



Consumer Pulse

CONTACT:

Jessica Brady, manager, AAA Public Relations, (813) 288-7294 office, (813) 532-5327 cell

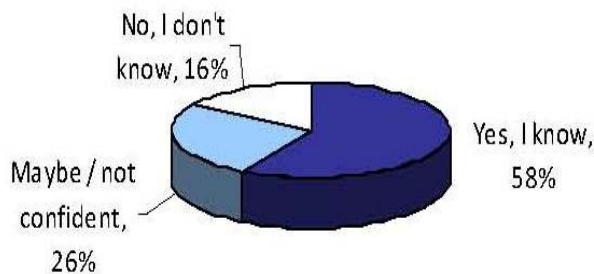
Angie LaPlant, director, AAA Public Relations, (813) 289-5982 office

42 PERCENT OF TENNESSEE RESIDENTS DO NOT KNOW EMERGENCY EVACUATION ROUTE

AAA provides key information to consumers on hurricane preparation and evacuation

TAMPA, Fla. (June 2, 2010)—In the first five months, this year experienced multiple natural disasters from tornadoes and earthquakes to floods and an erupting volcano. At a time when mother nature seems more unpredictable than ever, it is imperative Tennessee residents prepare for the possibility of a catastrophic hurricane and/or severe weather. Yet, in a recent AAA Consumer Pulse™ survey, 42 percent of Tennessee residents said they do not know and/or are not confident about their emergency evacuation routes.

Chart 2: Do you know your evacuation route?

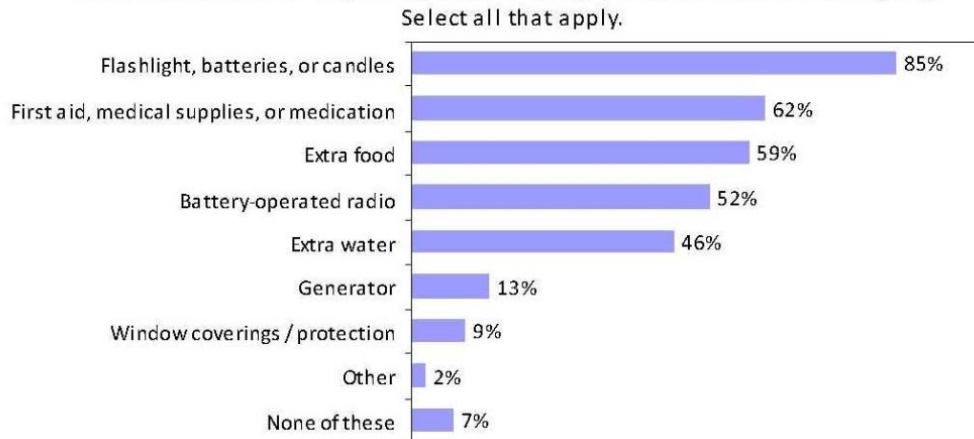


Although 58 percent of residents said they know their evacuation route, some cities and counties have revised their evacuation zones this year. AAA suggests residents check with their local government to see if any changes were made to their zone of evacuation, since this determines when a specific area is required to evacuate.

"Evacuation plans are critical during hurricane season, especially since they can mean the difference between life and death," said Jessica Brady, manager, AAA Public Relations. "Not only are evacuation plans important, but so is hurricane preparedness in terms of having a family plan, making sure all important documentation is readily available in case of evacuation, and having the necessary items in the event electricity and/or fresh water are not available."

Many Tennesseans keep a plentiful supply of key items such as flashlights, batteries, and candles (85%), first aid supplies (62%), and extra food (59%), on hand in case of a hurricane or severe weather. However, 52 percent of all respondents said they do not keep any emergency supplies packed and ready in preparation for a major storm or hurricane.

Chart 1: Which of these do you keep in plentiful supply in case of a storm or emergency?



"Having an ample supply of the basic necessities is essential, especially in terms of food, water, and medications," said Brady. "These items aren't only important for us, but also for our pets. Whether you evacuate with your pet or not, they too will need a supply of water and food, as well as medication if applicable."

To make storm preparation and evacuation easier, AAA offers consumers key worksheets, checklists, guides, and tips as well as up-to-date hurricane tracking information. To view or utilize these resources, visit

http://www.aaasouth.com/Insurance/flood_helps.aspx (AAA.com/Flood)

Hurricane Preparation Tips:

- Talk with your insurance agent to be sure you have proper coverage on your homeowner's insurance policy as well as separate flood insurance. For more information on homeowner's and flood insurance visit www.AAA.com/Insurance
- Keep a folder ready with all important documentation and identification so it's easy to grab and transport. Store insurance policies in a plastic bin or container.
- Maintain an inventory and take photos of items inside your home like personal belongings, appliances, furniture, and electronics for proof of ownership.
- Be sure to have an ample supply of necessary medications in case pharmacies are closed. AAA members who use their AAA Prescription Savings card when filling a medication can save up to 24% at more than 59,000 participating pharmacies.
- Make sure all pets have proof of current vaccinations, since most hotels and shelters require them before accepting animals.

- If you are told to evacuate, do not wait until the last minute to leave. Evacuate as soon as possible to ensure you get to your destination in time and are not caught in severe weather while driving.
- Consider purchasing a generator if you are not asked to evacuate, but could lose power for an extended period of time. AAA members can save 10% on generators and 5% on sale items at Sears Commercial by calling 1-800-215-3979 through the AAA Show Your Card & Save Program.
- Before evacuating, make sure all loose items around your home are put away or secured to the ground so they do not become projectiles in strong winds.

The AAA Consumer Pulse™ is an online survey among residents in Florida, Georgia, and Middle/West Tennessee. A total of 200 surveys were completed in Tennessee, having a maximum margin of error of +/- 6.8 percentage points.

AAA Auto Club South is the third largest affiliate of AAA, with 78 branch offices serving 4.1 million members in Florida, Georgia, West and Middle Tennessee, and Puerto Rico. Since its founding in 1938, AAA Auto Club South has worked to protect and advance freedom of mobility and improve travel safety.

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AAA Auto Club South, 1515 N West Shore Blvd, Tampa, FL 33607-4505 United States