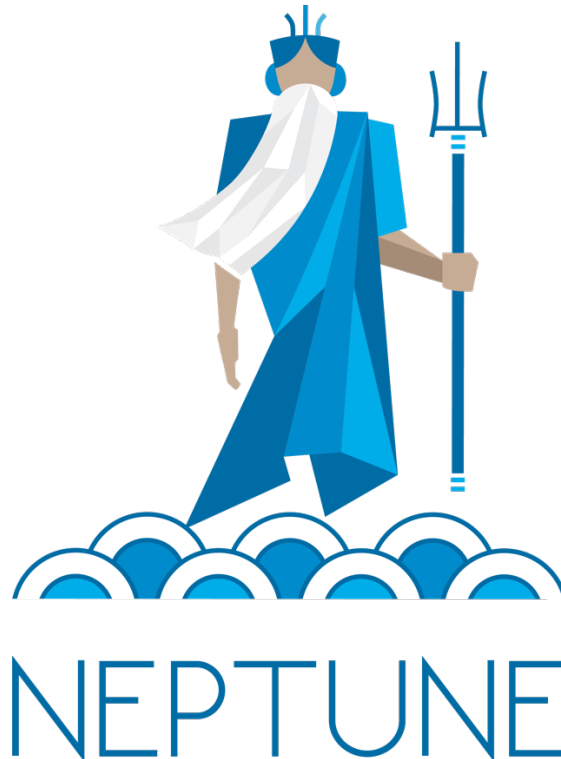


# **Survey of flood insurance opinions for Neptune Flood, Incorporated**



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## Problem Statement

Problem: Many individuals in the US who need flood insurance don't 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 August 2023, is the fourth 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; the third in June 2022. 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 1,667 Amazon MTurk respondents in August 2023 was a modification of earlier surveys that were distributed in June, 2020, February 2021, and May 2022. The current survey was essentially the same survey as the one distributed in 2022, with a logic error corrected, and with updated dates for topic and demographic questions. 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 *Gulfcoast* (North Carolina, South Carolina, Florida, Louisiana, and Texas).

Of the total 1,667 surveys, 786 were not included because 1) participants failed an attention-check question on the survey (where they were to click ‘moderate importance’ on a particular survey item), 2) open-ended responses were provided that were copied from the web as a result of a web crawler, 3) Qualtrics detected that webcrawlers (bots) were filling out survey, and/or 4) the survey was completed too rapidly to be truly attentive. (Responses completed in under 180 seconds were not included.) 881 participants were thus included in the sample. 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 881 usable surveys, 769 were from the 18 states listed above, while the rest were from respondents in 19 other states or unidentified. 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 8.00 minutes; mean survey taking time was 16.3 minutes. This difference between mean and median time is due to outliers who may have stepped away from the survey and come back to it.

In terms of respondent profile, the average age is 36.7 years. Gender is evenly split, with 50.6 respondents identifying as male; 49.1% female; and .3% identifying as ‘other’ or preferring not to say. 50.6% of respondents live in a single-family home, 25.6% in a townhouse, rowhouse, or duplex; 12.8% in a condominium, co-op, or apartment; and 3.5% live in mobile homes or manufactured home. 79.8% of respondents are married; 17.5% single, never married; 1.9% divorced; and 0.6% widowed or separated. In terms of income, 24.2% reported earning \$100,000 or more; 53.0% earned \$50,000 – 99,999; and 22.9% earned under \$50,000.

Do you own your own primary living residence?

**Do you own your primary living residence? - Selected Choice**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I own it outright.	615	69.8	69.8	69.8
	Yes, I own it and have a mortgage.	160	18.2	18.2	88.0
	No, I rent it.	106	12.0	12.0	100.0
	Total	881	100.0	100.0	

Nearly 70% of respondents claimed to own their own home outright.

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important at all	5	.6	.7	.7
	Low importance	50	5.7	6.5	7.2
	Neutral	48	5.4	6.3	13.4
	Important	303	34.4	39.5	52.9
	Very important	362	41.1	47.1	100.0
	Total	768	87.2	100.0	
Missing	System	113	12.8		
	Total	881	100.0		

An overwhelming majority of our home owner respondents (303 important +362 very important) = 665 of 768 or 86.5% 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?

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	483	54.8	63.2	63.2
	No	263	29.9	34.4	97.6

	Not sure	18	2.0	2.4	100.0
	Total	764	86.7	100.0	
Missing	System	117	13.3		
	Total	881	100.0		

Almost 2/3 of the home owner respondents (63.2%) 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?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	459	52.1	60.2	60.2
	No	286	32.5	37.5	97.6
	Not sure	18	2.0	2.4	100.0
	Total	763	86.6	100.0	
Missing	System	118	13.4		
	Total	881	100.0		

Just over 6 in 10 of the home owner respondents (60.2%) claim that the cost of flood insurance has stopped them from purchasing a home at some point.



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 current activity level of hurricanes and floods in the US, 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?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely lower	14	1.6	1.8	1.8
	Probably lower	47	5.3	6.2	8.0
	About the same	215	24.4	28.2	36.2
	Probably higher	337	38.3	44.2	80.3
	Definitely higher	150	17.0	19.7	100.0
	Total	763	86.6	100.0	
Missing	System	118	13.4		
Total		881	100.0		

Among our home owner respondents, nearly two-thirds (44.2% + 19.7% = 63.9%) feel the risk is higher than it was in past years. Only 8% feel the risk is lower.

In what FEMA flood zone is your primary residence located?

**In what FEMA flood zone is your primary residence located?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A	178	20.2	20.6	20.6
	X, B, or C	261	29.6	30.2	50.8
	V	109	12.4	12.6	63.4
	I'm not in a flood zone.	194	22.0	22.4	85.8
	I don't know	123	14.0	14.2	100.0
	Total	865	98.2	100.0	
Missing	System	16	1.8		
Total		881	100.0		

About one respondent in eight (12.6%) believe they are in the highest risk flood zone, V. About one in seven (14.2%) 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]?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not sure at all	2	.2	.4	.4
	Not very sure	26	3.0	4.7	5.1

	Pretty sure	311	35.3	56.8	61.9
	Very sure	209	23.7	38.1	100.0
	Total	548	62.2	100.0	
Missis g	System	333	37.8		
	Total	881	100.0		

An overwhelming majority (94.9%) of respondents indicated they were either pretty sure or very sure they knew their flood zone designation, although the majority (56.8%) were only ‘pretty sure.’

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not sure at all	2	.2	1.0	1.0
	Not very sure	16	1.8	8.2	9.3
	Pretty sure	100	11.4	51.5	60.8
	Very sure	76	8.6	39.2	100.0
	Total	194	22.0	100.0	
Missing	System	687	78.0		
Total		881	100.0		

Similar to the previous question, the overwhelming majority of respondents (90.7%) who indicated they don't live in a flood zone were either pretty sure or very sure of it, but it should be noted that 51.5% were only 'pretty sure.'

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	633	71.9	73.2	73.2
	No	232	26.3	26.8	100.0
	Total	865	98.2	100.0	
Missing	System	16	1.8		
Total		881	100.0		

Nearly ¾ (73.2%) of survey respondents indicated they had flood insurance on their primary living residence.

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

One respondent provided an additional reason for purchasing flood insurance. The response is provided in the table below.

- It was very inexpensive to add it to my renter's insurance policy.

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	507	57.5	80.9	80.9
	No	94	10.7	15.0	95.9
	Unsure	26	3.0	4.1	100.0
	Total	627	71.2	100.0	
Missing	System	254	28.8		
Total		881	100.0		

Among the individuals who said they purchased flood insurance because it was required, 4/5 (80.9%), 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	386	43.8	61.5	61.5
	A Private Company Insurer	237	26.9	37.7	99.2
	I don't know	3	.3	.5	99.7
	Other (Please describe)	2	.2	.3	100.0
	Total	628	71.3	100.0	
Missing	System	253	28.7		
	Total	881	100.0		

A majority of respondents claimed to have NFIP rather than a private company insurer (61.5% vs. 37.7%. This result is somewhat more realistic than past surveys, where there was roughly an even split between the two.

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

**Main Reasons Not Frequencies**

Responses		Percent of Cases
N	Percent	

Main Reasons Not to Buy Flood Insurance	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.	22	5.9%	9.6%
	What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice It's too expensive.	54	14.5%	23.5%
	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.	160	43.0%	69.6%
	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.	58	15.6%	25.2%



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.	68	18.3%	29.6%
What are the main reasons you decided NOT to purchase flood insurance? (Check all that apply.) - Selected Choice Other (Please specify)	10	2.7%	4.3%
<b>Total</b>	<b>372</b>	<b>100.0%</b>	<b>161.7%</b>

Nearly 70% of respondents checked that the main reason for not purchasing flood insurance is that they are not at risk. Less than 10% checked that their home was built to withstand damage that comes from flooding.

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

Below are responses for the open-ended portion of this question.

- am not in an area that floods
- flood insurance is not available to renters
- I do not own my home, I rent so that would be the property owner's responsibility
- i live in the desert
- I live in the South Plains of Texas, it is very dry here and rains infrequently. We are very much inland.
- I rent my home
- My house is at the highest point in the city on a hill, I dont feel it's necessary and the area has never been flooded in the history of the city.
- My house is on the top of a high hill
- our last house flooded, we did everything we could to choose this house to NOT flood

Did you have a flood insurance policy in the past?

**Did you have a flood insurance policy in the past?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	2.7	10.5	10.5
	No	205	23.3	89.5	100.0
	Total	229	26.0	100.0	
Missing	System	652	74.0		
Total		881	100.0		

Only about 1/10 of respondents who claim not to have flood insurance have had it in the past (24/229).

## Why did you discontinue your flood insurance?

### Why Discontinue? Frequencies

		Responses		Percent of Cases
		N	Percent	
Why did you discontinue flood insurance? <sup>a</sup>	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.	4	11.1%	16.7%
	Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice It became too expensive.	6	16.7%	25.0%
	Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I don't believe I'm at risk.	4	11.1%	16.7%
	Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I don't have the disposable income to buy flood insurance.	3	8.3%	12.5%

Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I just didn't bother renewing it.	2	5.6%	8.3%
Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice My insurance company cancelled my policy.	3	8.3%	12.5%
Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice I moved to a different location where is was not required.	13	36.1%	54.2%
Why did you discontinue your flood insurance? (Check all that apply.) - Selected Choice Other (Please specify)	1	2.8%	4.2%
<b>Total</b>	<b>36</b>	<b>100.0%</b>	<b>150.0%</b>

Among the 24 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 (54.2%, or 13/24), followed by "It became too expensive, with 25% response.

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

**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.	17	1.9	7.4	7.4
	I'm pretty sure how much flood insurance would cost for me.	52	5.9	22.7	30.1
	I'm not sure how much flood insurance would cost for me.	160	18.2	69.9	100.0
	Total	229	26.0	100.0	
Missing	System	652	74.0		
	Total	881	100.0		

This question was asked among those who don't have flood insurance. About 70% responded that there were not sure how much flood insurance would cost.

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 B.

<b>Reason</b>	<b>Count</b>
Generic, non-specific preference (Good/Helpful/Better/Best)	25
Financially secure/trustworthy	24
Private Insurance has higher limits available	19
Enhanced coverage available/additional coverage	18
Quicker response to receive payment	14
General, non-specific preference for public (advantages/good/nice/quality)	13
Greater flexibility/customization of policies	11
Higher coverage limits/better coverage	8
Good Service/Personal Attention	7
Costs less/better deal/more affordable	7
Easier claims procedure	5
NFIP won't drop your coverage/Required to renew	5
Allows me to deal with same company as my other insurance/Been dealing with the same company for years	4
Government is a mess/Don't trust government	3
Easier to apply for insurance/less complex	5
Don't have to fulfill government requirements	1

The top three specific reasons provided for preferring a Private Insurer over NFIP were more that they were trustworthy, higher limits available, and additional coverage options.

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

<b>Reason</b>	<b>Count</b>
Believe the government/trust the government/trustworthy/government is safer and more secure	62
Generic, non-specific preference (Advantages/Good/Nice/Quality)	14
Quicker response time to receive payment	14
Higher coverage limits/better coverage	9
Costs less/better deal/more affordable	7
Easier to make a claim	4
Good service	3
NFIP won't drop your coverage/Required to renew	2
Better access to government than private company	1
More flexibility than private	1
More extended coverage options	1

By far the largest category of responses for preferring NFIP to a Private Insurer is that they are more trustworthy in terms of providing money when making a claim.

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

	How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Non-invasive 100% online experience	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)	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)	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)	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)	How important are the following features of the insurance shopping and purchase process in your decision to buy insurance? - Click "Moderate Importance" on this one item to receive credit for the survey
N Valid	807	807	807	807	807	807
Missing	74	74	74	74	74	74
Mean	3.02	3.12	2.94	3.11	3.08	3.00

Importance of the purchase process features were remarkably similar across the board. The lowest mean feature was 2.94/5 for electronic signatures; the highest was bank transfer payment (3.11/5). Below, the specific breakdowns are provided for each feature.



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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	22	2.5	2.7	2.7
	Low Importance	192	21.8	23.8	26.5
	Moderate Importance	337	38.3	41.8	68.3
	High Importance	256	29.1	31.7	100.0
	Total	807	91.6	100.0	
Missing	System	74	8.4		
	Total	881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	12	1.4	1.5	1.5
	Low Importance	158	17.9	19.6	21.1
	Moderate Importance	356	40.4	44.1	65.2
	High Importance	281	31.9	34.8	100.0
	Total	807	91.6	100.0	
Missing	System	74	8.4		
	Total	881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	19	2.2	2.4	2.4
	Low Importance	163	18.5	20.2	22.6
	Moderate Importance	337	38.3	41.8	64.3
	High Importance	288	32.7	35.7	100.0
	Total	807	91.6	100.0	
Missing	System	74	8.4		
	Total	881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	45	5.1	5.6	5.6
	Low Importance	205	23.3	25.4	31.0
	Moderate Importance	312	35.4	38.7	69.6
	High Importance	245	27.8	30.4	100.0
	Total	807	91.6	100.0	
Missing	System	74	8.4		
	Total	881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important At All	19	2.2	2.4	2.4
	Low Importance	152	17.3	18.8	21.2
	Moderate Importance	381	43.2	47.2	68.4
	High Importance	255	28.9	31.6	100.0
	Total	807	91.6	100.0	
Missing	System	74	8.4		
Total		881	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 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).

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	

## Statistics

<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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</p>	<p>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 - Text</p>
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	neighborhood			insurance offer mailed to your home		
N	806	806	806	806	806	881
	75	75	75	75	75	0
Mean	2.45	2.25	2.52	2.83	4.95	
Median	2.00	2.00	2.00	3.00	5.00	

In this coding scheme, a ‘1’ is most helpful and a 5 is least helpful. Free online flood assessment was thought to be the most helpful option provided, followed by information on historical losses in the neighborhood. The least helpful was deemed to be ‘A proactive risk analysis and insurance offer mailed to your home. Below is a more complete breakdown of each how helpful each information source was deemed.

**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	213	24.2	26.4	26.4
	2	206	23.4	25.6	52.0
	3	203	23.0	25.2	77.2
	4	181	20.5	22.5	99.6
	5	3	.3	.4	100.0
	Total	806	91.5	100.0	
Missing	System	75	8.5		
Total		881	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	244	27.7	30.3	30.3
	2	243	27.6	30.1	60.4
	3	192	21.8	23.8	84.2
	4	126	14.3	15.6	99.9
	5	1	.1	.1	100.0
	Total	806	91.5	100.0	
Missing	System	75	8.5		
Total		881	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	183	20.8	22.7	22.7
	2	223	25.3	27.7	50.4
	3	197	22.4	24.4	74.8
	4	201	22.8	24.9	99.8
	5	2	.2	.2	100.0
	Total	806	91.5	100.0	
Missing	System	75	8.5		
Total		881	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	164	18.6	20.3	20.3
	2	130	14.8	16.1	36.5
	3	209	23.7	25.9	62.4
	4	286	32.5	35.5	97.9
	5	17	1.9	2.1	100.0
	Total	806	91.5	100.0	
Missing	System	75	8.5		
Total		881	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	2	.2	.2	.2
	2	4	.5	.5	.7
	3	5	.6	.6	1.4
	4	12	1.4	1.5	2.9
	5	783	88.9	97.1	100.0

Total	806	91.5	100.0	
Missing System	75	8.5		
Total	881	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.

### 90%: What should be done? Frequencies

		Responses		Percent of Cases
		N	Percent	
What should be done? <sup>a</sup>	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? <b>Require flood insurance in more areas, similar to how homeowners or auto insurance are mandatory.</b>	350	22.2%	60.6%

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? <b>Allow more competition in flood insurance, so that consumers have more choices and often lower priced options.</b>	345	21.9%	59.7%
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? <b>Have the government increase the subsidies for flood insurance.</b>	324	20.6%	56.1%
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? <b>Make people in high hazard areas pay more.</b>	239	15.2%	41.3%
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? <b>Provide more educational resources and websites to understand my risk.</b>	283	18.0%	49.0%
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.) - <b>Selected Choice Do nothing. It's ok as it is.</b>	30	1.9%	5.2%

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.) - <b>Selected Choice Other</b>	5	0.3%	0.9%
<b>Total</b>	<b>1576</b>	<b>100.0%</b>	<b>272.7%</b>

Only about 5% of respondents selected ‘do nothing’ to alleviate this problem. Responses to all other solutions were similar in number, ranging from just over 60% who checked ‘require flood insurance in more areas to 41% who checked, ‘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.)

One respondent provided the following solution as a write-in:

- allow government run, non-private insurance providers

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

**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	86	9.8	10.7	10.7
	Low risk	298	33.8	37.0	47.7
	Moderate risk	326	37.0	40.5	88.2
	High risk	91	10.3	11.3	99.5
	I don't know	4	.5	.5	100.0
	Total	805	91.4	100.0	
Missing	System	76	8.6		
Total		881	100.0		

A plurality of respondents feel they're at moderate risk of flooding (40.5%) in the next five years. Only about 1 in 9 feel they're at high risk (11.3%). Only 10.7% 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	38	4.3	6.6	6.6
	10% more	131	14.9	22.7	29.2
	25% more	221	25.1	38.2	67.5
	50% more	153	17.4	26.5	93.9
	100% more	35	4.0	6.1	100.0
	Total	578	65.6	100.0	
Missing	System	303	34.4		
Total		881	100.0		

A plurality of respondents (38.2%) said they would pay 25% more for flood insurance, while about 1 in 4 (26.5%) said they would pay 50% more. Only 6.6% 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	631	71.6	78.4	78.4
	No	86	9.8	10.7	89.1
	Unsure	88	10.0	10.9	100.0
	Total	805	91.4	100.0	
Missing	System	76	8.6		
Total		881	100.0		

Over ¾ of all respondents (78.4%) 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% responded ‘no.’

Please rate these optional coverages in terms of their importance to you

**Statistics**

		Please rate these optional coverages in terms of their importance to you. - <b>Unattached building (e.g. shed, garage, pool house, barn, workshop)</b>	Please rate these optional coverages in terms of their importance to you. - <b>Temporary living expense while forced from your home by a flood (e.g. hotels, meals, travel expenses)</b>	Please rate these optional coverages in terms of their importance to you. - <b>Replacement cost of your contents (first floor and up) rather than standard depreciated value</b>	Please rate these optional coverages in terms of their importance to you. - <b>Replacement cost of the contents of your basement</b>	Please rate these optional coverages in terms of their importance to you. - <b>Shrubby and landscaping repair</b>	Please rate these optional coverages in terms of their importance to you. - <b>Docks, decks and carports</b>	Please rate these optional coverages in terms of their importance to you. - <b>Pool repair and refill</b>
N	Valid	657	701	702	665	689	660	608
	Missing	224	180	179	216	192	221	273
Mean		3.30	3.66	3.64	3.54	3.21	3.31	3.35

Importance scores for each of the optional coverages were very close, ranging from a high mean of 3.64/5 for ‘replacement cost of contents’ to shrubbery and landscaping repair (3.21/5). Below are tables containing the individual optional coverage ratings.



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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	36	4.1	5.5	5.5
	Low	106	12.0	16.1	21.6
	Moderate	219	24.9	33.3	54.9
	High	215	24.4	32.7	87.7
	Very high	81	9.2	12.3	100.0
	Total	657	74.6	100.0	
Missing	System	224	25.4		
Total		881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	13	1.5	1.9	1.9
	Low	64	7.3	9.1	11.0
	Moderate	226	25.7	32.2	43.2
	High	242	27.5	34.5	77.7
	Very high	156	17.7	22.3	100.0
	Total	701	79.6	100.0	
Missing	System	180	20.4		
Total		881	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**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	15	1.7	2.1	2.1
	Low	75	8.5	10.7	12.8
	Moderate	212	24.1	30.2	43.0
	High	248	28.1	35.3	78.3
	Very high	152	17.3	21.7	100.0
	Total	702	79.7	100.0	
	Missing	System	179	20.3	
Total		881	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	20	2.3	3.0	3.0
	Low	70	7.9	10.5	13.5
	Moderate	211	24.0	31.7	45.3
	High	257	29.2	38.6	83.9
	Very high	107	12.1	16.1	100.0
	Total	665	75.5	100.0	
Missing	System	216	24.5		
Total		881	100.0		

**Please rate these optional coverages in terms of their importance to you. - Docks, decks and carports**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	39	4.4	5.9	5.9
	Low	100	11.4	15.2	21.1
	Moderate	225	25.5	34.1	55.2
	High	208	23.6	31.5	86.7
	Very high	88	10.0	13.3	100.0
	Total	660	74.9	100.0	
Missing	System	221	25.1		
Total		881	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	42	4.8	6.9	6.9
	Low	76	8.6	12.5	19.4
	Moderate	196	22.2	32.2	51.6
	High	213	24.2	35.0	86.7
	Very high	81	9.2	13.3	100.0
	Total	608	69.0	100.0	
Missing	System	273	31.0		
Total		881	100.0		

**Assume your home is fully insured with flood insurance and it is completely destroyed in a flood. What is the likelihood you would rebuild in the same location?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very unlikely	49	5.6	7.6	7.6
	Somewhat unlikely	78	8.9	12.1	19.6
	Neither likely nor unlikely	71	8.1	11.0	30.6
	Somewhat likely	272	30.9	42.0	72.6
	Very likely	177	20.1	27.4	100.0
	Total	647	73.4	100.0	
Missing	System	234	26.6		
Total		881	100.0		

Just over ¼ of participants stated they were very likely to rebuild in the same location. 42% claimed to be somewhat likely. Combined, 69.4% of respondents claim they be likely to rebuild in the same location if their home were completely destroyed in a flood. Under checked ‘very unlikely.’

## State Categories

		<b>State Categories</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Western	211	24.0	27.4	27.4
	Midwest	151	17.1	19.6	47.1
	Gulf Coast	224	25.4	29.1	76.2
	Mid Atlantic	183	20.8	23.8	100.0
	Total	769	87.3	100.0	
	Missing	System	112	12.7	
Total		881	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

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

			State Categories				Total
			Western	Midwest	Gulf Coast	Mid Atlantic	
Do you think the federal government should subsidize flood insurance rates, even though this encourages more development in coastal high-risk areas?	Definitely not	Count	5	2	12	8	27
		% within State Categories	2.4%	1.3%	5.4%	4.4%	3.5%
	Probably not	Count	11	4	23	22	60
		% within State Categories	5.2%	2.6%	10.3%	12.0%	7.8%
	Unsure	Count	28	15	30	27	100
		% within State Categories	13.3%	9.9%	13.4%	14.8%	13.0%
	Probably yes	Count	95	89	121	87	392
		% within State Categories	45.0%	58.9%	54.0%	47.5%	51.0%
	Definitely yes	Count	72	41	38	39	190
		% within State Categories	34.1%	27.2%	17.0%	21.3%	24.7%
	Total	Count	211	151	224	183	769
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

From the table above, it can be seen that Western and Midwest state residents are more likely to believe that the federal government should subsidize flood insurance rates. Interestingly, only a small percentage of respondents across the board responded ‘definitely not.’ The chi-square test below (<.001) indicates that the differences found between regions is unlikely to be due to chance.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.238 <sup>a</sup>	12	<.001
Likelihood Ratio	39.870	12	<.001
Linear-by-Linear Association	19.795	1	<.001
N of Valid Cases	769		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.

### Automatic Benefit \* State Category Crosstab

**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 Crosstabulation**

			State Categories				Total
			Western	Midwest	Gulf Coast	Mid Atlantic	
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?	Yes	Count	173	133	175	126	607
		% within State Categories	82.0%	88.1%	78.1%	68.9%	78.9%
	No	Count	20	10	21	30	81
		% within State Categories	9.5%	6.6%	9.4%	16.4%	10.5%
	Unsure	Count	18	8	28	27	81
		% within State Categories	8.5%	5.3%	12.5%	14.8%	10.5%
	Total	Count	211	151	224	183	769
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.542 <sup>a</sup>	6	.001
Likelihood Ratio	21.618	6	.001
Linear-by-Linear Association	11.444	1	<.001
N of Valid Cases	769		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.91.

As can be seen in the tables above, Midwest respondents are considerably more likely (88.1%) to purchase a policy that has an automatic benefit to cover expenses than those in MidAtlantic states (68.9%).



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**

		State Categories					Total
		Western	Midwest	Gulf Coast	Mid Atlantic		
Do you currently have flood insurance on your primary living residence?	Yes	Count	163	124	155	114	556
		% within State Categories	77.3%	82.1%	69.2%	62.3%	72.3%
	No	Count	48	27	69	69	213
		% within State Categories	22.7%	17.9%	30.8%	37.7%	27.7%
Total		Count	211	151	224	183	769
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.077 <sup>a</sup>	3	<.001
Likelihood Ratio	20.284	3	<.001
Linear-by-Linear Association	14.848	1	<.001
N of Valid Cases	769		

The tables above show that respondents in the Western states and Midwestern states are significantly more likely to have flood insurance in their primary residence than individuals in Gulf coast and Mid-atlantic states. The significance level of <.001 indicates that any differences among regions found in this survey is not due to chance.

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				Total
			Western	Midwest	Gulf Coast	Mid Atlantic	
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?	Nothing more	Count	10	4	12	10	36
		% within State Categories	6.1%	3.2%	7.7%	8.8%	6.5%
	10% more	Count	27	29	29	39	124
		% within State Categories	16.6%	23.4%	18.7%	34.2%	22.3%
	25% more	Count	55	49	73	39	216
		% within State Categories	33.7%	39.5%	47.1%	34.2%	38.8%
	50% more	Count	50	37	36	23	146
		% within State Categories	30.7%	29.8%	23.2%	20.2%	26.3%
	100% more	Count	21	5	5	3	34
		% within State Categories	12.9%	4.0%	3.2%	2.6%	6.1%
	Total	Count	163	124	155	114	556
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.869 <sup>a</sup>	12	<.001
Likelihood Ratio	37.665	12	<.001
Linear-by-Linear Association	20.867	1	<.001
N of Valid Cases	556		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.97.

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. In fact, nearly 13% of West Coast respondents indicated they would pay 100% more for flood insurance, which is triple the percentage of the next highest geographic category (Midwest). The significance level of <.001 indicates that differences in willingness to pay by region is unlikely to be by chance.

Likelihood of your residence flooding in the next five years: \* Age Categories

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

% within Age Categories

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

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.

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.041 <sup>a</sup>	8	.042
Likelihood Ratio	15.784	8	.046
Linear-by-Linear Association	.017	1	.895
N of Valid Cases	1043		

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

## Opinion of likelihood of Flooding \* Age

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

		Age Categories			Total	
		18-34	35-49	50 +		
In your opinion, what is the likelihood of your residence flooding in the next five years:	No risk at all	Count	32	32	22	86
		% within Age Categories	7.7%	11.9%	18.8%	10.7%
	Low risk	Count	126	127	44	297
		% within Age Categories	30.4%	47.0%	37.6%	37.0%
	Moderate risk	Count	202	90	33	325
		% within Age Categories	48.7%	33.3%	28.2%	40.5%
	High risk	Count	54	21	15	90
		% within Age Categories	13.0%	7.8%	12.8%	11.2%
	I don't know	Count	1	0	3	4
		% within Age Categories	0.2%	0.0%	2.6%	0.5%
	Total	Count	415	270	117	802
		% within Age Categories	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.093 <sup>a</sup>	8	<.001
Likelihood Ratio	49.971	8	<.001
Linear-by-Linear Association	3.337	1	.068
N of Valid Cases	802		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is .58.

Individuals who are 50 and over are more than twice as likely to view flooding as **not** being a significant risk for their homes than individuals who are under 35. The significance level of  $<.001$  indicates that any difference in perception of likelihood of flooding are in fact, due to the age of the respondent, and not by chance.



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					
			Western	Midwest	Gulf Coast	Mid Atlantic	Total
When it's time to renew your flood insurance policy, please let us know your preferences .	I would choose insurance with the National Flood Insurance Program over Private Flood Insurance.	Count	88	75	82	58	303
		% within State Categories	54.0%	60.5%	52.9%	50.9%	54.5%
	I would choose Private Flood Insurance over insurance with the National Flood Insurance Program.	Count	65	45	55	44	209
		% within State Categories	39.9%	36.3%	35.5%	38.6%	37.6%
	I don't have a preference of one over the other.	Count	10	4	18	12	44
		% within State Categories	6.1%	3.2%	11.6%	10.5%	7.9%
Total		Count	163	124	155	114	556
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.425 <sup>a</sup>	6	.151
Likelihood Ratio	10.027	6	.124
Linear-by-Linear Association	2.139	1	.144
N of Valid Cases	556		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.02.

The sample indicates no significant differences by region on likelihood to choose NFIP over private insurers, with a Chi-Square significance value of .151. Overall, there was a slight preference for NFIP over private insurers.

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)

**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					Total
		Western	Midwest	Gulf Coast	Mid Atlantic		
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?	Nothing more	Count	10	4	12	10	36
		% within State Categories	6.1%	3.2%	7.7%	8.8%	6.5%
	10% more	Count	27	29	29	39	124
		% within State Categories	16.6%	23.4%	18.7%	34.2%	22.3%
	25% more	Count	55	49	73	39	216
		% within State Categories	33.7%	39.5%	47.1%	34.2%	38.8%
	50% more	Count	50	37	36	23	146
		% within State Categories	30.7%	29.8%	23.2%	20.2%	26.3%
	100% more	Count	21	5	5	3	34
		% within State Categories	12.9%	4.0%	3.2%	2.6%	6.1%
	Total	Count	163	124	155	114	556
		% within State Categories	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.869 <sup>a</sup>	12	<.001
Likelihood Ratio	37.665	12	<.001
Linear-by-Linear Association	20.867	1	<.001
N of Valid Cases	556		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.97.

The tables above indicate that respondents in the Western region are willing to pay more for flood insurance than any other region. Respondents in the MidAtlantic states appear to be less willing to pay more money for flood insurance. The significance level of <.001 indicates that any difference in willingness to pay extra is due to region, rather than by chance.

### Flood risk perception \* Gender Crosstabs

**In your opinion, what is the likelihood of your residence flooding in the next five years: \* What is your gender?  
Crosstabulation**

		What is your gender?				
		Male	Female	Other	Prefer not to say	
In your opinion, what is the likelihood of your	No risk at all	Count	49	37	0	0

residence flooding in the next five years:	% within What is your gender?	12.1%	9.4%	0.0%	0.0%		
	Low risk	Count	149	146	1	1	
		% within What is your gender?	36.7%	37.1%	100.0%	100.0%	
	Moderate risk	Count	168	157	0	0	
		% within What is your gender?	41.4%	39.8%	0.0%	0.0%	
	High risk	Count	39	51	0	0	
		% within What is your gender?	9.6%	12.9%	0.0%	0.0%	
	I don't know	Count	1	3	0	0	
		% within What is your gender?	0.2%	0.8%	0.0%	0.0%	
	Total	Count	406	394	1	1	802
		% within What is your gender?	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.919 <sup>a</sup>	12	.791
Likelihood Ratio	8.536	12	.742
Linear-by-Linear Association	1.271	1	.260
N of Valid Cases	802		

a. 12 cells (60.0%) have expected count less than 5.  
The minimum expected count is .00.

As indicated by the data above, there is essentially no difference between males and females in terms of flood risk perception.

## Optional Coverages

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 very small margin, coverage of temporary living expenses was seen as the most important (3.66/5), with contents of the home (3.64) and basement (3.54) close behind. Shrubbery and landscaping repair were viewed as lowest importance (3.21/5).

### 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. - Other
N	Valid	657	701	702	665	689	660	
	Missing	224	180	179	216	192	221	
Mean		3.30	3.66	3.64	3.54	3.21	3.31	
Median		3.00	4.00	4.00	4.00	3.00	3.00	

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	36	4.1	5.5	5.5
	Low	106	12.0	16.1	21.6
	Moderate	219	24.9	33.3	54.9
	High	215	24.4	32.7	87.7
	Very high	81	9.2	12.3	100.0
	Total	657	74.6	100.0	
	Missing	System	224	25.4	
Total		881	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)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	13	1.5	1.9	1.9
	Low	64	7.3	9.1	11.0
	Moderate	226	25.7	32.2	43.2
	High	242	27.5	34.5	77.7
	Very high	156	17.7	22.3	100.0
	Total	701	79.6	100.0	
	Missing	System	180	20.4	
Total		881	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**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	15	1.7	2.1	2.1
	Low	75	8.5	10.7	12.8
	Moderate	212	24.1	30.2	43.0
	High	248	28.1	35.3	78.3
	Very high	152	17.3	21.7	100.0
	Total	702	79.7	100.0	
Missing	System	179	20.3		
Total		881	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	20	2.3	3.0	3.0
	Low	70	7.9	10.5	13.5
	Moderate	211	24.0	31.7	45.3
	High	257	29.2	38.6	83.9
	Very high	107	12.1	16.1	100.0
	Total	665	75.5	100.0	
Missing	System	216	24.5		
Total		881	100.0		

**Please rate these optional coverages in terms of their importance to you. - Shrubbery and landscaping repair**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	70	7.9	10.2	10.2
	Low	101	11.5	14.7	24.8
	Moderate	220	25.0	31.9	56.7
	High	212	24.1	30.8	87.5
	Very high	86	9.8	12.5	100.0
	Total	689	78.2	100.0	
	Missing	System	192	21.8	
Total		881	100.0		

**Please rate these optional coverages in terms of their importance to you. - Docks, decks and carports**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	39	4.4	5.9	5.9
	Low	100	11.4	15.2	21.1
	Moderate	225	25.5	34.1	55.2
	High	208	23.6	31.5	86.7
	Very high	88	10.0	13.3	100.0
	Total	660	74.9	100.0	
	Missing	System	221	25.1	
Total		881	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	42	4.8	6.9	6.9
	Low	76	8.6	12.5	19.4
	Moderate	196	22.2	32.2	51.6
	High	213	24.2	35.0	86.7
	Very high	81	9.2	13.3	100.0
	Total	608	69.0	100.0	
Missing	System	273	31.0		
Total		881	100.0		

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Detached, single family home	467	53.0	58.1	58.1
	Duplex, rowhouse, or townhouse	206	23.4	25.6	83.7
	Condominium, co-op, or apartment	103	11.7	12.8	96.5
	Mobile or manufactured home	28	3.2	3.5	100.0
	Total	804	91.3	100.0	
Missing	System	77	8.7		
	Total	881	100.0		

Over half of the respondents (58.1%) to the question live in a detached single family home.

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

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than High School Degree	2	.2	.2	.2
	High School Graduate (High School Diploma or Equivalent including GED)	45	5.1	5.6	5.9
	Some College but no Degree	40	4.5	5.0	10.8
	Associate's Degree (2 year)	32	3.6	4.0	14.8
	Bachelor's Degree (4 year)	543	61.6	67.7	82.5
	Master's Degree	130	14.8	16.2	98.8
	Doctoral Degree	7	.8	.9	99.6
	Professional Degree (e.g. MD)	3	.3	.4	100.0
	Total	802	91.0	100.0	
Missing	System	79	9.0		
	Total	881	100.0		

Over 2/3 of the respondents have a bachelor's degree as their highest level of education.

What is your marital status?

**What is your marital status?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single, never married	140	15.9	17.5	17.5
	Married	640	72.6	79.8	97.3
	Divorced	17	1.9	2.1	99.4
	Widowed	5	.6	.6	100.0
	Total	802	91.0	100.0	
Missing	System	79	9.0		
Total		881	100.0		

Nearly 80% of the respondents in the sample are married.

What is your gender?

**What is your gender?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	406	46.1	50.6	50.6
	Female	394	44.7	49.1	99.8
	Other	1	.1	.1	99.9
	Prefer not to say	1	.1	.1	100.0
	Total	802	91.0	100.0	
Missing	System	79	9.0		
Total		881	100.0		

Gender was essentially evenly split between male and female.

What is your age?

**Statistics**

What is your age?

N	Valid	802
	Missin g	79
Mean		36.6796

Average respondent age was 36.7 years.

What was your annual household income in 2022?

**What was your annual household income in 2022?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$50,000	184	20.9	22.9	22.9
	\$50,000 - \$99,999	425	48.2	53.0	75.9
	\$100,000 - \$149,999	120	13.6	15.0	90.9
	\$150,000 - \$249,999	51	5.8	6.4	97.3
	\$250,00 - \$499,999	15	1.7	1.9	99.1
	\$500,000 +	7	.8	.9	100.0
	Total	802	91.0	100.0	
Missin g	System	79	9.0		
Total		881	100.0		

A small majority of the respondents reported an income in the range of \$50,000 to \$99,999. Less than 3% reported an income of \$250,000 and over in 2022.

## Appendix A: Open ended responses to the question, Why would you prefer your insurer to be a Private Insurer rather than National Flood Insurance?

- I don't even know anything about the national one
- Its less of a hassle for me since I have my other insurances through this company already.
- I think the coverage and rates are better
- There is usually more flexibility and options with privately run companies.
- I like my current insurer and their prices are good and the coverage is complete.
- I can get different coverage. Private companies can offer more flexibility.
- I trust private companies more.
- Private
- I have had all my insurance from the same company for over 30 years. Very satisfied
- I want as little to do with the federal government as possible
- Government programs do not have enough choice, private insurance you can compare plans and change if unhappy. Also, everything the government touches turns to mess.
- I trust private industries.
- The government never actually pays out. Private companies are more accountable
- none
- THE PRIVATE INSURER IS THE WAY TO GO IF U NEED HIGHER LIMITS RATHER THAN WHAT THE NFIP OFFERS
- BECAUSE IT HELPFUL
- with no flood insurance they wonder whether the federal emergency management
- A private flood insurer may offer more individualized coverage, meaning it is tailored specifically to your property's risks and protection needs. Private insurers tend to be more flexible and efficient when it comes to helping you customize your policy and having fewer government regulations to deal with. Furthermore, in some cases, private insurers can offer lower premiums than the National Flood Insurance Program (NFIP). Lastly, if you have a dispute regarding standings on a claim, private insurers may offer faster, more efficient dispute resolution service.
- higher coverage limit and enhanced protection
- This is one reason why it is difficult to get private flood insurance.
- Higher coverage limits provide private insurance. So i will prefer.
- a
- Private insurers may be able to offer more individualized coverage options to meet the customer's specific needs.
- A private influencer have need limits with NFIP offers in many policies
- Higher coverage
- for fast rebuild in renovation
- safe
- The main benefit of a private flood insurer is that they typically offer more innovative, customer-focused policies and services than those available through the National Flood Insurance Program. Private flood insurers tend to operate in the private insurance market and are free to set their own terms and conditions, providing more choice and flexibility when



selecting a policy. Private insurers are also able to leverage specialized underwriting models that better manage risk, allowing for more affordable policies and coverage. Private flood insurance policies may also provide broader coverage than the NFIP, and they may allow for additional living expenses such as temporary housing and insurance for losses due to flooding. Finally, private insurers are able to offer quicker response times and better customer service when dealing with a claim.

- GOOD SERVEY
- The terms will be favor for me
- I like the additional coverages.
- GOOD
- typically offers more flexibility and broader coverage options than standard FEMA/NFIP policies.
- because easily applicable
- coverage and customization
- Because they are better and cheaper
- yes
- SO THAT GOOD INSURANCE
- I'm used to my insurance provider and don't want any additional company to contact.
- offered free of charge
- Those flood insurance are helped so many peoples
- They give more offers and convenient to contact them at any time
- USE FULL
- PRIVATE INSURER MAY INCLUDE ADDITIONAL OR ENHANCED COVERAGES IN THEIR POLICIES
- Private flood insurance provided by private companies rather than federal government.
- A PRIVATE INSURER IS THE WAY TO GO IF YOU NEED LIMITS HIGHER THAN WHAT THE NFIP OFFERS.
- NFIP
- I trusted and most populated one insurer company.
- private flood insurance are not the reliable one.
- ITS SAFE
- the higher coverage limits
- FEMA administers the NFIP
- private insurer is better than National Flood insurance
- yes i can do this flood
- I think that in the event of a flood, the private insurer will be easier to grant me the necessary compensation.
- i want so i choose it
- This is very use full to my future
- GOOD
- Private firm more assured and careful than National Flood Insurance
- Flood zone X, also known as flood zone X500, is arguably the safest flood zone designation, as it's considered to be outside the 500-year floodplain and is also protected by a flood control system, such as a levee or dam, from the 100-year floodplain.
- It has more benefits

- none
- more trustable
- nice
- Private insurers may include more policies like living expenses due to a flood
- ITS GOVERNMENT
- Trustworthy and fulfill my expectations.
- It seems less complicated and cost is comparatively low. Also it few benefits when brought along with house insurance.
- I prefer my primary flood insurer to be a private insurer because I feel they are more likely to pay out if my home is actually damaged by a flood. My experience with my private insurer has been mostly positive so far.
- health
- NEEDS
- private flood insurance is additional coverage policies.
- nothing
- Private insurance police is best to my prefer because policies is best.
- good
- because i have more hope in national flood insurance
- HIGHER COVERAGE LIMITS,SHORTER WAITING PERIOD FOR YOUR POLICY TO TAKE EFFECT
- Enhanced protection: Private insurers may include additional or enhanced coverages in their policies, like living expenses if your home becomes uninhabitable due to a flood.
- yes its really useful
- yes
- it doesn't matter
- It was very safely handle the people
- The NFIP has a maximum coverage limit of \$250,000 for your home and \$100,000 for your belongings. Private insurers can offer much higher coverage limits, up to \$1 million or more.
- Prefer reason is safety
- they have so much scheme and small level of investment's where occur's.
- More benefits compare to national
- NATIONAL FLOOD INSURER IS SO MUCH GOOD AN BE AN SAME TIME PRIVATE ALSO GOOD
- nothing
- Government backing: National Flood Insurance Program (NFIP) is administered by the Federal Emergency Management Agency (FEMA), which means it is backed by the government. This can provide policyholders with a sense of security, knowing that their claims will be paid even in the event of a large-scale disaster
- I want higher coverage limits that's why
- Private insurers may offer more flexible coverage terms, lower premiums, and more personalized service than national flood insurance. Private insurers may also have longer availability of coverage, better coverage options, and greater access to discounts. Furthermore, private insurers typically offer more specialized coverage for specific types of floods, enabling them to offer protection from rare events that wouldn't be covered by national flood insurance. Private insurers are also more likely to offer cost-free consultations and 24/7 claims support,

making it easier for customers to receive answers to their questions and assistance after filing a claim.

- National Flood Insurance is reliable and trustable
- helps recover them faster and securely
- Because to have more money
- There are a few reasons why someone may prefer to buy their primary flood insurance from a private insurer rather than the National Flood Insurance Program. Private insurers may offer more coverage for less, as they have more options and can tailor policies to meet the specific needs of the customer. Additionally, private insurers' customer service may be more responsive and friendly, with faster response times and customized solutions. Finally, private companies may use cutting edge technology and data to develop more specific underwriting and Rating models to identify and evaluate risks more accurately.
- this is very nice and i am very satisfied.
- It provides flood insurance and having this coverage helps them recover faster when floodwaters recede.
- SO THAT IS GOOD
- IT IS THE MOST THINK IN THE LIFE AND INSURANCE
- is good
- Provides better safety
- YEAH I REALLY BELIVE HIM SO I WILL PROVIDED
- Another key advantage of private flood insurers is that they provide coverage for a greater number of possessions
- help them recover faster when floodwaters recede
- Higher coverage limited protection insurer
- yes
- safety is the main reason
- n/a
- my partner suggestion
- They were the only option for flood insurance until 2012. Private flood insurance is provided by private companies rather than the federal government, and it typically offers more flexibility and broader coverage options than standard FEMA/NFIP policies.
- I refer those company and they are helped so many peoples
- GOOD
- high coverage limits and enhanced protection
- YES
- National Flood Insurance trustable and reliable
- good
- because private insurers don't have to follow any requirements
- The terms and conditions will be favor for me
- private insurer than Nationala folded
- 500
- HIGH COVERAGE LIMITED
- Private insurers may choose not to renew your policy if you have too many flood damage claims.

- good
- The private insurer has more plans than national insurer and they are more considerate than national.
- Higher coverage limits:
- Private insurance has more options and the application process is very easy.
- Private insurance policies is my prefer because best policies.
- it typically offers more flexibility and broader coverage options than standard FEMA/NFIP policies.
- Private Insurer has more plans and more assured than national insurer.
- I feel it is quite affordable in price and the local neighbour mostly use private insurance. We have extra benefits while purchasing it along with house insurance.
- The program had to pay out more money than it was able to take in.
- A private insures is the way of good need limits higher than NFIP offers
- OTHET
- VERY USEFUL
- they give more profits to the family
- BECAUSE I HOPE PRIVATE INSURER.
- n/a
- HELPS THEM RECOVER FASTER WHEN FLOODWATERS RECEDE
- FEMA administers the NFIP
- easy to apply
- high coverage limits and enchanced protection
- A private insurer is the way to go if you need limits higher than what the NFIP offers.,
- FOR FIANANCE SAFETY
- PRIVATE INSURER ENHANCED THE COVERAGE OF POLICIES
- more accessible
- It is better
- Why would you prefer your primary flood insurer to be a Private Insurer rather than National Flood Insurance
- It helps them recover faster when floodwaters recede
- good response to the private insurer
- XX
- VERY SAFE
- National Flood Insurance program policies often come with competitive premiums, which can make flood insurance more affordable for homeowners, particularly those living in high-risk flood areas. Private insurers might charge higher premiums due to perceived risk.
- Private insurance may choose not to renew your policy if you have too many flood damage claims.
- Customized Coverage: Private insurers often offer more flexibility in terms of coverage options. Policyholders might be able to tailor their coverage to their specific needs, which could include additional coverage for personal belongings, temporary living expenses, and other specific requirements
- IT WAS SAFE

- yes
- This is help full
- BECAUSE I HAVE MORE HOPE IN NATINOAL FLOOD INSURANCE
- i want so i choose it
- TO LISTEN WHAT ARE THEY HAVE AND CHOOSE UPTO YOU
- the decision ultimately depends on your specific circumstances and needs
- GOOD SURVEY
- good
- flood
- Easy
- private insurer is the way to go if you need limits higher than what the NFIP offers. Enhanced protection: Private insurers may include additional or enhanced coverages in their policies, like living expenses if your home becomes uninhabitable due to a flood
- 5
- I LIKE PRIVATE INSURER BECAUSE IT GIVE MONEY ON CORRECT TIME
- a private insurer is the way to go NFIP offers in many protection
- nothing
- Looks good for me
- the good service
- It's My decision
- the national flood insurance to property owners, renters and business and having the coverage helps them recover faster when flood water recede
- a shorter waiting period for our policy to take effect
- The terms and conditions of flood recoverment it is so good
- very safest I think
- HIGHER COVERAGE LIMITED
- Private Insurers are very faster than National Flood Insurance and they require only minimum documents to get approved.
- Compared to safest
- This is very useful
- good service
- it is not covered
- Higher coverage limitsA private insurer is the way to go if you need limits higher than what the NFIP offers
- A private insurer have may include additional coverages the policies like living expenses a flood
- private flood insurance is better than NFIP COVERAGE .ROBUST COVERAGE,HIGHER COVERAGE LIMITS
- Private insurer is better than NFIP coverage which offers higher coverage limits.
- GOOD CHOICES
- its better and easily communicating
- None

- . Private flood insurance is provided by private companies rather than the federal government, and it typically offers more flexibility and broader coverage options than standard FEMA/NFIP policies.
- Competitive Pricing: Private insurers operate in a competitive market, which can lead to more competitive pricing options. This could result in potentially lower premiums compared to a national program that might have fixed rates.
- N
- So even if your home is in a high-risk flood area, you can purchase a flood policy through the NFIP. Won't lose coverage due to flood claims: Private insurers may choose not to renew your policy if you have too many flood damage claims. NFIP coverage can't be non-renewed due to large or repeated losses
- Trustworthy.
- i thought they are help with the very quickly
- They will protect well within a correct time.
- The term and conditions of national flood insurance
- because helped people
- More insurance companies to choose from, can usually find a better rate.
- Need more saftey and more protection
- yes
- I THOUGHT THEY ARE HELP WITH THAT TIME VERY QUICKLY
- because private company will be make money easy claims and fast delivers the needed money
- Greater Flexibility: Some private insurers can provide policies that better fit your needs than those offered by the NFIP. Private insurers typically offer policies that are tailored to your individual needs and can provide a variety of optional coverages. 2. More Competitive Pricing: Private insurers may be able to provide more competitive pricing than the NFIP, since they are typically able to shop around for the best deals among different reinsurers and pass the cost savings onto the policyholder.
- It contains more benefits
- GOOD
- They sanction quickly.
- because of more safety and more protection getting any issue free to Cal at any time specialties
- GOOD
- The national flood insurance is more widely avaiable .The national flood insurance is availble in all 50states and the district of Columbia, while private flood insurance may not be aviable in all areas
- The terms and conditions more attractive
- THis is very help
- The NFIP provides flood insurance to property owners, renters and businesses, and having this coverage helps them recover faster when floodwaters recede.The NFIP provides flood insurance to property owners, renters and businesses, and having this coverage helps them recover faster when floodwaters recede.
- ITS SAFE AND GOOD.
- It is good and i prefer this insurance to be good.

- BECAUSE NATIONAL FLOOD INSURANCE ARE MORE CAPABLE THAN PRIVATE INSURER

## Appendix B: Open ended responses to the question, Why would you prefer your insurer to be National Flood Private Insurance rather than a Private Insurer?

- I think it's better insurance and coverage
- I would feel more peace of mind that if something happened I would be compensated appropriately. I don't trust private insurance companies.
- I can now get a discount on my flood insurance premium.
- In my state (Florida) insurance companies pull out of the state frequently and it is very hard to find a new carrier, even if you have no claims in your history. I trust National Flood Insurance more.
- I feel I would likely get a better rate and be less likely to be dropped from my plan.
- A primary insurance provider should be a trusted source that can offer tailored, reliable coverage when you need it most. National Flood Insurance is backed by the federal government, meaning promise of recompense in a time of crisis is protected. Private insurance companies may be more flexible on coverage options, but there's never a guarantee of reimbursement when a drastic event such as a flood occurs.
- Trust
- National flood insurance is very authenticity and reliability dependability
- National Flood Insurance
- I prefer national flood insurance as it is safe to have an insurance with government rather than with private.
- it's good idea to carefully compare the options are available and consider seeking available advice for personal influence on the national flood insurance rather than a private insurer.
- In some cases, private insurers might be selective about offering flood insurance, especially in high-risk areas prone to flooding. The NFIP, on the other hand, is required to provide flood insurance to communities participating in the program, making it more widely available.
- safe
- very nice
- I choose insurer with better protection
- Because of more benefits available in national flood insurance.
- claims process
- It was safe and trustable .
- Because It is trusted and honest. Also national flood insurance gives lots of benefits.
- That fit for me
- safe
- YES
- SAFE
- National Flood Insurance is always be in primary.

- because more safety
- more safety measures included
- no
- having this coverage helps them recover faster when floodwaters recede
- Because it is trustable
- Higher coverage limits
- Private Insurer is good to compare National flood insurance .
- Because can purchase a flood policy through the NFIP. Won't lose coverage due to flood claims but private insurers may choose not to renew your policy if you have too many flood damage claims.
- National Flood Insurance tends to be more affordable compared to private flood insurance. This is because the premiums for National Flood Insurance are subsidized by the federal government, making it a more cost-effective option for homeowners.
- This seems like a safer bet if a payout is needed
- i am okay with that Rule so I choosed
- its safer
- n/a
- Very honest and unique process that provider.
- Because I have a faith in that.
- i not choose the private insurer ,the private insurer may delay to satisfy our needs but national government may satisfied our needs quicker
- Because it is easy claim in case of an emergency
- The NFIP is available to homeowners in all 50 states and the District of Columbia, even if they live in a high-risk flood area. Private insurers may not be willing to offer flood insurance to homeowners in high-risk areas.
- National Flood Insurance policies have standardized coverage terms and limits, making it easier to understand and compare policies.
- IT'S CAN'T BE NON-RENEWED DUE TO LARGE OR REPEATED LOSSES
- It would be more beneficial than the private insurer.
- flood insurer
- nothing
- national flood insurance very safe
- none
- BE SAFE
- GOOD
- yes
- It can reach out to the existing insurance agent or find an insurance provider.
- I have trust about them
- PRIMARY INSURER REACT FASTER RATHER THAN A PRIVATE INSURER. THAT'S WHY I PERFER.
- good
- HELPS THAM RECOVER FASTER WHEN FLOODWATER RECAD
- It was a helped in private users
- EASY



- I ALWAYS TRUST GOVERNMENT
- NFIP policies are standardized and have consistent coverage terms across the country. This simplicity can make it easier for policyholders to understand what their policy covers and how claims are processed.
- NA
- It was safe
- its easily applicable
- This can provide a sense of security, knowing that the government stands behind the policy.
- because easily accessible to government
- Because,NFIP provides insurance to help socio-economic impact of floods.
- National insurance is reliable and trustable
- National Flood Insurance has a standardized claims process and guidelines, which can help streamline the claims settlement process for policyholders. Private insurers may have different claims procedures and policies, leading to potential complexities and delays in receiving compensation.
- x
- Because it is secure and government owned
- Private Insurances are not trustable
- BECAUSE GOVERNMENT FLOOD INSURER IS VERY FASTER RECOVER THAN PRIVATE INSURER
- Because national flood insurance can help to pay for the cost of repairs or rebuilding your home, as well as the cost of replacing personal belongings.
- National Flood Insurance.
- BECAUSE FLOOD DAMAGE ISN'T COVERED BY STANDARD HOME INSURANCE POLICIES.
- THEY ARE TRUSTABLE.
- its fine
- National Flood Insurance will be comfortable
- Because of my neighbour neighbour;s suggestion
- Because it is more capable than the other one
- GOOD
- NFIP policies are often perceived as more affordable for properties located in moderate- to low-risk flood zones. Private insurers might charge higher premiums for similar coverage.
- Fullfill my exceptionation.
- Government backing: National Flood Insurance Program (NFIP) is administered by the Federal Emergency Management Agency (FEMA), which means it is backed by the government. This can provide policyholders with a sense of security, knowing that their claims will be paid even in the event of a large-scale disaster.
- NFI is more widely available,lower rates and more consumer protection
- A
- They will provide safe insurance than the private insurance.
- ITS SAFE
- the national flood insurance is more widely available it is avaiable in all 50states and the district of colimia,while private flood insurance may not be available in all area ,it has also lower rates

- it typically offers more flexibility and broader coverage options than standard FEMA/NFIP policies
- NFI is more widely available, lower rates and more consumer protections.
- private insurance may choose sometime not renew our claim policy if i have lot of flood damage
- This Coverage helps them recover faster when floodwaters recede.
- YES
- More and more companies are give flood insurance.
- `n/a
- more secure
- nothing
- Specialization and Expertise: NFIP is a federal program specifically designed to provide flood insurance. This specialization might make it more knowledgeable about the intricacies of flood risks and the unique challenges they present. Private insurers may offer a wide range of insurance products, potentially leading to less expertise in dealing specifically with floods. Coverage Availability: In areas with a high risk of flooding, private insurers might be hesitant to offer coverage due to the potential for significant losses. NFIP, being a government program, might be more inclined to provide coverage in these high-risk areas where private insurers might be reluctant to do so. Affordability: NFIP often aims to provide affordable flood insurance options, particularly for homeowners in moderate- to low-risk flood zones. This can be especially important for people who might not have the financial means to secure coverage from a private insurer. Federal Backing: NFIP operates under the Federal Emergency Management Agency (FEMA), providing a level of financial backing by the federal government. This backing can provide policyholders with a sense of security, knowing that their claims might be supported by the government in the event of a catastrophic flood event. Regulation and Oversight: As a federal program, NFIP is subject to federal regulations and oversight. This might offer policyholders certain protections and assurances about the terms and conditions of their policies, as well as the claims process. Risk Pooling: NFIP operates on a system of risk pooling, which means that premiums collected from policyholders are used to cover claims across the entire NFIP community. This can help stabilize costs for policyholders in the face of localized flood events that might otherwise cause private insurers to increase premiums significantly. Availability in High-Risk Areas: In some cases, private insurers might not provide coverage in high-risk flood zones. NFIP, on
  - because national flood insurance is more capable
  - If offers robust coverage, higher coverage limits, and a shorter waiting.
  - Because National Flood Insurance safer than private.
  - national insurance have more profit with less investment
  - good
  - BECAUSE HE WAS A GOOD PERSON FOR ME SO I LIKE THAT
  - property insurance
  - good in service
  - BECAUSE GOVERNMENT AGENCY IS VERY RELIABLE
  - HONEST
  - More benefits

- That covers a dwelling for losses sustained by water damaged specifically due to flooding.
- The National Flood Insurance Program (NFIP) is the primary flood insurance provider in the United States, and is backed by the federal government and managed by the Federal Emergency Management Agency (FEMA). The NFIP offers the same coverage as other private flood insurers, but with certain additional benefits, such as subsidized premiums for residents of flood-prone areas and more flexibility with regard to filing claims and assessing damages. Furthermore, the NFIP is generally the only provider of flood insurance for many high-risk areas, which makes it the only option for many homeowners. Additionally, the NFIP is backed by the federal government, which provides more economic and legal stability to policyholders than a private insurer could.
- Policygenius does not allow the submission of personal information by users located within the EU or the UK.
- because we can trust for all time and doesn't have any scares about the insurance claim amount
- FEMA
- Flood insurance is the specific insurance coverage issued against property loss from flooding.
- Help them recover faster flood water recedes
- Because I like National flood insurance.
- I don't like to get into trouble when I suffer with flood damages
- It was safe and secure
- flood claims in private insurers renew the policy to many damage claims on repeat process
- I HEARD THAT NFIP GIVES FAST RECOVERY FROM FLOOD DAMAGES THROUGH THIS INSURANCE. SO I PREFERRED THIS.
- The National Flood Insurance Program (NFIP) is backed by the federal government which allows it to offer maximum availability of policies and assistance to people affected by disasters all over the country. The NFIP also offers steadier rates and charges lower premiums, so policyholders receive the protection they need at a more affordable cost. Furthermore, the NFIP is backed by a full suite of services, including FloodSmart.gov, which provides access to risk assessments, educational materials, and other resources, as well as a Flood Insurance Rate Map (FIRM) which provides detailed local information on flood risks. These features add greater security and value for customers.
- higher coverage limits than the NFIP maximums and often a broader range of coverage.
- My family suggestion for to national flood insurance
- This is good for my future
- the safety is important so, I choose national flood insurance.
- I BELIEVE IT
- A
- This is better than another one
- Trust
- owner renters and business having this coverage helps recover faster when flood receive
- To get more benefits
- insurers seeking to write private flood insurance in Florida outside of the National Flood Insurance Program can write primary flood insurance or excess flood insurance.
- good

- trustworthy
- home is in a high-risk flood area, you can purchase a flood policy through the NFIP. Won't lose coverage due to flood claims: Private insurers may choose not to renew your policy if you have too many flood damage claims. NFIP coverage can't be non-renewed due to large or repeated losses.
- Its more safety.
- Government insurance are more trustable.
- Yes
- It is not covered by insurance.
- Commercial structures can be insured to a limit of \$500,000 for the building and \$500,000 for the contents.
- Because For More Money
- It will be cover all the issues regarding the flood and it will be more safer and protective.
- it has many uses
- GOOD
- i always trust the government
- It provides flood insurance and having coverage helps them to recover faster when floodwaters recede.
- safe
- FEMA
- good
- this is very nice and i am very satisfied.
- with a longer claims process or having your claim denied due to circumstances beyond your control
- Human Coverage Limited
- It is a trustable source and have lot of offers
- good
- It is more secure and reliable.
- federal government program to provide a direct loss flood insurance at subsidize rates.  
~purpose is to encourage communities to practice flood control & to restrict development in flood prone areas by denying program participation to communities that do not meet the flood insurance program requirments.
- FEMA agency
- THis is very help for my future
- It will be more beneficial than the other plans, such that it covers all the damages and losses.
- GOODSURVEY
- I prefer based on budget
- Great for Extended Coverage for Dwellings
- ITS SAFE
- High coveragre
- FEDERAL GOVERNMENT
- ITS A GOOD CHOICE TO RECOVER SOME ISSUES OR DAMEGED
- private insurer may include enhanced coverage policies

- NOTHING
- good
- National Flood Insurance is trustable and reliable
- Won't lose coverage due to flood claims
- I claim in private insurer.
- Higher coverage limits
- GOOD TO MOVE AN PRIVATE SECTOR
- Primary flood insurance is best national insurance.
- The cost of private firm insurance is very high
- NFIP is backed by the government, which can provide a sense of financial security in case of large-scale disasters.
- National Flood Insurance is trustable and reliable
- EASY TO USE
- There are several reasons why one might prefer National Flood Insurance as their primary flood insurer over a private insurer: 1. Affordability: National Flood Insurance, which is provided by the Federal Emergency Management Agency (FEMA), offers subsidized rates for flood insurance. These rates are often lower than what private insurers charge, making it more affordable for many homeowners. 2. Availability: Private insurers may not offer flood insurance in certain high-risk areas or may have limited coverage options. National Flood Insurance, on the other hand, is available to most homeowners, regardless of their flood risk level or location.
- its safer than private insurer and covers major advantages
- Because Private insurance is more costlier than national insurance.
- Government Backing and Stability: National Flood Insurance is typically provided by the government (such as the Federal Emergency Management Agency in the United States). This government backing can provide a sense of stability and reliability, especially in the face of catastrophic events
- National insurance is very safety
- It helps to recover faster when flood waters recede.
- The National insurance is more safer than the private firm because there is no particular assurance.
- This is very help full
- I don't have personal preferences or opinions, but I can provide you with some reasons why someone might prefer their primary flood insurer to be the National Flood Insurance Program (NFIP) rather than a private insure
- National flood insurance are better and efficient one.
- The National Flood Insurance was trustworthy rather than a Private Insurer. and the Premiums for National Flood Insurance policies can be higher than private flood insurance.
- The National Flood Insurance program is backed by the federal government, which can provide a sense of security to policyholders. This means that in the event of a catastrophic flood event that results in large numbers of claims, the government has the financial resources to back the claims.
- they helps so many affected peoples
- faster recover

- tension free
- it was safe and secure
- private secure
- i dont trust private because they may delay to pay amount so i prefer national flood insurer
- it is very safer
- YES I AM ALL PROBLAM SALW
- i not trust private insurer because it may theft the amount and may delay to get amount
- more secured
- flood insurance time around
- risk of dealing with a longer claims process or having your claim denied due to circumstances beyond your control
- IT IS VERY TRUSTFULL DEPARTMENT. BECAUSE GOVERNMENT AGENCYIS VERY RELIABLE.
- GOOD COMPANY
- This company is very believable and give insurance on correct time.
- The NFIP works with communities required to adopt and enforce floodplain management regulations that help mitigate flooding effects.
- This very usefull to my future
- They are more valuable than private insurances for additional subsidiary.
- primary flood insurance is safe
- THE FEDERAL EMERGENCY MANAGEMENT AGENCY
- CHOICES MADE FINE
- the decision ultimately depends on your specific circumstances and needs
- Low cost
- The limit for contents coverage on all residential buildings is \$100,000, which is also available to renters.
- Stability and Government Backing: The NFIP is a government-backed program, which might provide policyholders with a sense of stability and security, especially during times of economic uncertainty or when facing widespread natural disasters. Mandatory Requirement: In some flood-prone areas, obtaining flood insurance might be a requirement for obtaining a mortgage. The NFIP is often the primary provider of flood insurance in such cases. Affordability: The NFIP, being a government program, might offer more affordable premiums in certain situations, particularly in high-risk flood zones where private insurers might charge higher rates. Subsidized Rates: The NFIP can offer subsidized rates for properties built before certain floodplain management regulations were put in place. This could make coverage more affordable for older homes. Risk Perception: Some individuals might perceive the government as having a better ability to manage large-scale disaster situations, leading to a preference for the NFIP in the event of a catastrophic flood event. However, it's important to note that there are also potential drawbacks to relying solely on the NFIP: Coverage Limits: NFIP policies might have coverage limits that could leave policyholders underinsured in the case of extensive flood damage. Limited Coverage Options: NFIP policies might not cover certain aspects of flood damage, such as damage to basements or improvements to the property. Private insurers might offer more tailored coverage options. Claims Process: Some individuals have criticized the NFIP for its claims handling process, which could potentially result in delays or disputes during the

claims settlement process. Lack of Customization: Private insurers might provide more customizable coverage options and additional services that cater to specific needs and preferences.

- Premiums may be lower: Private insurers have more flexibility with the rates they charge, so you may be able to negotiate a lower rate or shop
- good
- Because it gives a easy go through to maintain
- The Recoverment of flood policy is so good
- I think better now and safe
- Higher coverage limited and the protection insurer
- ITS VERY SAFETY
- because it is easy to claim from the company and easy money installment
- Because government insurance is most secured one.
- Because The Amount is very low rental
- The program had to pay out more money than it was able to take in. This is one reason why it is difficult to get private flood insurance. There are not enough people buying flood insurance to offset the payouts when there is a catastrophe.
- because national flood insurance can help to protect your home and belongings from financial loss in the event of a flood.
- It helps them recover faster when floodwaters recede
- They gave us to too many offers and helps
- YES
- its safer than private insurer
- because they are more capable
- Private insures may choose policy to many flood damages many losses
- This company is very believable and give the insurance on correct time
- even if your home is in a high-risk flood area, you can purchase a flood policy through the NFIP. Won't lose coverage due to flood claims: Private insurers may choose not to renew your policy if you have too many flood damage claims
- WELLBEING
- I trust National Flood Insurance.
- crispy
- This is very important to the flood time
- it typically offers more flexibility and broader coverage options than standard FEMA and NFIP policies.
- National flood insurer react faster than private insurer.
- Because trust anyway...
- It will be having more benefits than the private and has coverage of more options.
- They are more safer and promising Insurer
- owners and business this coverage helps recover faster when flood receive
- Because the government is safe for the secured insurance.
- A PRIVATE COMPANY INSURER IS QUICK UPDATE TO RECOVER THINGS
- Compared to safest

- because government will pay eay and good money what we lost in flood that is most than other
- it is good i like it
- having this coverage helps them recover faster when flood water recede so its very good service
- BECAUSE NATIONAL IS A GOOD SCHEME AND IT HAS GOOD MORE MONEY OF CLAIMS
- LOOK SAFE
- LOOK SAFE
- It having coverage helps them to recover faster when floodwaters recede.
- They helps us to when we in hard situation
- because flood damage is not covered by standard home insurance so i choose national flood insurance
- he NFIP provides flood insurance to property owners, renters and businesses, and having this coverage helps them recover faster when floodwaters recede.
- owners and business having this coverage helps recover when flood receive
- the national flood insurance provides flood insurance to property owners ,rented and business
- It's my decision
- This is very use full to flood time
- best so i choose iy
- Because the government provided insurance is safe and secure.
- The National Flood Insurance Program provides insurance to help reduce the socio-economic impact of floods. The National Flood Insurance Program (NFIP) is managed by the FEMA and is delivered to the public by a network of more than 50 insurance companies and the NFIP Direct
- helped people
- National insurance is very safety
- NFIP offers standardized rates, government backing, and broader availability, which can be beneficial for those in high-risk areas. However, private insurers might offer more customization and potentially competitive pricing. The choice depends on individual circumstances and preferences.
- National Flood Insurance is typically provided by the government (such as the Federal Emergency Management Agency in the United States). This government backing can provide a sense of stability and reliability, especially in the face of catastrophic events.
- They helps well when we are in hard situation
- The cost of the insurance is better than Private Insurer
- flood insurance offers a mix of convenience and reliability, private flood insurance policies often come with shorter waiting
- the national flood insurance to property owners , renters and business and having this coverage helps them recover faster when flood waters recede
- But there is a downside to private flood insurance as well: Your policy can be canceled or nonrenewed if your insurer thinks your home is too high risk. With the NFIP, you generally don't have to worry about losing your flood insurance coverageE
- because national cheme is best and esy to claim as money and they will most of the claim money
- The government insurance is safe and secure.
- no



- This is very useful
- I trust them.
- its very good service so I prefer
- I can purchase a flood policy through the NFIP
- GOOD
- I TRUST IT
- This is very good
- Because to have more money to return
- Because the government insurance is safe in future.
- The NFIP has a 30-day waiting period before your policy takes effect. Private insurers may offer a shorter waiting period, or no waiting period at all
- Helps from recover the flood.
- I am really trust it.
- claim availability
- IT IS VERY SAFE
- This is very good for my future
- High risk of flood area in flood policy in NFIP flood damage claims
- Because government provide secure insurance.
- BECAUSE ITS VERY SAFER TO USE AND VERY FAST RECOVER SO I PREFER NATIONAL FLOOD INSURER
- can purchase a flood policy through the NFIP.
- very important
- VERY GOOD
- Because government insurance is safe and secure.
- easy to claim
- It is way useful.
- BECAUSE OF MORE DETAILED INSTRUCTION TO CARE AND PROTECTION ANYTIME SERVICE NEED
- They will help as on time.
- We can buy more facilities in the government insurance.
- High coverage
- It provides coverage against losses and damages caused because of an accident
- USA national bank
- n/a
- ven if your home is in a high-risk flood area, you can purchase a flood policy through the NFIP. Won't lose coverage due to flood claims: Private insurers may choose not to renew your policy if you have too many flood damage claims. NFIP coverage can't be non-renewed due to large or repeated losses.

# Flood Insurance Opinions July 13, 2023

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## Start of Block: Survey Block

Intro Thank you for completing our survey about flood insurance; your opinions are valuable to us! This survey will take about 10 minutes to complete and all your responses are confidential. We'll be using the term 'primary residence' in a lot of the questions. This is simply the housing unit where you spend most of your time.

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Primary Do you own your primary living residence?

- Yes, I own it outright.
- Yes, I own it and have a mortgage.
- No, I rent it.
- Other (Please specify) \_\_\_\_\_

*Skip To: End of Survey If Do you own your primary living residence? = Other (Please specify)*

*Skip To: Flood purchase If Do you own your primary living residence? = Yes, I own it outright.*

*Skip To: Flood purchase If Do you own your primary living residence? = Yes, I own it and have a mortgage.*

*Skip To: Fema Zone If Do you own your primary living residence? = No, I rent it.*

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