

Background & Methodology

Conducted 1,206 surveys among Florida, Georgia, and Tennessee residents

- Fielding took place April 15, 2015 – April 26, 2015
- Utilized proprietary online research panel
- Total is weighted by age and gender within state

Key Measures

- Hurricane Preparation Behaviors
- Willingness to Follow Evacuation Warnings
- Flood Insurance Usage and Awareness

1. Do you make advanced preparations for hurricane season or severe weather?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	NA	805
Yes	68%	38%	NA	58%
No	32%	62%	NA	42%

2. Would you evacuate your home in the event of a hurricane if you were warned to evacuate?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	NA	805
Yes	81%	84%	NA	82%
No	19%	16%	NA	18%

3. What is the lowest category of hurricane that would make you evacuate your home?

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	330	336	NA	666
1 (Wind speed: 74–95 mph)	8%	16%	NA	11%
2 (Wind speed: 96–110 mph)	20%	28%	NA	23%
3 (Wind speed: 111–129 mph)	33%	23%	NA	30%
4 (Wind speed: 130–156 mph)	19%	6%	NA	15%
5 (Wind speed: ≥ 157 mph)	5%	4%	NA	4%
Don't know	16%	23%	NA	18%

4. What items do you think are most important to take if you needed to evacuate your home? (Select all that apply)

	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	NA	805
Cash	90%	81%	NA	87%
Cell phones	84%	87%	NA	85%
License / ID	83%	84%	NA	83%
Extra water	77%	75%	NA	76%
Legal Documents	76%	71%	NA	75%
First aid, medical supplies, or medication	75%	72%	NA	74%
Flashlight, batteries, or candles	71%	73%	NA	72%
Extra food	68%	67%	NA	67%
Proof of insurance	68%	65%	NA	67%
Battery-operated radio	59%	54%	NA	58%
Pets	48%	56%	NA	50%
Inventory of household items	50%	45%	NA	48%
Computers	40%	40%	NA	40%
Photos	38%	41%	NA	39%
Other	3%	5%	NA	4%

5. How concerned are you about experiencing a flood during hurricane season?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	NA	805
Very concerned	11%	8%	NA	10%
Somewhat concerned	40%	23%	NA	35%
Not at all concerned	48%	68%	NA	55%

6. Have you experienced flooding in your current or a previous car or residence? (% Yes)				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Car	3%	4%	3%	3%
Residence	8%	7%	7%	7%

7. Approximately, what was the total cost of the damage? [Asked of residents who have experienced flooding]				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	37	33	30	100
Less than \$500.00	17%	12%	13%	15%
\$500.00 to under \$1,000.00	10%	14%	2%	10%
\$1,000.00 to under \$5,000.00	24%	27%	14%	23%
\$5,000.00 to under \$10,000.00	21%	11%	12%	17%
\$10,000.00 to under \$15,000.00	4%	11%	19%	8%
\$15,000.00 to under \$20,000.00	2%	6%	4%	4%
\$20,000.00 to under \$25,000.00	6%	4%	7%	6%
\$25,000.00 to under \$30,000.00	4%	10%	3%	6%
\$30,000.00 or more	8%	3%	0%	5%
Don't know / Can't remember	4%	2%	23%	6%

8. Are you aware homeowner's insurance does not cover flood damage?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Yes	81%	83%	80%	82%
No	19%	17%	20%	18%

9. Do you have flood insurance?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Yes	24%	12%	10%	19%
No	76%	88%	90%	81%

10. Are you aware of the 30-day waiting period for a new flood policy to take effect under the National Flood Insurance Program?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Yes	46%	35%	37%	41%
No	54%	65%	63%	59%

11. What most concerns you about driving in severe storms/rainy weather? (Select all that apply)				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Not being able to see clearly	74%	76%	82%	76%
Being hit by another driver	71%	75%	70%	72%
Debris in the road	64%	60%	54%	61%
Wet/slippery roads	52%	61%	71%	58%
Traffic jams on evacuation routes	53%	44%	17%	44%
Hitting another driver	41%	46%	37%	42%
Other	1%	2%	1%	1%
None, I am not concerned about driving in storm weather	3%	3%	4%	4%

12. What precautions, if any, do you take when driving in severe storms/rainy weather? (Select all that apply)				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	394	395	388	1177
Drive with lights on	90%	90%	90%	90%
Drive slower	87%	89%	92%	88%
Drive farther away from other cars	72%	69%	73%	72%
Take routes with less traffic	44%	40%	34%	41%
Drive with flashers on	34%	43%	28%	35%
Put an emergency kit in vehicle	36%	33%	19%	32%
Other	1%	1%	2%	1%
None, I do not take precautions when driving in storm weather	1%	0%	0%	0%

Respondent Profile

What is your gender?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
Male	48%	48%	48%	48%
Female	52%	52%	52%	52%

Into which of these age groups do you fall?				
	Florida	Georgia	Tennessee	Total
<i>Base (n=)</i>	404	401	401	1206
18-34	27%	32%	29%	29%
35-44	15%	18%	17%	17%
45-54	18%	18%	18%	18%
55-64	16%	16%	18%	16%
65 or older	24%	16%	18%	21%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from April 15 - 26, 2015. A total of 1,206 residents completed the survey. Overall survey responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+) in Florida, Georgia, and Tennessee.

	Base (N=)	Maximum Margin of Error
Florida	404	± 4.9 percentage points
Georgia	401	± 4.9 percentage points
Tennessee	401	± 4.9 percentage points
TOTAL	1,206	± 2.8 percentage points