

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place April 12, 2016 – April 28, 2016
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

Key Measures

- Hurricane and Flood Preparation
- Storm Weather Driving Concerns & Preparation

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

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|----|----|----|----|----|----|----|----|
| Base (n=) | 410 | 410 | - | - | - | - | - | - | - | - |
| Yes | 66% | 36% | - | - | - | - | - | - | - | - |
| No | 34% | 64% | - | - | - | - | - | - | - | - |

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

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|----|----|----|----|----|----|----|----|
| Base (n=) | 410 | 410 | - | - | - | - | - | - | - | - |
| Yes | 82% | 85% | - | - | - | - | - | - | - | - |
| No | 18% | 15% | - | - | - | - | - | - | - | - |

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

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------------------------|-----|-----|----|----|----|----|----|----|----|----|
| Base (n=) | 337 | 348 | - | - | - | - | - | - | - | - |
| 1 (Wind speed: 74-95 mph) | 8% | 16% | - | - | - | - | - | - | - | - |
| 2 (Wind speed: 96-110 mph) | 16% | 25% | - | - | - | - | - | - | - | - |
| 3 (Wind speed: 111-129 mph) | 33% | 24% | - | - | - | - | - | - | - | - |
| 4 (Wind speed: 130-156 mph) | 19% | 7% | - | - | - | - | - | - | - | - |
| 5 (Wind speed: >= 157 mph) | 6% | 2% | - | - | - | - | - | - | - | - |
| Don't know | 18% | 26% | - | - | - | - | - | - | - | - |

| 4. What items do you think are most important to take if you needed to evacuate your home? (Select all that apply) | | | | | | | | | | |
|--------------------------------------------------------------------------------------------------------------------|-----|-----|----|----|----|----|----|----|----|----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | - | - | - | - | - | - | - | - |
| Cash | 89% | 82% | - | - | - | - | - | - | - | - |
| Cell phones | 87% | 84% | - | - | - | - | - | - | - | - |
| License / ID | 86% | 86% | - | - | - | - | - | - | - | - |
| Legal Documents | 75% | 67% | - | - | - | - | - | - | - | - |
| Extra water | 67% | 69% | - | - | - | - | - | - | - | - |
| First aid, medical supplies, or medication | 67% | 66% | - | - | - | - | - | - | - | - |
| Proof of insurance | 67% | 58% | - | - | - | - | - | - | - | - |
| Extra food | 62% | 61% | - | - | - | - | - | - | - | - |
| Flashlight, batteries, or candles | 61% | 65% | - | - | - | - | - | - | - | - |
| Pets | 60% | 58% | - | - | - | - | - | - | - | - |
| Battery-operated radio | 47% | 45% | - | - | - | - | - | - | - | - |
| Inventory of household items | 43% | 35% | - | - | - | - | - | - | - | - |
| Computers | 41% | 32% | - | - | - | - | - | - | - | - |
| Photos | 35% | 40% | - | - | - | - | - | - | - | - |
| Other | 2% | 3% | - | - | - | - | - | - | - | - |

| 5. Do you have an emergency plan in case a natural disaster occurs? | | | | | | | | | | |
|---------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 48% | 36% | 39% | 42% | 34% | 40% | 48% | 40% | 45% | 37% |
| No | 52% | 64% | 61% | 58% | 66% | 60% | 52% | 60% | 55% | 63% |

| 6. How concerned are you about experiencing a flood? | | | | | | | | | | |
|------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Very concerned | 9% | 7% | 7% | 2% | 3% | 2% | 3% | 4% | 3% | 3% |
| Somewhat concerned | 36% | 27% | 26% | 23% | 26% | 14% | 16% | 34% | 30% | 22% |
| Not at all concerned | 55% | 66% | 67% | 75% | 71% | 84% | 81% | 62% | 67% | 75% |

| 7. Have you experienced flooding in your current or a previous residence? | | | | | | | | | | |
|---------------------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 14% | 10% | 23% | 19% | 17% | 14% | 11% | 27% | 13% | 16% |
| No | 86% | 90% | 77% | 81% | 83% | 86% | 89% | 73% | 87% | 84% |

8. Approximately, what was the total cost of the flood damage? [Q7 = Yes]

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 56 | 39 | 94 | 73 | 70 | 58 | 48 | 110 | 53 | 66 |
| Less than \$500 | 19% | 33% | 26% | 19% | 39% | 38% | 42% | 24% | 30% | 36% |
| \$500 to under \$1,000 | 22% | 6% | 13% | 12% | 15% | 13% | 11% | 11% | 8% | 14% |
| \$1,000 to under \$5,000 | 22% | 28% | 19% | 19% | 18% | 21% | 15% | 17% | 22% | 18% |
| \$5,000 to under \$10,000 | 5% | 10% | 12% | 18% | 7% | 5% | 22% | 8% | 10% | 11% |
| \$10,000 to under \$15,000 | 5% | 3% | 6% | 9% | 7% | 9% | 5% | 5% | 4% | - |
| \$15,000 to under \$20,000 | 2% | 2% | 4% | 1% | 1% | 2% | - | 5% | 3% | 4% |
| \$20,000 to under \$25,000 | - | 2% | - | - | 4% | - | - | 3% | 2% | 1% |
| \$25,000 to under \$30,000 | 4% | 2% | - | 1% | 1% | - | - | 1% | 2% | - |
| \$30,000 or more | 6% | 10% | 1% | 2% | 2% | - | - | 8% | 6% | 4% |
| Don't know / Can't remember | 15% | 4% | 19% | 19% | 6% | 12% | 5% | 18% | 13% | 12% |

9. Are you aware homeowner's insurance does not cover flood damage?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 84% | 85% | 79% | 91% | 84% | 87% | 87% | 87% | 84% | 85% |
| No | 16% | 15% | 21% | 9% | 16% | 13% | 13% | 13% | 16% | 15% |

10. Do you have flood insurance?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 29% | 15% | 11% | 7% | 10% | 5% | 6% | 14% | 11% | 7% |
| No | 71% | 85% | 89% | 93% | 90% | 95% | 94% | 86% | 89% | 93% |

11. Are you aware of the 30-day waiting period for a new flood policy to take effect under the National Flood Insurance Program?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 47% | 36% | 25% | 41% | 26% | 41% | 36% | 68% | 29% | 30% |
| No | 53% | 64% | 75% | 59% | 74% | 59% | 64% | 32% | 71% | 70% |

12. Have you ever had a vehicle stuck/stalled in flood waters?

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Yes | 10% | 6% | 6% | 4% | 7% | 4% | 3% | 5% | 6% | 7% |
| No | 90% | 94% | 94% | 96% | 93% | 96% | 97% | 95% | 94% | 93% |

13. What most concerns you about driving in severe storms/rainy weather? (Select all that apply)

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|---------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i> | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Not being able to see clearly | 73% | 73% | 74% | 81% | 72% | 79% | 80% | 79% | 74% | 82% |
| Being hit by another driver | 67% | 69% | 63% | 57% | 60% | 54% | 61% | 64% | 69% | 59% |
| Driving on wet/slippery roads/hydroplaning | 64% | 70% | 64% | 64% | 68% | 69% | 66% | 64% | 74% | 69% |
| Debris in the road | 50% | 43% | 33% | 39% | 34% | 33% | 41% | 33% | 38% | 35% |
| Hitting another driver | 39% | 39% | 35% | 30% | 34% | 26% | 33% | 32% | 35% | 30% |
| Traffic jams on evacuation routes | 39% | 33% | 20% | 10% | 16% | 13% | 13% | 10% | 20% | 15% |
| Other | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| None, I am not concerned about driving in storm weather | 4% | 5% | 7% | 7% | 5% | 8% | 4% | 3% | 2% | 4% |

14. What precautions, if any, do you take when driving in severe storms/rainy weather? (Select all that apply)

| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
|---------------------------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| <i>Base (n=)</i> | 395 | 398 | 405 | 400 | 406 | 401 | 405 | 400 | 403 | 407 |
| Drive slower | 87% | 88% | 85% | 90% | 87% | 90% | 92% | 87% | 91% | 91% |
| Drive with lights on | 81% | 83% | 78% | 85% | 77% | 85% | 87% | 86% | 87% | 90% |
| Don't drive into flooded roads | 70% | 67% | 69% | 78% | 64% | 74% | 76% | 75% | 73% | 72% |
| Keep a longer driving distance | 68% | 70% | 72% | 70% | 69% | 72% | 75% | 64% | 71% | 73% |
| Take routes with less traffic | 40% | 36% | 29% | 32% | 31% | 29% | 34% | 23% | 31% | 31% |
| Drive with flashers on | 30% | 34% | 20% | 20% | 18% | 13% | 14% | 16% | 26% | 17% |
| Put an emergency kit in vehicle | 29% | 26% | 17% | 19% | 17% | 23% | 23% | 28% | 18% | 20% |
| Other | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 2% |
| None, I do not take precautions when driving in storm weather | 2% | 2% | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% |

Respondent Profile

| Gender | | | | | | | | | | |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| Male | 48% | 48% | 48% | 49% | 48% | 49% | 49% | 51% | 48% | 49% |
| Female | 52% | 52% | 52% | 51% | 52% | 51% | 51% | 49% | 52% | 51% |

| Age | | | | | | | | | | |
|-------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | FL | GA | IL | IA | MI | MN | NE | ND | TN | WI |
| Base (n=) | 410 | 410 | 410 | 405 | 411 | 411 | 410 | 406 | 411 | 410 |
| 18-34 | 27% | 32% | 31% | 30% | 29% | 30% | 31% | 35% | 29% | 29% |
| 35-44 | 16% | 18% | 17% | 15% | 15% | 16% | 16% | 15% | 17% | 16% |
| 45-54 | 17% | 18% | 18% | 17% | 18% | 18% | 17% | 16% | 18% | 18% |
| 55-64 | 16% | 16% | 16% | 17% | 18% | 17% | 17% | 16% | 17% | 17% |
| 65 or older | 24% | 16% | 18% | 21% | 20% | 19% | 19% | 18% | 19% | 20% |

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 12, 2016 – April 28, 2016. Approximately 400 residents in each state completed the survey. State results have a margin of error of ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).