

Background & Methodology

Conducted 400 surveys per state among residents in Florida, Georgia, Iowa, North Carolina, and South Carolina

- Fielding took place March 12 – 18, 2021
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Hurricane and Flood Preparation
- Impact of COVID-19 on Likelihood to Evacuate
- Awareness of Flood Insurance Waiting Period

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

	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	N/A	400	400
Yes	71%	43%	N/A	43%	51%
No	29%	57%	N/A	57%	49%

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

	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	N/A	400	400
Yes	71%	80%	N/A	75%	78%
No	29%	20%	N/A	25%	22%

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

	FL	GA	IA	NC	SC
<i>Base (n=)</i>	286	323	N/A	302	311
1 (Wind speed: 74-95 mph)	11%	13%	N/A	11%	11%
2 (Wind speed: 96-110 mph)	17%	22%	N/A	19%	28%
3 (Wind speed: 111-129 mph)	28%	19%	N/A	28%	27%
4 (Wind speed: 130-156 mph)	22%	11%	N/A	18%	13%
5 (Wind speed: >= 157 mph)	10%	4%	N/A	2%	4%
Don't know	12%	31%	N/A	22%	17%

4. Will social distancing protocols and concerns of contracting COVID-19 make you less likely to evacuate your home in the event of a major hurricane?

	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	N/A	400	400
Yes	44%	34%	N/A	28%	31%
No	56%	66%	N/A	72%	69%

5. What items do you think are most important to take if you needed to evacuate your home? (Select all that apply)					
	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	N/A	400	400
Cell phones	76%	71%	N/A	76%	82%
Cash	73%	72%	N/A	74%	79%
License/ID	71%	63%	N/A	73%	77%
Legal documents	61%	54%	N/A	57%	64%
Extra water	60%	53%	N/A	57%	65%
Extra food	54%	53%	N/A	60%	62%
First aid, medical supplies, or medication	52%	52%	N/A	55%	63%
Flashlight, batteries, or candles	50%	47%	N/A	55%	57%
Proof of insurance	49%	46%	N/A	45%	54%
Pets	48%	48%	N/A	56%	54%
Cleaning/Personal protective supplies (masks, gloves, disinfectant, hand sanitizer, wipes, etc.)	40%	39%	N/A	40%	45%
Computers	39%	39%	N/A	37%	39%
Battery-operated radio	33%	33%	N/A	29%	38%
Inventory of household items	32%	27%	N/A	28%	33%
Photos	27%	33%	N/A	32%	35%
Other	4%	3%	N/A	1%	1%

6. What is your level of concern regarding the upcoming 2021 hurricane season compared to last season?					
	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	N/A	400	400
More concerned than last season	22%	21%	N/A	15%	19%
Same level of concern as last season	69%	70%	N/A	76%	72%
Less concerned than last season	9%	9%	N/A	9%	9%

7. Do you have an emergency plan in case a natural disaster occurs?					
	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	400	400	400
Yes	57%	43%	42%	43%	47%
No	43%	57%	58%	57%	53%

8. How concerned are you about experiencing a flood at your home?					
	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	400	400	400
Very concerned	20%	16%	8%	12%	12%
Somewhat concerned	26%	24%	17%	26%	28%
Not at all concerned	54%	60%	75%	62%	60%

9. Have you experienced flooding in your current or a previous residence?					
	FL	GA	IA	NC	SC
<i>Base (n=)</i>	400	400	400	400	400
Yes	24%	24%	20%	20%	18%
No	76%	76%	80%	80%	82%

10. Are you aware homeowner's insurance does not cover flood damage?					
	FL	GA	IA	NC	SC
Base (n=)	400	400	400	400	400
Yes	79%	73%	77%	73%	75%
No	21%	27%	23%	27%	25%

11. Do you have a homeowner's or renter's insurance policy for your current residence?					
	FL	GA	IA	NC	SC
Base (n=)	400	400	400	400	400
Yes	79%	76%	79%	77%	78%
No	21%	24%	21%	23%	22%

12. Do you have flood insurance?					
	FL	GA	IA	NC	SC
Base (n=)	400	400	400	400	400
Yes	37%	24%	16%	19%	28%
No	63%	76%	84%	81%	72%

13. 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	IA	NC	SC
Base (n=)	400	400	400	400	400
Yes	51%	40%	40%	43%	45%
No	49%	60%	60%	57%	55%

Respondent Profile

Gender					
	FL	GA	IA	NC	SC
Base (n=)	400	400	400	400	400
Male	48%	48%	49%	48%	48%
Female	52%	52%	51%	52%	52%

Age					
	FL	GA	IA	NC	SC
Base (n=)	400	400	400	400	400
18-34	26%	31%	29%	29%	28%
35-44	15%	17%	16%	16%	16%
45-54	16%	17%	15%	17%	16%
55-64	17%	16%	17%	17%	17%
65 or older	26%	19%	23%	21%	23%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from March 12 – 18, 2021. A total of 400 residents per state completed the survey. State results asked of all respondents have a maximum margin of error of ± 4.9 percentage points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).