



Hurricane Survey - June 2018

Methodology

- 1,000 responses collected from a random sample of registered Florida voters through the Florida Voter File between June 1-4, 2018 with a margin of error of +/- 3% at the 95% confidence level. Results are representative of Florida voters in terms of age, race, gender, and political party.
- Note: Superscript letters in data tables denote that the value in that cell is statistically significantly different compared with the value in the column(s) referenced.

Results

How concerned do you feel regarding potential hurricanes this season?												
	ALL (A)	F (B)	M (C)	REP (D)	DEM (E)	NPA (F)	WHITE (G)	BLACK (H)	HISPANIC (I)	18-34 (J)	35-54 (K)	55+ (L)
Very concerned	30%	33%	28%	23%	38% ^{DF}	25%	22%	42% ^G	44% ^G	32%	32%	27%
Somewhat concerned	46%	49%	44%	44%	45%	51%	51% ^I	40%	38%	43%	45%	50%
Not too concerned	19%	15%	22% ^B	26% ^{EF}	13%	19%	22%	14%	15%	18%	20%	18%
Not at all concerned	5%	3%	6%	6% ^E	3%	5%	5%	4%	2%	6%	3%	5%

- 76% of Florida voters report feeling “very” (30%) or “somewhat” (46%) concerned regarding potential hurricanes this season. Only 5% are “not at all concerned.”
- The feeling of being “very” concerned is greater among Democrats (38%) compared with Republicans (23%) or NPA voters (25%)
- The feeling of being “very” concerned is also greater among Hispanic voters (44%) and black voters (42%) compared with white voters (22%).

HOMEOWNERS ONLY: Have you reviewed or updated your homeowner's insurance policy since last Hurricane Season?												
	ALL (A)	F (B)	M (C)	REP (D)	DEM (E)	NPA (F)	WHITE (G)	BLACK (H)	HISPANIC (I)	18-34 (J)	35-54 (K)	55+ (L)
I have reviewed it	50%	52%	47%	53%	49%	47%	50%	57%	47%	47%	52%	49%
I have updated it	21%	18%	24%	21%	19%	23%	22%	16%	18%	26%	15%	23% ^K
I haven't done either	30%	31%	29%	26%	32%	30%	28%	27%	35%	27%	33%	28%

- Among Florida voters who own their homes, 70% have either reviewed (50%) or updated (21%) their homeowner's insurance policy since last Hurricane Season.



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For each of the following pairs, indicate which convenience you would choose to HAVE in the 4 days following a hurricane. Pick one:

	ALL (A)	F (B)	M (C)	REP (D)	DEM (E)	NPA (F)	WHITE (G)	BLACK (H)	HISPANIC (I)	18-34 (J)	35-54 (K)	55+ (L)
Fully-charged cell phone	26%	26%	25%	23%	27%	27%	27%	21%	27%	30%	24%	25%
My refrigerator	74%	74%	75%	77%	73%	73%	73%	79%	73%	70%	76%	75%

Pick one:

	ALL (A)	F (B)	M (C)	REP (D)	DEM (E)	NPA (F)	WHITE (G)	BLACK (H)	HISPANIC (I)	18-34 (J)	35-54 (K)	55+ (L)
Fully-charged cell phone	23%	26% C	20%	21%	26%	20%	23%	22%	23%	24%	20%	25%
Air conditioning	77%	74%	80% B	79%	74%	80%	77%	78%	77%	76%	80%	75%

Pick one:

	ALL (A)	F (B)	M (C)	REP (D)	DEM (E)	NPA (F)	WHITE (G)	BLACK (H)	HISPANIC (I)	18-34 (J)	35-54 (K)	55+ (L)
Cable television access	17%	18%	15%	18%	17%	14%	16%	23%	14%	8%	12%	26% JK
Internet access	83%	82%	85%	82%	83%	86%	84%	77%	86%	92% L	88% L	74%

- More than one-quarter (26%) of Florida voters would rather have access to a fully charged cell phone rather than a refrigerator in the 4 days following a hurricane. This sentiment is held by nearly one in three (30%) millennials (ages 18-34).
- Nearly one-quarter (23%) would also prefer to have access to a cell phone in the 4 days following a hurricane rather than air conditioning. This sentiment is held by 26% of women but only 20% of men.
- Finally, a strong majority of Florida voters would prefer to have internet access following a storm (83%) rather than access to cable television (17%). Internet access is preferred by 92% of millennial voters, 88% of those ages 35-54, and 74% of those ages 55 and older.