



## METHODOLOGY

A survey of 1,000 Florida residents was fielded August 23-September 2, 2018, as part of the National Hurricane Survival Initiative. Respondents were invited to participate through random sampling of the Florida voter file. Results have an estimated margin of error of 3.1% at the 95% confidence level.

## BACKGROUND

Partners for Get Ready, Florida! and the National Hurricane Survival Initiative are the FAIR Foundation, the International Hurricane Research Center at Florida International University, the National Emergency Management Association, Craig Fugate, and The Salvation Army. Sponsors include StormPeace, FedNat, Ygrene, and Florida Power & Light.

## KEY FINDINGS

**Did Hurricane Irma catch you unprepared, needing to make last-minute purchases, or prepared well in advance for each of the following? (Excluding “this doesn’t apply to me”)**

	Unprepared	Made last-minute purchase	Prepared well in advance	
Water supply	4%	37%	59%	Those who evacuated for Irma report having been considerably LESS prepared in all of these areas, compared with those who did not evacuate.
Window protection	24%	16%	60%	
Batteries or backup power supply	11%	25%	63%	The greatest levels of preparedness are reported among those ages 55 and older.
Food	3%	35%	61%	
Medicine	6%	11%	83%	Living near the coast does not increase preparedness levels, with the exception of window protection (70%), which compares with 58% among those living 6+ miles from the coast.
Cash	11%	26%	63%	
Pet supplies	4%	16%	80%	
Ice	19%	36%	45%	

**If you evacuated during Hurricane Irma, how much did it cost you?**

\$0	8%
\$1 - \$100	11%
\$101 - \$300	20%
\$301 - \$500	20%
\$500+	40%

**Have you ever lived within an evacuation zone and received recommendations to evacuate prior to a storm?**

Yes	40%
No	60%

**Among those who said “Yes” --> Did you ever stay through a storm despite recommendations to evacuate?**

Yes	58%
No	42%

**Have you ever decided to NOT evacuate prior to a hurricane due to any of the following reasons? Select all that apply.**

Concern with traffic or bad road conditions	31%
Didn't believe the storm would be that bad	24%
Cost of hotels and/or gas	23%
Not being nearby to protect my home in the aftermath	16%
Concern with leaving pets behind	15%
Didn't believe the predicted storm path was accurate	13%
Had physical limitations that made leaving difficult	5%

**Portion who would not evacuate for a \_\_\_\_ hurricane even if it were predicted to hit within 10 miles of their home:**

Category 1 or 2	58%	Even greater portions of those living in Southeast Florida (Broward, Miami-Dade, Palm Beach, and Monroe counties) report that they would NOT evacuate from a Category 3 or 4 hurricane predicted to hit within 10 miles of their home (24%).
Category 3 or 4	18%	

**What part of YOUR home do you believe is the MOST vulnerable in a storm?**

Roof	48%
Windows	42%
Doors	3%
Garage	8%

**Compared with past hurricanes, how would you say your electricity provider handled recent storms such as Hurricane Matthew and Hurricane Irma? (Excluding “don’t know”)**

BETTER (NET)	53%
Much better	29%
Somewhat better	24%
About the same	29%
Somewhat worse	10%
Much worse	8%
WORSE (NET)	17%

**Thinking about recent hurricanes, how well do you feel each of the following providers communicated with you? (Excluding N/A or “don’t know”)**

	Home electricity provider	Home internet provider
WELL (NET)	69%	47%
Very well	27%	15%
Fairly well	42%	32%
Not too well	17%	23%
Not well at all	13%	30%

**Compared with other utilities, how prepared are each of the following providers in handling hurricanes and other severe weather emergencies? (Excluding NA/“don’t know”)**

	Home electricity provider	Home internet provider
PREPARED (NET)	79%	57%
Much better prepared	34%	17%
Somewhat better prepared	45%	40%
Somewhat less prepared	14%	24%
Much less prepared	8%	19%

**Which power company provided electricity to your home in 2017?**

Florida Power & Light (FPL)	49%
Duke Energy	13%
Tampa Electric	10%
Gulf Power	3%
JEA	5%
OUC	2%
My city	8%
Other	11%

**Which of the following locations is safe for you to run a generator after a power outage?  
Select all that apply**

Any room with an open window	8%	<p>In 2017, a greater portion (73%) reported awareness that no place within a home is safe to run a generator after a power outage.</p> <p>This year, awareness is lowest among millennials (58%) and those living in Northwest Florida (46%).</p>
Balcony	13%	
Crawlspace	1%	
Garage	16%	
Attic or second floor	1%	
None of these	69%	

**How many miles inland do you think homes can be impacted by storm surge?**

35+ MILES	33%
21-34 MILES	19%
6-20 MILES	35%
0-5 MILES	13%

**Which type of alert conveys a more probable or imminent threat?**

Hurricane Warning	77%
Hurricane Watch	17%
I can never remember which is which!	6%

**The greatest threat to life and property from a tropical storm or hurricane making landfall is storm surge. Which storm alert indicates that rising water will move inland from the shoreline within 36 hours?**

Storm Surge Warning	70%
Storm Surge Watch	20%
I'm not sure	10%

**Which storm alert indicates that rising water will move inland from the shoreline within 48 hours?**

Storm Surge Warning	52%
Storm Surge Watch	38%
I'm not sure	10%

**Thinking about donating to hurricane relief efforts after a storm, which of the following might limit your willingness to donate money or goods?**

Not knowing if the charity is credible	65%
Money is tight especially after storms	42%
Not knowing if the funds or goods are spent locally	41%
Concern that once I donate, I'll be harassed to donate more	21%
Uncertainty that my donation would make a difference	14%
Something else	9%

**Which of the following activities do you believe The Salvation Army offers? Select all that apply.**

Thrift stores	75%
Food kitchens	60%
Supply warehouses for disaster recovery	45%
Disaster training for volunteers	39%
First aid training	39%
Shower units	35%
Spiritual training	31%
Bunk houses	30%
Rebuilding homes after storms	23%
Unsure	22%

**HOMEOWNERS ONLY**

**Do you have flood insurance?**

Yes	44%	71% of those living within 2 miles of the coast do have flood insurance.
No	56%	

**Among those who said “no” --> Which BEST describe why not? Select all that apply**

I don't live in a flood zone	74%
It's not required	22%
It's too expensive	21%
It duplicates what my homeowner's policy offers	5%
I'm not eligible for it	4%
The government pays for damage with relief funds	1%

**Do you know how much your homeowners insurance hurricane deductible is?**

No	57%
Yes	43%

	Of the 43%	Overall	Overall, 15% are aware that homeowners insurance hurricane deductibles are in the range of \$5,000.
\$5,000 or more	35%	15%	
\$3,000 - \$4,999	16%	7%	
\$1,000 - \$2,999	35%	15%	
Less than \$1,000	14%	6%	

**The average hurricane deductible is around \$5,000. If your home were to suffer major damage from a hurricane, how difficult would it be for your family to pay this deductible?**

“No problem at all” or “very manageable” (NET)	19%	The ability to easily pay \$5,000 toward a hurricane deductible is greater among those ages 55+ (25%), compared with those ages 35-54 (13%).
No problem at all	7%	
Very manageable	12%	
Somewhat manageable	24%	
Somewhat difficult	23%	
Very difficult	24%	
Impossible	10%	

**Florida allows homeowners to finance improvements that make homes more resistant to hurricane-force winds through a property tax assessment approved by local governments. Do you know the name of this program? [RANDOMIZE EXCEPT LAST]**

PACE (Property Assessed Clean Energy)	1%	Awareness of the PACE program is greatest among those living in Southwest Florida (4%).
HITA (Home Improvement Tax Assessment)	8%	
TARP (Tax Assessed Restoration Program)	15%	
None of these / Don't know	76%	

**PACE (property assessed clean energy) financing is a special assessment, paid overtime through your property taxes, with the highest consumer protections in the home improvement finance industry and lower fixed interest rates than traditional bank loans. Would you be interested in this program to make home improvements if it was available in your area?**

Yes	51%
No	49%



**PACE (property assessed clean energy) financing is a special assessment, paid over time through your property taxes. If this were available in your area, which 3 of the following home improvements would you most want to accomplish with the funds?**

Backup generator	44%
Impact-resistant windows and doors	42%
Wind-resistant roof	33%
Solar panels	29%
Storm shutters	27%
Tankless water heater	17%
Fortified garage door	15%
Upgraded heating & AC	14%
Water barrier	7%

**In the event of a hurricane, which of the following items does your homeowners insurance cover? Select all that apply.**

Replacing spoiled food	15%
Hotel or evacuation expenses	14%
Tree and debris removal from yard	14%
Lost wages from missed days of work	3%
Purchase of a generator or power supply	3%
Bottled water	1%
I'm not sure	60%
None of these	18%

**Have you filed a homeowners insurance claim within the past 2 years?**

Yes	21%
No	79%

**Among those who said “yes” --> How satisfied were you with how the claims process went?**

SATISFIED (NET)	65%
Very satisfied	34%
Somewhat satisfied	31%
Not too satisfied	11%
Not satisfied at all	24%