Survey of flood insurance opinions for Neptune Flood, Inc.



University of South Florida St. Petersburg Customer Experience Lab

Philip J. Trocchia, PhD

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| How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? |
| Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in deciding about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful) |

| Up to 90% of the homes at risk of flooding in the US are not insured for flood losses. What do you think should be done to ensure that more homes are covered, so that there is less financial loss to |
|---|
| homeowners in the US? (Check all that apply.) - Selected Choice Require flood insurance in more areas, similar to how homeowners or auto insurance are mandatory |
| In your opinion, what is the likelihood of your residence flooding in the next five years |
| Analytics indicate that flood risk is rising significantly, and that insurance rates should increase to keep up with the higher risk. What is the highest additional percentage you would pay for flood insurance? 30 |
| In the future, would you be more likely to purchase a policy that had an automatic benefit to cover expenses while you had to evacuate your home during a flood? |
| State Categories |
| Do you think the federal government should subsidize flood insurance rates, even though this encourages more development in coastal high-risk areas? * State Categories |
| Do you currently have flood insurance on your primary living residence? * State Categories |
| What is the highest additional percentage you would pay for flood insurance? * State Categories35 |
| When it's time to renew your flood insurance policy, please let us know your preferences * State Categories |
| Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years? (State Categories) |
| Flood risk perception * Gender Crosstabs |
| Optional Coverages |
| Which of the choices below best describes your primary living residence? |
| 50 States, D.C. and Puerto Rico |

Problem Statement

Problem: Many individuals in the US who need flood insurance do not have flood insurance. There are many reasons for this situation, but the primary factors are:

- Misunderstanding by consumers that their home insurance policy does not cover flooding
- Perception that the risk of flooding at their home is low, whereas the actual risk is much higher
- Flood insurance is often not mandatory, unlike home and auto insurance.

This survey, conducted in May 2022, is the third in a series of national surveys related to flood insurance adoption and perceptions of risk. The first such survey was conducted in summer 2020; the second in February 2021. In the survey, a core common set of questions is asked each year so that we can see trends and change, and a couple of unique questions are added each year to address topical issues. As such, the present survey includes many of the questions from the first two surveys, with some additions and deletions.

Method

The present survey, distributed to 1,566 Amazon MTurk respondents on May 18 and May 20, 2021 was a modification of earlier surveys that were distributed in June, 2020 and February 2021. The new survey included three new questions, "1) When making a home purchase decision, how important is flood risk to you?" 2) Has the cost of flood insurance stopped you from purchasing a home in the past? and 3) Has the requirement of flood insurance stopped you from purchasing a home in the past? A question pertaining to electronic features of flood insurance purchasing was modified to eliminate reference to COVID-19. The same judgment sample of states from the previous surveys was selected, based on two factors: residents are more prone to flooding in these states than others; and geographical representation. As such, the US states purposefully included in the batch made up of the following regions for geographic comparisons: *Western* (Alaska, California, Washington), MidAtlantic (Connecticut, Maryland, New Jersey, New York, Massachusetts, Pennsylvania, and Virginia), *Midwest* (Missouri, Indiana, Illinois), and *Gulf Coast* (North Carolina, South Carolina, Florida, Louisiana, and Texas).

Of the total 1,566 surveys, 518 were not included because 1) respondents did not own or rent their homes, 2) participants failed an attention-check question on the survey (where they were to click 'moderate importance' on a particular survey item), 3) open-ended responses were provided that were copied from the web as a result of a web crawler, and/or 4) the survey was completed too rapidly to be truly attentive. (Responses completed in under 180 seconds were not included.) 1048 participants were thus included in the sample. Other measures that were used to assist in providing quality data were use of the "no ballot stuffing" feature in Qualtrics (where a survey could not be completed more than once from the same IP address), and a Q Recaptcha bot detector feature in Qualtrics to assist in reducing the number of 'survey bots' completing the questionnaire.

Of those 1048 usable surveys, 969 were from the 18 states listed above, while the rest were from respondents in 22 other states. This occurred, presumably, because Amazon MTurk panelists registered their services in one state but, for any number of reasons, listed their primary residence on the survey as another. Among respondents who were retained for analysis, the median survey taking time was 7.02 minutes; mean survey taking time was 11.9 minutes.

In terms of respondent profile, the average age is 37.2 years. Gender split is slightly male-dominated, with 56.2 respondents identifying as male; 43.5% female; and .3% other or prefer not to say. 46.8% of respondents live in a single-family home, 30.6% in a townhouse, rowhouse, or duplex; 17.5% in a condominium, co-op, or apartment; and 4.9% live in mobile homes or manufactured home. 77.7% of respondents are married; 19.3% single, never married; 2.3% divorced; and 0.7% widowed or separated. In terms of income, 26.2% reported earning \$100,000 or more; 46.3% earned \$50,000 – 99,999; and 27.5% earned under \$50,000.

Do you own your own primary living residence?

Do you own your primary living residence? - Selected Choice

| | | | | Valid | Cumulative |
|-------|-------------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Yes, I own it outright. | 687 | 65.6 | 65.6 | 65.6 |
| | Yes, I own it and have | 229 | 21.9 | 21.9 | 87.4 |
| | a mortgage. | | | | |
| | No, I rent it. | 132 | 12.6 | 12.6 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

When making a home purchase decision, how important is flood risk to you?

| | - | | | | |
|---------|------------------|-----------|---------|---------|------------|
| | | | | Valid | Cumulative |
| | | Frequency | Percent | Percent | Percent |
| Valid | Not important al | 4 | .4 | .4 | .4 |
| | all | | | | |
| | Low importance | 30 | 2.9 | 3.3 | 3.7 |
| | Neutral | 99 | 9.4 | 10.8 | 14.5 |
| | Important | 373 | 35.6 | 40.7 | 55.2 |
| | Very important | 410 | 39.1 | 44.8 | 100.0 |
| | Total | 916 | 87.4 | 100.0 | |
| Missing | System | 132 | 12.6 | | |
| Total | | 1048 | 100.0 | | |

When making a home purchase decision, how important is flood risk to you?

An overwhelming majority of our homeowner respondents (373+410) = 783 of 916 or 85.5% feel that flood risk is an important consideration when purchasing a new home.

Has the cost of flood insurance stopped you from purchasing a home in the past?

| | - | - | | - | |
|---------|----------|-----------|---------|---------|------------|
| | | | | Valid | Cumulative |
| | | Frequency | Percent | Percent | Percent |
| Valid | Yes | 624 | 59.5 | 68.2 | 68.2 |
| | No | 233 | 22.2 | 25.5 | 93.7 |
| | Not sure | 58 | 5.5 | 6.3 | 100.0 |
| | Total | 915 | 87.3 | 100.0 | |
| Missing | System | 133 | 12.7 | | |
| Total | | 1048 | 100.0 | | |

Has the cost of flood insurance stopped you from purchasing a home in the past?

Over 2/3 of the homeowner respondents (68.2%) claim that the cost of flood insurance has stopped them from purchasing a home at some point.

Has the requirement of flood insurance stopped you from purchasing a home in the past?

Has the requirement of flood insurance stopped you from purchasing a home in the past?

| | | | | Valid | Cumulative |
|---------|----------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Yes | 575 | 54.9 | 62.8 | 62.8 |
| | No | 275 | 26.2 | 30.0 | 92.8 |
| | Not sure | 66 | 6.3 | 7.2 | 100.0 |
| | Total | 916 | 87.4 | 100.0 | |
| Missing | System | 132 | 12.6 | | |
| Total | | 1048 | 100.0 | | |

The requirement of flood insurance has stopped 62.8% of respondents who own homes.

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence is higher, lower, or about the same as it was in past years?

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years?

| | | | | Valid | Cumulative |
|---------|----------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Definitely lower | 7 | .7 | .8 | .8 |
| | Probably lower | 52 | 5.0 | 5.7 | 6.4 |
| | About the same | 259 | 24.7 | 28.3 | 34.7 |
| | Probably higher | 424 | 40.5 | 46.3 | 81.0 |
| | Definitely higher | 174 | 16.6 | 19.0 | 100.0 |
| | Total | 916 | 87.4 | 100.0 | |
| Missing | System | 132 | 12.6 | | |
| Total | | 1048 | 100.0 | | |

Among our homeowner respondents, nearly two-thirds (65.3%) is higher than it was in past years. Only 6.5% feel the risk is lower.

In what FEMA flood zone is your primary residence located?

| located? | | | | | |
|----------|------------|-----------|---------|---------|------------|
| | | | | Valid | Cumulative |
| | | Frequency | Percent | Percent | Percent |
| Valid | А | 282 | 26.9 | 26.9 | 26.9 |
| | X, B, or C | 256 | 24.4 | 24.4 | 51.3 |

In what FEMA flood zone is your primary residence

| V | 134 | 12.8 | 12.8 | 64.1 |
|-------------------|-------|-------|-------|-------|
| I'm not in a floo | d 203 | 19.4 | 19.4 | 83.5 |
| zone. | | | | |
| I don't know | 173 | 16.5 | 16.5 | 100.0 |
| Total | 1048 | 100.0 | 100.0 | |

About one respondent in eight (12.8%) believe they are in the highest risk flood zone, V. About one in six (16.5%) don't know which flood zone they're in.

How sure are you that your primary residence is in the flood zone you indicated?

How sure are you that your primary residence is in flood zone [QID12-ChoiceGroup-SelectedChoices]?

| | | | | Valid | Cumulative |
|---------|--------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not sure at all | 4 | .4 | .6 | .6 |
| | Not very | 44 | 4.2 | 6.5 | 7.1 |
| | sure | | | | |
| | Pretty | 368 | 35.1 | 54.8 | 61.9 |
| | sure | | | | |
| | Very sure | 256 | 24.4 | 38.1 | 100.0 |
| | Total | 672 | 64.1 | 100.0 | |
| Missing | System | 376 | 35.9 | | |
| Total | | 1048 | 100.0 | | |

An overwhelming majority (92.9%) of respondents indicated they were either pretty sure or very sure they knew their flood zone designation, although the majority (54.8%) were only 'pretty sure.'

How sure are you that your primary residence is not in a flood zone?

| | | in a not | | • | |
|---------|-----------|-----------|---------|---------|------------|
| | | | | Valid | Cumulative |
| | | Frequency | Percent | Percent | Percent |
| Valid | Not very | 23 | 2.2 | 11.3 | 11.3 |
| | sure | | | | |
| | Pretty | 122 | 11.6 | 60.1 | 71.4 |
| | sure | | | | |
| | Very sure | 58 | 5.5 | 28.6 | 100.0 |
| | Total | 203 | 19.4 | 100.0 | |
| Missing | System | 845 | 80.6 | | |
| Total | | 1048 | 100.0 | | |

How sure are you that your primary residence is not in a flood zone?

Similar to the previous question, the overwhelming majority of respondents (88.7%) who indicated they don't live in a flood zone were either pretty sure or very sure of it, but 60.1% were only 'pretty sure."

Do you currently have flood insurance on your primary living residence?

| primary inving residence? | | | | | | | |
|---------------------------|-------|-----------|---------|---------|------------|--|--|
| | | | | Valid | Cumulative | | |
| | | Frequency | Percent | Percent | Percent | | |
| Valid | Yes | 782 | 74.6 | 74.6 | 74.6 | | |
| | No | 266 | 25.4 | 25.4 | 100.0 | | |
| | Total | 1048 | 100.0 | 100.0 | | | |

Do you currently have flood insurance on your primary living residence?

Nearly ³/₄ of survey respondents indicated they had flood insurance on their primary living residence.

What are the main reasons you decided to purchase flood insurance? (Check all that apply.)

| | Statistics | | | | | | | | | |
|---|------------|--|---|---|--|---|---|--|--|--|
| | | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice Peace of mind. | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice Flood damage can be expensive. | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice I'm required to have flood insurance by my lender or law. | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice I'm not sure I'm at risk, but some of my neighbors have flood insurance. | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice My agent recommended that I purchase flood insurance. | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Selected Choice Other (Please specify) | What are the main reasons you decided to purchase flood insurance? (Check all that apply.) - Other (Please specify) - Text | | |
| Ν | Valid | 364 | 442 | 346 | 216 | 381 | 6 | 1048 | | |
| | Missing | 684 | 606 | 702 | 832 | 667 | 1042 | 0 | | |

Among the 782 respondents who claimed to have flood insurance on their primary residence, the most commonly cited reason was that flood insurance can be expensive (56.5%). Insurance requirement, peace of mind, and agent recommendation were cited in similar numbers (44.2% - 48.7%). A little over one-quarter (27.6%) cited neighbors having flood insurance.

Other reasons for purchasing flood insurance besides those provided on the survey.

Respondents gave no other reasons for purchasing flood insurance other than the reasons provided.

If you were not required to purchase flood insurance, would you still purchase it?

| | insurance, would you still purchase it? | | | | | | | | |
|-------|---|-----------|---------|---------|------------|--|--|--|--|
| | | | | Valid | Cumulative | | | | |
| | | Frequency | Percent | Percent | Percent | | | | |
| Valid | Yes | 290 | 84.3 | 84.3 | 84.3 | | | | |
| | No | 36 | 10.5 | 10.5 | 94.8 | | | | |
| | Unsur | 18 | 5.2 | 5.2 | 100.0 | | | | |
| | е | | | | | | | | |
| | Total | 344 | 100.0 | 100.0 | | | | | |

If you were not required to purchase flood insurance, would you still purchase it?

Among the individuals who said they purchased flood insurance because it was required (by law or lender), 84.3%, said they would purchase it even if it were not required.

With whom do you have your flood insurance policy?

With whom do you have your flood insurance policy? - Selected Choice

| | | | | Valid | Cumulative |
|---------|---|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | The government's National Flood Insurance Program | 400 | 38.2 | 51.2 | 51.2 |
| | A Private Company Insurer | 374 | 35.7 | 47.8 | 99.0 |
| | l don't know | 6 | .6 | .8 | 99.7 |
| | Other (Please describe) | 2 | .2 | .3 | 100.0 |
| | Total | 782 | 74.6 | 100.0 | |
| Missing | System | 266 | 25.4 | | |
| Total | | 1048 | 100.0 | | |

A roughly even split of respondents claimed to have either NFIP or private company insurer. This result is similar to past surveys, even though most homes are insured by NFIP.

What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.)

| | | | | Statis | stics | | | |
|---|---------|---|--|--|---|---|--|---|
| | | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice My home is built to withstand the damage that comes from flooding. | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice It's too expensive. | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice I don't believe I'm at risk. | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice I don't have the disposable income to buy flood insurance. | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice It's just not on my mind. | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice Other (Please specify) | What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Other (Please specify) - Text |
| Ν | Valid | 54 | 74 | 162 | 78 | 81 | 15 | 1048 |
| | Missing | 994 | 974 | 886 | 970 | 967 | 1033 | 0 |

Among the 266 respondents who claimed not to have a flood insurance policy, the most cited reason (60.9%) was "I don't believe I'm at risk." 30.4% (81/266) cited, "It's just not on my mind." 29.3% (78/266) cited not having the disposable income. Similarly, 74/266 (27.8%) cited that it was too expensive.

What are the main reasons you decided NOT to purchase flood insurance? (Text if other than the choices provided.)

- live on second floor
- Don't live in a flood zone
- I currently live in apartment, so presumably the building owner has the flood insurance

- I wasn't aware of this when renting an apartment.
- presently I am renting an apartment
- Renting
- been through 2 floods with no damage
- I don't know if I'm eligible for that as a renter.

Did you have a flood insurance policy in the past?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | Yes | 43 | 4.1 | 16.2 | 16.2 |
| | No | 223 | 21.3 | 83.8 | 100.0 |
| | Total | 266 | 25.4 | 100.0 | |
| Missing | System | 782 | 74.6 | | |
| Total | | 1048 | 100.0 | | |

Did you have a flood insurance policy in the past?

Why did you discontinue your flood insurance?

| | | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice My home is built to withstand the damage that comes from flooding. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice It became too expensive. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I don't believe I'm at risk. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I don't have the disposable income to buy flood insurance. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I just didn't bother renewing it. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice My insurance company cancelled my policy. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I moved to a different location where is was not required. | Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice Other (Please specify) | Why did you discontinue your flood insurance? (Check all that apply.) - Other (Please specify) - Text |
|---|---------|--|---|---|--|--|--|--|---|--|
| Ν | Valid | 15 | 17 | 14 | 8 | 13 | 12 | 18 | 0 | 1048 |
| | Missing | 1033 | 1031 | 1034 | 1040 | 1035 | 1036 | 1030 | 1048 | 0 |

Statistics

Among the 43 respondents who had a flood insurance policy in the past but don't have it now, the most cited reason was moving to a different location (41.8%), followed by "It became too expensive, with 39.5% response. "My home is built to withstand damage that comes from flooding," was the third most cited reason (34.9%).

Do you know the approximate cost of a flood insurance policy for your primary residence?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|---|-----------|---------|---------------|-----------------------|
| Valid | I'm very sure how much flood insurance would cost for me. | 28 | 2.7 | 10.5 | 10.5 |
| | I'm pretty sure how much flood insurance would cost for me. | 65 | 6.2 | 24.4 | 35.0 |
| | I'm not sure how much flood insurance would cost for me. | 173 | 16.5 | 65.0 | 100.0 |
| | Total | 266 | 25.4 | 100.0 | |
| Missing | System | 782 | 74.6 | | |
| Total | | 1048 | 100.0 | | |

Do you know the approximate cost of a flood insurance policy for your primary residence?

This question was asked among those who don't have flood insurance. Sixty-five percent responded that there were not sure how much flood insurance would cost.

Why would you prefer your primary flood insurer to be National Flood Insurance rather than a Private Insurer?

| Reason | Count |
|---|-------|
| General, non-specific preference for public | 69 |
| (advantages/good/nice/quality) | |
| Safety/security | 64 |
| Believe the government/trust the | 38 |
| government/not cheating | |
| people/trustworthy/truthful | |
| Costs less/better deal | 9 |
| Coverage is better | 5 |
| Easy to access/convenient/easy approval | 4 |
| Reliable | 4 |
| Comfortable (with government) | 3 |
| Flexibility | 3 |
| Quicker response | 3 |
| Services better | 3 |
| Confidential | 1 |
| Customized policies | 1 |
| Friendly | 1 |
| Not focused on profits | 1 |
| I love my country | 1 |
| Referral from relative | 1 |
| Wider options | 1 |

Why would you prefer your primary flood insurer to be a Private Insurer rather than National Flood Insurance?

| Reason | Count |
|--|-------|
| General liking (no particular addressed | 58 |
| (good/useful/more benefits/nice perks/prefer | |
| private) | |
| Safety/security/protected/trustworthy/Reliabil | 35 |
| ity | |
| Shorter waiting period than government to | 19 |
| receive claims/more responsive/quicker | |
| Flexibility of coverage limits/general | 10 |
| flexibility | |
| More help/better customer service/easy to | 11 |
| communicate/convenience/personal attention | |
| Higher level of coverage/bigger payout | 9 |
| Good relationship/loyal to private insurer | 6 |
| Cheaper/better deal/more competitive | 5 |
| rates/value | |
| Coverage (Wider/better) | |
| Recommendations (agent/friend) | 4 |
| Easy claims | 3 |
| Reputation | 3 |
| Bundling/other insurance with private insurer | 2 |
| Easy to obtain insurance | 2 |
| More sophisticated models/individual | 2 |
| analysis of homes | |
| | |
| Access to properties that otherwise might not | 1 |
| be able to get insurance | |
| Don't trust the government | 1 |
| Efficiency | 1 |
| Fewer requirements | 1 |
| Friend suggestions | 1 |
| Payment method | 1 |

The actual comments are provided in Appendix A and B.

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance?

| Median | | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 | 3.00 |
|--------|---------|-----------------|-----------------|-----------------|-----------------|-------------------|------------------|
| Mean | | 3.00 | 3.08 | 2.98 | 3.07 | 3.01 | 3.00 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Ν | Valid | 1048 | 1048 | 1048 | 1048 | 1048 | 1048 |
| | | experience | in-person) | signatures) | manual check) | package) | for the survey |
| | | 100% online | education (vs | with manual | credit card (vs | basic coverage | receive credit |
| | | Non-invasive | information and | paper policies | transfer or | bare bones | this one item to |
| | | insurance? - | Online | signatures (vs | Pay by bank | package (vs | Importance" on |
| | | decision to buy | insurance? - | Electronic | insurance? - | to the base | Click "Moderate |
| | | process in your | decision to buy | insurance? - | decision to buy | offer in addition | insurance? - |
| | | purchase | process in your | decision to buy | process in your | customized | decision to buy |
| | | shopping and | purchase | process in your | purchase | Provide a | process in your |
| | | insurance | shopping and | purchase | shopping and | insurance? - | purchase |
| | | features of the | insurance | shopping and | insurance | decision to buy | shopping and |
| | | following | features of the | insurance | features of the | process in your | insurance |
| | | are the | following | features of the | following | purchase | features of the |
| | | How important | are the | following | are the | shopping and | following |
| | | | How important | are the | How important | insurance | are the |
| | | | | How important | | features of the | How important |
| | | | | | | following | |
| | | | | | | are the | |
| | | | | | | How important | |

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Non-invasive 100% online experience

| | | | | Valid | Cumulative |
|-------|------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not Important At | 34 | 3.2 | 3.2 | 3.2 |
| | All | | | | |
| | Low Importance | 256 | 24.4 | 24.4 | 27.7 |
| | Moderate | 437 | 41.7 | 41.7 | 69.4 |
| | Importance | | | | |
| | High Importance | 321 | 30.6 | 30.6 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Online information and education (vs in-person)

| | | | | Valid | Cumulative |
|-------|------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not Important At | 28 | 2.7 | 2.7 | 2.7 |
| | All | | | | |
| | Low Importance | 208 | 19.8 | 19.8 | 22.5 |
| | Moderate | 462 | 44.1 | 44.1 | 66.6 |
| | Importance | | | | |
| | High Importance | 350 | 33.4 | 33.4 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Electronic signatures (vs paper policies with manual signatures)

| | | | | Valid | Cumulative |
|-------|------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not Important At | 44 | 4.2 | 4.2 | 4.2 |
| | All | | | | |
| | Low Importance | 256 | 24.4 | 24.4 | 28.6 |
| | Moderate | 421 | 40.2 | 40.2 | 68.8 |
| | Importance | | | | |
| | High Importance | 327 | 31.2 | 31.2 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Pay by bank transfer or credit card (vs manual check)

| | | | | Valid | Cumulative |
|-------|------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not Important At | 38 | 3.6 | 3.6 | 3.6 |
| | All | | | | |
| | Low Importance | 199 | 19.0 | 19.0 | 22.6 |
| | Moderate | 459 | 43.8 | 43.8 | 66.4 |
| | Importance | | | | |
| | High Importance | 352 | 33.6 | 33.6 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Provide a customized offer in addition to the base package (vs bare bones basic coverage package)

| | | | | Valid | Cumulative |
|-------|------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Not Important At | 27 | 2.6 | 2.6 | 2.6 |
| | All | | | | |
| | Low Importance | 242 | 23.1 | 23.1 | 25.7 |
| | Moderate | 473 | 45.1 | 45.1 | 70.8 |
| | Importance | | | | |
| | High Importance | 306 | 29.2 | 29.2 | 100.0 |
| | Total | 1048 | 100.0 | 100.0 | |

As can be seen in the above graphs, respondents viewed each of the five features above extremely similarly, in terms of their importance. For each feature, "Moderate Importance" was the highest response, followed by high importance, low importance, and not important at all. Note in the first table that means varied by only 0.10 (3.08 for Online Education and Information -2.98 for Electronic Signatures) and median response was 3 (moderate importance) for each feature.

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in deciding about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful).

| | | | | Many people | | |
|---------|-------------------|-------------------|------------------|------------------|------------------|------------------|
| | | | | perceive | | |
| | | | | purchasing flood | | |
| | Many people | Many people | Many people | insurance to be | | |
| | perceive | perceive | perceive | confusing. We'd | | |
| | purchasing flood | purchasing flood | purchasing flood | like to know | Many people | Many people |
| | insurance to be | insurance to be | insurance to be | what information | perceive | perceive |
| | confusing. We'd | confusing. We'd | confusing. We'd | sources would | purchasing flood | purchasing flood |
| | like to know | like to know | like to know | be most helpful | insurance to be | insurance to be |
| | what information | what information | what information | in providing | confusing. We'd | confusing. We'd |
| | sources would | sources would | sources would | people | like to know | like to know |
| | be most helpful | be most helpful | be most helpful | knowledge in | what information | what information |
| | in providing | in providing | in providing | making a | sources would | sources would |
| | people | people | people | decision about | be most helpful | be most helpful |
| | knowledge in | knowledge in | knowledge in | whether to buy | in providing | in providing |
| | making a | making a | making a | flood insurance. | people | people |
| | decision about | decision about | decision about | Please rank the | knowledge in | knowledge in |
| | whether to buy | whether to buy | whether to buy | following | making a | making a |
| | flood insurance. | flood insurance. | flood insurance. | resources. | decision about | decision about |
| | Please rank the | Please rank the | Please rank the | Using your | whether to buy | whether to buy |
| | following | following | following | cursor, drag and | flood insurance. | flood insurance. |
| | resources. | resources. | resources. | drop the | Please rank the | Please rank the |
| | Using your | Using your | Using your | answers in | following | following |
| | cursor, drag and | cursor, drag and | cursor, drag and | order (with 1 | resources. | resources. |
| | drop the | drop the | drop the | being most | Using your | Using your |
| | answers in order | answers in | answers in | helpful and 5 | cursor, drag and | cursor, drag and |
| | (with 1 being | order (with 1 | order (with 1 | being least | drop the | drop the |
| | most helpful and | being most | being most | helpful) A | answers in | answers in order |
| | 5 being least | helpful and 5 | helpful and 5 | proactive risk | order (with 1 | (with 1 being |
| | helpful) | being least | being least | analysis and | being most | most helpful and |
| | Historical losses | helpful) Free | helpful) Free | insurance offer | helpful and 5 | 5 being least |
| | in your | online flood risk | online price | mailed to your | being least | helpful) Other |
| | neighborhood | assessment | quote | home | helpful) Other | - Text |
| N Valid | 1047 | 1047 | 1047 | 1047 | 1047 | 1048 |
| Missing | 1 | 1 | 1 | 1 | 1 | 0 |
| Mean | 2.32 | 2.18 | 2.56 | 3.00 | 4.94 | |
| Median | 2.00 | 2.00 | 3.00 | 3.00 | 5.00 | |

In this case, because 1 = most helpful and 5 = least helpful, the lower the score, the better. Free online risk assessment was deemed the most helpful of the information sources offered (mean = 2.18), closely followed by historical losses in your neighborhood (2.32). Ranked third was free online price quote (mean = 2.56). The least helpful information source of those provided was proactive risk analysis and insurance offer mailed to your home. Individual frequencies for each source of information are provided in the tables below.

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in making a decision about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful). - Historical losses in your neighborhood

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 329 | 31.4 | 31.4 | 31.4 |
| | 2 | 268 | 25.6 | 25.6 | 57.0 |
| | 3 | 256 | 24.4 | 24.5 | 81.5 |
| | 4 | 187 | 17.8 | 17.9 | 99.3 |
| | 5 | 7 | .7 | .7 | 100.0 |
| | Total | 1047 | 99.9 | 100.0 | |
| Missing | System | 1 | .1 | | |
| Total | | 1048 | 100.0 | | |

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in making a decision about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful). - Free online flood risk assessment

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 325 | 31.0 | 31.0 | 31.0 |
| | 2 | 343 | 32.7 | 32.8 | 63.8 |
| | 3 | 252 | 24.0 | 24.1 | 87.9 |
| | 4 | 123 | 11.7 | 11.7 | 99.6 |
| | 5 | 4 | .4 | .4 | 100.0 |
| | Total | 1047 | 99.9 | 100.0 | |
| Missing | System | 1 | .1 | | |
| Total | | 1048 | 100.0 | | |

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in making a decision about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful). - Free online price quote

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 216 | 20.6 | 20.6 | 20.6 |
| | 2 | 278 | 26.5 | 26.6 | 47.2 |
| | 3 | 306 | 29.2 | 29.2 | 76.4 |
| | 4 | 241 | 23.0 | 23.0 | 99.4 |
| | 5 | 6 | .6 | .6 | 100.0 |
| | Total | 1047 | 99.9 | 100.0 | |
| Missing | System | 1 | .1 | | |
| Total | | 1048 | 100.0 | | |

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in making a decision about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful). - A proactive risk analysis and insurance offer mailed to your home

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 174 | 16.6 | 16.6 | 16.6 |
| | 2 | 154 | 14.7 | 14.7 | 31.3 |
| | 3 | 221 | 21.1 | 21.1 | 52.4 |
| | 4 | 485 | 46.3 | 46.3 | 98.8 |
| | 5 | 13 | 1.2 | 1.2 | 100.0 |
| | Total | 1047 | 99.9 | 100.0 | |
| Missing | System | 1 | .1 | | |
| Total | | 1048 | 100.0 | | |

Many people perceive purchasing flood insurance to be confusing. We'd like to know what information sources would be most helpful in providing people knowledge in making a decision about whether to buy flood insurance. Please rank the following resources. Using your cursor, drag and drop the answers in order (with 1 being most helpful and 5 being least helpful). - Other

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | 1 | 4 | .4 | .4 | .4 |
| | 2 | 3 | .3 | .3 | .7 |
| | 3 | 12 | 1.1 | 1.1 | 1.8 |
| | 4 | 11 | 1.0 | 1.1 | 2.9 |
| | 5 | 1017 | 97.0 | 97.1 | 100.0 |
| | Total | 1047 | 99.9 | 100.0 | |
| Missing | System | 1 | .1 | | |
| Total | | 1048 | 100.0 | | |

Up to 90% of the homes at risk of flooding in the US are not insured for flood losses. What do you think should be done to ensure that more homes are covered, so that there is less financial loss to homeowners in the US? (Check all that apply.) -Selected Choice Require flood insurance in more areas, similar to how homeowners or auto insurance are mandatory.

| | | | | | Statistics | | | | |
|---|---------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| | | | Up to 90% of | | | | | | |
| | | | the homes at | | | | | | |
| | | Up to 90% of | risk of flooding | | | | | | |
| | | the homes at | in the US are | | | | | | |
| | | risk of flooding | not insured for | Up to 90% of | | Up to 90% of | | | |
| | | in the US are | flood losses. | the homes at | | the homes at | | | |
| | | not insured for | What do you | risk of flooding | | risk of flooding | | | |
| | | flood losses. | think should be | in the US are | Up to 90% of | in the US are | | | |
| | | What do you | done to ensure | not insured for | the homes at | not insured for | Up to 90% of | | |
| | | think should be | that more | flood losses. | risk of flooding | flood losses. | the homes at | | |
| | | done to ensure | homes are | What do you | in the US are | What do you | risk of flooding | Up to 90% of | |
| | | that more | covered, so | think should be | not insured for | think should be | in the US are | the homes at | Up to 90% of |
| | | homes are | that there is | done to ensure | flood losses. | done to ensure | not insured for | risk of flooding | the homes at |
| | | covered, so | less financial | that more | What do you | that more | flood losses. | in the US are | risk of flooding |
| | | that there is | loss to | homes are | think should be | homes are | What do you | not insured for | in the US are |
| | | less financial | homeowners | covered, so | done to ensure | covered, so | think should be | flood losses. | not insured for |
| | | loss to | in the US? | that there is | that more | that there is | done to ensure | What do you | flood losses. |
| | | homeowners | (Check all that | less financial | homes are | less financial | that more | think should be | What do you |
| | | in the US? | apply.) - | loss to | covered, so | loss to | homes are | done to ensure | think should be |
| | | (Check all that | Selected | homeowners | that there is | homeowners | covered, so | that more | done to ensure |
| | | apply.) - | Choice Allow | in the US? | less financial | in the US? | that there is | homes are | that more |
| | | Selected | more | (Check all that | loss to | (Check all that | less financial | covered, so | homes are |
| | | Choice | competition in | apply.) - | homeowners | apply.) - | loss to | that there is | covered, so |
| | | Require flood | flood | Selected | in the US? | Selected | homeowners | less financial | that there is |
| | | insurance in | insurance, so | Choice Have | (Check all that | Choice Provide | in the US? | loss to | less financial |
| | | more areas, | that | the | apply.) - | more | (Check all that | homeowners | loss to |
| | | similar to how | consumers | government | Selected | educational | apply.) - | in the US? | homeowners |
| | | homeowners | have more | increase the | Choice Make | resources and | Selected | (Check all that | in the US? |
| | | or auto | choices and | subsidies for | people in high | websites to | Choice Do | apply.) - | (Check all that |
| | | insurance are | often lower | flood | hazard areas | understand my | nothing. It's ok | Selected | apply.) - Other - |
| _ | | mandatory. | priced options. | insurance. | pay more. | risk. | as it is. | Choice Other | Text |
| | Valid | 412 | 402 | 384 | 348 | 365 | 35 | 4 | 1048 |
| | Missing | 636 | 646 | 664 | 700 | 683 | 1013 | 1044 | 0 |

The highest percentage of respondents felt that requiring flood insurance in more areas was a good solution to ensuring more homes are covered (412/1048 = 39.3%). A similar percentage (38.4%) felt more competition in the insurance industry would be helpful. Interestingly, only 35/1048, or 3.3% felt that nothing should be done, and that the state of flood insurance in the US is fine as it is.

In your opinion, what is the likelihood of your residence flooding in the next five years.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|----------------|-----------|---------|---------------|-----------------------|
| Valid | No risk at all | 85 | 8.1 | 8.1 | 8.1 |
| | Low risk | 332 | 31.7 | 31.7 | 39.9 |
| | Moderate risk | 445 | 42.5 | 42.5 | 82.4 |
| | High risk | 171 | 16.3 | 16.3 | 98.8 |
| | l don't know | 13 | 1.2 | 1.2 | 100.0 |
| | Total | 1046 | 99.8 | 100.0 | |
| Missing | System | 2 | .2 | | |
| Total | | 1048 | 100.0 | | |

In your opinion, what is the likelihood of your residence flooding in the next five years:

A plurality of respondents feel they're at moderate risk of flooding (42.5%) in the next five years. Only about 1 in 6 feel they're at high risk (16.3%). Only 8.1% of respondent feel they are at no risk at all.

Analytics indicate that flood risk is rising significantly, and that insurance rates should increase to keep up with the higher risk. What is the highest additional percentage you would pay for flood insurance?

Analytics indicate that flood risk is rising significantly, and that insurance rates should increase to keep up with the higher risk. What is the highest additional percentage you would pay for flood insurance?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------------|-----------|---------|---------------|-----------------------|
| Valid | Nothing more | 34 | 3.2 | 4.4 | 4.4 |
| | 10% more | 134 | 12.8 | 17.2 | 21.5 |
| | 25% more | 319 | 30.4 | 40.9 | 62.4 |
| | 50% more | 248 | 23.7 | 31.8 | 94.2 |
| | 100% more | 45 | 4.3 | 5.8 | 100.0 |
| | Total | 780 | 74.4 | 100.0 | |
| Missing | System | 268 | 25.6 | | |
| Total | | 1048 | 100.0 | | |

A plurality of respondents (40.9%) said they would pay 25% more for flood insurance, while nearly 1 in 3 (31.8%) said they would pay 50% more. Only 4.4% responded they would pay nothing more.

In the future, would you be more likely to purchase a policy that had an automatic benefit to cover expenses while you had to evacuate your home during a flood?

In the future, would you be more likely to purchase a policy that had an automatic benefit to cover expenses while you had to evacuate your home during a flood?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|--------|-----------|---------|---------------|-----------------------|
| Valid | Yes | 801 | 76.4 | 76.7 | 76.7 |
| | No | 101 | 9.6 | 9.7 | 86.4 |
| | Unsure | 142 | 13.5 | 13.6 | 100.0 |
| | Total | 1044 | 99.6 | 100.0 | |
| Missing | System | 4 | .4 | | |
| Total | | 1048 | 100.0 | | |

Over ³/₄ of all respondents (76.7%) claimed that they would be more likely to purchase a policy having an automatic benefit to cover expenses while having to evacuate during a flood. Less than 10% said no.

Ctatistics -

| | Statistics | | | | | | | | |
|------|------------|---|--|---|---|---|---|---|--|
| | | Please rate these optional coverages in terms of their importance to you Unattached building (e.g. shed, garage, pool house, barn, workshop) | Please rate these optional coverages in terms of their importance to you Temporary living expense while forced from your home by a flood (e.g. hotels, meals, travel expenses) | Please rate these optional coverages in terms of their importance to you Replacement cost of your contents (first floor and up) rather than standard depreciated value | Please rate these optional coverages in terms of their importance to you Replacement cost of the contents of your basement | Please rate these optional coverages in terms of their importance to you Shrubbery and landscaping repair | Please rate these optional coverages in terms of their importance to you Docks, decks and carports | Please rate these optional coverages in terms of their importance to you Pool repair and refill | |
| Ν | Valid | 867 | 909 | 910 | 863 | 889 | 869 | 826 | |
| | Missing | 181 | 139 | 138 | 185 | 159 | 179 | 222 | |
| Mean | | 3.41 | 3.58 | 3.66 | 3.61 | 3.34 | 3.48 | 3.48 | |

State Categories

| | State Categories | | | | | | | |
|--------|------------------|-----------|---------|---------|------------|--|--|--|
| | | | | Valid | Cumulative | | | |
| | | Frequency | Percent | Percent | Percent | | | |
| Valid | Western | 256 | 24.4 | 25.8 | 25.8 | | | |
| | Midwest | 77 | 7.3 | 7.8 | 33.6 | | | |
| | Gulf | 403 | 38.5 | 40.7 | 74.3 | | | |
| | Coast | | | | | | | |
| | Mid | 255 | 24.3 | 25.7 | 100.0 | | | |
| | Atlantic | | | | | | | |
| | Total | 991 | 94.6 | 100.0 | | | | |
| Missin | System | 57 | 5.4 | | | | | |
| g | | | | | | | | |
| Total | | 1048 | 100.0 | | | | | |

Western = Alaska, California, Washington

Midwest = Illinois, Indiana, Missouri

Gulf Coast = Florida, Louisiana, North Carolina, South Carolina, Texas

Mid Atlantic = Connecticut, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Virginia

Do you think the federal government should subsidize flood insurance rates, even though this encourages more development in coastal high-risk areas? * State Categories

| | | | | State Ca | itegories | | |
|-------------------------------------|------------|-----------------|----------|-------------|--------------|-------------|--------|
| | | | | | | MidAtl (RI, | |
| | | | | SE Coast | | CT, MA, | |
| | | | W Coast | (TX, NC, | Midwest | NY, NJ, | |
| | | | (CA, WA, | SC, GA, FL, | (MO, IL, IN, | NH, PA, | |
| | | | OR, HA) | AL, MS, LA) | IA, NE, KS) | VA, MD) | Total |
| Do you think the | Definitely | Count | 5 | 15 | 0 | 10 | 30 |
| federal government | not | % within States | 1.8% | 3.3% | 0.0% | 3.4% | 2.7% |
| should subsidize | | Categories | | | | | |
| flood insurance rates, | Probably | Count | 15 | 25 | 2 | 15 | 57 |
| even though this | not | % within States | 5.5% | 5.5% | 2.6% | 5.1% | 5.2% |
| encourages more | | Categories | | | | | |
| development in coastal high-risk | Unsure | Count | 29 | 75 | 13 | 52 | 169 |
| | | % within States | 10.7% | 16.6% | 17.1% | 17.6% | 15.4% |
| areas? | | Categories | | | | | |
| | Probably | Count | 123 | 236 | 41 | 154 | 554 |
| | yes | % within States | 45.4% | 52.2% | 53.9% | 52.0% | 50.6% |
| | | Categories | | | | | |
| | Definitely | Count | 99 | 101 | 20 | 65 | 285 |
| | yes | % within States | 36.5% | 22.3% | 26.3% | 22.0% | 26.0% |
| | | Categories | | | | | |
| Total | | Count | 271 | 452 | 76 | 296 | 1095 |
| | | % within States | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | | Categories | | | | | |

Chi-Square Tests

| | | | Asymptotic |
|------------------------------|---------|----|------------------|
| | | | Significance (2- |
| | Value | df | sided) |
| Pearson Chi-Square | 28.033ª | 12 | .005 |
| Likelihood Ratio | 29.771 | 12 | .003 |
| Linear-by-Linear Association | 5.903 | 1 | .015 |
| N of Valid Cases | 1095 | | |

a. 2 cells (10.0%) have expected count less than 5. The minimum

expected count is 2.08.

Do you currently have flood insurance on your primary living residence? * State Categories

Do you currently have flood insurance on your primary living residence? * State Categories Crosstabulation

% within State Categories

| | | State Categories | | | | | |
|---|-----|------------------|---------|--------|----------|--------|--|
| | | | | Gulf | Mid | | |
| | | Western | Midwest | Coast | Atlantic | Total | |
| Do you currently have | Yes | 78.1% | 74.0% | 73.9% | 70.6% | 74.2% | |
| flood insurance on your primary living residence? | No | 21.9% | 26.0% | 26.1% | 29.4% | 25.8% | |
| Total | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |

The tables above and below indicate no significant differences between regions in terms of flood insurance coverage. The Pearson Chi-square number would need to be below .05 to indicate significant differences among the groups.

| | | | Asymptotic Significance |
|--------------------|--------------------|----|----------------------------|
| | Value | df | (2-sided) |
| Pearson Chi-Square | 3.809 ^a | 3 | .283 |
| Likelihood Ratio | 3.838 | 3 | .279 |
| Linear-by-Linear | 3.595 | 1 | .058 |
| Association | | | |
| N of Valid Cases | 991 | | |

What is the highest additional percentage you would pay for flood insurance? * State Categories

Analytics indicate that flood risk is rising significantly, and that insurance rates should increase to keep up with the higher risk. What is the highest additional percentage you would pay for flood insurance? * State Categories Crosstabulation

| | | State Categories | | | | | |
|-------------------------|-----------|------------------|---------|--------|----------|--------|--|
| | | | | Gulf | Mid | | |
| | | Western | Midwest | Coast | Atlantic | Total | |
| Analytics indicate that | Nothing | 2.0% | 7.0% | 5.0% | 4.4% | 4.2% | |
| flood risk is rising | more | | | | | | |
| significantly, and that | 10% more | 12.5% | 15.8% | 20.1% | 18.3% | 17.3% | |
| insurance rates | 25% more | 35.5% | 42.1% | 44.6% | 37.8% | 40.3% | |
| should increase to | 50% more | 40.5% | 35.1% | 25.5% | 33.3% | 32.2% | |
| keep up with the | 100% more | 9.5% | | 4.7% | 6.1% | 6.0% | |
| higher risk. What is | | | | | | | |
| the highest additional | | | | | | | |
| percentage you would | | | | | | | |
| pay for flood | | | | | | | |
| insurance? | | | | | | | |
| Total | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | |

% within State Categories

In the tables above and below, it's clear that there are significant differences between regions in terms of willingness to pay extra for flood insurance. Western respondents indicated the most willingness to pay more, with Gulf Coast respondents least willing to pay more.

| | Juare | 6313 | |
|--------------------|---------------------|------|--------------|
| | | | Asymptotic |
| | | | Significance |
| | Value | df | (2-sided) |
| Pearson Chi-Square | 27.989 ^a | 12 | .006 |
| Likelihood Ratio | 31.420 | 12 | .002 |
| Linear-by-Linear | 10.145 | 1 | .001 |
| Association | | | |

Chi-Square Tests

| N of Valid Cases | 735 | |
|------------------|-----|--|
| | | |

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.40.

In your opinion, what is the likelihood of your residence flooding in the next five years: * Age Categories Crosstabulation

% within Age Categories

| | | Ag | ies | | |
|-----------------------|------------|--------|--------|--------|--------|
| | | 18-34 | 35-49 | 50 + | Total |
| In your opinion, what | No risk at | 6.0% | 9.0% | 12.5% | 8.1% |
| is the likelihood of | all | | | | |
| your residence | Low risk | 29.8% | 31.6% | 38.7% | 31.8% |
| flooding in the next | Moderate | 45.3% | 41.8% | 34.5% | 42.4% |
| five years: | risk | | | | |
| | High risk | 17.9% | 16.1% | 13.1% | 16.5% |
| | l don't | 1.2% | 1.4% | 1.2% | 1.2% |
| | know | | | | |
| Total | | 100.0% | 100.0% | 100.0% | 100.0% |

The tables above and below indicate that younger people (18-34) see a higher risk of their residence flooding than either of their older counterparts. For instance, only 6% of adults 34 and under see no risk at all of their residence flooding, where 12.5% of individuals 50 and over see no risk at all. Further, when combining moderate and high risk categories, young people see 63.2% likelihood of flooding, compared with only 47.6% for those 50 and over.

| | CIII-Oquare rests | | | | | | | | |
|--------------------|---------------------|----|--------------|--|--|--|--|--|--|
| | | | Asymptotic | | | | | | |
| | | | Significance | | | | | | |
| | Value | df | (2-sided) | | | | | | |
| Pearson Chi-Square | 16.041 ^a | 8 | .042 | | | | | | |
| Likelihood Ratio | 15.784 | 8 | .046 | | | | | | |
| Linear-by-Linear | .017 | 1 | .895 | | | | | | |
| Association | | | | | | | | | |
| N of Valid Cases | 1043 | | | | | | | | |

Chi-Square Tests

a. 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.09.

When it's time to renew your flood insurance policy, please let us know your preferences * State Categories

When it's time to renew your flood insurance policy, please let us know your preferences. * State Categories Crosstabulation

| | | | State Categories | | | | Total |
|----------------|---------------------------|---------------------------|------------------|---------|------------|----------|--------|
| | | | Western | Midwest | Gulf Coast | Mid | |
| | | | | | | Atlantic | |
| When it's time | I would choose insurance | Count | 111 | 24 | 147 | 91 | 373 |
| to renew your | with the National Flood | % within State Categories | 55.5% | 42.1% | 49.3% | 50.6% | 50.7% |
| flood | Insurance Program over | | | | | | |
| insurance | Private Flood Insurance. | | | | | | |
| policy, please | I would choose Private | Count | 82 | 26 | 123 | 76 | 307 |
| let us know | Flood Insurance over | % within State Categories | 41.0% | 45.6% | 41.3% | 42.2% | 41.8% |
| your | insurance with the | | | | | | |
| preferences. | National Flood Insurance | | | | | | |
| | Program. | | | | | | |
| | I don't have a preference | Count | 7 | 7 | 28 | 13 | 55 |
| | of one over the other. | % within State Categories | 3.5% | 12.3% | 9.4% | 7.2% | 7.5% |
| Total | | Count | 200 | 57 | 298 | 180 | 735 |
| | | % within State Categories | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

The sample indicated that western states were more likely to choose NFIP over private insurers, but the chi-square test below shows that this result cannot be generalized to the population (Pearson Chi-square > .05).

| Chi-Square Tests | | | | | | | | |
|--------------------|--------------------|----|--------------|--|--|--|--|--|
| | | | Asymptotic | | | | | |
| | | | Significance | | | | | |
| | Value | df | (2-sided) | | | | | |
| Pearson Chi-Square | 9.572 ^a | 6 | .144 | | | | | |
| Likelihood Ratio | 10.249 | 6 | .115 | | | | | |
| Linear-by-Linear | 1.998 | 1 | .157 | | | | | |
| Association | | | | | | | | |
| N of Valid Cases | 735 | | | | | | | |

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 4.27.

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years? (State Categories)

Descriptives

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years?

| | | | | | 95% Confide | nce Interval for | | |
|------------|-----|------|-----------|------------|-------------|------------------|---------|---------|
| | | | Std. | | Μ | ean | | |
| | Ν | Mean | Deviation | Std. Error | Lower Bound | Upper Bound | Minimum | Maximum |
| Western | 224 | 3.90 | .827 | .055 | 3.79 | 4.01 | 2 | 5 |
| Midwest | 64 | 3.70 | .954 | .119 | 3.46 | 3.94 | 1 | 5 |
| Gulf Coast | 349 | 3.72 | .844 | .045 | 3.63 | 3.81 | 1 | 5 |
| Mid | 231 | 3.71 | .821 | .054 | 3.61 | 3.82 | 1 | 5 |
| Atlantic | | | | | | | | |
| Total | 868 | 3.76 | .845 | .029 | 3.71 | 3.82 | 1 | 5 |

The table above and below indicate little difference of future flood risk perception by region. Respondents indicated a (5) for definitely higher flood risk to (1) for definitely lower. The individuals in western states indicated the highest perception of flood risk (3.90) while respondents in the Midwest reported lowest (3.70). The differences are not significant at the .05 level, which means that we can't be confident that the differences in the sample would extrapolate to the general population.

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years?

| Tukey HSD ^{a,b} | | |
|--------------------------|-----|-------------------------|
| State | | Subset for alpha = 0.05 |
| Categories | Ν | 1 |
| Midwest | 64 | 3.70 |
| Mid Atlantic | 231 | 3.71 |
| Gulf Coast | 349 | 3.72 |

| Western | 224 | 3.90 |
|---------|-----|------|
| Sig. | | .199 |

Flood risk perception * Gender Crosstabs

Considering the activity level of hurricanes and floods in the US in 2021, do you think the flood risk for your primary residence in the coming years is higher, lower, or about the same as it was in past years? * What is your gender? Crosstabulation

% within What is your gender?

| | | | What is y | our gend | er? | |
|--------------------------|------------|--------|-----------|----------|---------------|--------|
| | | | | | Prefer not to | |
| | | Male | Female | Other | say | Total |
| Considering the | Definitely | 1.0% | 0.5% | | | 0.8% |
| activity level of | lower | | | | | |
| hurricanes and floods | Probably | 6.3% | 5.0% | | | 5.7% |
| in the US in 2021, do | lower | | | | | |
| you think the flood risk | About the | 29.8% | 25.8% | 100.0% | 100.0% | 28.2% |
| for your primary | same | | | | | |
| residence in the | Probably | 44.7% | 48.8% | | | 46.4% |
| coming years is | higher | | | | | |
| higher, lower, or about | Definitely | 18.2% | 20.0% | | | 19.0% |
| the same as it was in | higher | | | | | |
| past years? | | | | | | |
| Total | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

The table above demonstrates no difference between male and females in terms if flood risk perceptions.

Optional Coverages

| | | | | | | | Please | |
|------|---------|----------------|------------------|-----------------|-------------|-------------|----------|-------------------------------|
| | | | Please rate | Please rate | Please rate | | rate | |
| | | Please rate | these optional | these optional | these | | these | |
| | | these | coverages in | coverages in | optional | Please | optional | |
| | | optional | terms of their | terms of their | coverages | rate these | coverag | |
| | | coverages in | importance to | importance to | in terms of | optional | es in | |
| | | terms of their | you | you | their | coverages | terms of | |
| | | importance to | Temporary | Replacement | importance | in terms of | their | |
| | | you | living expense | cost of your | to you | their | importan | |
| | | Unattached | while forced | contents (first | Replaceme | importanc | ce to | |
| | | building (e.g. | from your home | floor and up) | nt cost of | e to you | you | |
| | | shed, garage, | by a flood (e.g. | rather than | the | Shrubbery | Docks, | Please rate these optional |
| | | pool house, | hotels, meals, | standard | contents of | and | decks | coverages in terms of their |
| | | barn, | travel | depreciated | your | landscapin | and | importance to you Pool repair |
| | | workshop) | expenses) | value | basement | g repair | carports | and refill |
| N | Valid | 866 | 908 | 909 | 862 | 888 | 867 | 825 |
| | Missing | 182 | 140 | 139 | 186 | 160 | 181 | 223 |
| Mean | | 3.42 | 3.58 | 3.65 | 3.61 | 3.34 | 3.48 | 3.48 |

Respondents were asked to rate on a scale from 1 (very low) to 5 (very high) importance the optional coverages listed above. They could also check N/A if not applicable to their situation. As can be seen by the means, there was not much difference in terms of importance reported by respondents. By a small margin, shrubbery and landscaping repair was rated most important (mean = 3.34) over unattached buildings (3.42), docks, decks, and carports (3.48), pool refill and repair (3.48), living expenses forced to pay during evacuation (3.58), basement contents (3.61), and replacement of cost of content (3.65). As can be seen in the individual frequency tables below, the same pattern emerges: for each optional coverage, the order is 1) high, 2) moderate, 3) very high, 4) low, 5) very low.

Please rate these optional coverages in terms of their importance to you. - Unattached building (e.g. shed, garage, pool house, barn, workshop)

| | | | | Valid | Cumulative |
|---------|-----------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Very low | 57 | 5.4 | 6.6 | 6.6 |
| | Low | 100 | 9.5 | 11.5 | 18.1 |
| | Moderate | 279 | 26.6 | 32.2 | 50.3 |
| | High | 284 | 27.1 | 32.8 | 83.1 |
| | Very high | 146 | 13.9 | 16.9 | 100.0 |
| | Total | 866 | 82.6 | 100.0 | |
| Missing | System | 182 | 17.4 | | |
| Total | | 1048 | 100.0 | | |

Please rate these optional coverages in terms of their importance to you. - Temporary living expense while forced from your home by a flood (e.g. hotels, meals, travel expenses)

| | | | | Valid | Cumulative |
|---------|-----------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Very low | 32 | 3.1 | 3.5 | 3.5 |
| | Low | 95 | 9.1 | 10.5 | 14.0 |
| | Moderate | 273 | 26.0 | 30.1 | 44.1 |
| | High | 327 | 31.2 | 36.0 | 80.1 |
| | Very high | 181 | 17.3 | 19.9 | 100.0 |
| | Total | 908 | 86.6 | 100.0 | |
| Missing | System | 140 | 13.4 | | |
| Total | | 1048 | 100.0 | | |

Please rate these optional coverages in terms of their importance to you. - Replacement cost of your contents (first floor and up) rather than standard depreciated value

| | | Freque | | Valid | Cumulative |
|---------|-----------|--------|---------|---------|------------|
| | | ncy | Percent | Percent | Percent |
| Valid | Very low | 25 | 2.4 | 2.8 | 2.8 |
| | Low | 90 | 8.6 | 9.9 | 12.7 |
| | Moderate | 249 | 23.8 | 27.4 | 40.0 |
| | High | 356 | 34.0 | 39.2 | 79.2 |
| | Very high | 189 | 18.0 | 20.8 | 100.0 |
| | Total | 909 | 86.7 | 100.0 | |
| Missing | System | 139 | 13.3 | | |
| Total | | 1048 | 100.0 | | |

Please rate these optional coverages in terms of their importance to you. - Replacement cost of the contents of your basement

| | | Freq | | | |
|---------|-----------|------|---------|---------|------------|
| | | uenc | | Valid | Cumulative |
| | | У | Percent | Percent | Percent |
| Valid | Very low | 36 | 3.4 | 4.2 | 4.2 |
| | Low | 91 | 8.7 | 10.6 | 14.7 |
| | Moderate | 220 | 21.0 | 25.5 | 40.3 |
| | High | 344 | 32.8 | 39.9 | 80.2 |
| | Very high | 171 | 16.3 | 19.8 | 100.0 |
| | Total | 862 | 82.3 | 100.0 | |
| Missing | System | 186 | 17.7 | | |
| Total | | 1048 | 100.0 | | |

| their importance to you Shrubbery and landscaping repair | | | | | | | |
|---|-----------|--------|---------|---------|------------|--|--|
| | | Freque | | Valid | Cumulative | | |
| | | ncy | Percent | Percent | Percent | | |
| Valid | Very low | 70 | 6.7 | 7.9 | 7.9 | | |
| | Low | 117 | 11.2 | 13.2 | 21.1 | | |
| | Moderate | 270 | 25.8 | 30.4 | 51.5 | | |
| | High | 305 | 29.1 | 34.3 | 85.8 | | |
| | Very high | 126 | 12.0 | 14.2 | 100.0 | | |
| | Total | 888 | 84.7 | 100.0 | | | |
| Missing | System | 160 | 15.3 | | | | |
| Total | | 1048 | 100.0 | | | | |

Please rate these optional coverages in terms of

Please rate these optional coverages in terms of their importance to you. - Pool repair and refill

| | | Freq | | | |
|---------|-----------|------|---------|---------|------------|
| | | uenc | | Valid | Cumulative |
| | | У | Percent | Percent | Percent |
| Valid | Very low | 45 | 4.3 | 5.5 | 5.5 |
| | Low | 105 | 10.0 | 12.7 | 18.2 |
| | Moderate | 222 | 21.2 | 26.9 | 45.1 |
| | High | 317 | 30.2 | 38.4 | 83.5 |
| | Very high | 136 | 13.0 | 16.5 | 100.0 |
| | Total | 825 | 78.7 | 100.0 | |
| Missing | System | 223 | 21.3 | | |
| Total | | 1048 | 100.0 | | |

Which of the choices below best describes your primary living residence?

| | | | | Valid | Cumulative | | | | | | |
|---------|--------------------------------------|-----------|---------|---------|------------|--|--|--|--|--|--|
| | | Frequency | Percent | Percent | Percent | | | | | | |
| Valid | Detached, single family home | 490 | 46.8 | 46.9 | 46.9 | | | | | | |
| | Duplex, rowhouse, or townhouse | 317 | 30.2 | 30.4 | 77.3 | | | | | | |
| | Condominium, co- op, or apartment | 184 | 17.6 | 17.6 | 94.9 | | | | | | |
| | Mobile or manufactured home | 51 | 4.9 | 4.9 | 99.8 | | | | | | |
| | Other, please specify | 2 | .2 | .2 | 100.0 | | | | | | |
| | Total | 1044 | 99.6 | 100.0 | | | | | | | |
| Missing | System | 4 | .4 | | | | | | | | |
| Total | | 1048 | 100.0 | | | | | | | | |

Which of the choices below best describes your primary living residence? - Selected Choice

What is the highest level of school you have completed or the highest degree you have received?

| | | | | Valid | Cumulative |
|---------|---------------------------|-----------|---------|---------|------------|
| | | Frequency | Percent | Percent | Percent |
| Valid | Less than High | 2 | .2 | .2 | .2 |
| | School Degree | | | | |
| | High School | 35 | 3.3 | 3.4 | 3.5 |
| | Graduate (High | | | | |
| | School Diploma or | | | | |
| | Equivalent including GED) | | | | |
| | Some College but no | 52 | 5.0 | 5.0 | 8.5 |
| | Degree | | | | |
| | Associate's Degree | 35 | 3.3 | 3.4 | 11.9 |
| | (2 year) | | | | |
| | Bachelor's Degree (4 | 727 | 69.4 | 69.6 | 81.5 |
| | year) | | | | |
| | Master's Degree | 186 | 17.7 | 17.8 | 99.3 |
| | Doctoral Degree | 5 | .5 | .5 | 99.8 |
| | Professional Degree | 2 | .2 | .2 | 100.0 |
| | (e.g. MD) | | | | |
| | Total | 1044 | 99.6 | 100.0 | |
| Missing | System | 4 | .4 | | |
| Total | | 1048 | 100.0 | | |

What is the highest level of school you have completed or the highest degree you have received?

What is your marital status?

| | · · · · · · · · · · · · · · · · · · · | That is your marital status i | | | | | | | |
|--------|---------------------------------------|-------------------------------|---------|---------|------------|--|--|--|--|
| | | | | Valid | Cumulative | | | | |
| | | Frequency | Percent | Percent | Percent | | | | |
| Valid | Single, never married | 202 | 19.3 | 19.3 | 19.3 | | | | |
| | Married | 811 | 77.4 | 77.7 | 97.0 | | | | |
| | Divorced | 24 | 2.3 | 2.3 | 99.3 | | | | |
| | Widowed | 4 | .4 | .4 | 99.7 | | | | |
| | Separated | 3 | .3 | .3 | 100.0 | | | | |
| | Total | 1044 | 99.6 | 100.0 | | | | | |
| Missin | System | 4 | .4 | | | | | | |
| g | | | | | | | | | |
| Total | | 1048 | 100.0 | | | | | | |

What is your marital status?

What is your gender?

| | What is your gender? | | | | | | |
|--------|----------------------|-----------|---------|--------|------------|--|--|
| | | | | Valid | | | |
| | | | | Percen | Cumulative | | |
| | | Frequency | Percent | t | Percent | | |
| Valid | Male | 587 | 56.0 | 56.2 | 56.2 | | |
| | Female | 454 | 43.3 | 43.5 | 99.7 | | |
| | Other | 1 | .1 | .1 | 99.8 | | |
| | Prefer not to | 2 | .2 | .2 | 100.0 | | |
| | say | | | | | | |
| | Total | 1044 | 99.6 | 100.0 | | | |
| Missin | System | 4 | .4 | | | | |
| g | | | | | | | |
| Total | | 1048 | 100.0 | | | | |

What is your age?

Statistics

| What is your age? | | | | | | |
|-------------------|---------|--------|--|--|--|--|
| Ν | Valid | 1043 | | | | |
| | Missing | 5 | | | | |
| Mean | | 37.164 | | | | |
| | | 0 | | | | |

What was your annual household income in 2021?

| • • | nat was your a | inual nous | Senoia i | | |
|--------|----------------|------------|----------|---------|------------|
| | | | | Valid | Cumulative |
| | | Frequency | Percent | Percent | Percent |
| Valid | Under \$50,000 | 289 | 27.6 | 27.7 | 27.7 |
| | \$50,000 - | 481 | 45.9 | 46.1 | 73.8 |
| | \$99,999 | | | | |
| | \$100,000 - | 133 | 12.7 | 12.7 | 86.5 |
| | \$149,999 | | | | |
| | \$150,000 - | 76 | 7.3 | 7.3 | 93.8 |
| | \$249,999 | | | | |
| | \$250,00 - | 42 | 4.0 | 4.0 | 97.8 |
| | \$499,999 | | | | |
| | \$500,000 + | 23 | 2.2 | 2.2 | 100.0 |
| | Total | 1044 | 99.6 | 100.0 | |
| Missin | System | 4 | .4 | | |
| g | | | | | |
| Total | | 1048 | 100.0 | | |

What was your annual household income in 2021?

| 50 | States, | D.C. | and | Puerto | Rico |
|----|---------|------|-----|--------|------|
|----|---------|------|-----|--------|------|

| | | | | | Cumulative |
|-------|----------------------|-----------|---------|---------------|------------|
| | | Frequency | Percent | Valid Percent | Percent |
| | | | Valid | Cum | .7 |
| | Frequency | Percent | Percent | Percent | |
| | Alabama | 5 | .5 | .5 | .5 |
| | Alaska | 10 | 1.0 | 1.0 | 1.4 |
| | Arizona | 5 | .5 | .5 | 1.9 |
| | Arkansas | 3 | .3 | .3 | 2.2 |
| | California | 204 | 19.5 | 19.6 | 21.8 |
| | Colorado | 4 | .4 | .4 | 22.2 |
| | Connecticut | 36 | 3.4 | 3.5 | 25.6 |
| | Delaware | 2 | .2 | .2 | 25.8 |
| | District of Columbia | 1 | .1 | .1 | 25.9 |
| | Florida | 104 | 9.9 | 10.0 | 35.9 |
| | Georgia | 2 | .2 | .2 | 36.1 |
| | Illinois | 50 | 4.8 | 4.8 | 40.9 |
| | Indiana | 12 | 1.1 | 1.2 | 42.1 |
| | lowa | 1 | .1 | .1 | 42.2 |
| | Kansas | 1 | .1 | .1 | 42.3 |
| | Louisiana | 21 | 2.0 | 2.0 | 44.3 |
| | Maine | 1 | .1 | .1 | 44.4 |
| | Maryland | 5 | .5 | .5 | 44.9 |
| | Massachusetts | 13 | 1.2 | 1.2 | 46.1 |
| | Michigan | 1 | .1 | .1 | 46.2 |
| | Mississippi | 1 | .1 | .1 | 46.3 |
| | Missouri | 14 | 1.3 | 1.3 | 47.6 |
| | Montana | 4 | .4 | .4 | 48.0 |
| | Nebraska | 1 | .1 | .1 | 48.1 |
| | Nevada | 1 | .1 | .1 | 48.2 |
| | New Jersey | 21 | 2.0 | 2.0 | 50.2 |
| | New York | 71 | 6.8 | 6.8 | 57.1 |
| | North Carolina | 86 | 8.2 | 8.3 | 65.3 |
| | Oklahoma | 1 | .1 | .1 | 65.4 |
| | Oregon | 2 | .2 | .2 | 65.6 |
| | Pennsylvania | 75 | 7.2 | 7.2 | 72.8 |
| Valid | South Carolina | 38 | 3.6 | 3.7 | 76.5 |

| | Tennessee | 4 | .4 | .4 | 76.8 |
|---------|---|------|-------|-------|-------|
| | Texas | 156 | 14.9 | 15.0 | 91.8 |
| | Utah | 1 | .1 | .1 | 91.9 |
| | Vermont | 1 | .1 | .1 | 92.0 |
| | Virginia | 40 | 3.8 | 3.8 | 95.9 |
| | Washington | 40 | 3.8 | 3.8 | 99.7 |
| | I do not reside in the United States | 3 | .3 | .3 | 100.0 |
| Missing | Total | 1041 | 99.3 | 100.0 | |
| Missing | System | 7 | .7 | | |
| Total | | 1048 | 100.0 | | |