

MAY 2010 HURRICANE AWARENESS POLL RESULTS

625 adults in the Atlantic and Gulf coastal states between Virginia and Texas were interviewed by telephone May 11 through May 13, 2010 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. Those interviewed all lived within 30 miles of the coast. The margin for error is +/-4%.

QUESTION: How vulnerable do you feel to damage from a hurricane or related tornado or flooding hazards? Do you feel:

Extremely Vulnerable	16%
Somewhat Vulnerable	38%
Not Too Vulnerable	27%
Not At All Vulnerable	18%
Not Sure	1%

QUESTION: Do you believe the 2010 hurricane season will be:

More active than 2009	28%
Less active than 2009	8%
About the same as 2009	45%
Not Sure (NOT READ)	19%

QUESTION: Do you have a family disaster plan in the event a serious hurricane threatens your area, or not?

Yes	64%
No	36%

QUESTION: Have you or someone you know personally ever suffered a significant property loss from a hurricane or hurricane-related storm?

Yes	47%
No	53%

QUESTION: Have you ever evacuated your home because of a threat from a storm?

Yes	46%
No	54%

QUESTION: When would you begin to prepare your home for a hurricane? (LIST READ)

- 17% - When a hurricane watch is issued
- 28% - When a hurricane warning is issued
- 39% - Your home is already prepared and could be secured within a few hours
- 15% - You won't make any special preparations to your home
- 1% - Not Sure (NOT READ)

QUESTION: Since the last hurricane season, have you taken any steps to make your home structurally stronger, or not?

Yes	26%
No	74%

QUESTION: Do you have a hurricane survival kit, or not?

Yes	53%
No	47%

IF "YES" (n=329) QUESTION: Do you have any of the following items in your hurricane survival kit?

	<u>YES</u>	<u>NO</u>
- An axe?	47%	53%
- A flashlight with extra batteries?	100%	-
- An extra supply of medications?	75%	25%
- A first aid kit?	98%	2%
- Battery operated radio with extra batteries?	88%	12%
- Credit Cards?	58%	42%
- Your important documents?	79%	21%

QUESTION: Do you live in an evacuation zone?

Yes	48%
No	41%
Not Sure	11%

QUESTION: If you were ordered to evacuate by emergency officials, would you do so, or not?

Yes	81%
No	13%
Not Sure	6%

IF "NO" OR "NOT SURE" (n=116)

QUESTION: What would prevent you from evacuating?

Prefer to weather the storm at home	41%
Want to protect property	28%
Lack of funds	4%
No place else to go	2%
Won't leave pet behind	6%
An elderly/disabled person who can't be moved	4%
Lack of transportation	-
Other/Not Sure	15%

QUESTION: If you needed to evacuate, where would you go?

23% - To a local shelter

18% - To a local hotel/motel out of harms way

26% - To the house of a nearby friend

25% - As far as possible - trying to outrun the path of the storm

7% - You would not leave under any circumstances

1% - Not Sure (NOT READ)

QUESTION: If a major storm approached your area, when would you plan to leave?

- 34% - At least 24 hours before landfall
- 21% - 12-24 hours before landfall
- 29% - Only when ordered to do so by local officials
- 11% - Would not leave
- 5% - Not Sure (NOT READ)

QUESTION: If you did evacuate because of a storm, when would you try to return to your home?

- 18% - As soon as the storm passed
- 12% - As soon as you could make contact with a neighbor or someone locally who could tell me that it was possible to return
- 46% - Only after the authorities indicated it was safe to do so
- 20% - When TV or radio reports indicated that people were starting to return.
- 4% - Not Sure (NOT READ)

QUESTION: What kind of hurricane protection do you use for your windows and doors? (ORDER ROTATED)

Tape	9%
Plywood attached with screws or nails	23%
Plywood attached with Plylox or some other form of fastener	13%
Permanent shutters or storm windows	26%
Nothing	21%
Something else (NOT READ)	7%
Not Sure/Refused (NOT READ)	1%

QUESTION: If your home was destroyed, how confident are you that you have the right type and amount of insurance to rebuild your home as it currently stands? Are you:

Very confident	48%
Somewhat confident	25%
Not at all confident	20%
Not sure (NOT READ)	7%

QUESTION: To the best of your knowledge, does your homeowner's insurance policy cover damage caused by flood, or not?

Yes	41%
No	51%
Not Sure	8%

QUESTION: In the event of an emergency, do you have an inventory listing all the contents of your home?

Yes	52%
No	48%

QUESTION: Which one of the following statements most closely reflects your view? (ORDER ROTATED)

82%- It's an individual's responsibility to make sure they have food, water, medicine and shelter in the first few days after a hurricane.

17% - It's the government's responsibility to provide food, water, medicine and shelter in the first few days after a hurricane.

1% - Not Sure (NOT READ)

QUESTION: In addition to its public advisory, the National Hurricane Center issues a Tropical Cyclone discussion. Do you read this or not?

Yes	40%
No	47%
Don't know anything about it	13%

IF "YES" (n=249) QUESTION: Do you find the Tropical Cyclone discussion:

Easy too read	82%
Too technical	16%
Not useful at all	2%

QUESTION: Are you familiar with the Atlantic hurricane seasonal outlooks, or not?

Yes	41%
No	59%

IF "YES" (n=256) QUESTION: Can you tell me what information the seasonal outlooks provide? Do they provide: (ROTATE ORDER)

47% - Overall tropical activity in the Atlantic Ocean, Caribbean Sea and Gulf of Mexico, or

40%- Overall tropical activity and how many storms will make landfall?

13%- Not Sure (NOT READ)

IF "YES" (n=256) QUESTION: How accurate would you say the seasonal outlooks are? Are they:

13% - More often right than wrong

17% - More often wrong than right

69% - About 50/50

1% - Not Sure (NOT READ)

The rest of my survey questions are actually a quiz to see how much you know about hurricanes and hurricane safety issues. I will read you the question and the possible answers and want you to tell me which one you think is the correct response.

QUESTION: The greatest potential for a large loss of life from a hurricane hitting the U.S. comes from:

- | | |
|------------------------|------------|
| A - Wind | 17% |
| B - Tornadoes | 21% |
| C - Storm Surge | 44% |
| D - Inland flooding | 18% |

QUESTION: The structural component that more often fails during hurricane force winds is:

- | | |
|----------------------------|-----------|
| A - Garage door | 5% |
| B - A windward-facing wall | 1% |
| C - Roof | 57% |
| D - Windows | 37% |

QUESTION: If you are not ordered to evacuate, the safest place in a home to ride out a hurricane is:

- | | |
|--|------------|
| A - Inside your car in the garage | - |
| B - The exterior room farthest away from the direction of the strongest wind | 9% |
| C - The most interior room of the house | 61% |
| D - The basement | 30% |

QUESTION: The type of hurricane damage not covered by standard homeowners insurance is:

- | | |
|---------------------|------------|
| A - Lightning | 14% |
| B - Flooding | 56% |
| C - Wind | 13% |
| D - Falling trees | 17% |

QUESTION: Most tornadoes associated with land-falling hurricanes are spawned:

- A - In rain bands that can occur hundreds of miles from the eye of the storm** 23%
- B - In the eye wall 19%
- C - Within 1 mile of the eye of the storm 17%
- D - Within 3 miles of the eye of the storm 41%

QUESTION: Although forecasting has improved greatly in recent years, the projection you can rely least on is:

- A - Direction of the storm 36%
- B - Storm intensity at landfall** 25%
- C - Duration of the storm 19%
- D - Forward speed of the storm 20%

The final two quiz questions are "True or False" questions.

QUESTION: True or False? Masking tape will help prevent windows from shattering.

- True 48%
- False 52%**

QUESTION: True or False? During hurricane season, candles or kerosene lamps are suggested items for your disaster supply kit in the event of a power failure.

- True 53%
- False 47%**

NUMBER OF CORRECT RESPONSES:

- 0 - 31 (5%)
- 1 - 93 (15%)
- 2 - 108 (17%)
- 3 - 126 (20%)
- 4 - 144 (23%)
- 5 - 71 (11%)
- 6 - 33 (5%)
- 7 - 15 (2%)
- 8 - 4 (1%)

DEMOGRAPHICS :

AGE :	18-34	113	(18%)
	35-49	182	(29%)
	50-64	171	(27%)
	65+	155	(25%)
	Refused	4	(1%)

RACE/ETHNICITY :

White/Caucasian	398	(64%)
Black/African American	106	(17%)
Hispanic/Latino	96	(15%)
Other/Refused	25	(4%)

SEX :	Male	301	(48%)
	Female	324	(52%)

REGION :

South Atlantic Coast	89	(14%)
Florida Atlantic Coast	189	(30%)
Florida Gulf Coast	130	(21%)
Other Gulf Coast	217	(35%)

SOUTH ATLANTIC COAST: Virginia, North Carolina, South Carolina & Georgia.

OTHER GULF COAST: Alabama, Mississippi, Louisiana & Texas.