



PREPARING FOR A NATURAL DISASTER: A KNOWLEDGE SURVEY OF RURAL HOUSEHOLDS IN A DEVELOPING COUNTRY

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ABSTRACT – Disaster preparedness in recent years is no longer an option among households who are at the forefront of a disaster. It is imperative that each household should learn certain disaster preparedness strategy to better manage the potential impacts of a disaster. The study was conducted to determine the households' knowledge on disaster preparedness strategies in a flood-prone municipality in the Philippines. A survey involving 577 household respondents was conducted from May-July 2015 by using a natural disaster preparedness protocol. Most of the respondents are within the working age group, without job, having a basic education, below the poverty threshold, having a big family, and living in the area for more than 30 years. They also appeared to have known more than one disaster preparedness strategies. Age, education, household income, occupation, and length of residence showed a significant relationship with respondents' knowledge albeit in varying direction. The study could help the local government to target its disaster risk reduction and management efforts, and therefore help its constituents prepare for a disaster.

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