Survey of flood insurance opinions for Neptune Flood, Inc.



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Contents

Problem Statement
Method5
Do you own your own primary living residence?6
When making a home purchase decision, how important is flood risk to you?7
Has the cost of flood insurance stopped you from purchasing a home in the past?7
Has the requirement of flood insurance stopped you from purchasing a home in the past?
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?
In what FEMA flood zone is your primary residence located?9
How sure are you that your primary residence is in the flood zone you indicated?
How sure are you that your primary residence is not in a flood zone?
Do you currently have flood insurance on your primary living residence?11
What are the main reasons you decided to purchase flood insurance? (Check all that apply.)12
Other reasons for purchasing flood insurance besides those provided on the survey12
If you were not required to purchase flood insurance, would you still purchase it?
With whom do you have your flood insurance policy?13
What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.)14
What are the main reasons you decided NOT to purchase flood insurance? (Text if other than the choices provided.)
Did you have a flood insurance policy in the past?15
Why did you discontinue your flood insurance?15
Do you know the approximate cost of a flood insurance policy for your primary residence?
Why would you prefer your primary flood insurer to be National Flood Insurance rather than a Private Insurer?
Why would you prefer your primary flood insurer to be a Private Insurer rather than National Flood Insurance?
The actual comments are provided in Appendix A and B18
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?

	le need new to year					
				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?

		U			
				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 flood	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?

				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

		Frequency	Percent	Valid Percent	Cumulative 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?

	Statistics									
		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?

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

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 All	27	2.6	2.6	2.6
	Low Importance	242	23.1	23.1	25.7
	Moderate Importance	473	45.1	45.1	70.8
	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				
Valid	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.	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 Allow more competition in flood insurance, so that consumers have more choices and often lower priced options.	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 Have the government increase the subsidies for flood insurance.	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 Make people in high hazard areas pay more.	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 Provide more educational resources and websites to understand my risk.	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 Do nothing. It's ok as it is.	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 Other	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.) - Other- Text
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.

Chatiatian

				Statis	stics			
		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 Categories				
						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	Unsure	Count	29	75	13	52	169
coastal high-risk		% 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.

Chi-Square Te	ests
---------------	------

			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.

CIII-3	Square	6515	
			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

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

th	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?

	Inving residence: - Selected Choice					
				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?

	What is your marital status:						
				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				
Mear	า	37.164				
		0				

What was your annual household income in 2021?

VV	what was your annual household income in 2021?							
				Valid	Cumulative			
		Frequency	Percent	Percent	Percent			
Valid	Under \$50,000	289	27.6	27.7	27.7			
	\$50,000 - \$99,999	481	45.9	46.1	73.8			
	\$100,000 - \$149,999	133	12.7	12.7	86.5			
	\$150,000 - \$249,999	76	7.3	7.3	93.8			
	\$250,00 - \$499,999	42	4.0	4.0	97.8			
	\$500,000 +	23	2.2	2.2	100.0			
	Total	1044	99.6	100.0				
Missin g	System	4	.4					
Total		1048	100.0					

What was your annual household income in 2021?

50 States,	D.C.	and	Puerto	Rico
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					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
Minning	Total	1041	00.3	100.0	
Missing Missing	y System	7	.7		
Total		1048	100.0		