

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place April 4, 2018 – April 18, 2018
- Utilized a proprietary online research panel
- State totals are weighted by age and gender

Key Measures

- Hurricane and Flood Preparation
- Awareness of Flood Insurance Waiting Period

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	-	-	-	-	-	-	-	-	-
Yes	81%	47%	-	-	-	-	-	-	-	-	-
No	19%	53%	-	-	-	-	-	-	-	-	-

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	Total
<i>Base (n=)</i>	400	402	-	-	-	-	-	-	-	-	-
Yes	78%	84%	-	-	-	-	-	-	-	-	-
No	22%	16%	-	-	-	-	-	-	-	-	-

3. What is the lowest category of hurricane that would make you evacuate your home? [If Q2 = Yes]

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	311	339	-	-	-	-	-	-	-	-	-
1 (Wind speed: 74-95 mph)	8%	11%	-	-	-	-	-	-	-	-	-
2 (Wind speed: 96-110 mph)	15%	20%	-	-	-	-	-	-	-	-	-
3 (Wind speed: 111-129 mph)	31%	30%	-	-	-	-	-	-	-	-	-
4 (Wind speed: 130-156 mph)	25%	12%	-	-	-	-	-	-	-	-	-
5 (Wind speed: >= 157 mph)	6%	4%	-	-	-	-	-	-	-	-	-
Don't know	15%	23%	-	-	-	-	-	-	-	-	-

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	Total
<i>Base (n=)</i>	400	402	-	-	-	-	-	-	-	-	-
Cash	85%	79%	-	-	-	-	-	-	-	-	-
Cell phones	83%	83%	-	-	-	-	-	-	-	-	-
License/ID	80%	77%	-	-	-	-	-	-	-	-	-
Legal documents	72%	66%	-	-	-	-	-	-	-	-	-
Extra water	66%	70%	-	-	-	-	-	-	-	-	-
First aid, medical supplies, or medication	66%	69%	-	-	-	-	-	-	-	-	-
Extra food	65%	63%	-	-	-	-	-	-	-	-	-
Flashlight, batteries, or candles	61%	65%	-	-	-	-	-	-	-	-	-
Proof of insurance	59%	60%	-	-	-	-	-	-	-	-	-
Pets	55%	55%	-	-	-	-	-	-	-	-	-
Battery-operated radio	47%	48%	-	-	-	-	-	-	-	-	-
Inventory of household items	40%	37%	-	-	-	-	-	-	-	-	-
Photos	38%	43%	-	-	-	-	-	-	-	-	-
Computers	36%	35%	-	-	-	-	-	-	-	-	-
Other	3%	2%	-	-	-	-	-	-	-	-	-

5. Do you have an emergency plan in case a natural disaster occurs?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Yes	66%	46%	41%	43%	39%	34%	41%	37%	44%	38%	53%
No	34%	54%	59%	57%	61%	66%	59%	63%	56%	62%	47%

6. How concerned are you about experiencing a flood?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Very concerned	16%	15%	12%	5%	8%	3%	3%	4%	9%	5%	13%
Somewhat concerned	39%	26%	31%	25%	27%	21%	22%	30%	31%	20%	33%
Not at all concerned	45%	59%	57%	70%	65%	76%	75%	66%	60%	75%	54%

7. Have you experienced flooding in your current or a previous residence?											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Yes	24%	18%	23%	28%	19%	14%	14%	30%	21%	16%	22%
No	76%	82%	77%	72%	81%	86%	86%	70%	79%	84%	78%

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

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Yes	81%	77%	79%	89%	83%	83%	83%	83%	83%	87%	81%
No	19%	23%	21%	11%	17%	17%	17%	17%	17%	13%	19%

9. Do you have flood insurance?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Yes	30%	20%	19%	11%	13%	11%	9%	11%	15%	9%	23%
No	70%	80%	81%	89%	87%	89%	91%	89%	85%	91%	77%

10. 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	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Yes	59%	42%	40%	47%	33%	44%	45%	61%	39%	37%	49%
No	41%	58%	60%	53%	67%	56%	55%	39%	61%	63%	51%

Respondent Profile

Gender

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
Male	48%	48%	48%	49%	48%	49%	48%	51%	48%	49%	48%
Female	52%	52%	52%	51%	52%	51%	52%	49%	52%	51%	52%

Age

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	Total
<i>Base (n=)</i>	400	402	411	401	401	400	401	400	402	402	4,020
18-34	27%	31%	30%	29%	29%	29%	29%	33%	29%	29%	28%
35-44	15%	18%	17%	15%	15%	16%	17%	14%	16%	15%	16%
45-54	17%	18%	17%	16%	17%	17%	16%	15%	17%	17%	17%
55-64	16%	16%	17%	18%	18%	18%	17%	18%	17%	18%	17%
65 or older	25%	17%	19%	22%	21%	20%	21%	20%	21%	21%	22%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 4, 2018 – April 18, 2018. A total of 4,020 residents completed the survey. Total results have a maximum margin of error of ± 1.6 percentage points. Responses are weighted by gender and age within state to ensure reliable and accurate representation of the adult population (18+).