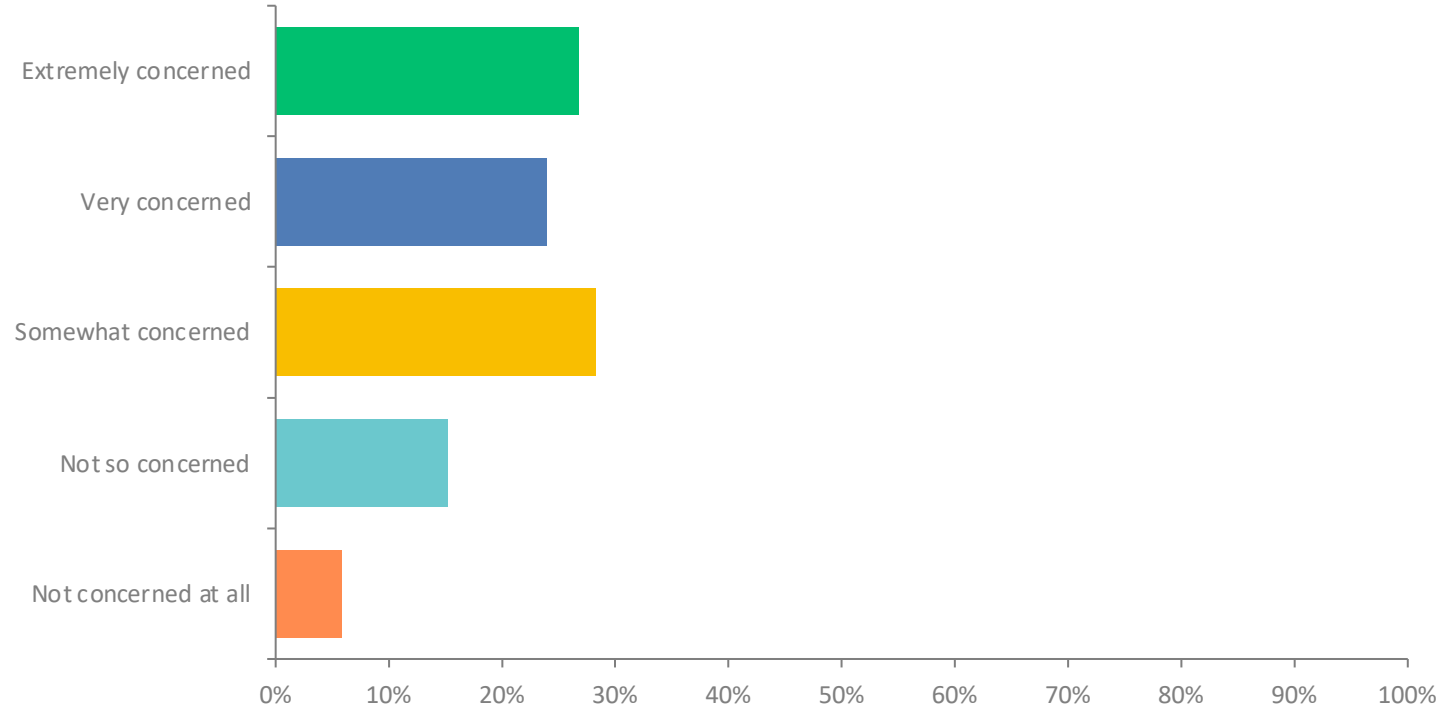


Hurricane Season Preparedness Survey

March 2024

Q1: How concerned are you about the upcoming hurricane season?

Answered: 138 Skipped: 0



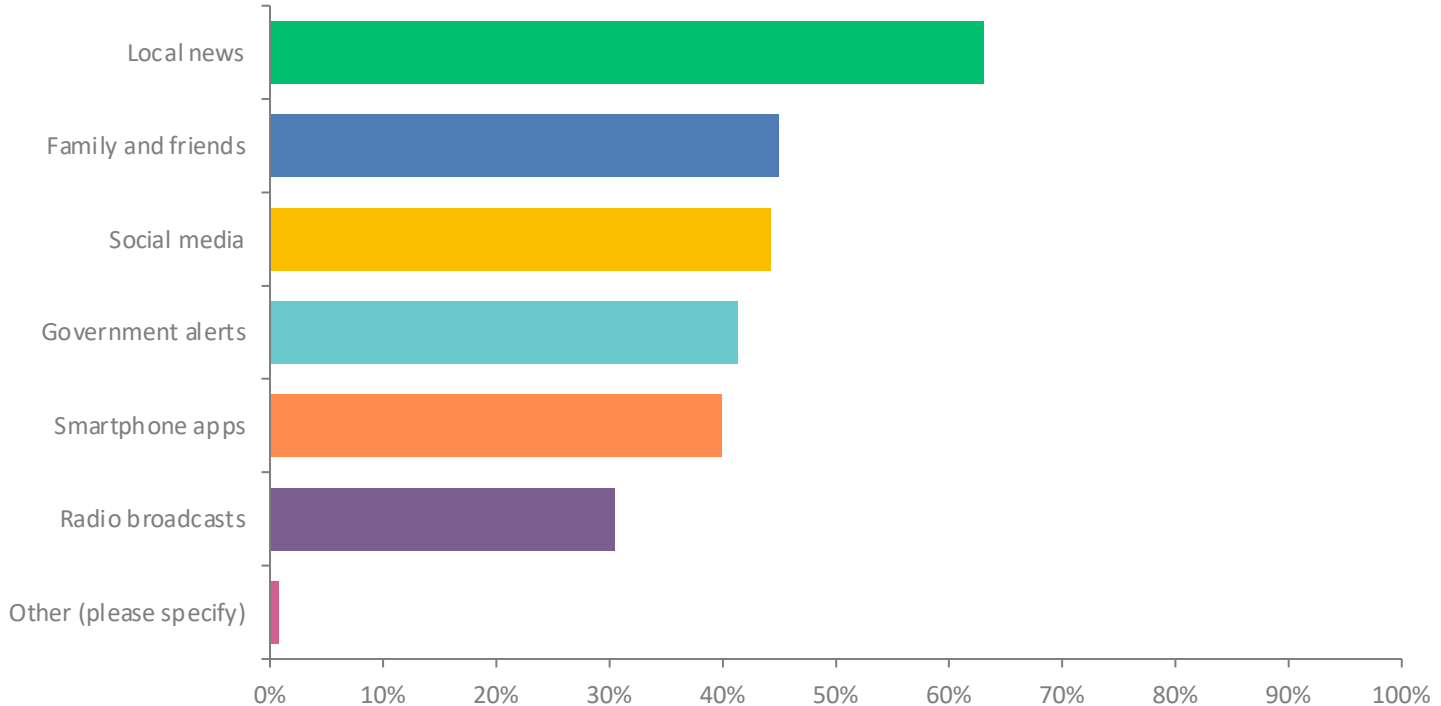
Q1: How concerned are you about the upcoming hurricane season?

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely concerned	26.81%	37
Very concerned	23.91%	33
Somewhat concerned	28.26%	39
Not so concerned	15.22%	21
Not concerned at all	5.80%	8
TOTAL		138

Q2: Where do you usually get information about hurricane preparedness? Select all that apply

Answered: 138 Skipped: 0



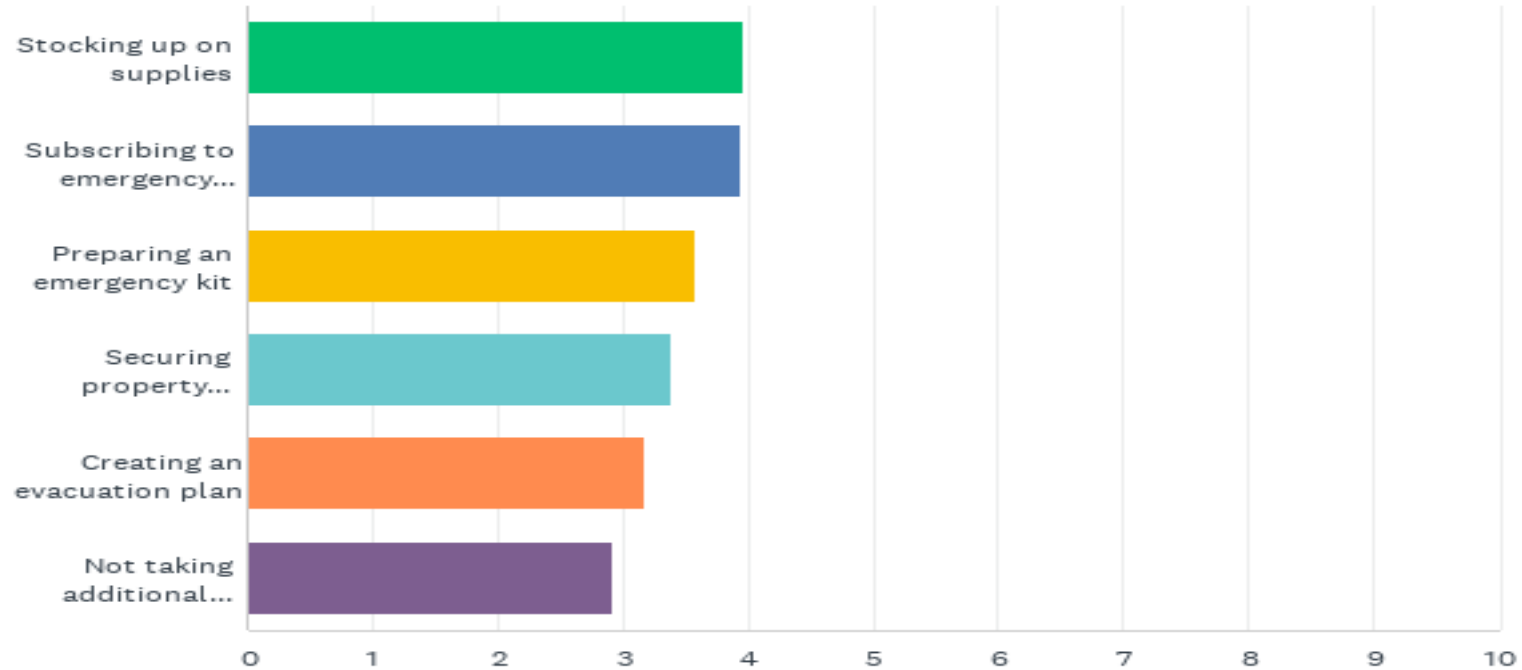
Q2: Where do you usually get information about hurricane preparedness? Select all that apply

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Local news	63.04%	87
Family and friends	44.93%	62
Social media	44.20%	61
Government alerts	41.30%	57
Smartphone apps	39.86%	55
Radio broadcasts	30.43%	42
Other (please specify)	0.72%	1
TOTAL		365

Q3: Rank what measures you are taking to prepare for the upcoming hurricane season.

Answered: 138 Skipped: 0



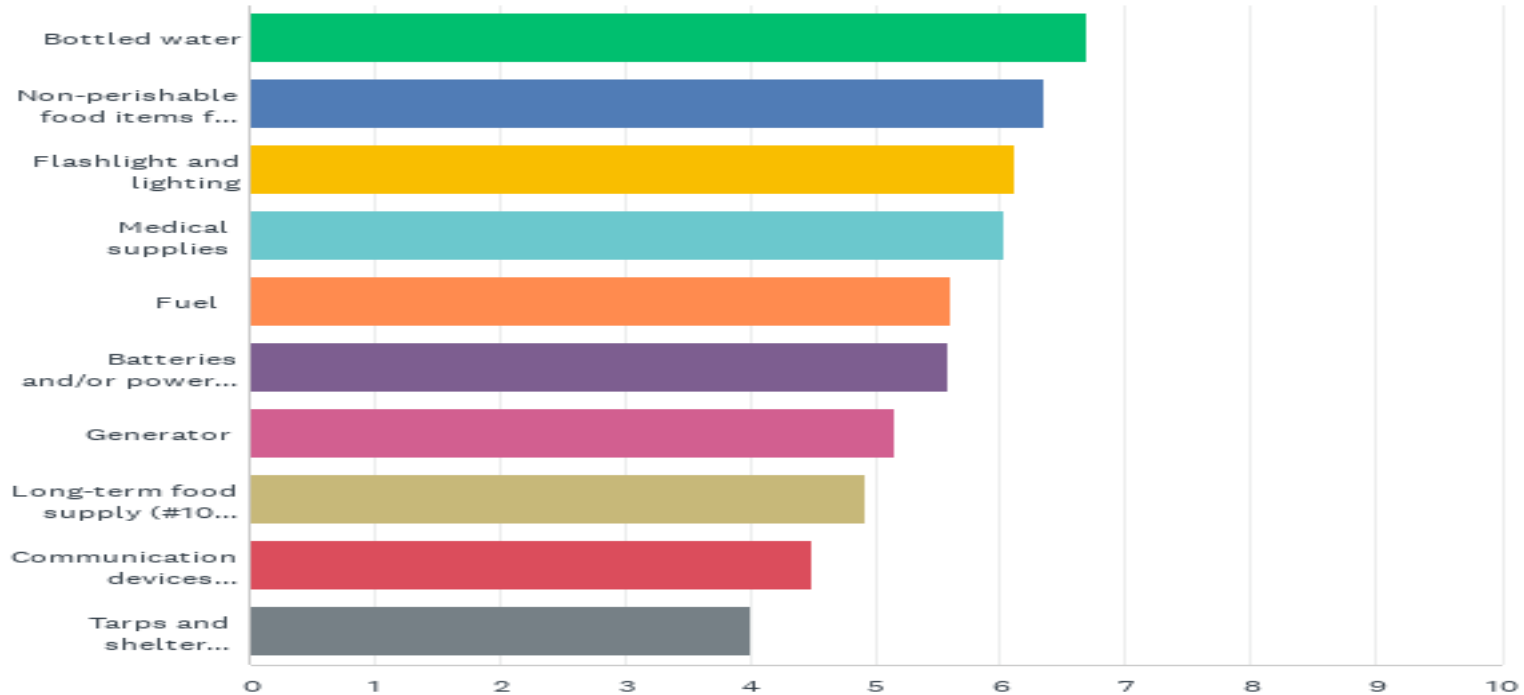
Q3: Rank what measures you are taking to prepare for the upcoming hurricane season.

Answered: 138 Skipped: 0

	1	2	3	4	5	6	TOTAL	SCORE
Stocking up on supplies	19.57% 27	24.64% 34	19.57% 27	15.22% 21	10.87% 15	10.14% 14	138	3.96
Subscribing to emergency alerts	22.46% 31	19.57% 27	18.12% 25	15.94% 22	18.12% 25	5.80% 8	138	3.95
Preparing an emergency kit	14.49% 20	21.01% 29	15.94% 22	17.39% 24	19.57% 27	11.59% 16	138	3.59
Securing property (shutters, roof checks)	12.32% 17	14.49% 20	20.29% 28	18.84% 26	20.29% 28	13.77% 19	138	3.38
Creating an evacuation plan	7.97% 11	14.49% 20	20.29% 28	18.12% 25	23.19% 32	15.94% 22	138	3.18
Not taking additional measures	23.19% 32	5.80% 8	5.80% 8	14.49% 20	7.97% 11	42.75% 59	138	2.93

Q4: Rank the items you prioritize stocking up on when preparing for hurricane season.

Answered: 138 Skipped: 0



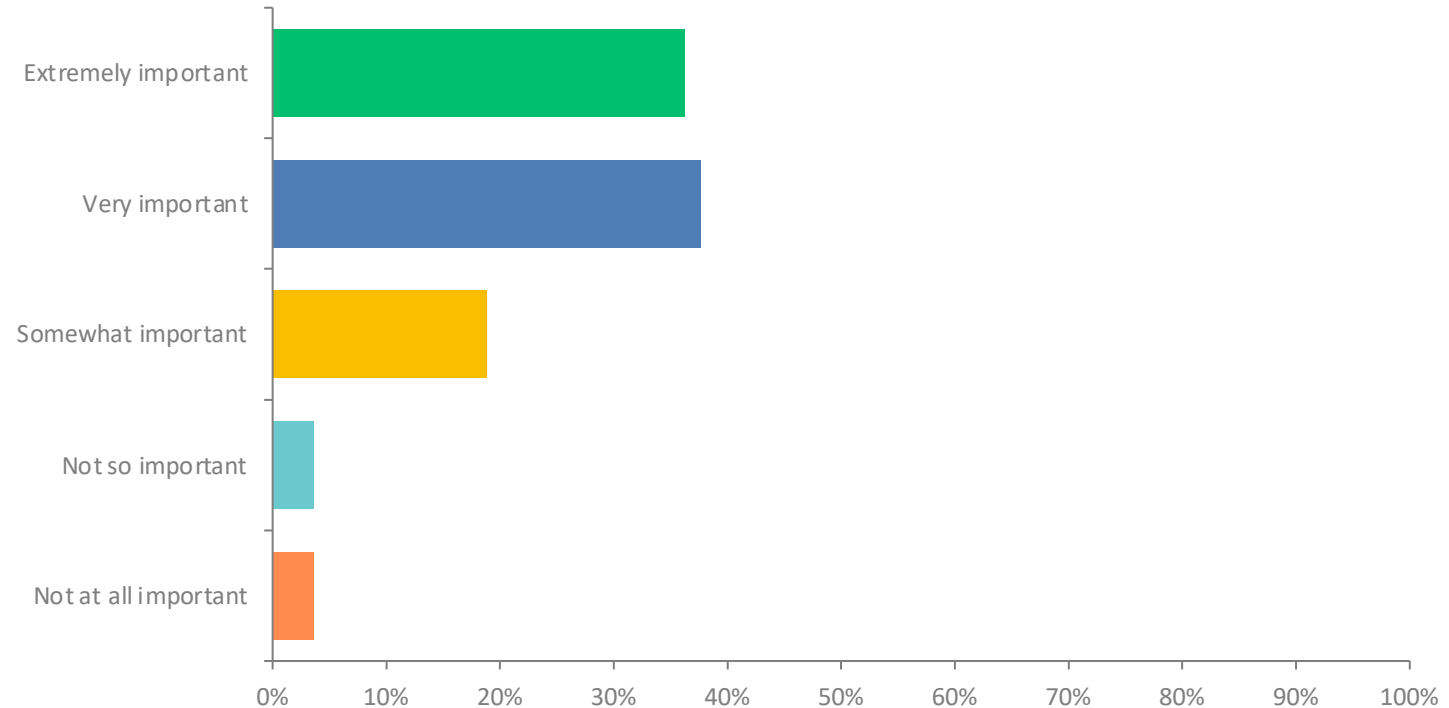
Q4: Rank the items you prioritize stocking up on when preparing for hurricane season.

Answered: 138 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Bottled water	20.29% 28	14.49% 20	10.14% 14	11.59% 16	13.04% 18	7.25% 10	7.25% 10	5.07% 7	5.07% 7	5.80% 8	138	6.70
Non-perishable food items from the grocery store (canned goods, dry goods)	13.04% 18	15.22% 21	10.87% 15	16.67% 23	8.70% 12	7.25% 10	10.14% 14	3.62% 5	9.42% 13	5.07% 7	138	6.35
Flashlight and lighting	12.32% 17	13.77% 19	10.14% 14	15.22% 21	11.59% 16	4.35% 6	9.42% 13	7.25% 10	10.87% 15	5.07% 7	138	6.12
Medical supplies	12.32% 17	10.14% 14	10.87% 15	12.32% 17	11.59% 16	13.04% 18	10.14% 14	7.97% 11	4.35% 6	7.25% 10	138	6.03
Fuel	7.25% 10	10.87% 15	14.49% 20	7.25% 10	12.32% 17	11.59% 16	7.25% 10	10.87% 15	12.32% 17	5.80% 8	138	5.61
Batteries and/or power banks	7.97% 11	7.25% 10	14.49% 20	10.87% 15	10.14% 14	11.59% 16	11.59% 16	10.87% 15	7.97% 11	7.25% 10	138	5.58
Generator	13.77% 19	8.70% 12	5.07% 7	5.07% 7	7.97% 11	14.49% 20	10.14% 14	9.42% 13	10.14% 14	15.22% 21	138	5.17
Long-term food supply (#10 cans, mylar bags, or buckets of freeze dried food or staples)	5.07% 7	7.25% 10	13.04% 18	7.25% 10	8.70% 12	11.59% 16	9.42% 13	11.59% 16	13.77% 19	12.32% 17	138	4.93
Communication devices (two-way radio, emergency radio)	3.62% 5	4.35% 6	7.25% 10	9.42% 13	10.87% 15	10.14% 14	13.04% 18	14.49% 20	11.59% 16	15.22% 21	138	4.49
Tarps and shelter material	4.35% 6	7.97% 11	3.62% 5	4.35% 6	5.07% 7	8.70% 12	11.59% 16	18.84% 26	14.49% 20	21.01% 29	138	4.01

Q5: How important is it for you to have sufficient food and water supplies for an extended period during hurricane season?

Answered: 138 Skipped: 0



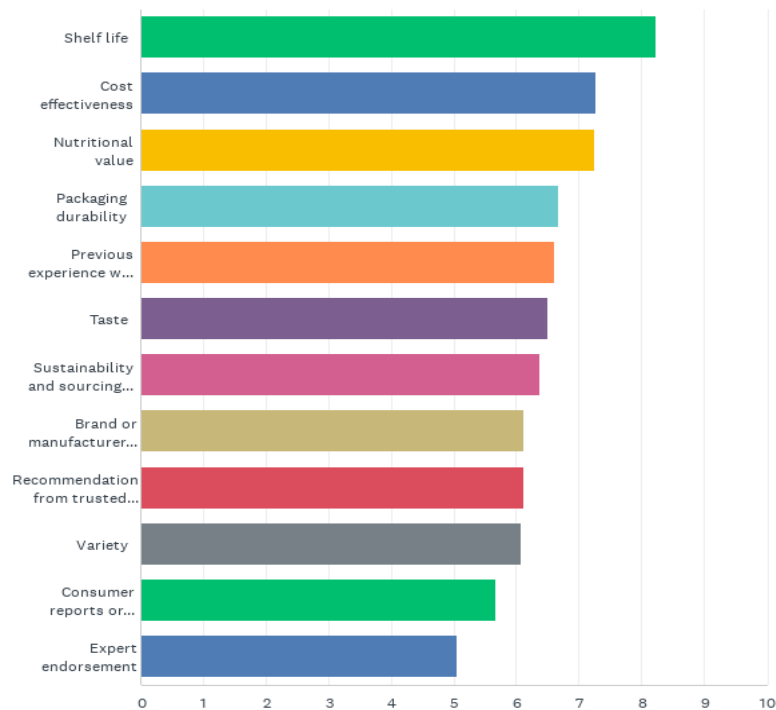
Q5: How important is it for you to have sufficient food and water supplies for an extended period during hurricane season?

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Extremely important	36.23%	50
Very important	37.68%	52
Somewhat important	18.84%	26
Not so important	3.62%	5
Not at all important	3.62%	5
TOTAL		138

Q6: Rank the factors influencing your decision when purchasing long-term emergency food supplies.

Answered: 138 Skipped: 0



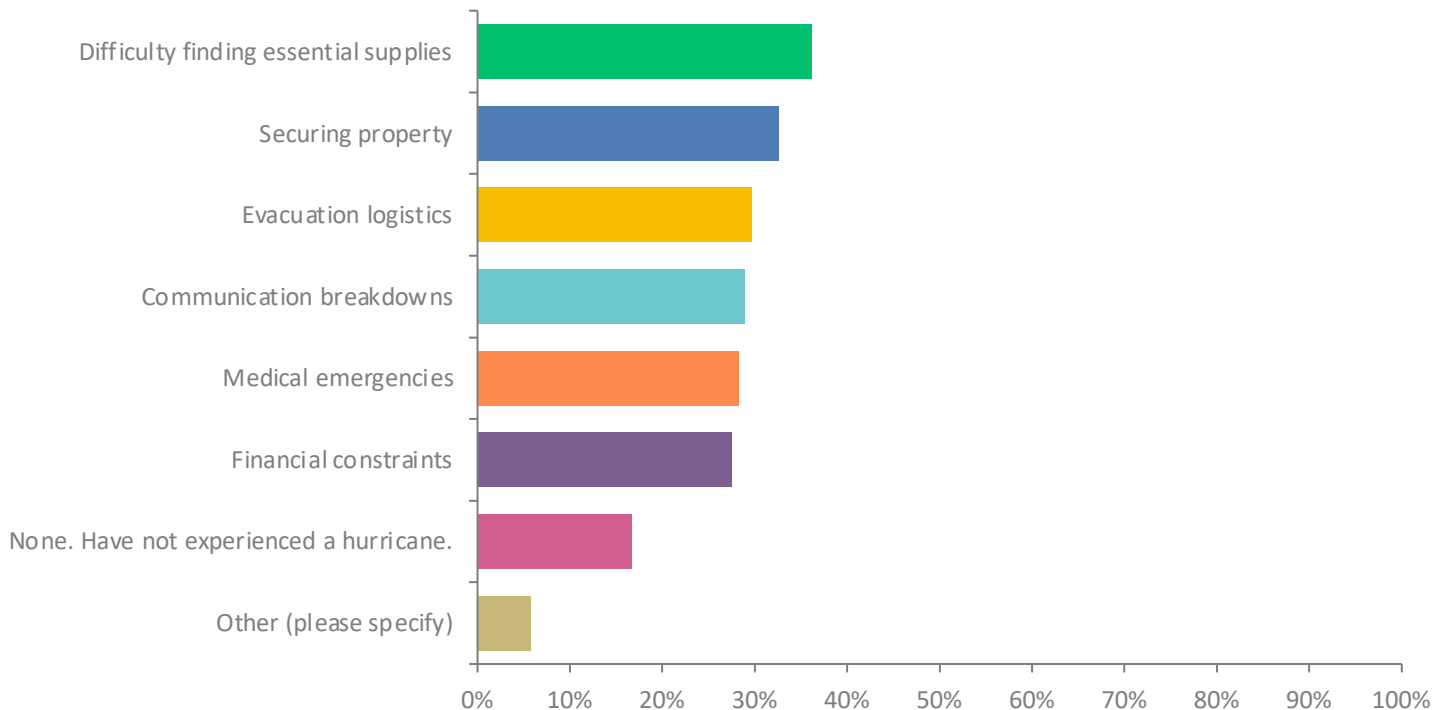
Q6: Rank the factors influencing your decision when purchasing long-term emergency food supplies.

Answered: 138 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	%
Shelf life	25.36%	13.04%	7.97%	7.97%	5.80%	10.87%	5.07%	2.90%	6.52%	5.07%	6.52%	2.90%	138	
	35	18	11	11	8	15	7	4	9	7	9	4		
Cost effectiveness	13.77%	7.97%	10.87%	9.42%	9.42%	7.97%	6.52%	7.97%	7.97%	8.70%	4.35%	5.07%	138	
	19	11	15	13	13	11	9	11	11	12	6	7		
Nutritional value	13.77%	7.25%	9.42%	12.32%	5.07%	10.87%	9.42%	7.97%	3.62%	11.59%	4.35%	4.35%	138	
	19	10	13	17	7	15	13	11	5	16	6	6		
Packaging durability	6.52%	12.32%	11.59%	9.42%	4.35%	5.07%	10.87%	7.25%	9.42%	7.25%	6.52%	9.42%	138	
	9	17	16	13	6	7	15	10	13	10	9	13		
Previous experience with similar products	8.70%	10.87%	7.25%	5.07%	13.77%	7.97%	7.25%	5.07%	9.42%	7.25%	7.97%	9.42%	138	
	12	15	10	7	19	11	10	7	13	10	11	13		
Taste	5.07%	7.25%	8.70%	10.87%	13.04%	7.25%	5.07%	10.14%	10.14%	10.87%	4.35%	7.25%	138	
	7	10	12	15	18	10	7	14	14	15	6	10		
Sustainability and sourcing practices	6.52%	12.32%	7.25%	8.70%	5.80%	7.25%	7.97%	6.52%	11.59%	5.80%	12.32%	7.97%	138	
	9	17	10	12	8	10	11	9	16	8	17	11		
Brand or manufacturer reputation	4.35%	8.70%	5.80%	7.97%	9.42%	6.52%	12.32%	10.14%	7.25%	10.87%	10.14%	6.52%	138	
	6	12	8	11	13	9	17	14	10	15	14	9		
Recommendation from trusted sources	7.25%	5.07%	6.52%	7.97%	8.70%	9.42%	9.42%	11.59%	7.25%	7.97%	9.42%	9.42%	138	
	10	7	9	11	12	13	13	16	10	11	13	13		
Variety	2.90%	7.25%	9.42%	9.42%	8.70%	8.70%	10.14%	7.97%	7.25%	7.25%	11.59%	9.42%	138	
	4	10	13	13	12	12	14	11	10	10	16	13		
Consumer reports or buying guide	4.35%	5.07%	8.70%	7.25%	7.25%	7.97%	6.52%	10.14%	9.42%	10.14%	12.32%	10.87%	138	
	6	7	12	10	10	11	9	14	13	14	17	15		
Expert endorsement	1.45%	2.90%	6.52%	3.62%	8.70%	10.14%	9.42%	12.32%	10.14%	7.25%	10.14%	17.39%	138	
	2	4	9	5	12	14	13	17	14	10	14	24		

Q7: What challenges have you faced in the past when preparing for or during a hurricane? Select all that apply.

Answered: 138 Skipped: 0



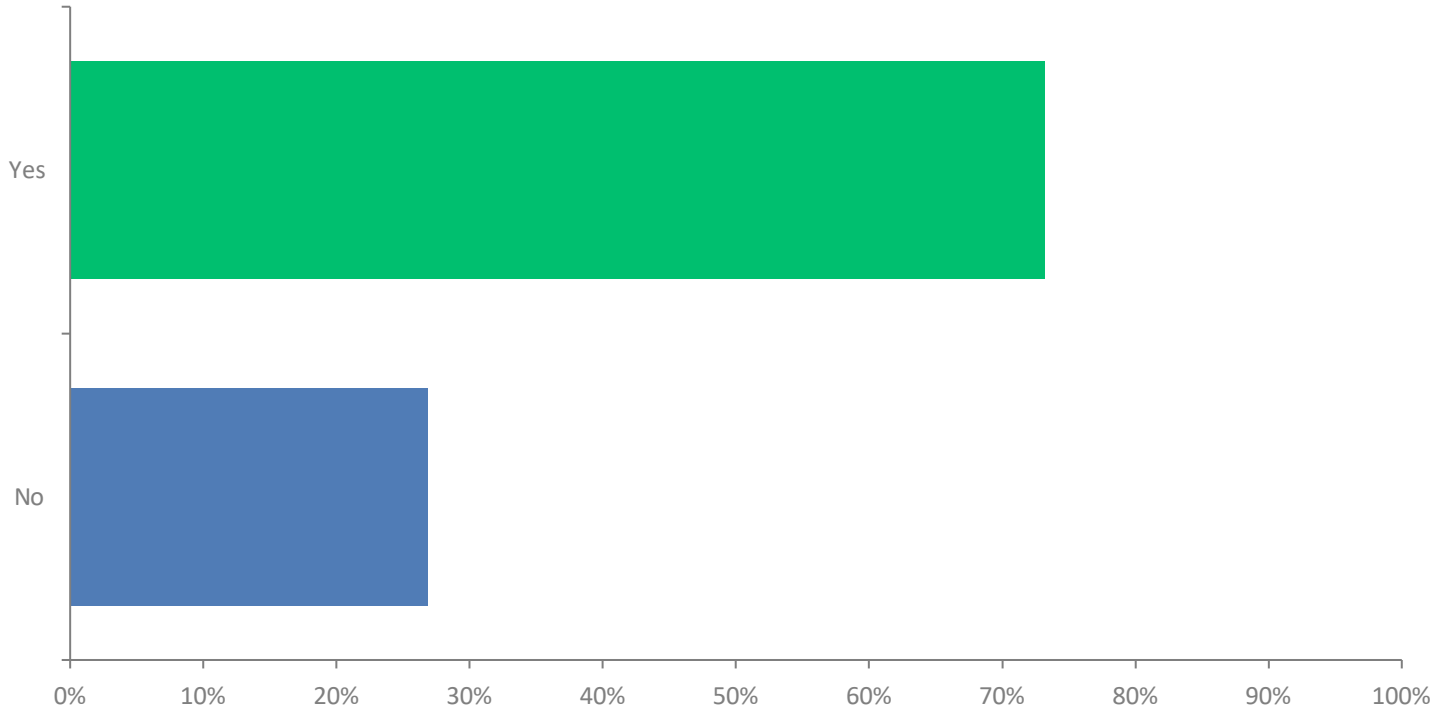
Q7: What challenges have you faced in the past when preparing for or during a hurricane? Select all that apply.

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Difficulty finding essential supplies	36.23%	50
Securing property	32.61%	45
Evacuation logistics	29.71%	41
Communication breakdowns	28.99%	40
Medical emergencies	28.26%	39
Financial constraints	27.54%	38
None. Have not experienced a hurricane.	16.67%	23
Other (please specify)	5.80%	8
TOTAL		284

Q8: Have you experienced a hurricane in the past?

Answered: 138 Skipped: 0



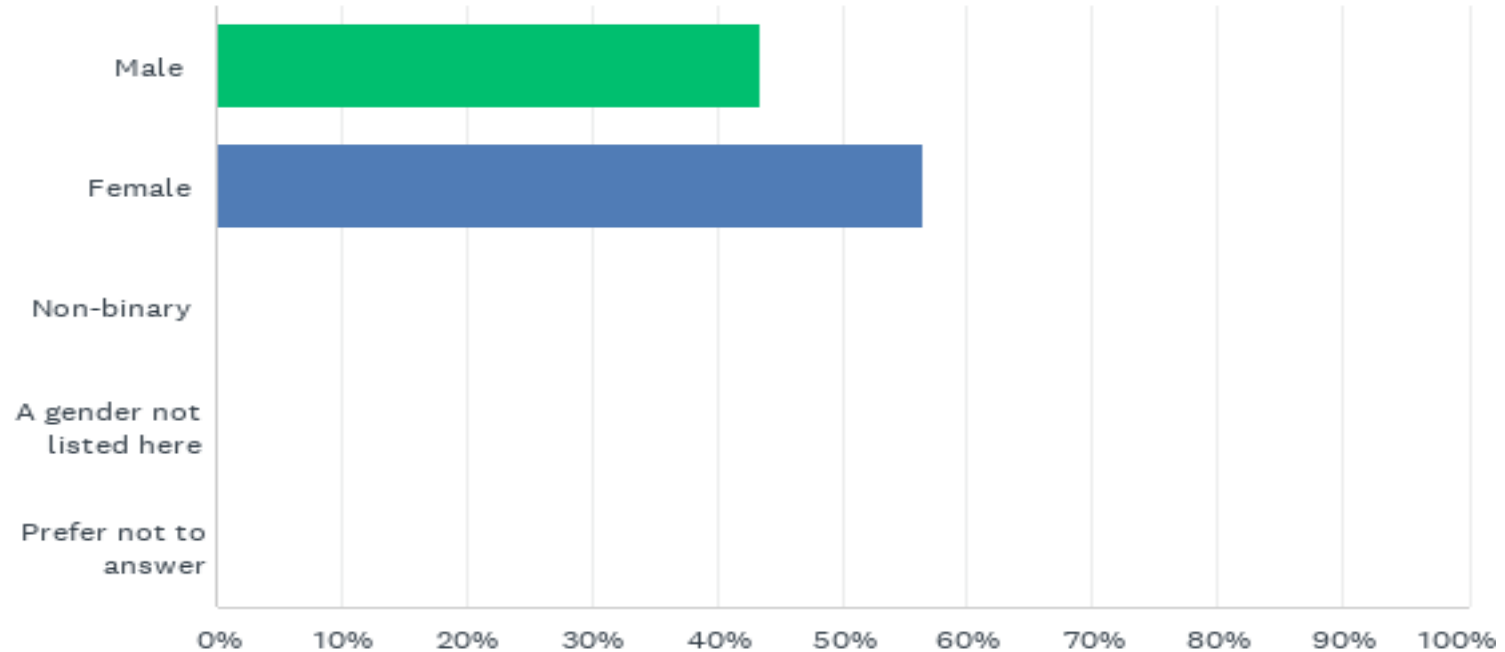
Q8: Have you experienced a hurricane in the past?

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	73.19%	101
No	26.81%	37
TOTAL		138

Q1: Gender

Answered: 138 Skipped: 0



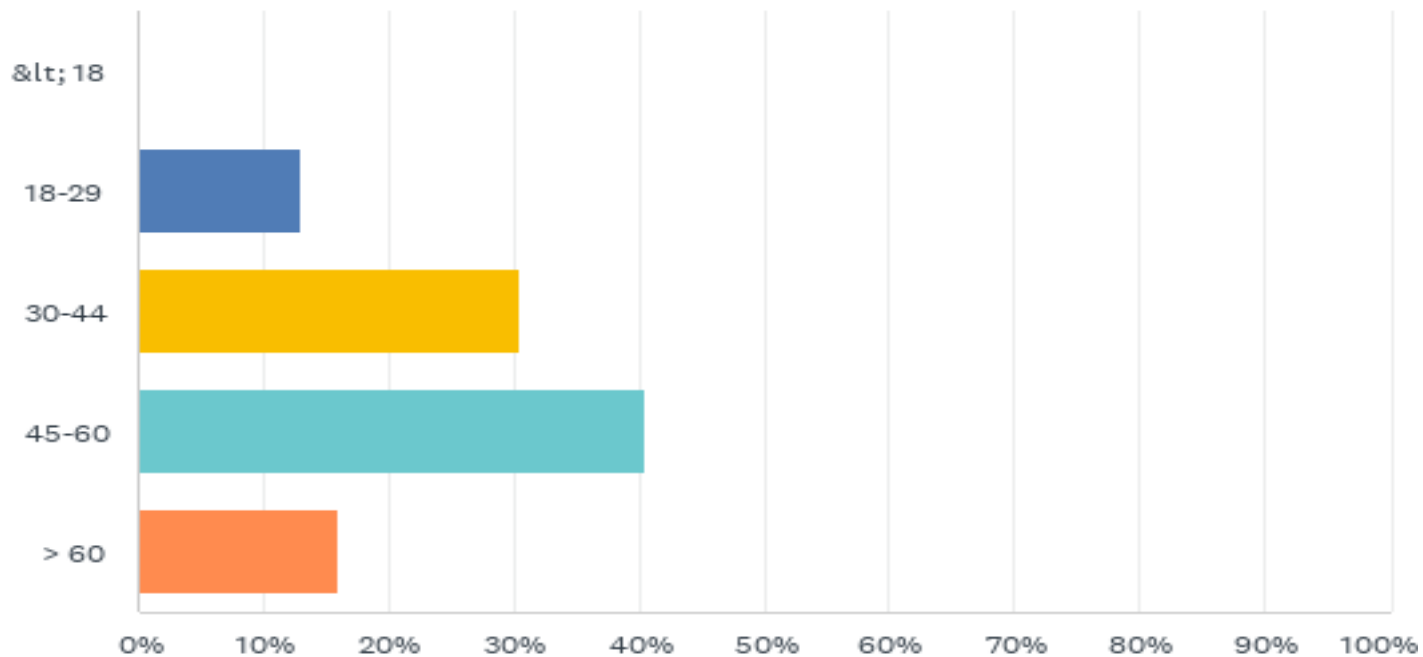
Q1: Gender

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
Male	43.48%	60
Female	56.52%	78
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		138

Q2: Age

Answered: 138 Skipped: 0



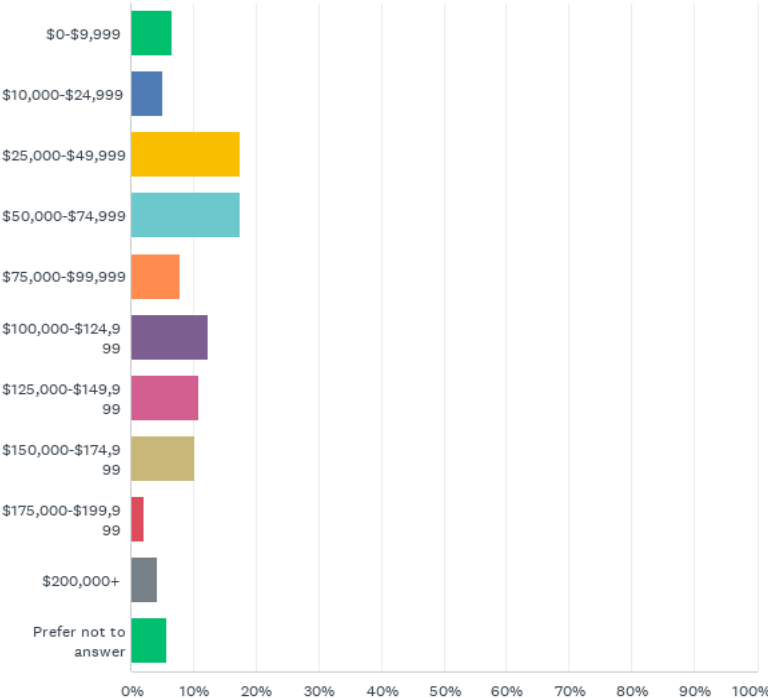
Q2: Age

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES
< 18	0.00% 0
18-29	13.04% 18
30-44	30.43% 42
45-60	40.58% 56
> 60	15.94% 22
TOTAL	138

Q4: Household Income

Answered: 138 Skipped: 0



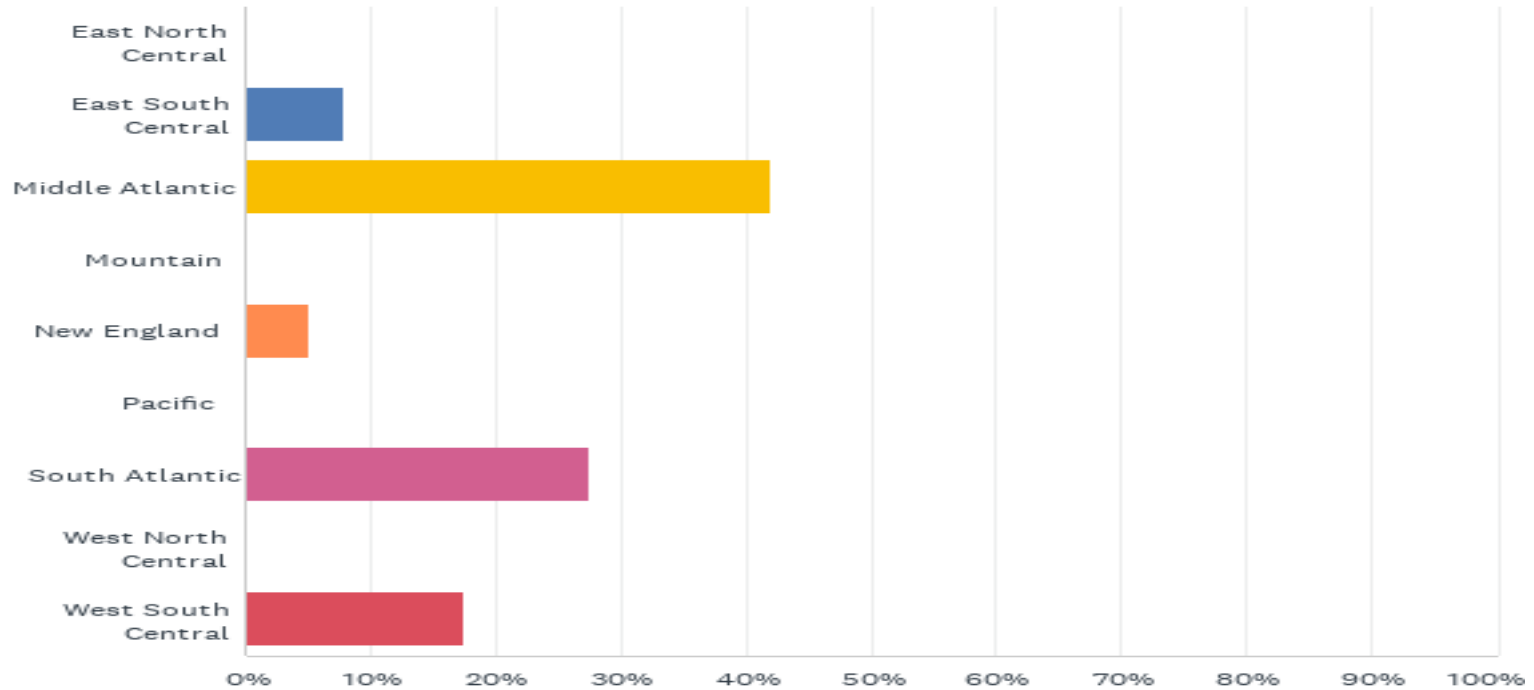
Q4: Household Income

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.52%	9
\$10,000-\$24,999	5.07%	7
\$25,000-\$49,999	17.39%	24
\$50,000-\$74,999	17.39%	24
\$75,000-\$99,999	7.97%	11
\$100,000-\$124,999	12.32%	17
\$125,000-\$149,999	10.87%	15
\$150,000-\$174,999	10.14%	14
\$175,000-\$199,999	2.17%	3
\$200,000+	4.35%	6
Prefer not to answer	5.80%	8
TOTAL		138

Q5: Major US Region

Answered: 138 Skipped: 0



Q5: Major US Region

Answered: 138 Skipped: 0

ANSWER CHOICES	RESPONSES	
East North Central	0.00%	0
East South Central	7.97%	11
Middle Atlantic	42.03%	58
Mountain	0.00%	0
New England	5.07%	7
Pacific	0.00%	0
South Atlantic	27.54%	38
West North Central	0.00%	0
West South Central	17.39%	24
TOTAL		138