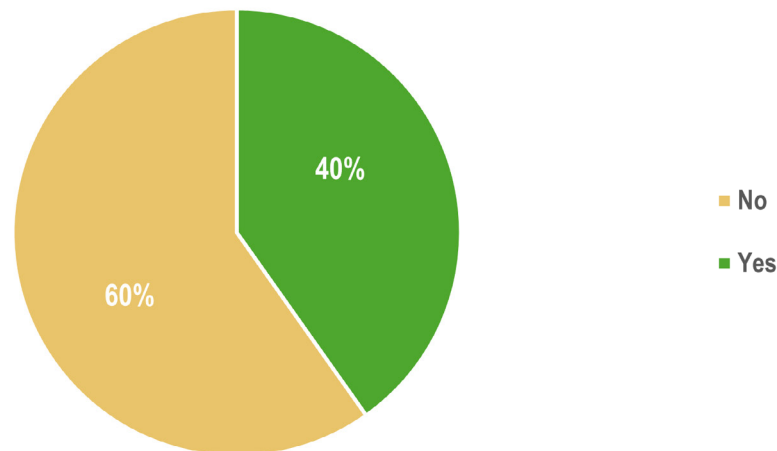
Those who plan to strengthen their homes listed maintenance such as caulking soffits, windows, and doors as their top intended activity (23%), followed by landscape maintenance (16%) and upgrades like hurricane shutters (16%). Those planning to prepare for the 2024 hurricane season cited the desire to safeguard their families and homes against hurricanes and flooding as their top reasons.

12) If you don't plan to prepare your family for the 2024 hurricane season, please tell us why.



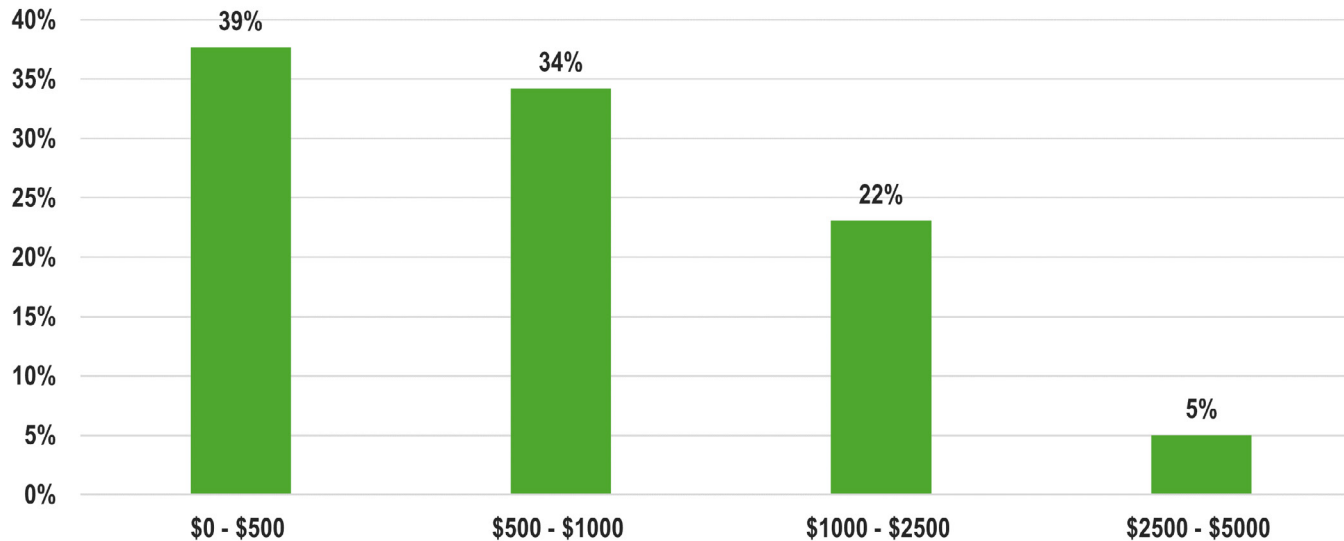
The top reason cited by those who reported that they either did not prepare in 2023 or do not intend to prepare in 2024 is that they do not believe hurricanes will affect their homes. They also listed barriers regarding affordability/cost and lack of knowledge about how to prepare. The above findings indicate that targeting messaging about wind and flood risk potential (especially inland), affordable preparedness options, and “how to” prepare can help increase the number of those that take action.

13) Did you know that keeping your garage door intact during a 110 mph or lower windspeed can prevent roof and/or wall damage?



Budgeting for Hurricane Preparations

14) Bearing in mind that strong garage doors can prevent roof or wall damage in many high-wind events, how much would you be willing to spend to upgrade your garage door?

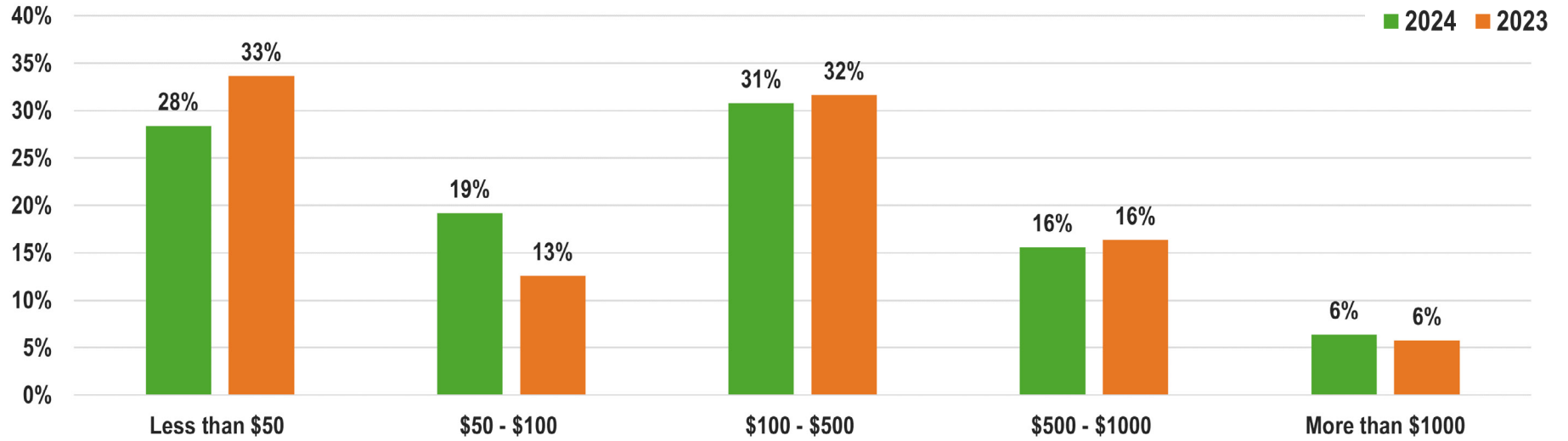


The National Institute of Standards and Technology (NIST) recently validated longstanding post-hurricane engineering findings that strong, reinforced garage doors can serve a vital and protective role in severe winds. Their analysis revealed that that tornado-impacted homes with intact garage doors were likelier to retain their roofs and the walls adjacent to the garage. The correlation between intact garage doors and undamaged roofs and side walls remained effective in tornadic windspeeds up to 135 mph.

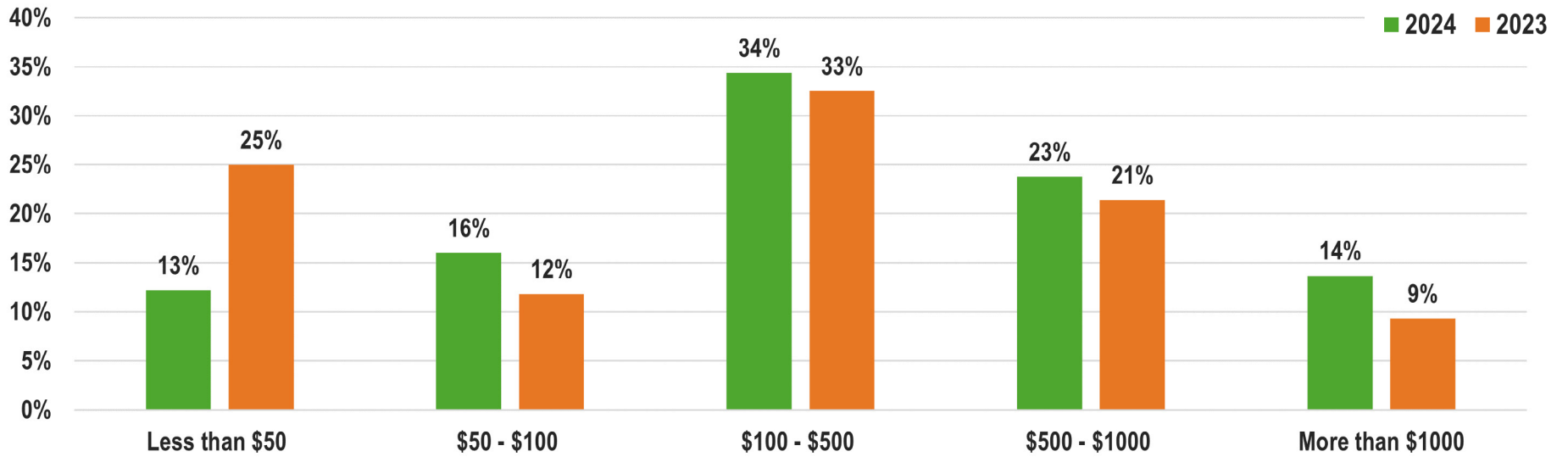
However, survey findings indicated that respondents were unaware of the correlation between intact garage doors and intact roofs and adjacent walls. Sixty percent of the #HurricaneStrong survey respondents were unaware that a strong, reinforced garage door would help protect their roof, even in a lower windspeed of 110 mph (Category 2 Hurricane).

These findings indicate that targeting messaging helps homeowners understand the efficacy, value, and affordability of bracing and strengthening their garage doors to prevent more catastrophic roof and wall failure.

15) I typically spend \$_____ to prepare for hurricane season.



16) I am willing to spend \$_____ to prepare for hurricane season.

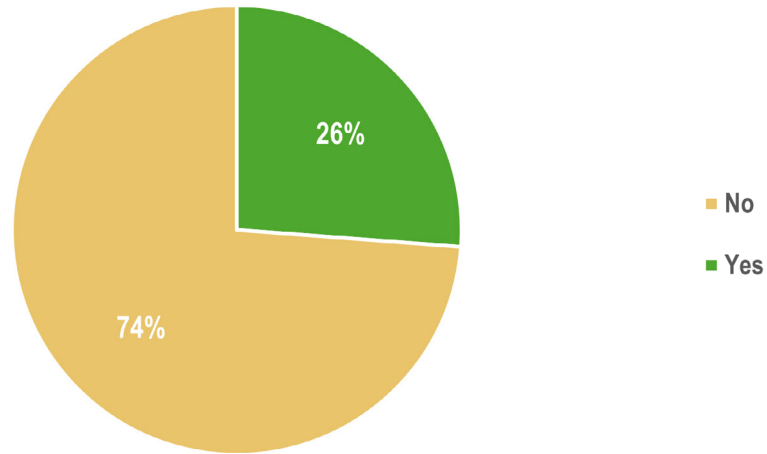


These results indicate an increase in the number of individuals who are willing to spend more money compared to the prior year to prepare for hurricane season. For example, the \$100-\$500 bracket increased by one percentage point (3% increase). The \$500-\$1000 increased by two percentage points (10% increase), and “more than \$1000” increased by five percentage points (56%) over 2023.

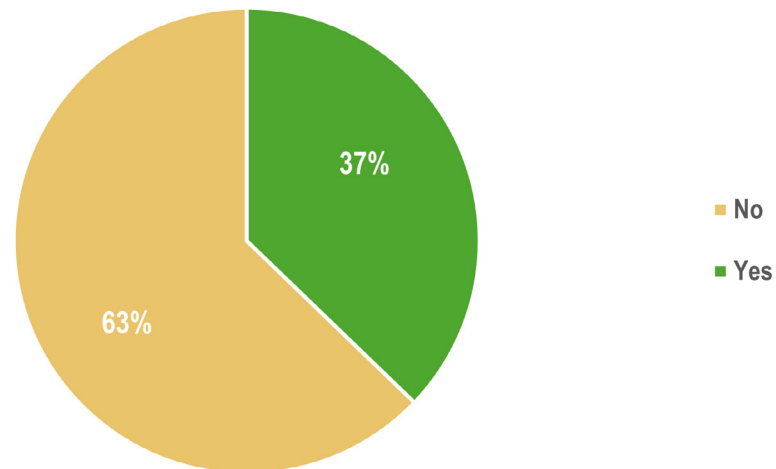
This supports the findings from question 11 that indicate consumers priority for home maintenance, landscaping, shutters, and other activities that align with the budget ranges.

Understanding Existing Building Codes

17) Do you know what building code was followed to build your home?

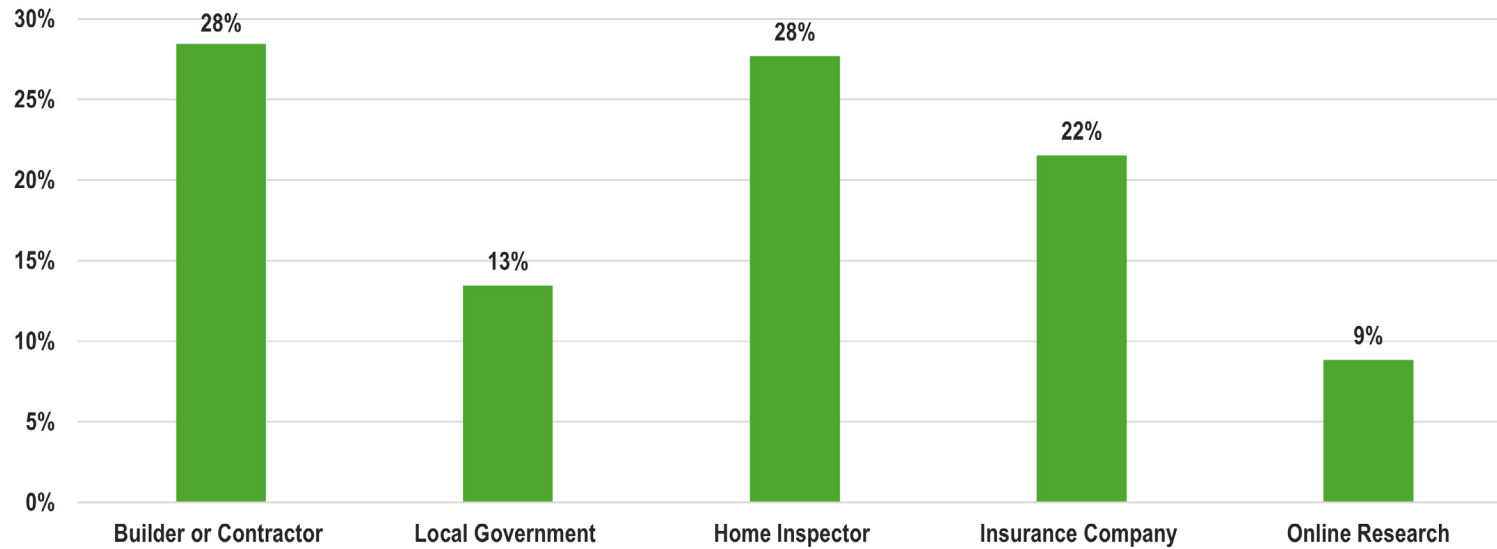


18) Do you know how to find out what building code was followed to build your home?

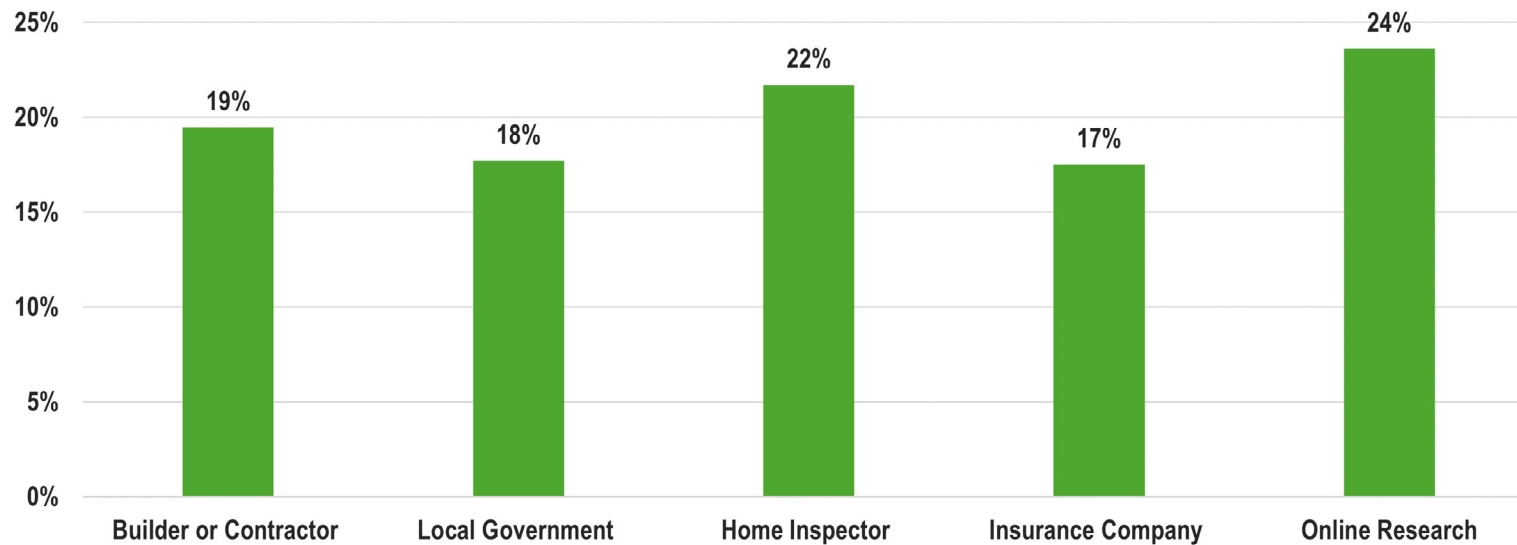


Building codes are the foundation of resilience and provide the most reliable predictor of home survivability in a hurricane. However, a majority of respondents (74%) stated they are unaware of the building code used to construct their home. Sixty-three percent reported that they do not know how to find out.

19) How did you learn about your building code?



20) How would you prefer to find out about your building code?



Given the increasing migration to hurricane-prone states, it is more important than ever for residents to understand how their homes were built and the role of building codes in overall hurricane resilience.

Question 20 indicates a continued consumer preference for online resources, specifically regarding building codes. FLASH provides the only free consumer-focused building code lookup tool at [Inspect2Protect.org](https://inspect2protect.org) to meet this demand. The site provides building code statuses, retrofitting recommendations, and historic disaster activity information.