

#HurricaneStrong

Annual Survey Results & Comparison

2025 vs. 2024



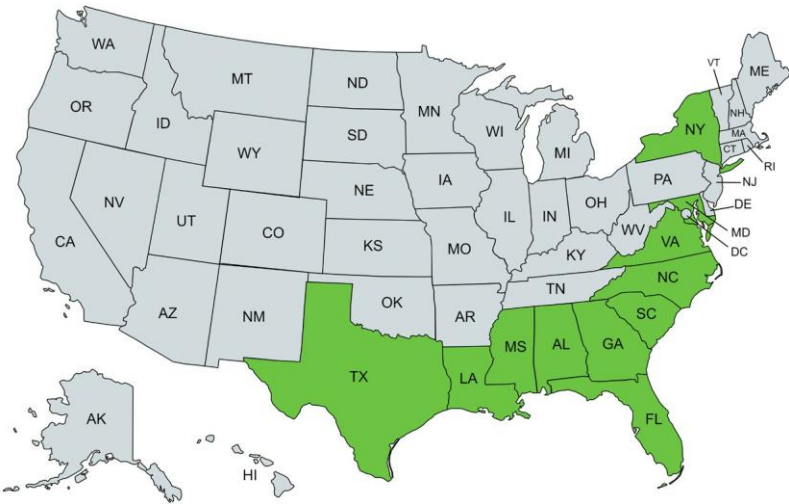
Background & Methodology

Background

The [Federal Alliance for Safe Homes \(FLASH\)](#)[®] surveyed consumers in April 2025 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 (7%), 25-34 (22%), 35-44 (35%), and 45-54 (36%). The respondents were 57% female and 43% male.



Alabama	5%
Florida	18%
Georgia	11%
Louisiana	3%
Maryland	6%
Mississippi	3%
New York	16%
North Carolina	9%
South Carolina	4%
Texas	18%
Virginia	7%

Top Survey Findings

1. Personal Preparedness Remains Consistent & Affordable

- For the second year in a row, 62% of respondents report taking key steps to prepare their families for hurricane season. Actions included identifying evacuation zones, building disaster kits, and reviewing insurance policies.
- In 2025, 3 out of 4 respondents spent less than \$500 preparing for hurricane season, a trend consistent with 2024. This indicates that low-cost preparedness measures, such as assembling disaster kits, remain both accessible and widely adopted.

2. More People Strengthened Their Homes in 2024, but Cost is a Growing Concern in 2025

- In 2024, more people strengthened their homes, with a 4% increase in retrofits and upgrades. Most identified what to do through online research and guidance from home improvement stores, showing how accessible information can inspire action.
- A 5% increase in cost-related concerns emerged in 2025, signaling that promoting affordable or DIY related retrofit solutions will be key to empowering more households to prepare.

3. Garage Door Knowledge Gaps Persist

- A striking 61% of respondents were unaware that keeping garage doors intact during wind events (135 mph or lower) can prevent roof and wall damage, highlighting a critical need for education on how garage doors help prevent pressurization and structural failure during hurricanes or tornadoes.
- However, most respondents were open to upgrading their garage door, with 65% willing to invest up to \$1,000.

4. There is Widespread Belief but Low Understanding That Hurricanes Can Increase Wildfire Risk

- Nearly 70% of respondents recognize that hurricanes can increase wildfire risk, showing strong awareness of how the two disasters can be connected.
- However, 75% did not fully understand how hurricane-damaged trees contribute to wildfire risk; there's an opportunity to close the understanding gap through focused public education.



Learn More & Share These Resources

- FLASH.org
- HurricaneStrong.org
- Tornado-Strong.org
- Inspect2Protect.org

