

## Federal Emergency Management Agency (FEMA) General Public Questionnaire – FINAL VERSION

### Phone Interview – Random Digit Dial of U.S. Households

Hello. My name is ( ) calling on behalf of FEMA (The Federal Emergency Management Agency). We are conducting a nationwide survey about flood awareness and would like to have your input.

The survey should take about 10 minutes to complete. We will treat all information you provide as confidential. All information you provide will be combined with others' for research and reporting purposes. Your individual responses will not be released. This survey is authorized by the U.S. Office of Management and Budget Control No 1090-0007.

CONFIRM RESPONDENT IS HEAD OF HOUSEHOLD

### Awareness of Flood Risk

1. Do you believe that your community is at risk for flooding?
  1. Yes (Continue to question 2)
  2. No **(Skip to question 3)**
  3. Not sure **(Skip to question 3)**
  
2. How would you characterize your community's flood risk?
  1. High risk (Continue to question 3)
  2. Moderate-to-low risk (Continue to question 3)
  3. Not sure **(Skip to question 4)**
  
3. Which of the following is the source of your flood risk information? (NOTE TO INTERVIEWER: READ LIST AND SELECT ALL THAT APPLY)
  1. Flood experience
  2. Your community's flood map
  3. Information from local officials
  4. Information from your insurance agent
  5. Information from your bank or mortgage lender
  6. Other (Specify)
  
4. Have you ever reviewed your community's flood map?
  1. Yes
  2. No
  3. Not sure
  
5. Is flood damage covered by your homeowner's or renter's policy?
  1. Yes
  2. No
  3. Not sure
  
6. Is Federally-backed flood insurance available in your community?
  1. Yes
  2. No
  3. Not sure

**Communication about Flood Risk**

7. How often do you hear about flood risk from your local officials?
1. Several times a year
  2. Annually
  3. Once every few years
  4. Never

**Satisfaction with local officials' communication efforts**

8. How satisfied are you with your local officials' efforts to educate you about your community's flood risks? Please use a 10-point scale, where 1 means "not very satisfied" and 10 means "very satisfied."
9. How well does your local officials' efforts to educate you about your community's flood risks compare to your expectations? Please use a 10-point scale where 1 means "did not meet your expectations" and 10 means "exceeds your expectations."
10. How does your local officials' efforts to educate you about your community's flood risks compare with the ideal effort. Please use a 10-point scale where 1 means "falls short of expectations" and 10 means "exceeds expectations."
11. What one thing could your local officials do to help you better understand your risk of flooding? (Open end)
12. When you moved into your home or apartment, were you informed of your property's risk of flooding?
1. Yes
  2. No
  3. Not sure

ASK Q12=1 YES THEN ASK Q13

13. Who informed you of your property's risk of flooding?
1. Real estate agent
  2. Insurance agent
  3. Mortgage lender
  4. Other (specify)
14. From whom would you expect to hear about your community's flood risk?
1. Chief elected official (e.g., mayor)
  2. Floodplain manager
  3. Emergency manager
  4. Mortgage lender
  5. Insurance agent
  6. Other (Specify)
15. How would you prefer to hear about your community's flood risk? (NOTE TO INTERVIEWER: DO NOT READ – LISTEN TO RESPONSE AND CODE)
1. Community meeting
  2. Local news
  3. Article in local paper
  4. Community Web site
  5. Phone call
  6. Mailing

7. Social media (e.g., social networking site, blog)
8. Other ways you would prefer to hear about flood risk (Specify)

### **Knowledge of Specific Ways to Mitigate Risk**

16. What are some steps you could take to protect your home or apartment from flood damage?  
(NOTE TO INTERVIEWER: ACCEPT UP TO THREE)
17. Have you taken steps already to prevent flooding or reduce flood risk?
1. Yes (Continue to Q18 then skip to Q20)
  2. No (**Skip to Q19**)
  3. Not sure (**Skip to Q20**)
18. What steps have you taken to prevent flooding or reduce flood risk? Please tell me which of the following you have done. (NOTE TO INTERVIEWER: READ LIST)
1. Elevated your home
  2. Moved furniture, valuables, and important documents to a safe place
  3. Bought flood insurance
  4. Anchored fuel tanks
  5. Raised or floodproofed HVAC equipment
  6. Other (Specify)
19. Which of the choices below best describes why you haven't taken action to prevent flooding or reduce flood risk? (NOTE TO INTERVIEWER: READ LIST)
1. Cost
  2. Not sure which actions to take
  3. Do not believe that your home or apartment is at risk
  4. Other (Specify)

### **Demographics**

The following few questions are for categorizing purposes only.

20. What is your zip code?
21. Do you own or rent your home or apartment?
1. Own
  2. Rent
  3. Other (Specify)
22. What is your age? (NOTE TO INTERVIEWER:READ LIST)
1. 18 – 29
  2. 30 – 39
  3. 40 – 49
  4. 50 – 59
  5. 60 – 69
  6. 70 – 79
  7. 80 and over
23. Do you consider your race(s) as: (NOTE TO INTERVIEWER:READ LIST)
1. White
  2. Black or African American
  3. American Indian or Alaska Native
  4. Asian
  5. Native Hawaiian or other Pacific Islander
  6. Other race
  7. Don't Know

24. Are you of Hispanic, Latino or Spanish origin?

1. Yes
2. No
3. Don't Know

25. What was your total annual income before taxes in 2009? (NOTE TO INTERVIEWER:READ LIST STOP WHEN RESPONDENT INDICATES INCOME)

1. Less than \$10,000
2. Between \$10,000 and \$24,999
3. Between \$25,000 and \$99,999
4. Between \$100,000 and \$249,999
5. \$250,000 or more
6. Don't Know

Those are all of the questions I have for you. Thank you very much for your time.