America’s Natural Disaster Preparedness Gap

Most people are not as prepared as they think

WHAT PEOPLE SAY
72% of Americans think natural disasters are occurring more frequently

WHAT PEOPLE DO
50%

WHAT PEOPLE SAY
91% of Americans say having adequate insurance should be part of being prepared

WHAT PEOPLE DO
63%

WHAT PEOPLE SAY
16% of Americans in Western states say their home is wildfire ready

WHAT PEOPLE DO
56%

WHAT PEOPLE SAY
11% of Americans say their home is strong enough to withstand a hurricane/strong windstorm

WHAT PEOPLE DO
15% of Americans have talked to their agent about additional coverages such as flood insurance

WHAT PEOPLE DO
11%

Any gap in preparedness could have a significant impact

WILDFIRES
16% of Americans in Western states say their home is wildfire ready

HURRICANES/TORNADOES
63% of Americans say their home is strong enough to withstand a hurricane/strong windstorm

FLOODING
11% of Americans say they have flood insurance

CLOSING THE PREPAREDNESS GAP

Make an emergency plan. <LEARN MORE>
Sign up for alerts and warnings in your area. <LEARN MORE>
Learn your evacuation zone and have an evacuation plan. <LEARN MORE>

Take time to know your insurance coverage options. <LEARN MORE>
Review FEMA’s “Document and Insure Property Guide”. <LEARN MORE>
Consider flood insurance coverage. <LEARN MORE>

Source: Harris Poll conducted on behalf of PCI between Aug. 10-14, 2017, among 2,023 adults ages 18 and older.

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