

2013 Pre-Hurricane Season Harris Interactive Survey

Below are the topline results from an online survey of 2,252 adults 18 and older performed by Harris Interactive from February 15-19, 2013. The questionnaire, commissioned by the Federal Alliance for Safe Homes (FLASH)[®], asked homeowners about their hurricane- and severe weather-preparedness, as well as their experience with past weather events.

Key Findings

Americans who survived events such as Superstorm Sandy say they are now more likely to prepare for the next severe weather event.

There is a clear difference between Americans who experienced an extreme weather event last year and those who did not: Those who survived events like Superstorm Sandy tend to be more open to preparing for the next storm.

About half (**52%**) of those impacted by severe weather in 2012 say they feel more likely to be impacted by another severe weather event now compared to only a quarter (**23%**) of those not personally affected.

Those impacted are more likely to:

- **Secure objects around the home.**
While only **30%** of those impacted by Superstorm Sandy say they secured objects outside their home before that storm, **57%** now say they plan on doing this next time. Only **14%** say they have not done it and don't plan to next time. This compares to **47%** of those unaffected who have not done it and don't plan to do it.
- **Prune trees or take other measures to make their landscaping more wind-resistant.**
While only **15%** of those impacted by Superstorm Sandy did this prior to the storm, **42%** now say they plan on doing it. **Four out of 10** still say they have not done it and don't plan to do it next time. This compares to **66%** of those unaffected who have not done it and don't plan to do it.

However, Americans who survived events such as Superstorm Sandy are not planning to make all the preparations they should.

While Americans who experienced an extreme weather event last year are more likely to expect another event in the future, most are not planning to take many of the precautions experts recommend.

Specifically:

- **70%** of those affected do not have plans to buy flood insurance
- **80%** of those affected do not plan to install hurricane shutters or emergency plywood shutters
- **73%** of those affected do not plan to strengthen their roof to withstand hurricanes by installing hurricane straps/clips, a secondary water barrier or high-wind shingles

The numbers were even worse for those who did not experience a severe weather event last year:

- **87%** of those who were not affected by severe weather do not have plans to buy flood insurance
- **93%** of those who were not affected by severe weather do not plan to install hurricane shutters or emergency plywood shutters
- **93%** of those who were not affected by severe weather do not plan to strengthen their roof to withstand hurricanes by installing hurricane straps/clips, a secondary water barrier or high-wind

shingles

The Numbers

| Which of the following actions, if any, did you take before Hurricane Irene or Superstorm Sandy struck, or do you plan to take before the next big storm comes to your area? | | | |
|--|----------|--------------|-----|
| | Impacted | Not Impacted | All |
| Secure objects outside of my home (e.g., trash cans, lawn decorations, toys) to prevent them from blowing away | | | |
| I did this before Hurricane Irene. | 26% | -- | 4% |
| I did this before Superstorm Sandy. | 30% | -- | 4% |
| I plan to do this before the next big storm I hear about that's coming to my area. | 57% | 53% | 54% |
| I haven't done this and don't plan to. | 14% | 47% * | 38% |
| Purchase a flood insurance policy | | | |
| I did this before Hurricane Irene. | 7% | -- | 1% |
| I did this before Superstorm Sandy. | 9% | -- | 1% |
| I plan to do this before the next big storm I hear about that's coming to my area. | 19% * | 13% | 15% |
| I haven't done this and don't plan to. | 70% | 87% * | 82% |
| Prune back trees or complete other landscaping activities around my home to make the yard more wind resistant | | | |
| I did this before Hurricane Irene. | 12% | -- | 2% |
| I did this before Superstorm Sandy. | 15% | -- | 2% |
| I plan to do this before the next big storm I hear about that's coming to my area. | 42% * | 34% | 36% |
| I haven't done this and don't plan to. | 40% | 66% * | 60% |
| Install hurricane shutters or use emergency plywood shutters | | | |
| I did this before Hurricane Irene. | 5% | -- | 1% |
| I did this before Superstorm Sandy. | 6% | -- | 1% |
| I plan to do this before the next big storm I hear about that's coming to my area. | 12% * | 7% | 9% |
| I haven't done this and don't plan to. | 80% | 93% * | 89% |
| Enhance the strength of my roof to withstand hurricanes by installing hurricane straps/clips, a secondary water barrier or high-wind shingles | | | |
| I did this before Hurricane Irene. | 5% | -- | 1% |
| I did this before Superstorm Sandy. | 6% | -- | 1% |
| I plan to do this before the next big storm I hear about that's coming to my area. | 19% * | 8% | 10% |
| I haven't done this and don't plan to. | 73% | 93% * | 87% |

* statistically significant difference between Impacted vs. Not; zeros not tested

After last year's severe weather events, a significant portion of Americans believe they are more likely to be hit by a severe storm. This is especially true in the Northeast

- After Superstorm Sandy and last year’s spate of deadly tornadoes, almost one in three Americans (**31%**) – and **44%** of those in the Northeast – feel they are more likely to be impacted by a storm event.
- Still, most Americans – **60% nationally** – don’t feel any more or less likely to be hit than they did before.
- Meanwhile, one in five westerners, who were not hit with deadly storms last year, grew more complacent with **20%** now saying they feel *less* likely to be effected by a storm.

The Numbers

There have been a number of recent severe weather events in the U.S., such as Superstorm Sandy and several deadly tornadoes. How, if at all, have these recent events impacted your opinion on the likelihood that you will be impacted by severe weather now? Would you say you...?

| | All |
|---|-----|
| NET: Much/Somewhat More Likely | 31% |
| • Feel <u>much more</u> likely that you could be impacted by severe weather now | 8% |
| • Feel <u>somewhat more</u> likely that you could be impacted by severe weather now | 23% |
| • Feel no different about this due to recent weather events | 60% |
| NET: Much/Somewhat Less Likely | 9% |
| • Feel <u>somewhat less</u> likely that you could be impacted by severe weather now | 3% |
| • Feel <u>much less</u> likely that you could be impacted by severe weather now | 6% |

There have been a number of recent severe weather events in the U.S., such as Superstorm Sandy and several deadly tornadoes. How, if at all, have these recent events impacted your opinion on the likelihood that you will be impacted by severe weather now? Would you say you...?

| | NEast | MWest | South | West |
|---|-------|-------|-------|-------|
| NET: Much/Somewhat More Likely | 44% * | 27% | 32% * | 19% |
| • Feel <u>much more</u> likely that you could be impacted by severe weather now | 16% * | 3% | 6% | 8% |
| • Feel <u>somewhat more</u> likely that you could be impacted by severe weather now | 28% | 24% | 26% | 12%* |
| Feel no different about this due to recent weather events | 50% | 68% * | 61% * | 60% |
| NET: Much/Somewhat Less Likely | 6% | 5% | 8% | 20% * |
| • Feel <u>somewhat less</u> likely that you could be impacted by severe weather now | 4% | 3% | 2% | 4% |
| • Feel <u>much less</u> likely that you could be impacted by severe weather now | 2% | 3% | 5% | 17% * |

* statistically significant difference

Severe weather left a significant impact in the Northeast last year, with half of those interviewed in the region reporting some impact.

Specifically:

- Half (**50%**) of the homeowners in the Northeast say they were impacted by Superstorm Sandy, Hurricane Irene or some other form of severe weather in the past year.
- Over a quarter (**27%**) of the Northeast sample were impacted by Hurricane Irene
- **35%** were impacted by Superstorm Sandy
- A quarter (**22%**) were impacted by another severe weather event

The Numbers

By which of the following severe weather events, if any, were you personally impacted within the past year? By “personally impacted” we mean suffering property damage, being forced to relocate or something similar. Please select all that apply.

| | All |
|--|-----|
| NET: Impacted by any severe weather | 26% |
| • Superstorm Sandy, which hit the Northeastern U.S. in October 2012 | 10% |
| • Hurricane Irene, which hit the Northeastern U.S. in August 2011 | 9% |
| • Any other severe weather (e.g., wind storms, hurricanes, flooding) | 17% |
| • I was not personally impacted by any severe weather events within the past year. | 74% |

By which of the following severe weather events, if any, were you personally impacted within the past year? By “personally impacted” we mean suffering property damage, being forced to relocate or something similar. Please select all that apply.

| | NEast | MWest | South | West |
|--|-------|-------|-------|-------|
| NET: Impacted by any severe weather | 50% * | 17% | 25% * | 12% |
| Superstorm Sandy, which hit the Northeastern U.S. in October 2012 | 35% * | 2% | 3% | 5% |
| Hurricane Irene, which hit the Northeastern U.S. in August 2011 | 27% * | -- | 4% | 6% |
| Any other severe weather (e.g., wind storms, hurricanes, flooding) | 22% * | 15% * | 21% * | 7% |
| I was not personally impacted by any severe weather events within the past year. | 50% | 83% * | 75% * | 88% * |

* statistically significant difference; zeros not tested

Methodology

This survey was conducted online within the United States between February 15-19, 2013 among 2,252 adults (aged 18 and over) by Harris Interactive designed by Salter>Mitchell via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.