



2013 FLOOD AWARENESS AND PUBLIC RISK SURVEY

Flood Risk Awareness

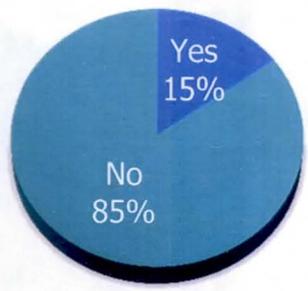
Maricopa County residents understand the seriousness of flooding and have a strong awareness of flood-related risks. At least 95% are aware about the dangers of flooding overall and the dangers of driving through flooded streets. 76% expect flash flooding to occur in the next year. But, this is not a new concern because 48% state flooding problems have remained constant over the last decade.

"BECAUSE WE ARE NOT IN A HIGH FLOOD RISK AREA"

Perceive Flooding Risk

A majority (85%) believe their own residence is not in a high risk area of flooding. However, about half (50%) are unaware as to whether they live in a 100-year flood zone. Approximately 2/3 residents are aware of the availability of Federally-backed flood insurance. Many are unaware of Federally-backed flood insurance and do not expect flooding at their residence, it is not surprising that 70% do not carry flood insurance.

Believe Residence at Risk of Being Flooded



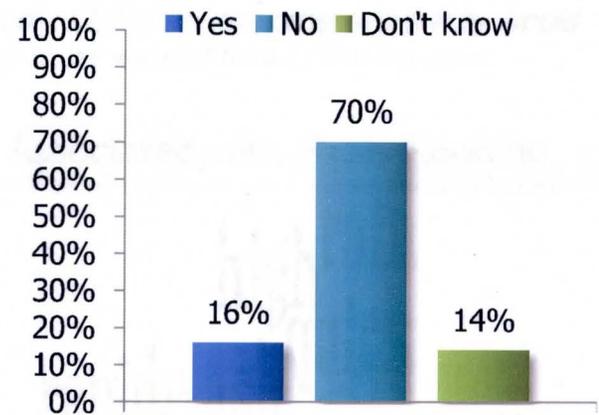
Total Sample (N = 1,012)

Those who have experienced flood damage at their residence, only 5% of them have actually taken preventative action to prevent future damage.



Half (54%) have encountered flooded streets while in a vehicle. Most of them (74%) turned around and looked for an alternative route instead of attempting to drive through the flooded street. But, a few (17%) inadvisably drove through the flooded street.

Do You Have Flood Insurance?



Total Sample (N = 1,012)

There are a few, 20%, that believe flood damage is covered under their homeowner insurance. However, many (55%) do realize that flood insurance is not a part of their homeowner or renter insurance coverage.

"IT'S COVERED BY MY HOMEOWNER'S INSURANCE"



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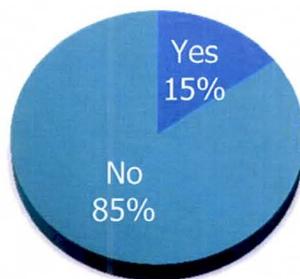
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"BECAUSE WE ARE NOT IN A HIGH FLOOD RISK AREA"

Residence Flooding Risk

A majority (85%) believe their own residence is not in danger of flooding. However, about half (52%) are unaware as to whether they live in the 100-year flood zone and approximately 2/3 of residents are unaware of the availability of Federally-backed flood insurance. Since many are unaware of Federally-backed flood insurance and do not expect flooding at their residence, it is not surprising that 70% do not carry flood insurance.

Believe Residence at Risk of Being Flooded



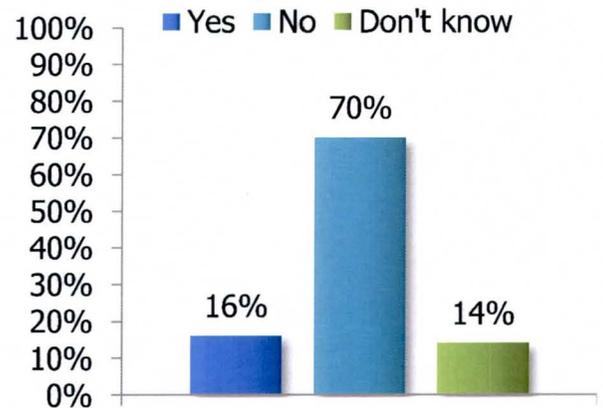
Total Sample (N = 1,012)

Few have experienced flood damage at their home, only 5% of them have actually taken preventative action to prevent future damage.



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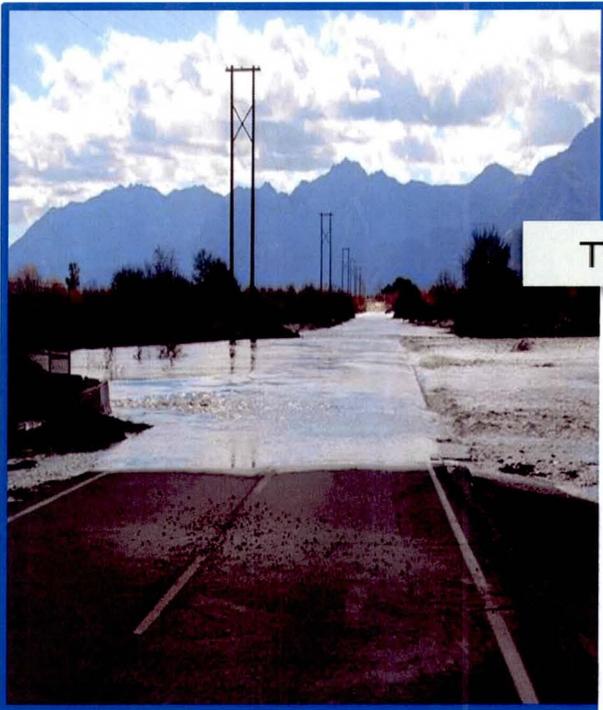
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Message Recall

Maricopa County residents understand and retain the message to **not** drive into flooded water. With 73% of residents remembering an ad depicting a vehicle driving into a flooded street, this exemplifies strong ad/message recall.

Residents recall similar messages regardless of where they saw or heard an ad. The ad messages recalled most are 'stay out of flood waters' and being warned or alerted to possible flooding. High recall can be attributed to most (87%) reporting that the messages are easily understandable.

"I SEE THE COMMERCIALS OF THE CAR STRANDED IN THE MIDDLE OF THE WATER"



"YOU SHOULD NOT DRIVE INTO WASHES WHERE WATER IS RUNNING ACROSS THE ROADS"

Recall Seeing Ad of Vehicle Driving into Flooded Street



Total Sample (N = 1,012)

Preferred Communication

Three of the most relied upon communication methods for Residents are television, radio and social media. Television continues to be the most effective way to communicate with residents regarding warnings (82% learn about flash flood dangers via news reports/television). When it comes to flooding risks/potential, residents prefer to be warned via television (67% highly prefer). Radio (43%) followed by social media (35%) are the other ways they would like to be warned about flooding risks.

Top Words Associated with Flash Flooding

