

## Federal Emergency Management Agency (FEMA) General Public Questionnaire

### 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 national survey about flood awareness and would like to have your input.

CONFIRM RESPONDENT IS 18 YEARS OR OLDER

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. No personal identifying information will be released. This survey is authorized by the U.S. Office of Management and Budget Control No 1090-0007. Would you be willing to participate in this survey?

NOTE TO INTERVIEWER: If questions arise that you cannot answer, refer respondents to the FEMA Mapping Information eXchange (FMIX) at 1-877-336-2627 (877-FEMA MAP) after the interview.

### Awareness of Flood Risk

1. Do you believe that your community is at risk for flooding?
  1. Yes
  2. No **(Skip to question 3)**
  3. Not sure **(Skip to question 3)**
  
2. How would you characterize your community's risk of flooding?
  1. High risk
  2. Moderate-to-low risk
  3. None
  4. Not sure
  
3. Do you believe that your home or apartment is at risk for flooding?
  1. Yes
  2. No
  3. Not sure
  
4. Have you ever looked for information about your home or apartment's flood risk?
  1. Yes
  2. No **(Skip to question 7)**
  
5. What caused you to look for information about your home or apartment's flood risk?
  1. A recent flood
  2. A move into a new home or apartment
  3. Media information about flood risk
  4. Information from local officials on flood risk
  5. FEMA or FloodSmart
  6. Neighbor, family or friend's recommendation

7. Other (specify)
6. Please rate how difficult or easy it was to find information on your property's level of flood risk.
  1. Very difficult
  2. Somewhat difficult
  3. Somewhat easy
  4. Very easy
7. Is your home or apartment located behind a levee?
  1. Yes
  2. No
  3. Not sure
8. Is your home or apartment located near a creek, river or lake?
  1. Yes
  2. No
  3. Not sure
9. Do you live within 5 miles of the Great Lakes, the Atlantic or Pacific Oceans, or the Gulf of Mexico?
  1. Yes
  2. No
  3. Not sure
10. Do you consider flooding to be the primary hazard facing your community?
  1. Yes **(Skip to question 12)**
  2. No
11. What do you consider to be the primary hazard facing your community?
  1. Fire
  2. Earthquake
  3. Tornado
  4. Windstorm
  5. Landslide
  6. Volcano
  7. Man-made hazard (e.g., terrorism)
  8. Other (specify)
12. Have you reviewed a map of your community's flood hazards?
  1. Yes
  2. No

**Communication about Flood Risk**

13. Where do you get information about your risk of flooding? (NOTE TO INTERVIEWER: READ LIST AND SELECT ALL THAT APPLY)
  1. Your own experience with floods/history of flooding
  2. Flood maps

3. Local officials
  4. Insurance agent
  5. Bank or mortgage lender
  6. FEMA/National Flood Insurance Program
  7. FloodSmart
  8. Local media (e.g., TV, radio, newspaper)
  9. Neighbors, friends, or family members
  10. Other (Specify)
14. How often do you hear about your community's risk of flooding in general, as opposed to a specific flooding event?
1. Several times a year
  2. Annually
  3. Once every few years
  4. Never
  5. Not sure
15. Who do you feel should keep you updated about your community's risk of flooding?
1. Mayor or other elected official
  2. Floodplain administrator or other local official
  3. Mortgage lender
  4. Real estate agent
  5. Insurance agent
  6. FEMA
  7. Local media
  8. A community group or association (e.g., homeowners' association) (Specify)
  9. Previous homeowner, landlord, or neighbor
  10. Other (specify)
16. How often do you hear about your community's risk of flooding from your local officials (for example, from your mayor or emergency manager)?
1. Several times a year
  2. Annually
  3. Once every few years
  4. I don't hear from my local officials about my community's flood risk **(Skip to question 18)**
  5. Not sure **(Skip to question 18)**
17. What types of flood risk information do your local officials provide? (NOTE TO INTERVIEWER: DO NOT READ – LISTEN TO RESPONSE AND CODE)
1. Steps to take to prepare for a flood
  2. Changes to flood maps
  3. New flood insurance requirements
  4. New building requirements
  5. Major local projects to reduce the risk of flooding (e.g., new levee, flood wall, drainage system)
  6. Other (specify)
18. What are the top three ways that you would like to receive information about your risk of flooding in general, as opposed to information about specific flooding events? (CHOOSE THREE)
1. Local media (e.g., newspapers, TV, radio)

2. Mail to your home or business
3. Announcements at community meetings, open houses, or other events
4. Phone calls to your home or business
5. Emails to your home or business
6. Text message
7. Social media (e.g., social networking site, blog)
8. Your community's website
9. Signs or flood maps posted in prominent locations (e.g., libraries, schools)
10. Announcements at professional association or civic organization meetings
11. Other (specify)

### **Satisfaction with local officials' communication efforts**

19. How satisfied are you with your local officials' efforts to inform you about your community's risk of flooding? Please use a 10-point scale, where 1 means "not very satisfied" and 10 means "very satisfied."
20. How well do your local officials' efforts to inform you about your community's risk of flooding compare to your expectations? Please use a 10-point scale where 1 means "did not meet your expectations" and 10 means "exceeds your expectations."
21. How do your local officials' efforts to inform you about your community's risk of flooding compare with the ideal effort? Please use a 10-point scale where 1 means "falls short of expectations" and 10 means "exceeds expectations."
22. Who informed you of your property's risk of flooding? (NOTE TO INTERVIEWER: READ LIST AND SELECT ALL THAT APPLY)
  1. Mayor or other elected official
  2. Floodplain administrator or other local official
  3. Mortgage lender
  4. Real estate agent
  5. Insurance agent
  6. FEMA
  7. Local media
  8. A community group or association (e.g., homeowners' association) (Specify)
  9. Previous homeowner, landlord
  10. Neighbor, friend, or family member
  11. Other (specify)
  12. I was not informed

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

23. Is flood damage covered by your homeowner's or renter's insurance policy?
  1. Yes
  2. No
  3. Not sure
24. Have you taken any of the following steps to protect your home? (NOTE TO INTERVIEWER: RANDOMIZE LIST AND ASK FOR A RESPONSE TO EACH ITEM ON LIST)
  - a) Purchased flood insurance (IF SELECTED, SKIP QUESTIONS 25 AND 26)
  - b) Raised the furnace or water heater above the floor
  - c) Sealed the walls in your basement with waterproofing compounds
  - d) Installed storm shutters

- e) Installed roof straps or clips to protect your roof from strong winds
- f) Built a space in your home specifically to provide shelter in an emergency

- 1. Yes
- 2. No
- 3. Done by other (landlord, prior owner, contractor, etc.)
- 4. Don't have
- 5. Don't know
- 6. Refused

25. Is flood insurance available to protect your home or apartment?

- 1. Yes
- 2. No
- 3. Not sure

26. Has your insurance agent talked to you about flood insurance?

- 1. Yes
- 2. No
- 3. Not sure
- 4. Do not have an insurance agent

27. Why did you decide to purchase a flood insurance policy?

- 1. Flood damage can be expensive
- 2. I'm required to have flood insurance by my lender or law
- 3. I live in a floodplain
- 4. I have suffered a flood before
- 5. My agent recommended it
- 6. Other (Specify)

28. Have you ever had a flood insurance policy on your current home or apartment?

- 1. Yes
- 2. No
- 3. Not sure

29. Which of the following best describes why you haven't taken action to reduce the risk or impact of flooding? (NOTE TO INTERVIEWER: SKIP QUESTION IF RESPONDENT ANSWERED "YES" TO ANY ITEM IN THE LIST PROVIDED IN QUESTION 24)

- 1. Cost
- 2. Not sure which actions to take
- 3. Do not believe that your home or apartment is at risk
- 4. Planned actions not approved by community
- 5. Other (Specify)

### **Demographics**

The following few questions are for categorizing purposes only.

30. What is your zip code?

31. Do you own or rent your home or apartment?

- 1. Own

2. Rent
3. Other (Specify)

32. 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
8. Prefer not to provide this information

33. Do you consider your race(s) as: (NOTE TO INTERVIEWER: READ LIST)

1. White
2. Black or African American
3. Hispanic, Latino or Spanish
4. American Indian or Alaska Native
5. Asian
6. Native Hawaiian or other Pacific Islander
7. Other race
8. Don't Know
9. Prefer not to provide this information

34. What was your total annual income before taxes in 2011? (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
7. Prefer not to provide this information

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