

Background & Methodology

Conducted approximately 400 surveys per state

- Fielding took place April 11, 2017 – April 19, 2017
- 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
<i>Base (n=)</i>	400	411	-	-	-	-	-	-	-	-
Yes	77%	45%	-	-	-	-	-	-	-	-
No	23%	55%	-	-	-	-	-	-	-	-

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
<i>Base (n=)</i>	400	411	-	-	-	-	-	-	-	-
Yes	82%	84%	-	-	-	-	-	-	-	-
No	18%	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
<i>Base (n=)</i>	329	346	-	-	-	-	-	-	-	-
1 (Wind speed: 74-95 mph)	12%	18%	-	-	-	-	-	-	-	-
2 (Wind speed: 96-110 mph)	16%	25%	-	-	-	-	-	-	-	-
3 (Wind speed: 111-129 mph)	32%	22%	-	-	-	-	-	-	-	-
4 (Wind speed: 130-156 mph)	19%	8%	-	-	-	-	-	-	-	-
5 (Wind speed: >= 157 mph)	7%	2%	-	-	-	-	-	-	-	-
Don't know	14%	25%	-	-	-	-	-	-	-	-

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
<i>Base (n=)</i>	400	411	-	-	-	-	-	-	-	-
Cash	79%	78%	-	-	-	-	-	-	-	-
Cell phones	79%	80%	-	-	-	-	-	-	-	-
License / ID	73%	78%	-	-	-	-	-	-	-	-
Legal Documents	69%	64%	-	-	-	-	-	-	-	-
First aid, medical supplies, or medication	69%	66%	-	-	-	-	-	-	-	-
Extra water	66%	71%	-	-	-	-	-	-	-	-
Proof of insurance	60%	55%	-	-	-	-	-	-	-	-
Extra food	60%	62%	-	-	-	-	-	-	-	-
Flashlight, batteries, or candles	60%	61%	-	-	-	-	-	-	-	-
Pets	55%	57%	-	-	-	-	-	-	-	-
Battery-operated radio	50%	50%	-	-	-	-	-	-	-	-
Inventory of household items	38%	33%	-	-	-	-	-	-	-	-
Computers	34%	33%	-	-	-	-	-	-	-	-
Photos	33%	35%	-	-	-	-	-	-	-	-
Other	2%	2%	-	-	-	-	-	-	-	-

5. Do you have an emergency plan in case a natural disaster occurs?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	411	401	400	400	400	401	403	401	405
Yes	59%	45%	37%	42%	41%	44%	44%	41%	46%	36%
No	41%	55%	63%	58%	59%	56%	56%	59%	54%	64%

6. How concerned are you about experiencing a flood?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	400	411	401	400	400	400	401	403	401	405
Very concerned	17%	11%	9%	3%	6%	5%	2%	9%	6%	5%
Somewhat concerned	36%	27%	30%	22%	23%	15%	17%	31%	23%	18%
Not at all concerned	47%	62%	61%	75%	71%	80%	81%	60%	71%	77%

7. Have you experienced flooding in your current or a previous residence?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	411	401	400	400	400	401	403	401	405
Yes	17%	16%	25%	17%	14%	14%	12%	25%	11%	15%
No	83%	84%	75%	83%	86%	86%	88%	75%	89%	85%

8. Are you aware homeowner's insurance does not cover flood damage?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	411	401	400	400	400	401	403	401	405
Yes	81%	75%	74%	82%	80%	87%	83%	79%	83%	81%
No	19%	25%	26%	18%	20%	13%	17%	21%	17%	19%

9. Do you have flood insurance?										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	400	411	401	400	400	400	401	403	401	405
Yes	33%	17%	14%	9%	10%	8%	9%	18%	11%	11%
No	67%	83%	86%	91%	90%	92%	91%	82%	89%	89%

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
Base (n=)	400	411	401	400	400	400	401	403	401	405
Yes	52%	31%	26%	33%	24%	40%	31%	54%	33%	26%
No	48%	69%	74%	67%	76%	60%	69%	46%	67%	74%

11. 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
Base (n=)	400	411	401	400	400	400	401	403	401	405
Not being able to see clearly	68%	74%	73%	78%	76%	78%	80%	73%	73%	76%
Driving on wet/slippery roads/hydroplaning	63%	69%	67%	65%	67%	69%	70%	64%	69%	72%
Being hit by another driver	60%	66%	62%	64%	61%	60%	65%	57%	65%	59%
Debris in the road	54%	53%	35%	34%	39%	32%	37%	32%	39%	35%
Traffic jams on evacuation routes	46%	41%	24%	12%	15%	17%	11%	17%	22%	16%
Hitting another driver	40%	44%	40%	36%	30%	29%	30%	37%	33%	30%
Other	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%
None, I am not concerned about driving in storm weather	5%	6%	8%	5%	6%	5%	3%	6%	6%	7%

12. 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>	387	390	377	389	390	390	397	392	385	391	
Drive slower	82%	88%	83%	90%	86%	86%	91%	81%	89%	89%	
Drive with lights on	77%	84%	77%	87%	80%	87%	83%	76%	88%	85%	
Keep a longer driving distance	69%	64%	69%	68%	72%	72%	74%	62%	73%	72%	
Don't drive into flooded roads	64%	65%	60%	72%	66%	66%	74%	61%	69%	64%	
Take routes with less traffic	40%	37%	26%	27%	30%	30%	31%	29%	36%	30%	
Put an emergency kit in vehicle	32%	30%	18%	21%	17%	23%	25%	34%	19%	22%	
Drive with flashers on	28%	37%	22%	15%	18%	14%	13%	20%	25%	11%	
Other	1%	<1%	1%	1%	0%	1%	1%	1%	<1%	2%	
None, I do not take precautions when driving in storm weather	<1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

Respondent Profile

Gender											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	
<i>Base (n=)</i>	400	411	401	400	400	400	401	403	401	405	
Male	48%	48%	49%	49%	49%	49%	49%	51%	48%	49%	
Female	52%	52%	51%	51%	51%	51%	51%	49%	52%	51%	

Age											
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI	
<i>Base (n=)</i>	400	411	401	400	400	400	401	403	401	405	
18-34	27%	31%	30%	30%	29%	30%	31%	36%	29%	29%	
35-44	15%	18%	17%	15%	15%	16%	16%	15%	16%	15%	
45-54	17%	18%	18%	17%	18%	18%	16%	15%	18%	18%	
55-64	16%	16%	17%	17%	18%	17%	17%	16%	17%	18%	
65 or older	25%	17%	18%	21%	20%	19%	20%	18%	20%	20%	

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 11, 2017 – April 19, 2017. Approximately 400 residents in each state completed the survey. State results have a margin of error of ± 4.8 - ± 4.9 percentage points. Responses are weighted by gender and age to ensure reliable and accurate representation of the adult population (18+).