

Background & Methodology

Conducted 5,000 surveys among residents in The Auto Club Group territory

- Fielding took place April 17 – 26, 2026
- Utilized a proprietary online research panel
- Weighted by age and gender within state

Key Measures

- Severe Weather and Natural Disaster Preparation

1. What is your level of concern regarding the upcoming 2026 hurricane season compared to last season?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	—	400	400	—	—	—	—	—	400	—	400	400	—	—
More concerned than last season	—	18%	16%	—	—	—	—	—	22%	—	16%	17%	—	—
Same level of concern as last season	—	73%	75%	—	—	—	—	—	74%	—	77%	73%	—	—
Less concerned than last season	—	9%	9%	—	—	—	—	—	4%	—	7%	10%	—	—

2. Which of the following, if any, have you already done to prepare for [hurricane season or] other severe storms? (Select all that apply)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Purchased emergency supplies (e.g., flashlights, batteries, chargers, toiletries)	39%	44%	29%	46%	39%	40%	38%	41%	43%	44%	39%	40%	42%	41%
Stocked extra food and water	36%	40%	30%	37%	34%	37%	31%	38%	37%	41%	37%	34%	38%	37%
Gathered important documents or information (e.g., insurance, emergency contacts)	32%	35%	23%	23%	23%	23%	17%	27%	27%	26%	27%	27%	18%	27%
Created an emergency plan	21%	22%	23%	23%	23%	22%	22%	28%	24%	31%	24%	25%	22%	23%
Reviewed insurance coverage	23%	26%	14%	18%	21%	14%	20%	24%	21%	18%	20%	20%	21%	20%
Filled up or purchased extra fuel	17%	21%	12%	21%	16%	22%	13%	17%	20%	19%	19%	15%	20%	19%
Prepared my property (e.g., trimmed trees, boarded windows)	17%	24%	17%	14%	13%	18%	12%	14%	17%	12%	18%	15%	19%	18%
Reviewed evacuation routes	19%	14%	14%	11%	14%	13%	10%	15%	17%	13%	19%	19%	12%	15%
Other	1%	0.3%	1%	0.1%	0.4%	1%	1%	1%	1%	1%	1%	1%	0.2%	1%
None, I have not made any advance preparations	26%	23%	39%	27%	28%	31%	30%	27%	27%	24%	27%	34%	27%	28%

3. Which of the following best describes your level of preparedness regarding the 2026 hurricane season?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	—	400	400	—	—	—	—	—	400	—	400	400	—	—
Very prepared - I will monitor storms and make advanced preparations in anticipation of hurricanes/severe weather	—	39%	24%	—	—	—	—	—	30%	—	31%	28%	—	—
Somewhat prepared - I will make preparations only if there is a hurricane/severe weather approaching my area	—	54%	58%	—	—	—	—	—	62%	—	60%	49%	—	—
Not at all prepared - I do not plan to take any precautions for hurricanes/severe weather	—	7%	18%	—	—	—	—	—	8%	—	9%	23%	—	—

4. When a hurricane approaches, which type of damage are you most concerned about affecting your home or property? (Select up to 3 answers)

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	—	400	400	—	—	—	—	—	400	—	400	400	—	—
Falling trees or wind-blown debris	—	48%	52%	—	—	—	—	—	53%	—	53%	43%	—	—
Prolonged power outages causing damage, such as spoiled food or equipment loss	—	46%	43%	—	—	—	—	—	51%	—	47%	42%	—	—
High winds causing structural damage	—	46%	38%	—	—	—	—	—	54%	—	48%	41%	—	—
Tornadoes spawned by the storm	—	34%	33%	—	—	—	—	—	34%	—	31%	33%	—	—
Flooding from heavy rainfall	—	32%	26%	—	—	—	—	—	29%	—	22%	28%	—	—
Storm surge or coastal flooding	—	18%	13%	—	—	—	—	—	13%	—	13%	14%	—	—
Other	—	0.2%	0.2%	—	—	—	—	—	0.3%	—	0.0%	0.2%	—	—
I am not concerned about storm related damage	—	7%	14%	—	—	—	—	—	5%	—	8%	17%	—	—

5. Were you aware homeowner's insurance does not cover flood damage?

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Yes	69%	77%	63%	66%	67%	63%	73%	69%	72%	72%	75%	68%	70%	70%
No	31%	23%	37%	34%	33%	37%	27%	31%	28%	28%	25%	32%	30%	30%

6. To your knowledge, does your current homeowner's or renter's insurance policy fully cover damage caused by severe weather (such as hurricanes, tornadoes, or hail)? - Excludes residents without homeowner's or renter's insurance

	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	340	339	337	346	342	357	368	329	343	167	341	320	365	4,294
Yes, to my knowledge I have full coverage	51%	59%	49%	55%	60%	47%	58%	58%	55%	54%	58%	49%	50%	54%
No, I might have coverage gaps	23%	24%	25%	23%	18%	21%	18%	14%	25%	18%	22%	23%	22%	23%
I am not sure what coverage my policy includes	26%	17%	26%	22%	22%	32%	24%	28%	20%	28%	20%	28%	28%	23%

Respondent Profile

Gender														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
Male	50%	49%	48%	49%	50%	49%	50%	50%	48%	51%	48%	48%	50%	49%
Female	50%	51%	52%	51%	50%	51%	50%	50%	52%	49%	52%	52%	50%	51%

Age Range														
	CO	FL	GA	IL	IA	MI	MN	NE	NC	ND	SC	TN	WI	Total
Base (n=)	400	400	400	400	400	400	400	400	400	200	400	400	400	5,000
18-29	21%	17%	21%	20%	21%	20%	19%	21%	20%	24%	19%	20%	20%	19%
30-39	20%	16%	18%	18%	16%	16%	17%	17%	17%	18%	16%	17%	16%	17%
40-49	17%	15%	17%	16%	16%	15%	16%	17%	16%	15%	15%	16%	15%	16%
50-59	14%	16%	16%	17%	15%	16%	15%	14%	16%	13%	16%	16%	16%	16%
60-69	14%	17%	15%	15%	16%	17%	17%	16%	16%	15%	17%	16%	17%	16%
70+	14%	19%	13%	14%	16%	16%	16%	15%	15%	15%	17%	15%	16%	16%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from April 17 - 26, 2026. A total of 5,000 residents completed the survey. Survey results asked of all respondents have a maximum margin of error of ± 1.4% points. For individual states (except ND), the maximum margin of error is ± 4.9% points. Responses are weighted by age and gender within state to ensure reliable and accurate representation of the adult population (18+).