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
- 91% of Americans say having adequate insurance should be part of being prepared
- 37% of Americans say they have enough insurance

**WHAT PEOPLE DO**
- 50% have created a disaster response plan
- 63% have conducted an annual insurance check up
- 56% have talked to their agent about additional coverages such as flood insurance

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.