



# Consumer Flood Risk Awareness and Insurance Study

Including 2022 vs. 2020 comparisons

December 2023

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# Study Overview



## Research Purpose

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Flood damage has been increasing over the past several decades and is likely to continue doing so due to environment effects – from both climate change and the way we build our communities.

Fannie Mae is considering some strategies to address this challenge, including expanding flood insurance requirements, promoting all-peril insurance policies, educating homeowners on flood risk, and promoting the private flood insurance market to increase choices of affordable flood insurance policies.



## Objectives

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- Explore awareness, perceived value, and attitudes surrounding flood insurance and other insurance policies
- Explore consumers' understanding of their personal flood risk and resources
- Identify the barriers to flood insurance uptake
- Understand personal experiences with flooding and claim resolution
- Determine reasons for purchasing flood insurance, value perceptions, and coverage details
- Understand which resources/tools are most trusted to determine effective ways to best communicate flood risk



## Methodology & Sample

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### Method

- Online survey ~12 minutes in length, conducted November 15 – December 12, 2022 among national panel sample whose addresses were in or near a FEMA defined flood zone
- Some new questions were added in 2022 and some wording changes made where comparisons to 2020 not possible

### Respondent Qualifications:

- Ages 18+
- homeowners, mortgage borrowers, and renters

**Significance testing applied at the 95% CL; the exception is Ethnicity View slides where data is tested at 90% CL**



# Background Context



## Federal and local governments are the primary managers of flood risk.

- FEMA, with local involvement, produces maps identifying flood hazards in a community.
- FEMA establishes minimum floodplain management ordinances.
- Local governments permit construction according to floodplain ordinances and develop infrastructure and land-use policies to manage flooding, often in coordination with the state.



## FEMA's maps identify flood hazards in three tiers, based on the likelihood of occurrence.

- Special Flood Hazard Areas (SFHA), or the "100-year-floodplain" ('A' or 'V' zones), are areas where there's a 1% or greater chance every year of inundation.
- "Shaded X", "B zones" or "500-year-floodplain" are areas where there's a 0.2% or greater chance every year of flooding.
- "X zones" are all other areas where the risk is identified as below 0.2%.



## FEMA's maps vary tremendously in terms of quality, availability, and recency.

- FEMA's maps do not anticipate future risk from climate change, and they are subject to local review prior to approval.
- Only 46% of the coastline and 33% of stream miles have been mapped. Most gaps are in less populated and remote areas.
- Many of the flood maps are outdated. 22% of communities' maps are at least 10 years old; 15% are at least 15 years old.



## All GSE and government loans require flood insurance on properties in the SFHA.

- If any portion of the secured property is in an SFHA, flood insurance is required.
- Insurance coverage is required to the lesser of 100% of the replacement cost of the insurable value of the improvements, the balance of the loan, or the maximum available from the NFIP.
- HOAs are required to cover association buildings and the units inside. Unit owners may buy additional coverage for their unit and improvements.



# Background Context (cont'd.)



## The NFIP is the primary provider of flood insurance in the country.

- FEMA has 90-95% of the residential flood insurance market share.
- FEMA insures ~4 million residential structures totaling ~5 million residential units.
- The NFIP insurance limit is \$250,000 for residential properties.
- FEMA issues 85% of its policies through private carriers, such as Allstate and USAA, instead of policies that have the FEMA name.
- In 2021, FEMA updated the rating methodology for the NFIP with Risk Rating 2.0 – allowing FEMA to distribute premiums across all policyholders based on their home value and the unique flood risk of their property.



## The NFIP product is limited in coverage and features compared to private options.

- Coverage maxes out at \$250,000 by statute for the building and \$100,000 for the contents.
- Contents coverage is only available as Actual Cash Value—a valuation which does not reimburse depreciation.
- NFIP policies do not provide additional living expenses, such as hotels while a home is being repaired.
- Average total cost of NFIP policy is \$1,080, billed yearly (included in escrow if in SFHA). Since 2015, the average total cost of an NFIP policy has increased annually between approximately 5 - 10%.



# 2022 Flood Zone Definitions for Survey

**Total 2022 includes:**

- **High-Risk:** A property is designated to be in a high-risk zone if its associated FEMA flood zone starts with "A" or "V." Collectively these zones are referred to as Special Flood Hazard Areas and are associated with NFIP requirements.
- **Mid-Risk (Medium-Risk):** A property is designated to be in a mid-risk (medium-risk) zone if the property is not in a high-risk zone but has substantial risk according to available sources, namely:
  - Its associated FEMA flood zone starts with "B" or "X" (shaded) for the 500-year flood zone
- **Other:** Property has a Letter of Map Amendment (LOMA) / Letter of Map Change (LOMC). LOMA effective date is non-null and is not otherwise included in a high, medium, or adjacent zone

	High Risk	Mid-Risk	Other	Total
2022 Survey	(n=1177)	(n=2429)	(n=292)	(n=3988)*
2020 Survey	(n=1216)	(n=1597)	(n=720)**	(n=3533)

\* **Total 2022** includes all subgroups shown above + Unmapped Adjacent (n=90). Unmapped Adjacent is not shown separately as a group due to small base size. Unmapped Adjacent rating excludes properties already included in High or Medium risk and denotes properties where RMS flood risk rating is high.

\*\* 2020 survey used different categorization for 'Other'



# Executive Summary

## 1. Awareness

Improving flood risk awareness remains a key priority.

1a

Despite personal flooding experience, overall awareness of flood risk is low, particularly for those in high-risk zones.

1b

Medium-risk respondents have mixed understanding of flood insurance and their coverage.

1c

Consumers have poor awareness of FEMA's National Flood Insurance Program (NFIP) and Risk Rating 2.0.

## 2. Concerns

Consumers are worried about flood insurance affordability and rising risk.

2a

Respondents are increasingly concerned with increases in flood insurance premiums impacting affordability.

2b

Consumers are concerned about homeownership costs and home value declines due to flood risk.

2c

Consumers are worried about the impact of climate-related events.

## 3. Actions & Opportunities

Many opportunities exist to increase awareness and knowledge.

3a

Some consumers are taking steps to learn about and minimize flood risks.

3b

Consumers want information about their current risk, and flood disclosures could help.

3c

Consumers view government agencies as the most trusted source of information.



# Executive Summary- Awareness

Improving flood risk awareness remains a key priority.



## 1a. Despite personal flooding experience, overall awareness of flood risk is low, particularly for those in high-risk zones.

- 1-in-8 respondents reported having had a flood at their current residence – and ½ of those occurred in the past five years. (Q40,41). Among ethnicities, 1-in-4 Black homeowners have personally experienced flooding, double that of Hispanic/Latino homeowners and about 1.7 times higher than White homeowners. (Q40)
- Awareness of FEMA’s role in identifying risk zones is high, especially in high-risk zones. (Q4)
- However, while most respondents think they know which zone they are in, only 40% of those in high-risk zones and 5% of those in mid-risk zones correctly identify themselves as being in those risk zones. (Q5)



## 1b. Medium-risk respondents have mixed understanding of flood insurance and their coverage.

- Those living in high-risk areas are most familiar with flood insurance, with nearly half saying they are very familiar with flood insurance compared to only 34% overall. Among mid-risk respondents, however, only 26% say they are very familiar. (Q1)
- About 46% of mid-risk respondents are aware of the availability of flood insurance for their residence, compared to 73% among high-risk respondents. (Q17)
- Knowledge of coverage also is mixed as only 50% of mid-risk respondents believe their flood insurance covers both dwelling and belongings. (Q32)
- Only 15% in mid-risk zones reported having flood insurance, compared to 42% in high-risk. (Q23)



## 1c. Consumers have poor awareness of FEMA’s National Flood Insurance Program (NFIP) and Risk Rating 2.0.

- Overall, NFIP awareness has slipped slightly since 2020 (4 point decrease overall), with half of high-risk respondents aware of the NFIP and 36% of mid-risk respondents. (Q22)
- In comparison, awareness for Risk Rating 2.0 is even lower (18%), with only 23% of high-risk respondents and 14% of mid-risk respondents aware (Q24a).
- The number that claim the NFIP as their flood-insurance provider (47%) has also decreased (6 point decrease overall), while private policies (33% overall) contribute a significant portion of the responses. (Q24)





# Executive Summary- Concerns

Consumers are worried about flood insurance affordability and rising risk.



## 2a. Respondents are increasingly concerned with flood insurance premium increases impacting affordability.

- There is concern over flood insurance affordability, with about 1/4 overall and nearly 30% of high risk saying it is not very or not at all affordable. This concern is even higher for Hispanic/Latino homeowners, with 34% saying it is not very or not at all affordable. (Q29)
- Over half (56%) of those with a separate flood insurance policy say their premium has increased versus last year. (Q30a) Additionally, concern over premium increases is up significantly in 2022 (12 points overall) with nearly half (46%) of high-risk homeowners concerned compared to only 35% in 2020. For Black and Hispanic/Latino homeowners, this percentage is closer to half (Q30).
- For over one-third (37%) of those with flood insurance premium increases, the increase is reported to have a serious or moderate impact on their household finances. (Q30c)

## 2b. Consumers are concerned about homeownership costs and home value declines due to flood risk.

- Most homeowners are noticing at least a slight increase to their homeowner's insurance premiums – and about 20% consider that increase to be “significant.” (Q3b, 3c) Among those whose home insurance premium has increased, almost half saw an annual increase of \$50-\$199 with those in high-risk areas reporting a higher premium increase. (Q3c)
- There is some concern (24% overall) over possible home value decline due to a property being designated as high-risk. This concern is higher among Hispanic/Latino (33%) and Black homeowners (37%). (Q18a)
- The overall concern that there would be mandatory flood insurance purchase if a property were to be listed as at high risk for flooding has increased since 2020 (26% in 2022 vs 20% in 2020). (Q18b)

## 2c. Consumers are worried about the impact of climate-related events.

- In 2022, slightly more respondents across risk zones estimated high or moderate flooding risk for their home (29% vs 24% in 2020), particularly those living in high-risk areas (46%). (Q6b)
- Over 40% say they have been at least moderately impacted by climate-related events in the past five years, with those in high-risk zones expressing slightly higher impact. (Q70)
- Respondents in high-risk zones express higher concern over strong winds, hurricanes, and tornados (44%) and flooding (30%) while mid-risk express higher concern for oppressive heat (35%), drought (37%), and wildfires (23%). (Q72)
- Hispanic/Latino and Black homeowners express higher concern over flooding, with Black homeowners being twice as concerned (41%) about floods as White homeowners (19%). (Q72)
- Respondents cite costs (e.g., maintenance, taxes, inflation) as a greater stressor than climate impacts. (Qb)



# Executive Summary- Actions & Opportunities

Many opportunities exist to increase awareness and knowledge.



## 3a. Some consumers are taking steps to learn about and minimize flood risks.

- Half (50%) say they have searched for flood risk information, more among high-risk zone residents (nearly 60%). (Q9a)
- Searching for flood risk information is getting harder, with only 16% saying searching is very easy, a decrease from 20% in 2020. (Q9b)
- The share of respondents taking steps to minimize potential flood damage has increased since 2020 (28% overall in 2022 vs. 21% in 2020), led by those in high-risk zones (39% in 2022). (Q57)
- High-risk zone respondents are also more likely to say they have purchased flood insurance (52% vs. 35% mid-risk) and moved personal items to higher ground (33% vs. 24% mid-risk). (Q59)
- Considering potential investments to avoid \$100K in flood damage, almost 2/3 say they would invest at least \$5k. (Q60a, 60b)



## 3b. Consumers want information about their current risk, and flood disclosures could help.

- When choosing where to live, 49% say they would try to avoid high risk areas if they could, especially among mid-risk respondents (56%), compared to only 36% among high-risk respondents. (Q12)
- Before purchasing, respondents want info about previous flood events (51% view as critical), current flood insurance premium (33%), flood zone designation (33%), and if any claims have been filed (38%). (Q15a)
- About 40% of high-risk zone respondents claim being informed of flood risk prior to moving (30% for mid-risk), with realtors being cited as the leading information source (49% overall). (Q13a)
- In states with strong disclosures (Grade A/ B states according to the NRDC), mid-risk zone respondents were significantly more informed prior to moving (41%) compared to Grade C/D states (28%) and Grade F states (25%). (Q13a)



## 3c. Consumers view government agencies as the most trusted source of information.

- FEMA continues to be cited as the most trusted source for flood risk information, growing since 2020 (47% 2022 vs. 41% 2020), followed by other government agencies (10%) and insurance agents (7%). (Q20a,20b)
- Respondents view the government (61%) and insurance agents (21%) as generally trustworthy sources for flood insurance information. (Q21a, 21b)
- The FEMA website is also the most frequently cited resource (53%) for viewing community flood maps. (Q10b)





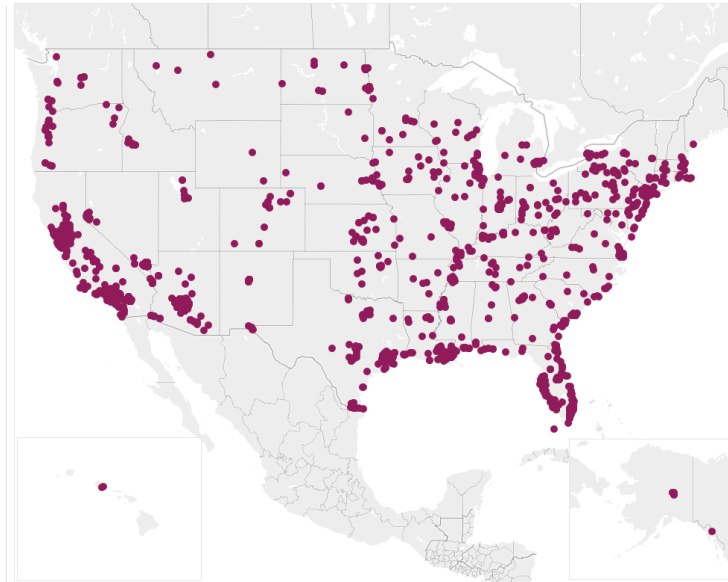
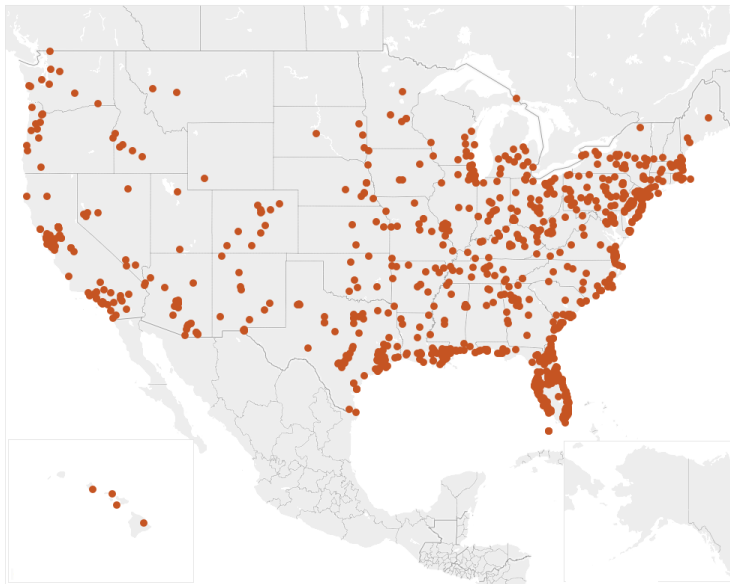
# Respondent Information



# Respondent Distribution by Flood Risk

- A property is designated to be in a high-risk zone if its associated FEMA flood zone starts with "A" or "V." Collectively these zones are referred to as Special Flood Hazard Areas and are associated with NFIP requirements.

High Risk

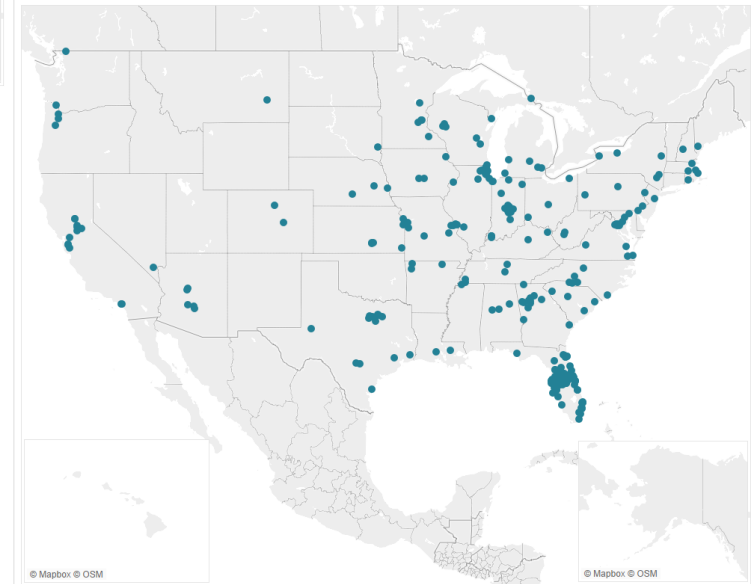


Mid-Risk

- A property is designated to be in a medium-risk zone if the property is not in a high-risk zone but has substantial risk according to available sources, namely its associated FEMA flood zone starts with "B" or "X" (shaded) for the 500-year flood zone.

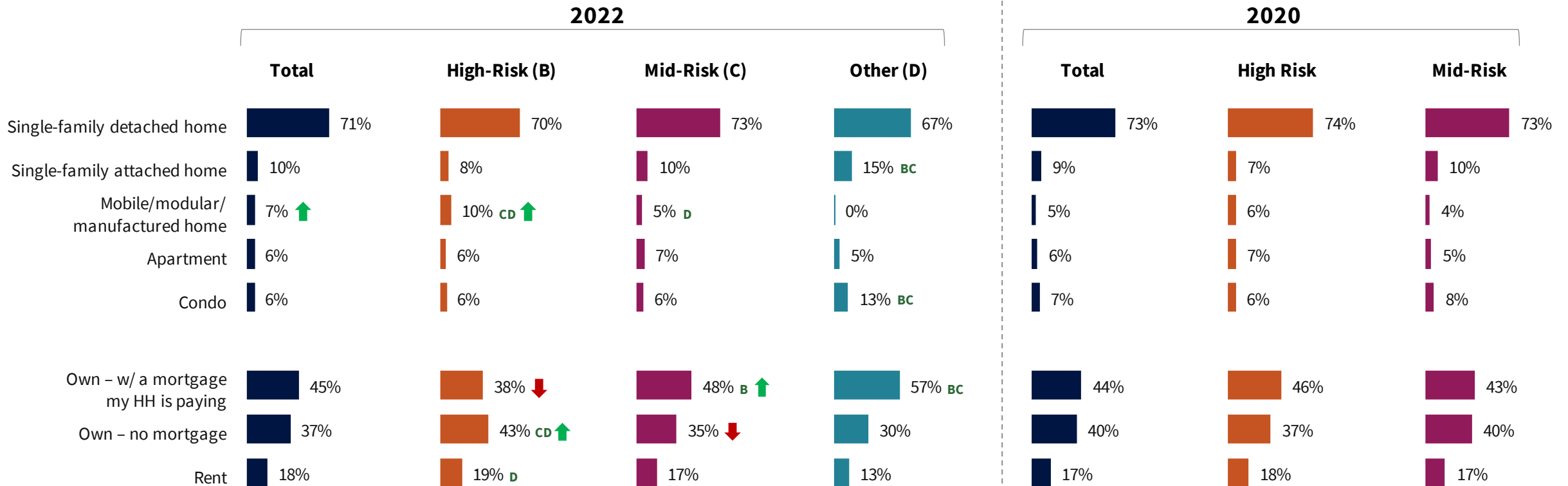
- Property has a Letter of Map Amendment (LOMA) / Letter of Map Change (LOMC). LOMA effective date is non-null and is not otherwise included in a high, medium, or adjacent zone.

Other



# Participant Dwelling and Homeownership Profile

The 2022 study is composed mostly of single-family detached homes – Total 2022 profile is similar to 2020.



NOTE: Question wording change in 2022 for S6a  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 S6a. Which of the following best describes your primary residence?/ S9. Do you own or rent your primary residence?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Participant Dwelling and Homeownership Profile

Nearly all of those in single-family detached homes are homeowners. Within High-Risk areas, there are more who own their home outright and fewer with a mortgage in 2022.



Base: Single-family residence detached, 2022- Total/High/Mid/Other (n=3134/898/1936/225); 2020- Total/High/Mid (n=2780/956/1253)  
 S9. Do you own or rent your primary residence?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



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# Risk Zone Analysis



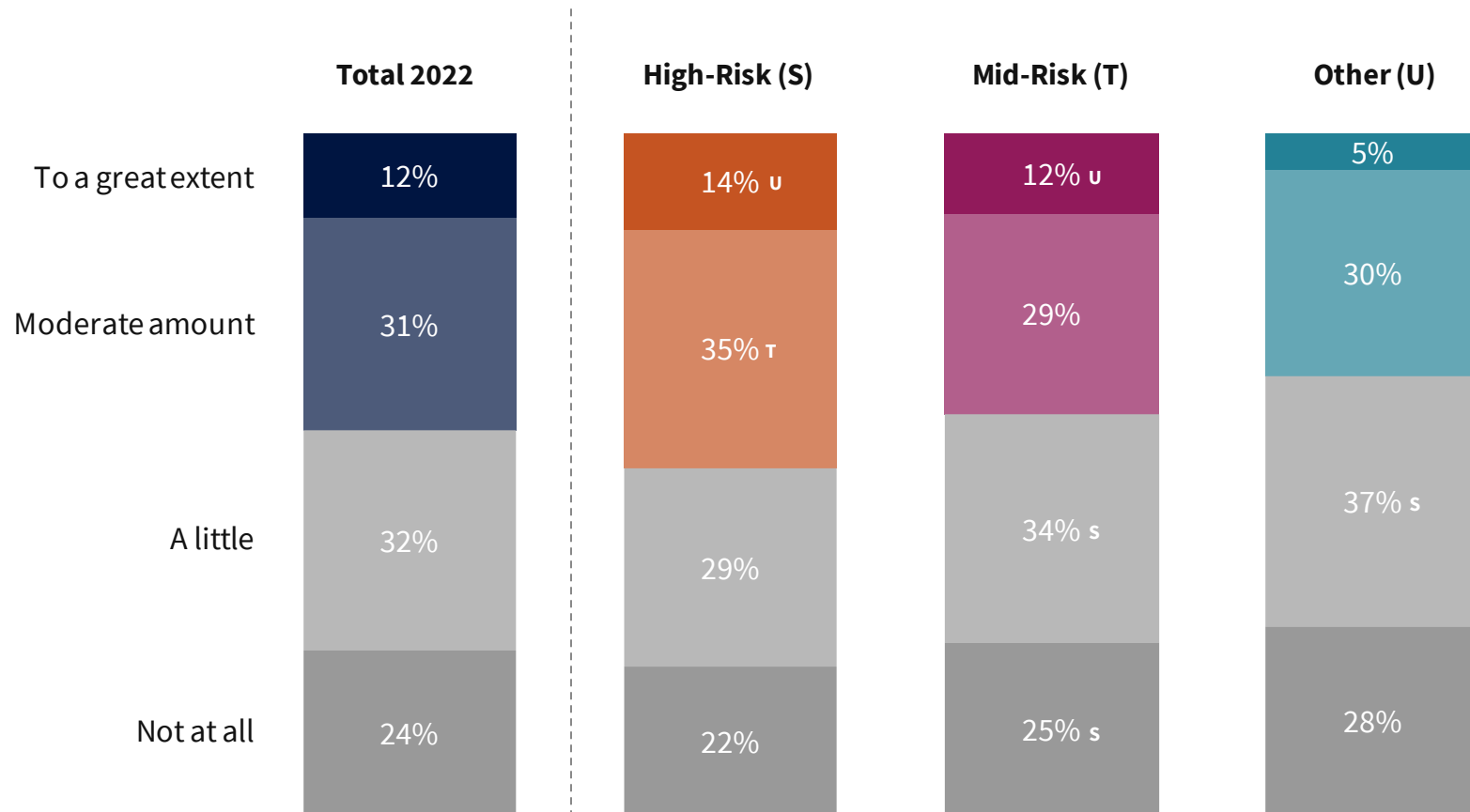
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# Overall View on Climate



# Impact of Climate-Related Events Past 5 Years

Over 40% say they have been at least moderately impacted by climate-related events (e.g., strong storms, wildfires, and drought) over the past five years.



**NOTE:**  
 Throughout report no comparisons to 2020 for questions:  
 • New in 2022  
 • With wording changing

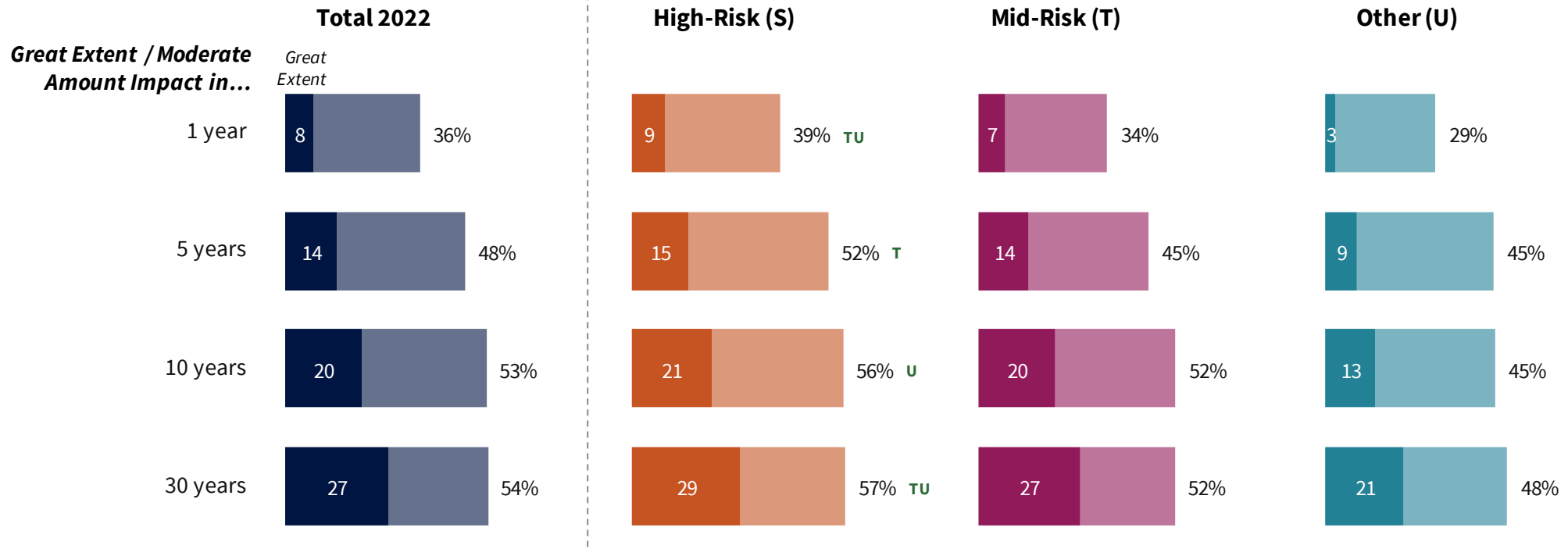
NOTE: New question in 2022  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292); DK removed  
 Q70. To what extent do you believe you have been impacted by climate-related events (e.g., strong storms, wildfires, drought) past 5 years?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Impact of Climate-Related Events in Future

About half anticipate a *moderate* or *great* impact from climate-related events in the next 5 years, with slightly more indicating so for High-Risk vs. Mid-Risk areas.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

Q71. And how much do you think climate-related events (e.g., strong storms, wildfires, drought) will impact you personally in the next... (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Concern with Climate-Related Events

High-Risk respondents express more concern over strong winds, hurricanes, tornadoes, and flooding, while Mid-Risk have more concern for oppressive heat, drought, and wildfires.



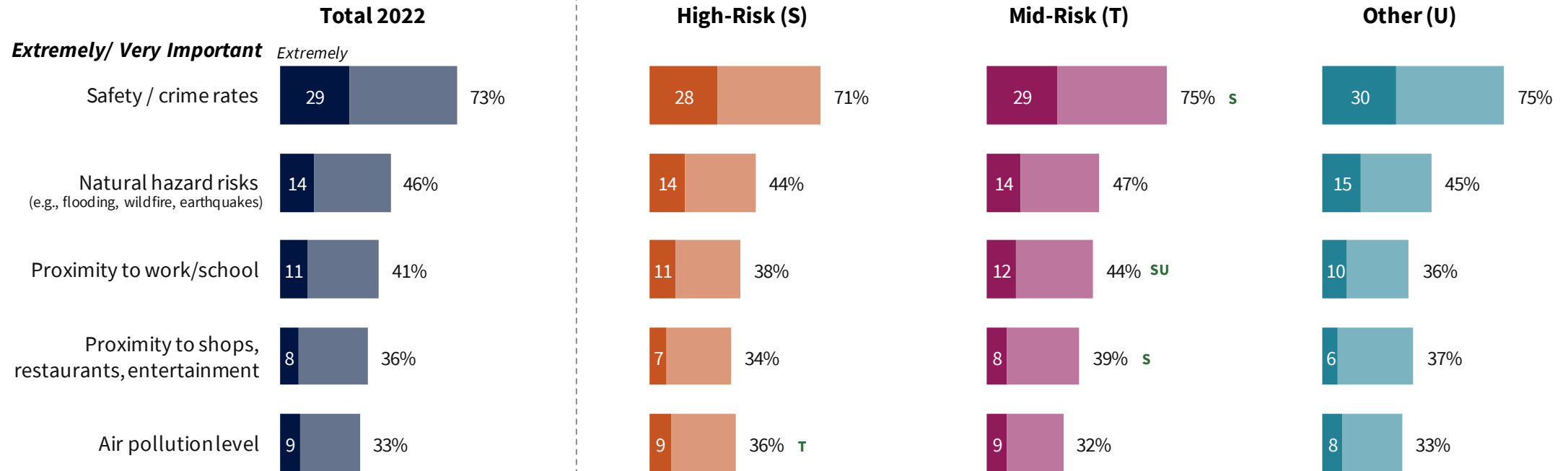
NOTE: New question in 2022  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q72. How concerned are you with each of these climate-related events? (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Importance in Selecting Residence Location

A large majority of consumers value safety when selecting a residence, and nearly half of consumers also consider natural hazard risks.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

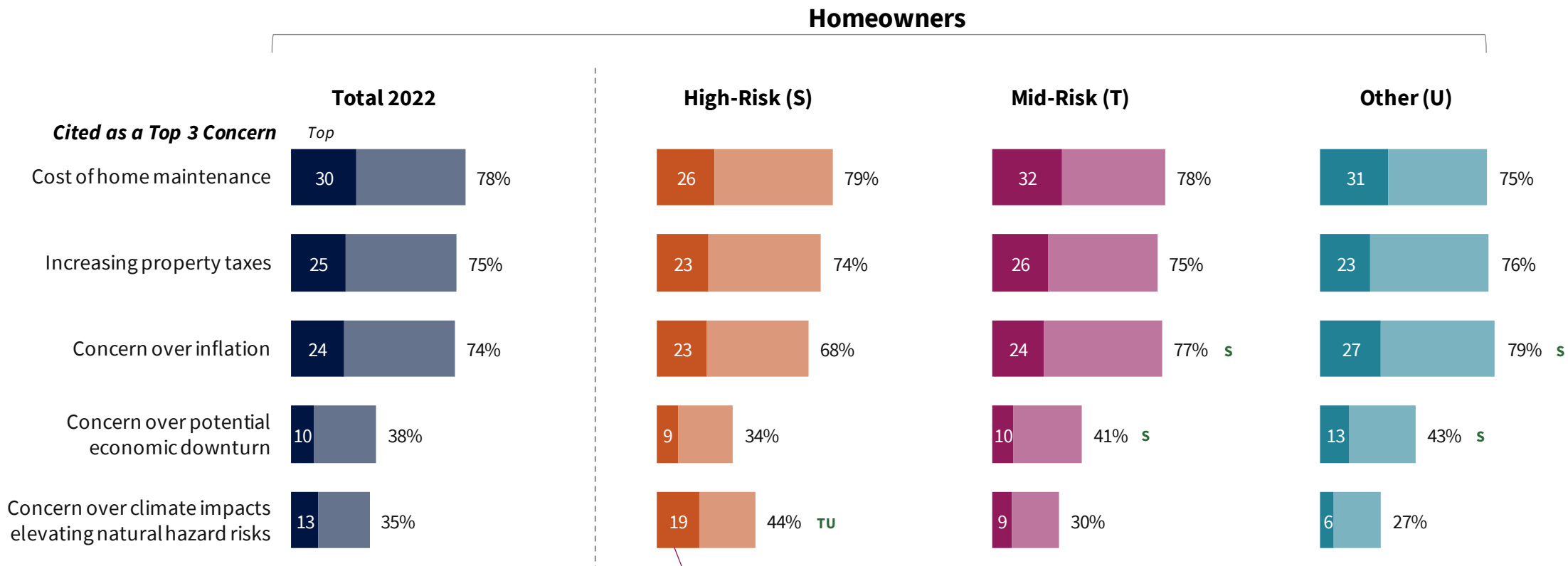
Qa. Back when you [purchased / rented] your primary residence, how important were the following factors in your decision on the location? (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Homeownership Stressors

High-Risk homeowners are slightly more likely to cite climate impacts as a concern, but still focus on home maintenance, property taxes, and inflation.



Top concern for 1 in 5 homeowners in High-Risk Zones

NOTE: New question in 2022

Base: 2022- Homeowners, Total (n=3263); High-Risk(n=940); Mid-Risk (n=1987); Other (n=255)

Qb. Please rank the following five items from what you find most stressful about owning your home to least stressful about owning your home.

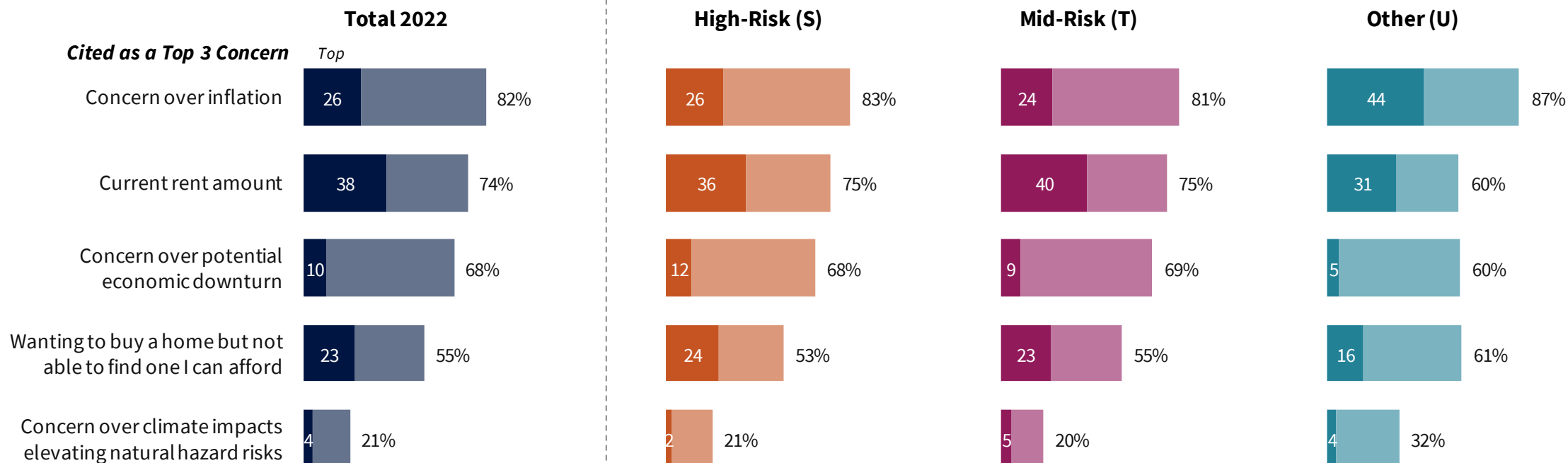
**Letter** denotes significant difference (95% CL); No stat testing against Total



# Renting Stressors

Renters are most concerned with rent amount, inflation, and homeownership affordability. Climate impact concerns are less prevalent across risk zones.

## Renters



NOTE: New question in 2022

Base: 2022- Renters, Total (n=725); High-Risk (n=237); Mid-Risk (n=442); Other (n=37)

Qc. Please rank the following five items from what you find most stressful renting your home right now to least stressful.

**Letter** denotes significant difference (95% CL);  
No stat testing against Total

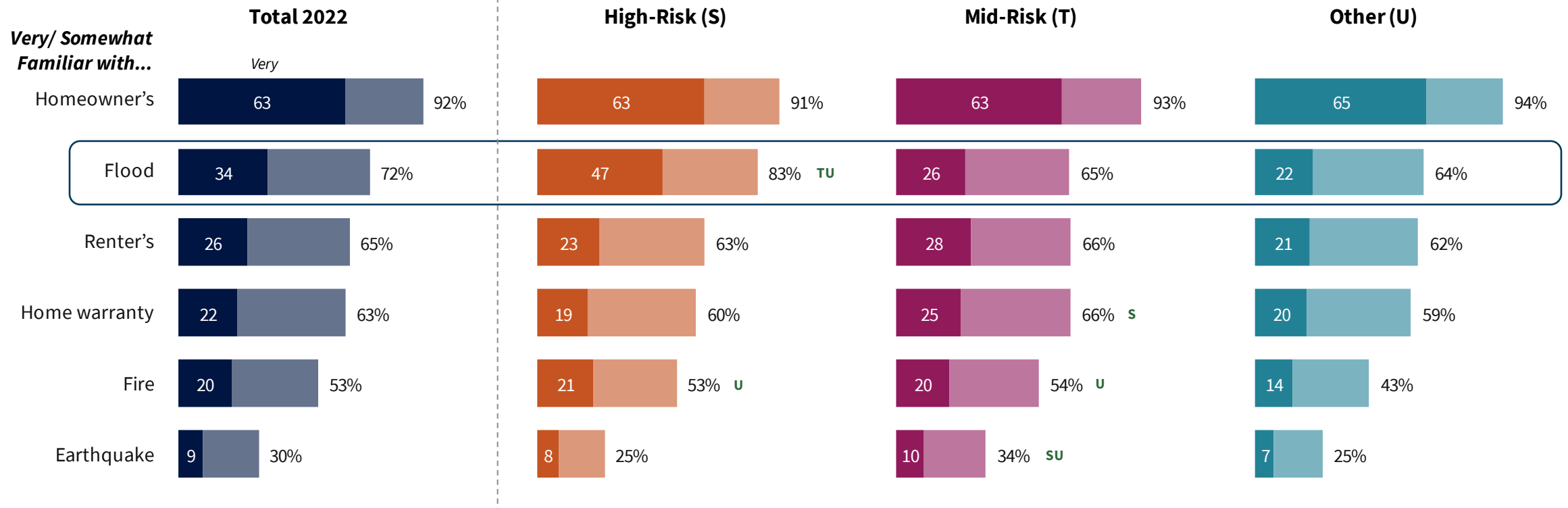


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# Insurance Familiarity

# Familiarity with Types of Insurance

Those living in High-Risk areas are most familiar with flood insurance.



NOTE: Scale wording change and attribute addition in 2022; trending not applicable  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q1. How familiar are you with the following types of insurance? (4 pt. scale)

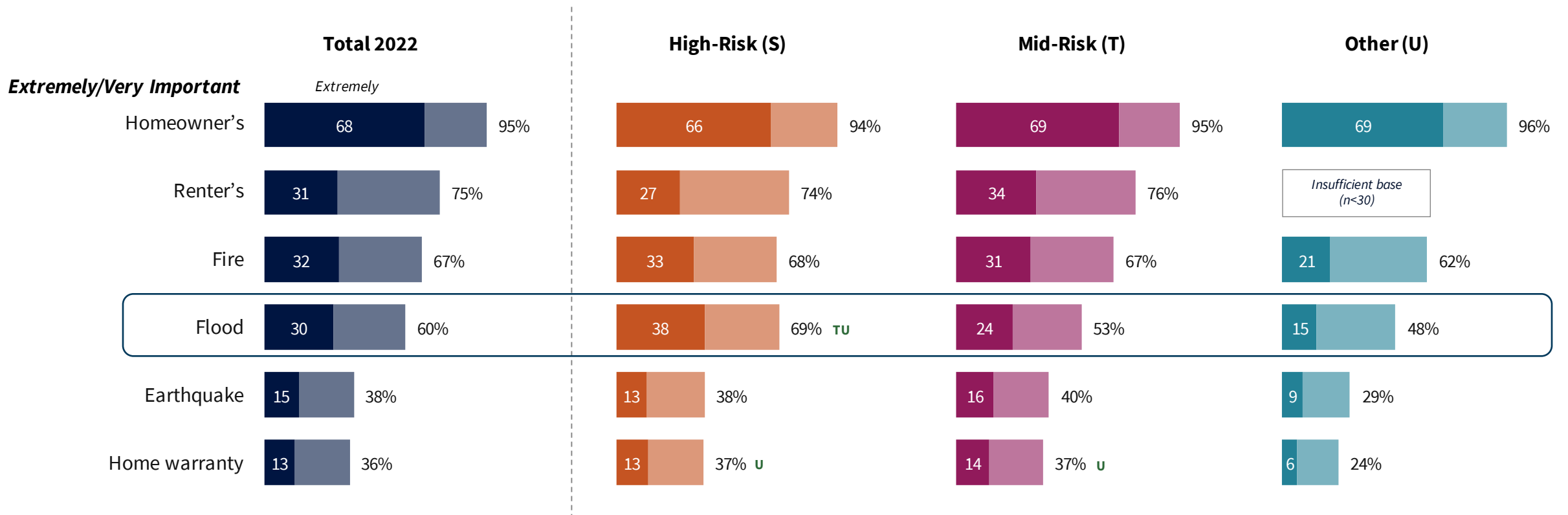
**Letter** denotes significant difference (95% CL);  
 No stat testing against Total





# Importance of Insurance Types

Similarly, High-Risk respondents also place more importance on flood insurance.



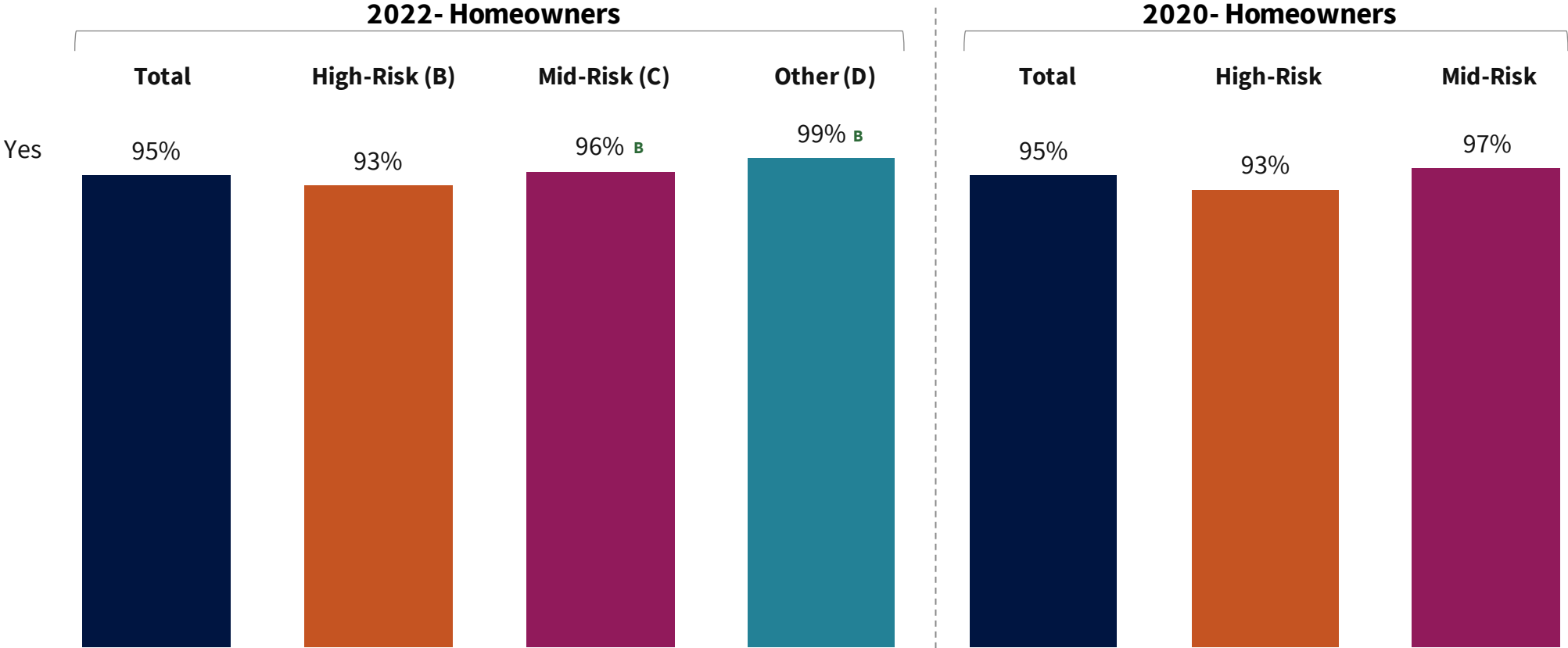
NOTE: Attribute addition in 2022; trending not applicable  
 Base: 2022-Varies based on being very/somewhat familiar with type; responses n>30 are shown  
 Q2. How would you rate the importance of each of the following types of insurance? (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Currently Have Homeowner's Insurance

Similar to 2020, nearly all homeowners say they have homeowner's insurance.



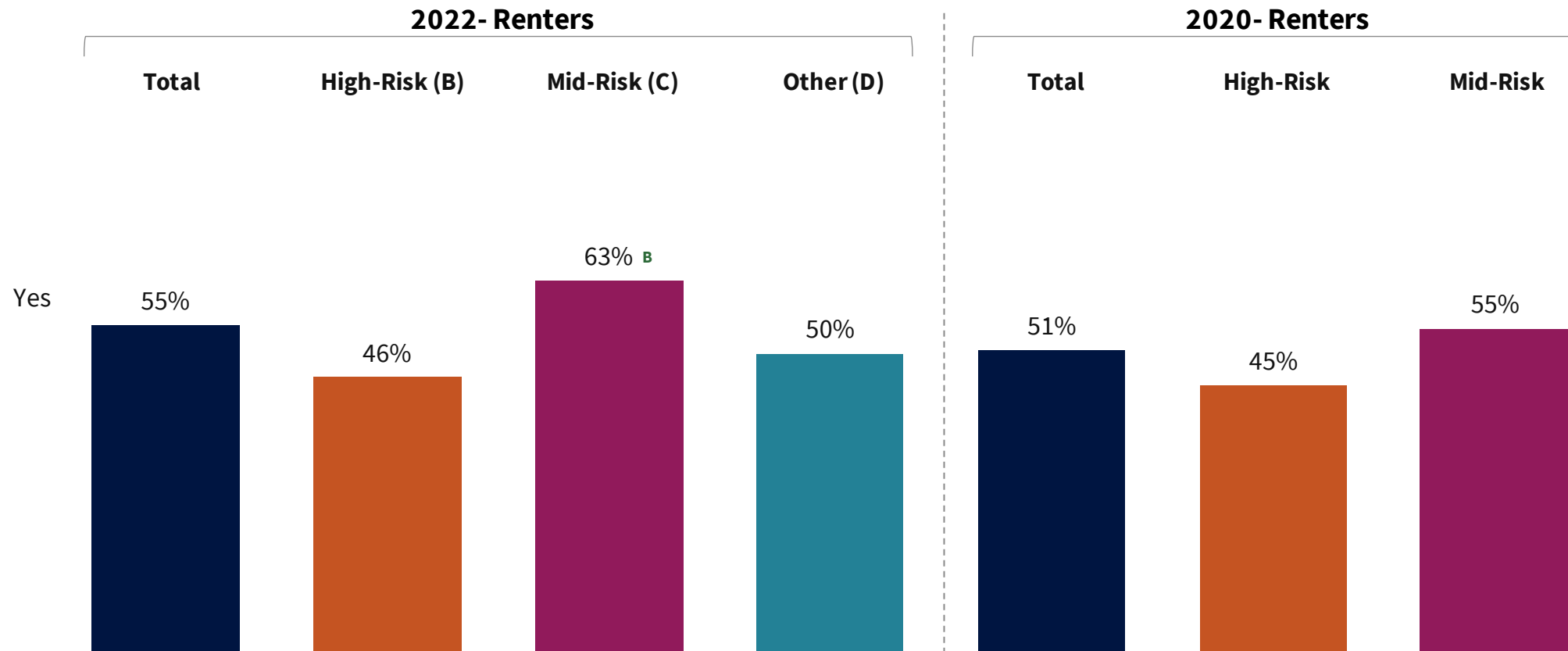
Base: 2022- Homeowners, 2022- Total/High/Mid/Other (n=3222/926/1964/251); 2020- Total/High/Mid (n=3001/1023/1352); DK removed  
 Q3. Do you currently have [homeowner's or renter's] insurance?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Currently Have Renter's Insurance

Only half of renters say they have renter's insurance, consistent with 2020. Mid-risk renters are a bit more likely than high-risk renters to have renter's insurance.



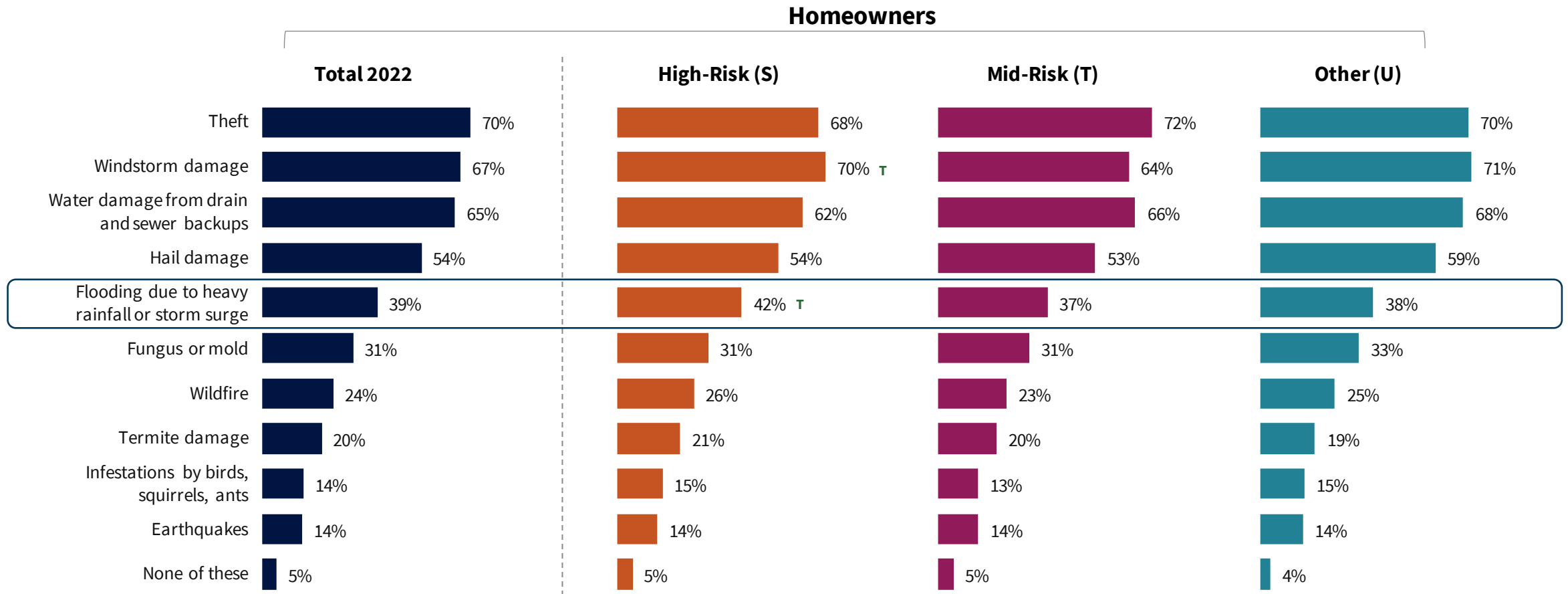
Base: 2022- Renters, 2022- Total/High/Mid/Other (n=698/227/425/37); 2020- Total/High/Mid (n=477/170/224); DK removed  
Q3. Do you currently have [homeowner's or renter's] insurance?

Letter denotes significant difference among 2022 risk segment (95% CL);  
Arrow indicates higher/lower than 2020 for same risk segment



# Perceived Coverages for Homeowner's Insurance

About 40% of those with homeowner's insurance believe their policy covers flooding that is caused by heavy rainfall or storm surge.



NOTE: New question in 2022; Multiple response; could add to >100%

Base: 2022- Homeowners w/ insurance, Total (n=3110); High-Risk (n=876); Mid-Risk (n=1907); Other (n=248)

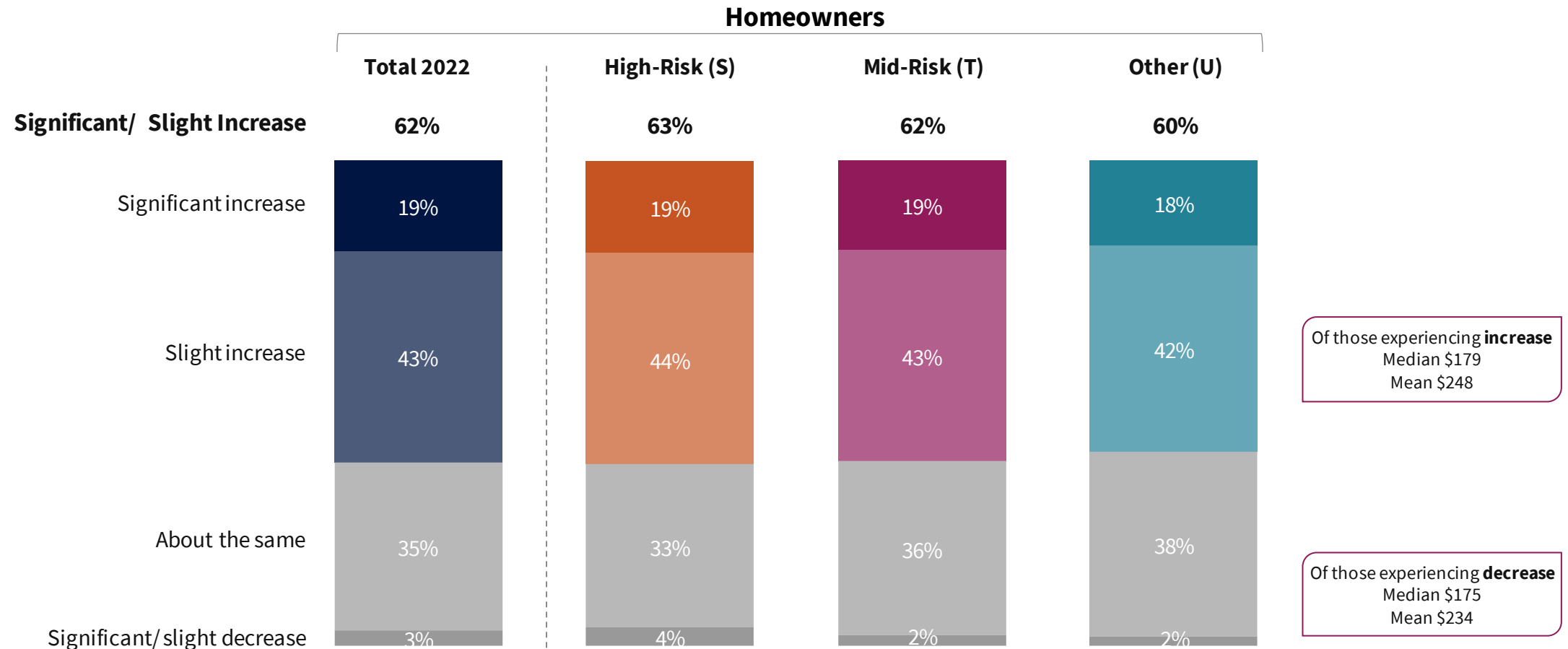
Q3a. You mentioned that you have homeowner's insurance. To the best of your knowledge, what type of damage does your homeowner insurance cover?

† denotes significant difference (95% CL);  
No stat testing against Total



# Changes to Homeowner's Insurance Premiums

Most homeowners are noticing at least a slight increase to their homeowner's insurance premiums – and about 20% consider that increase to be “significant.”



NOTE: New question in 2022

Base: 2022- Homeowners w/ insurance, Total (n=3110); High-Risk (n=876); Mid-Risk (n=1907); Other (n=248); Total, experiencing decrease (n=89)

Q3b. To the best of your knowledge, how has your [homeowner's/renter's] insurance premium changed versus last year?

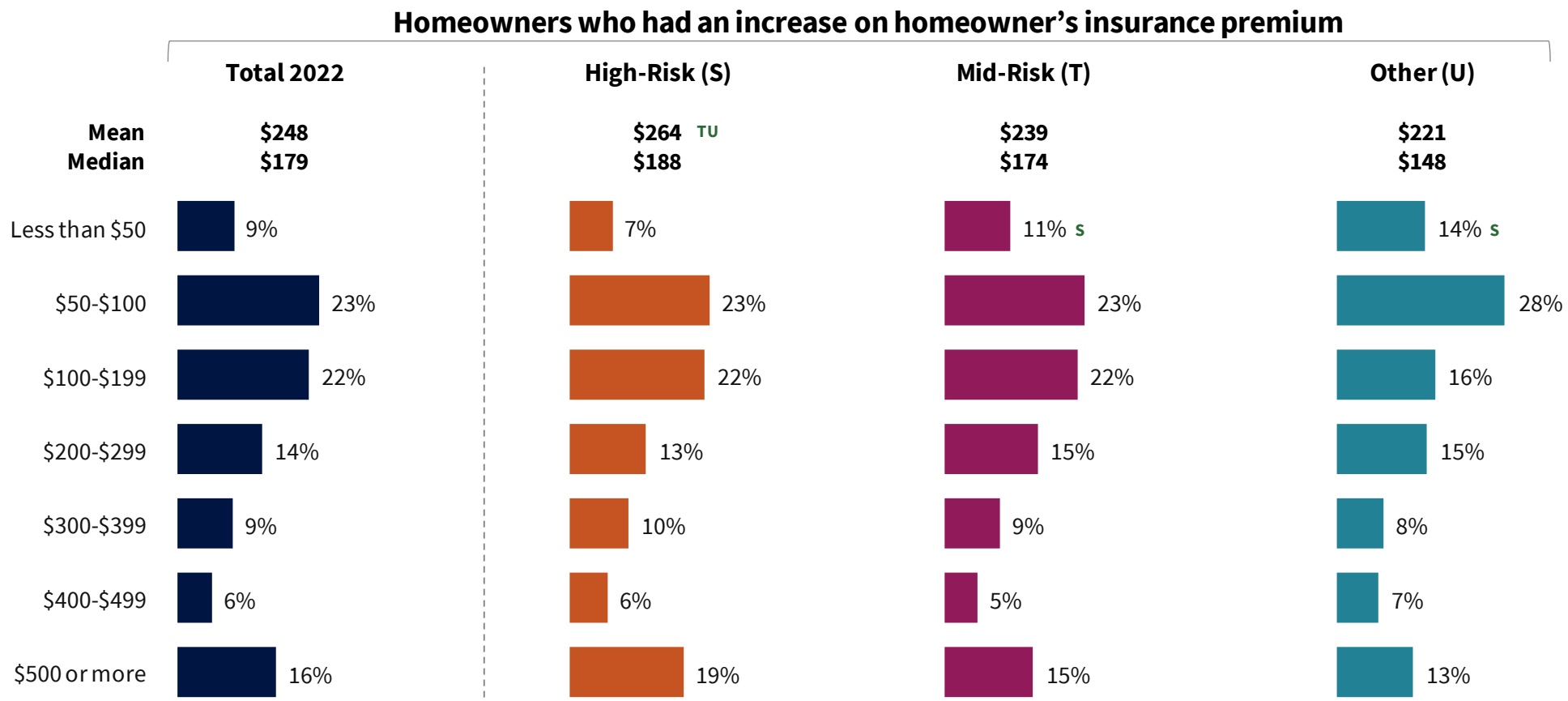
Q3c. How much has your annual [homeowner's/renter's] insurance premium [decreased] versus last year?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Amount of Increase on Homeowner's Insurance

Almost half reported an increase of \$50-\$199 among those whose home insurance premium has increased, with those in High-Risk reporting a higher increase.



NOTE: New question in 2022

Base: 2022- Homeowners, saw increase on insurance premium, Total (n=1936); High-Risk (n=556); Mid-Risk (n=1170); Other (n=155)

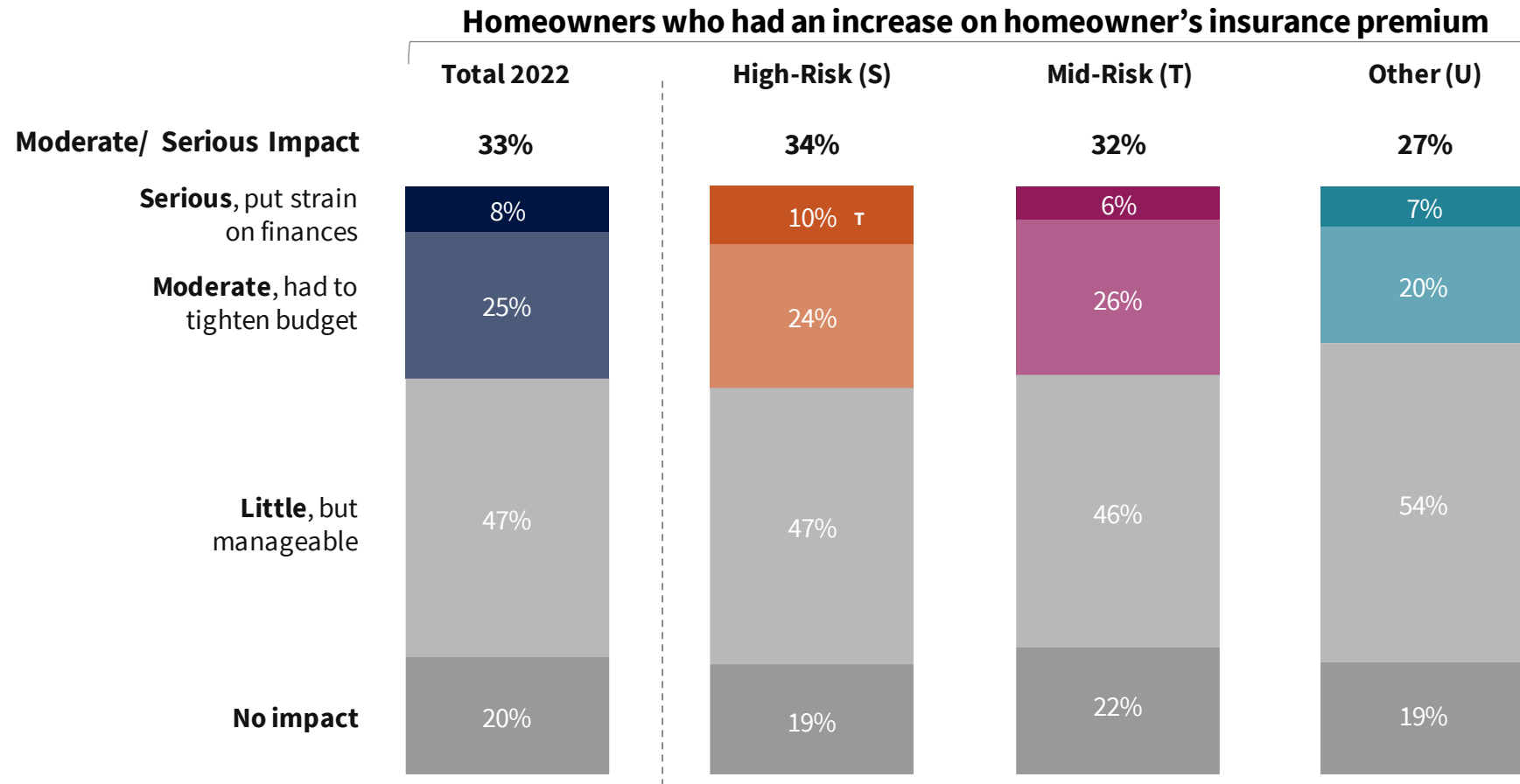
Q3c. How much has your annual [homeowner's/renter's] insurance premium [increased] versus last year?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Impact of Homeowner Insurance Premium Increase

About a third of those reporting homeowner's insurance premium increases say the increases are having at least a moderate impact on household finances.



NOTE: New question in 2022

Base: 2022- Homeowners, saw increase on insurance premium, Total (n=1936); High-Risk (n=556); Mid-Risk (n=1170); Other (n=155)

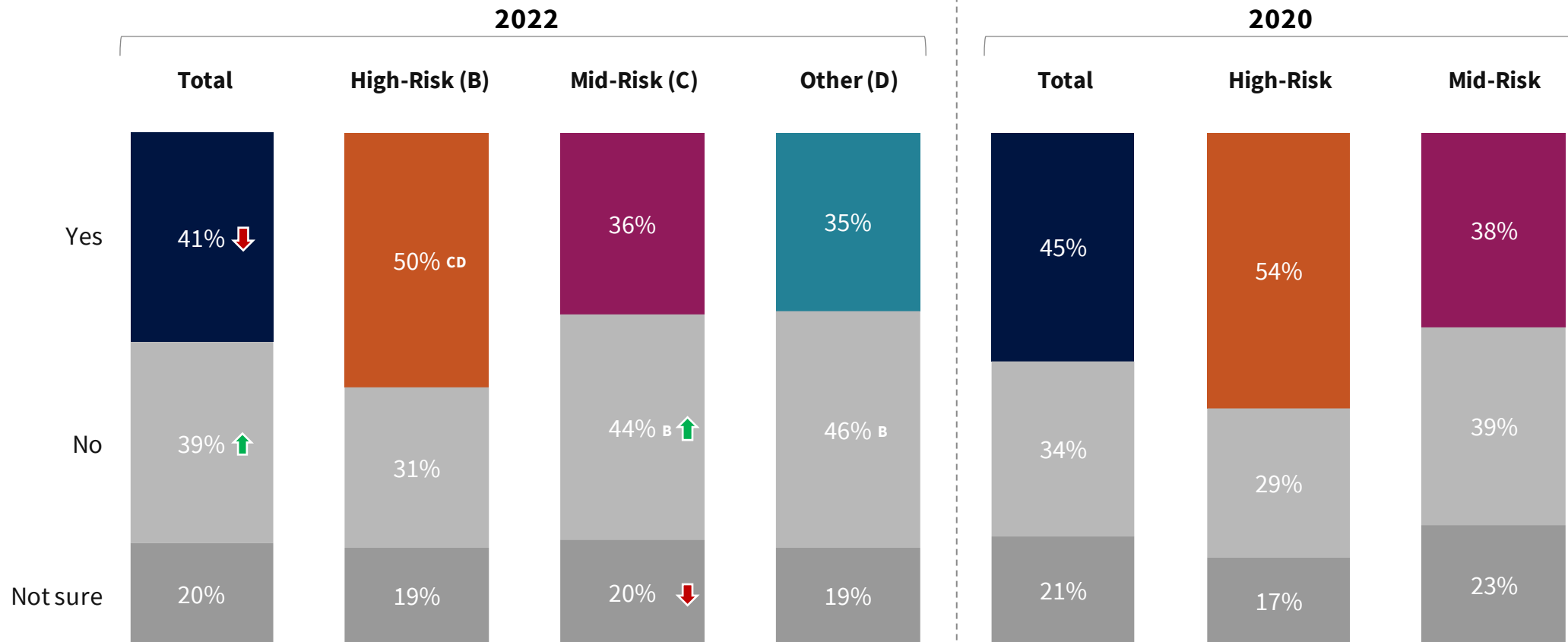
Q3d. What type of impact is the increase in [homeowner's/renter's] insurance premium having on your household finances?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Aware of National Flood Insurance Program (NFIP)

Overall, NFIP Awareness has slipped slightly since 2020. High-Risk respondents are more aware of NFIP than Mid-Risk and others.



NOTE: Question wording change in 2022

Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)

Q22. Are you aware of the National Flood Insurance Program (NFIP), which is administered by FEMA?

Letter denotes significant difference among 2022 risk segment (95% CL); Arrow indicates higher/lower than 2020 for same risk segment



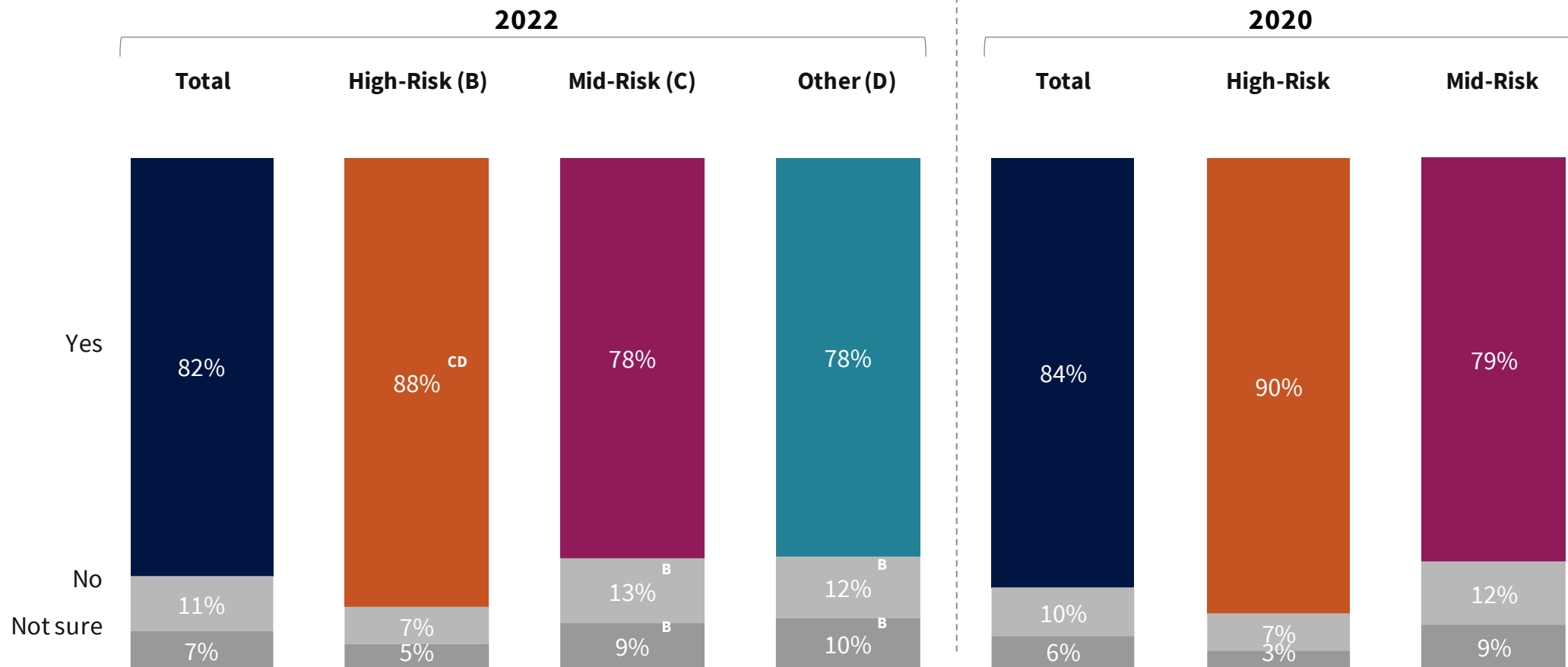


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# Flood Zone Knowledge and Personal Flood Experience

# Aware of FEMA Identifying Flood Risk Zones

Similar to 2020, the awareness of FEMA's role in identifying flood risk zones and mapping those areas is high, especially in High-Risk zones.



NOTE: Lead in wording change in 2022

Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)

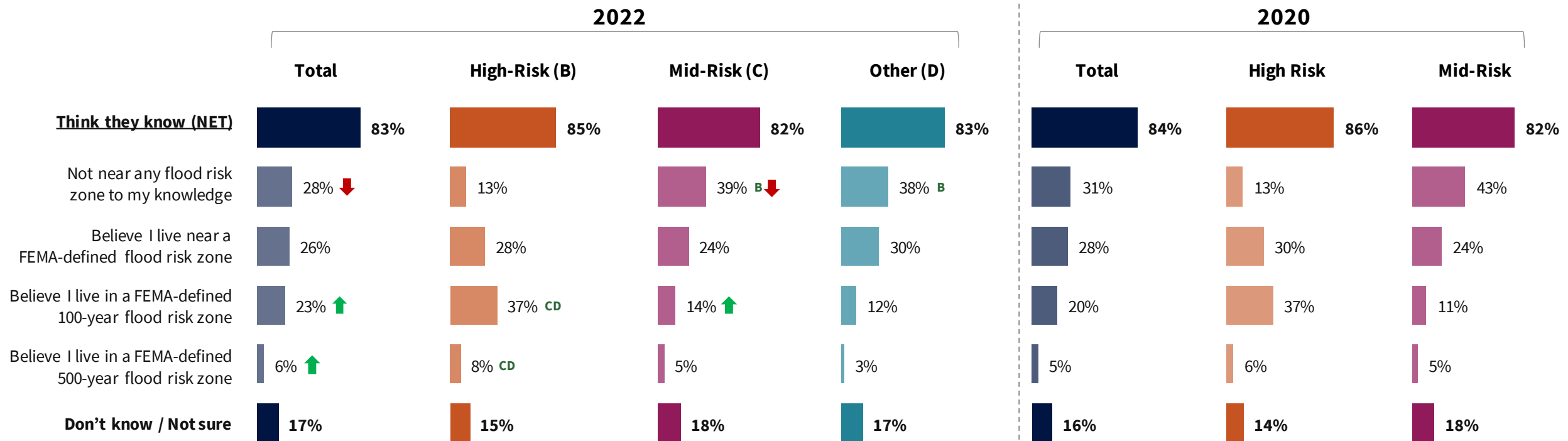
Q4. Are you aware that FEMA (Federal Emergency Management Agency) identifies flood risk zones and maps those areas?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**Arrow** indicates higher/lower than 2020 for same risk segment



# Flood Risk Zone (Self-Reported)

Similar to 2020, most respondents believe they know which zone they are in. However, only 37% in High-Risk zones correctly identify their risk zone, and 39% in Mid-Risk zones do not believe that they are near any flood risk area.



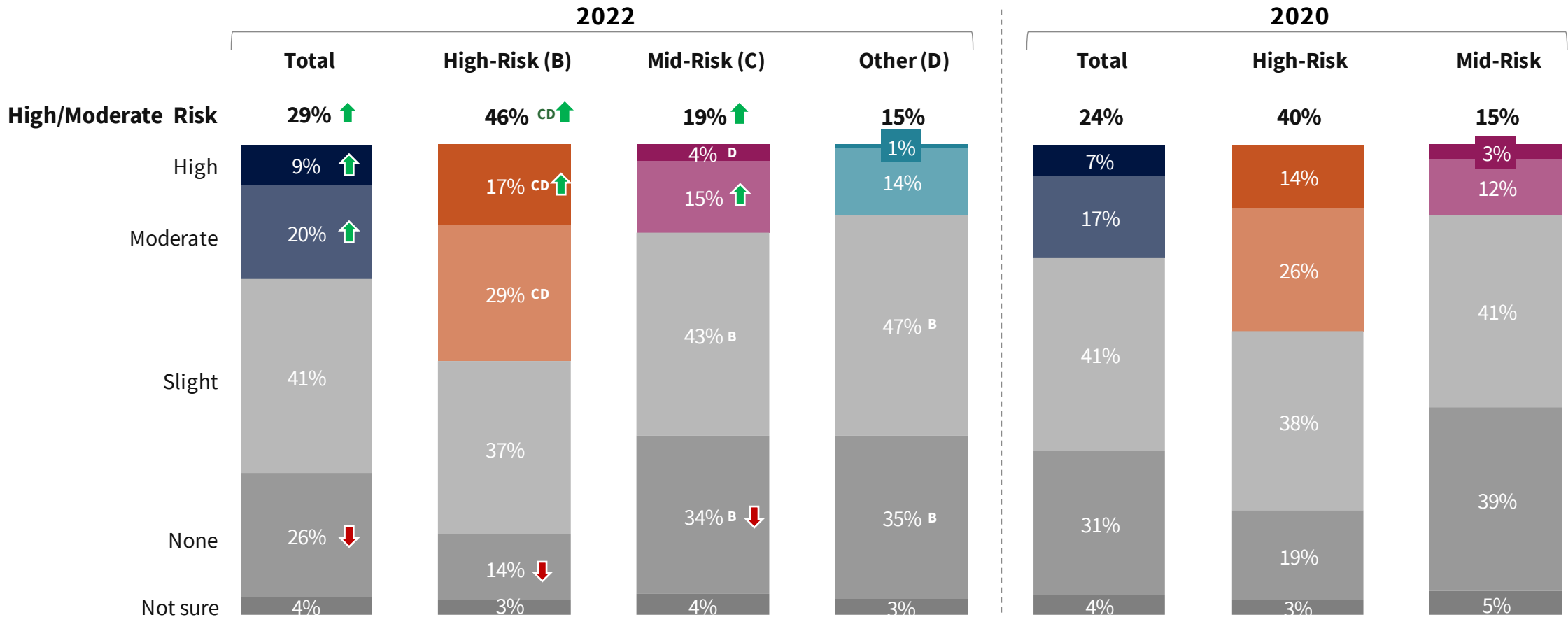
NOTE: Question and attribute wording change in 2022  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q5. To the best of your knowledge, in which flood risk zone as defined by FEMA is your residence located?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Estimated Risk For Flooding at Current Residence

In 2022, slightly more respondents across risk zones estimated high or moderate flooding risk for their residence, particularly those living in High-Risk areas.



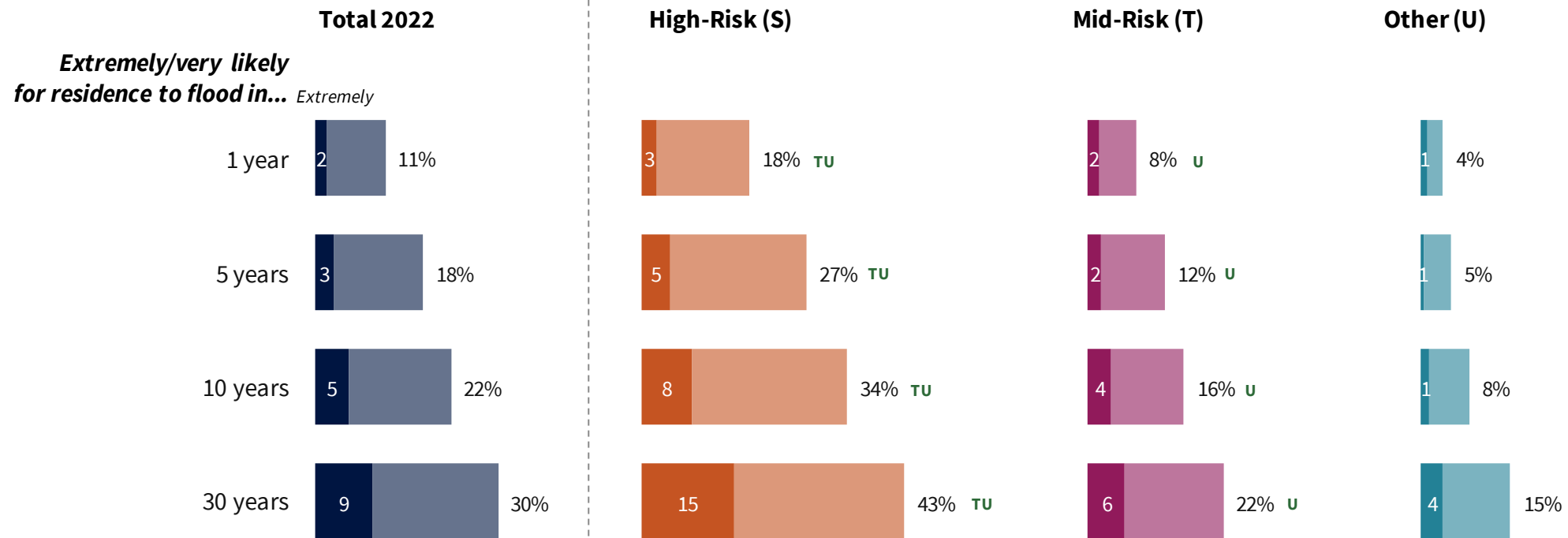
Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q6b. To what extent is your current residence at risk for flooding?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Likelihood of Flooding in the Future

High-Risk respondents are more likely to expect flooding at their residence in the future.



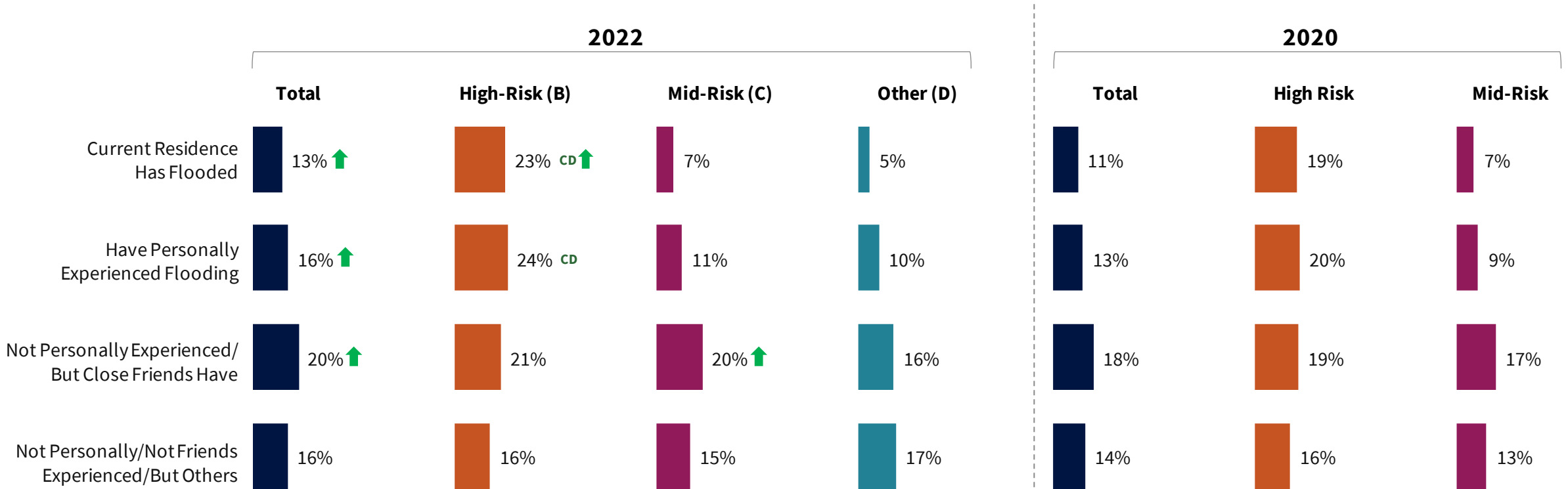
NOTE: Question structure change in 2022; trending not applicable  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q8. How likely do you think it will be for your residence to flood in the next... (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Personal Flood Experience

In 2022, slightly more respondents say they have experienced flooding themselves or among close friends.



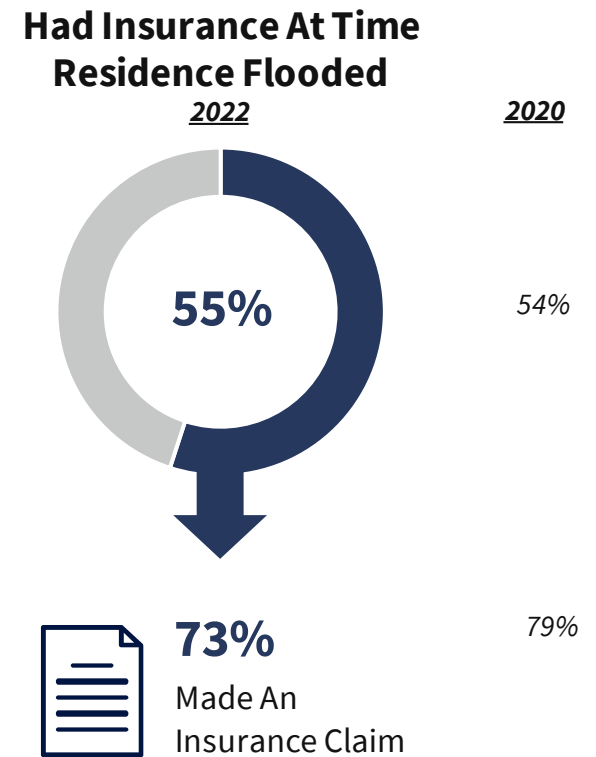
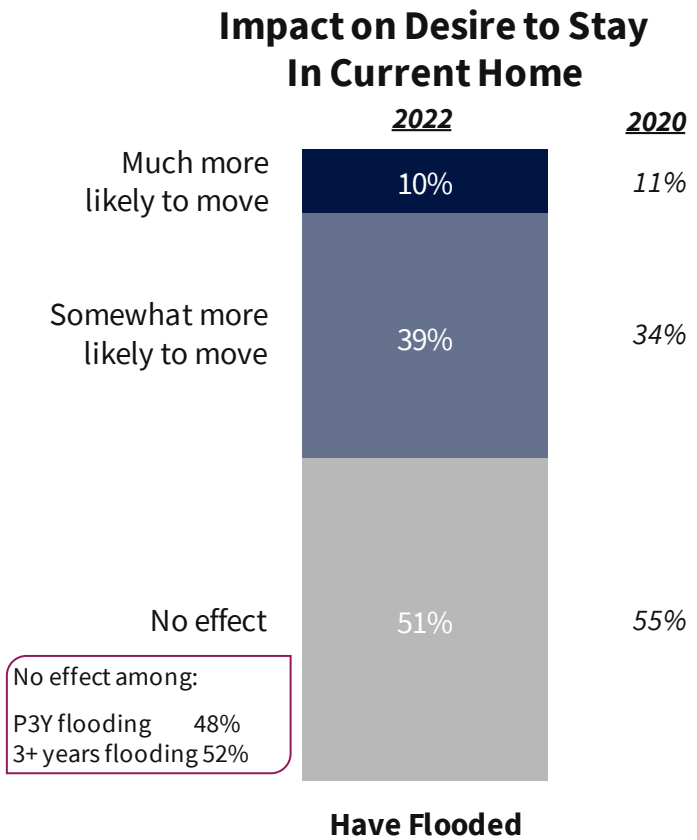
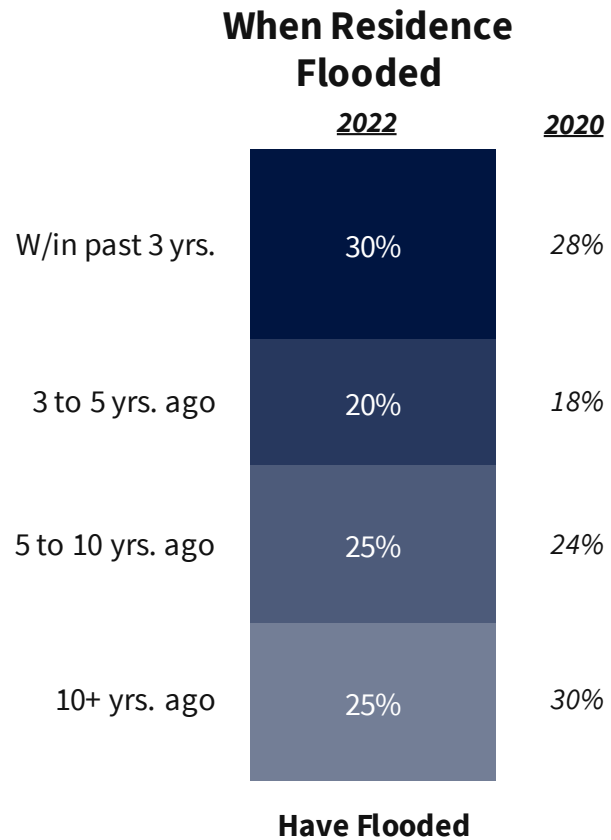
NOTE: Multiple response; could add to >100%; No experience not shown  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q40. What has been your personal experience regarding flooding?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Personal Flood Experience and Impact

The timing of experiencing flood at the current residence varies; about half reported the desire to stay in current home. Only half had flood insurance at the time of flooding and most of those made a claim.



Base: 2022/2020- Total- Have flooded (n=322/256); Had insurance when flooded (n=168/144)

Q41. How long ago did your residence flood? / Q50. What impact did the flooding at your current residence have on your desire to stay in your current home?

Q42. Did you have flood insurance at the time your residence flooded? / Q43. Did you make a claim against your flood insurance when your residence flooded?



# Flood Damage Responsibility

Insurance claim payout (~\$40k) and out-of-pocket portion (~\$8k) are consistent with 2020 reported levels, with about 1 in 5 saying they need to borrow money to cover their out-of-pocket expenses.

## Average How Much Each Paid (Among Those Have Flooded)



**\$40,545** 2020: \$39,145  
Flood Insurance  
(Had Insurance When Flooded)



**\$7,822** 2020: \$7,444  
Yourself

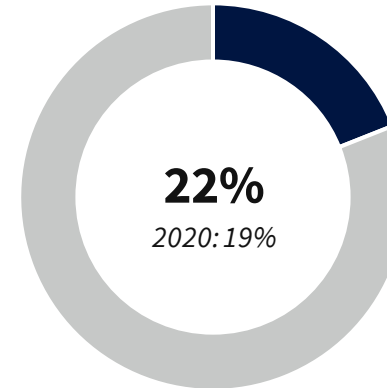


**\$1,940** ↓ 2020: \$3,957  
Special Government Program

More consistency **among those with recent flooding - past 3 years**

Special Gov't Program	
2022	\$1168
2020	\$744

## Borrowed Money From Lenders or Others (Among Those Paying Themselves)



Base: 2022/2020- Total- Had insurance when flooded (n=168/144); Have flooded (n=322/256); Paid personally (n=212/159)  
Q44. How much did each of the following pay for damage caused by the flood?  
Q45. How much, if anything, did you need to borrow from lenders or others to help you pay for the damage.

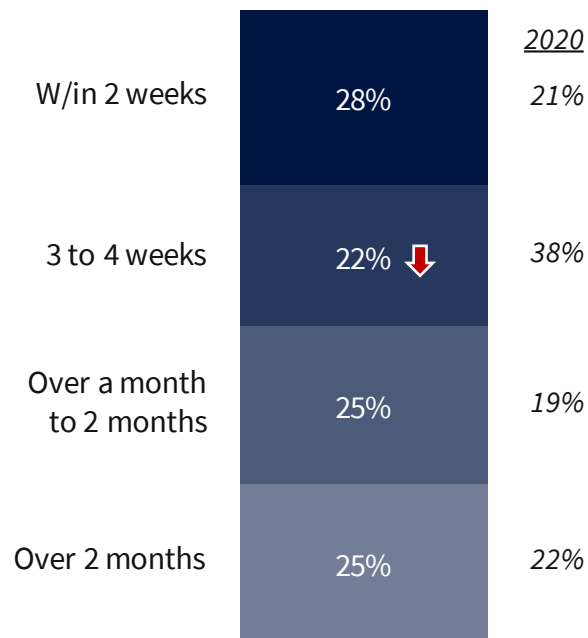




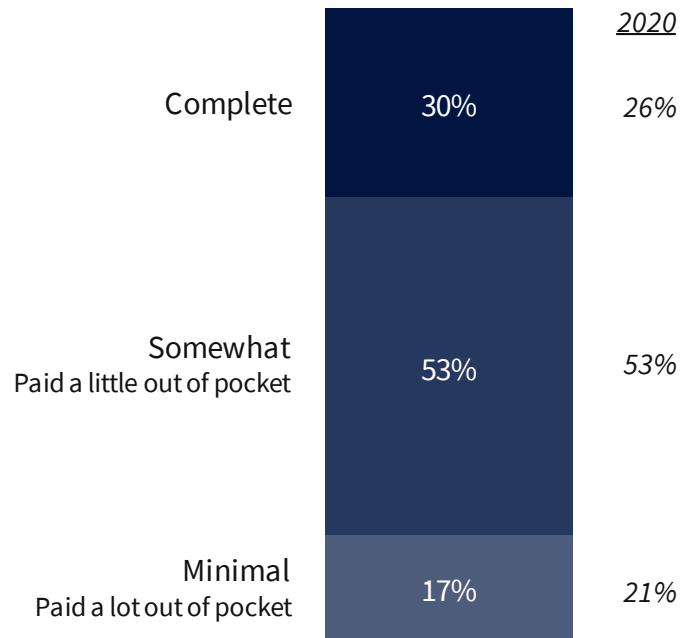
# Insurance Claim Experience

The time it took to collect money varied widely and most ended up paying at least partially out-of-pocket. Many thought the entire process was somewhat difficult.

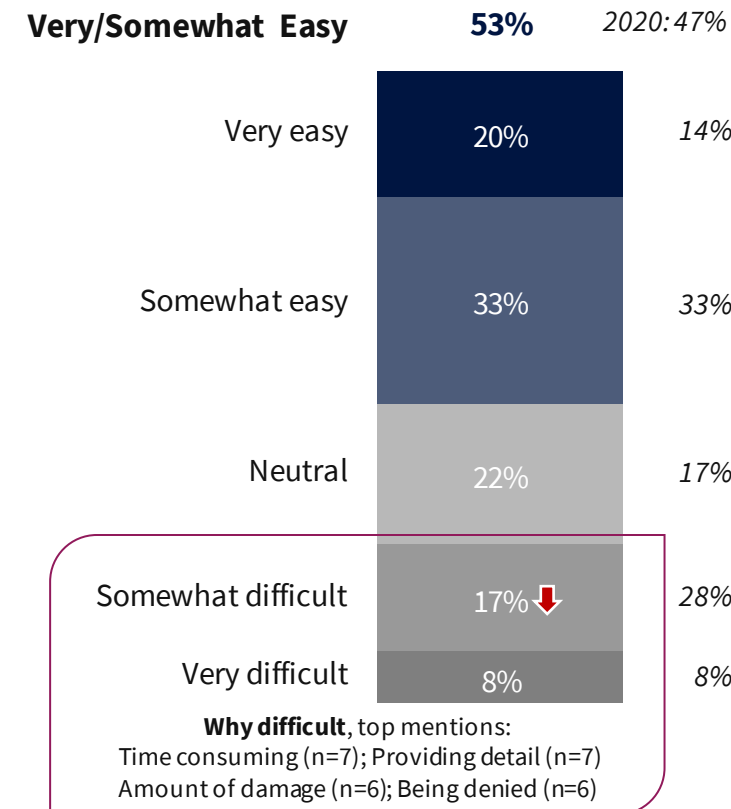
## Time It Took to Receive Money



## Payout Coverage of Damages/ Losses



## Ease of Filing & Collecting



Base: 2022/2020- Total- Filed claim (n=127/112); Very/somewhat difficult (n=28\*); \*Caution small base size

Q46. How long did it take to receive your flood insurance money after filing your insurance claim or government forms? / Q47. To what extent did your flood insurance payout cover your damages and losses?

Q48. How easy was it to file and collect on your flood insurance claim? / Q49. Please tell us why it was [SOMEWHAT/VERY DIFFICULT] to file and collect on your flood insurance claim. [OPEN-END]

↑ / ↓ Arrow indicates higher/lower than 2020

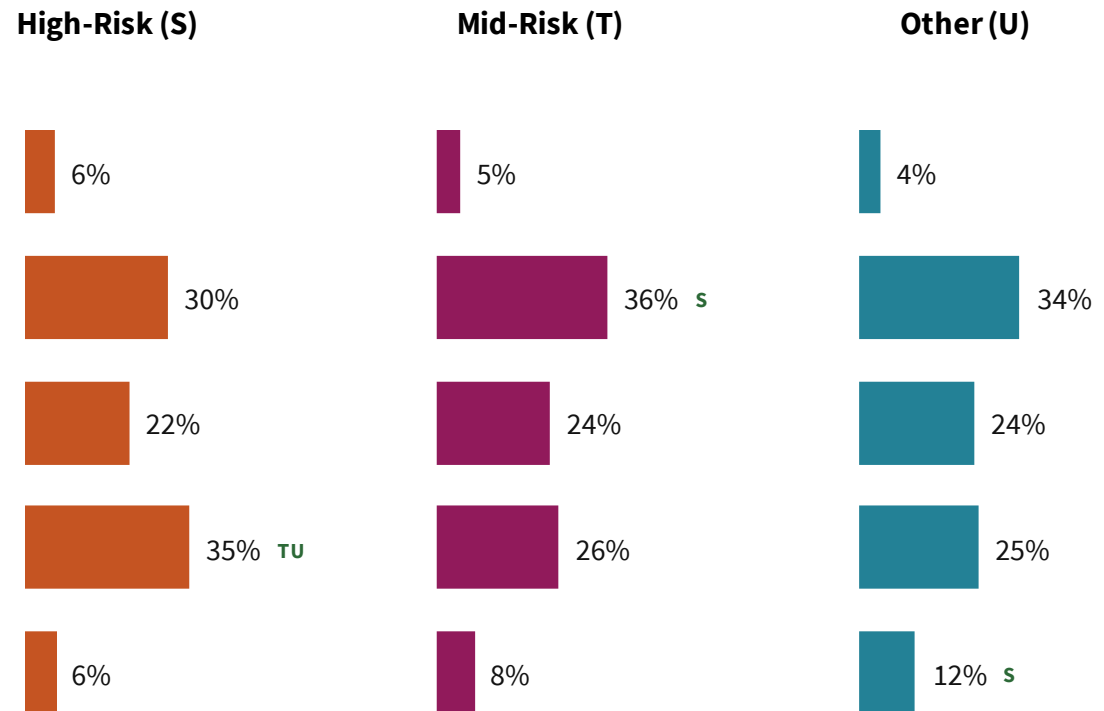
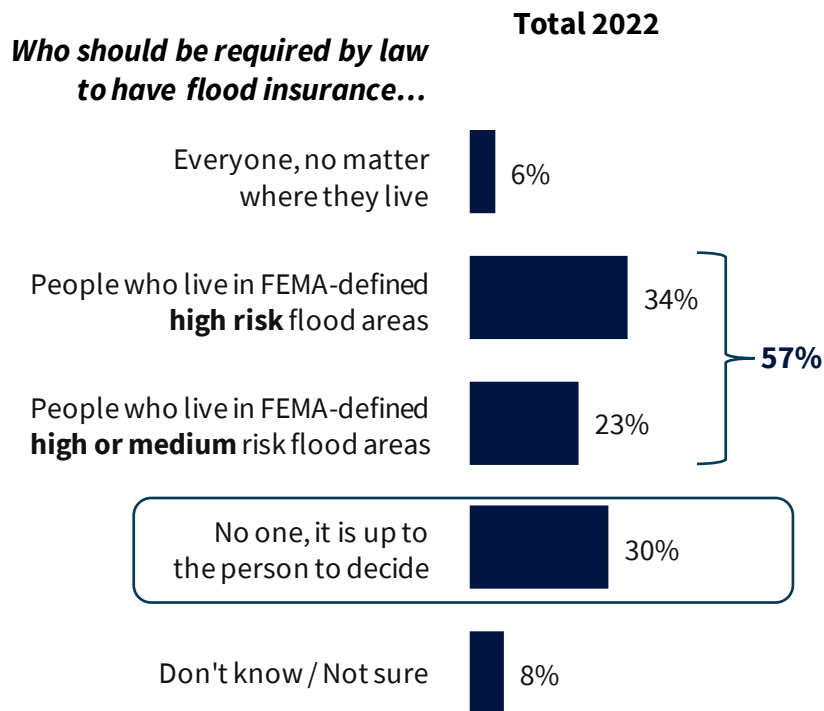


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# Flood Insurance Adoption

# Opinion on Flood Insurance Requirements

About 6 in 10 agree there should be mandatory flood insurance for people living in High-Risk areas. On the other hand, about 1 in 3 believe that this should be a personal choice.



NOTE: New question in 2022  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q16a. Which of the following best describes your opinion about flood insurance requirements?

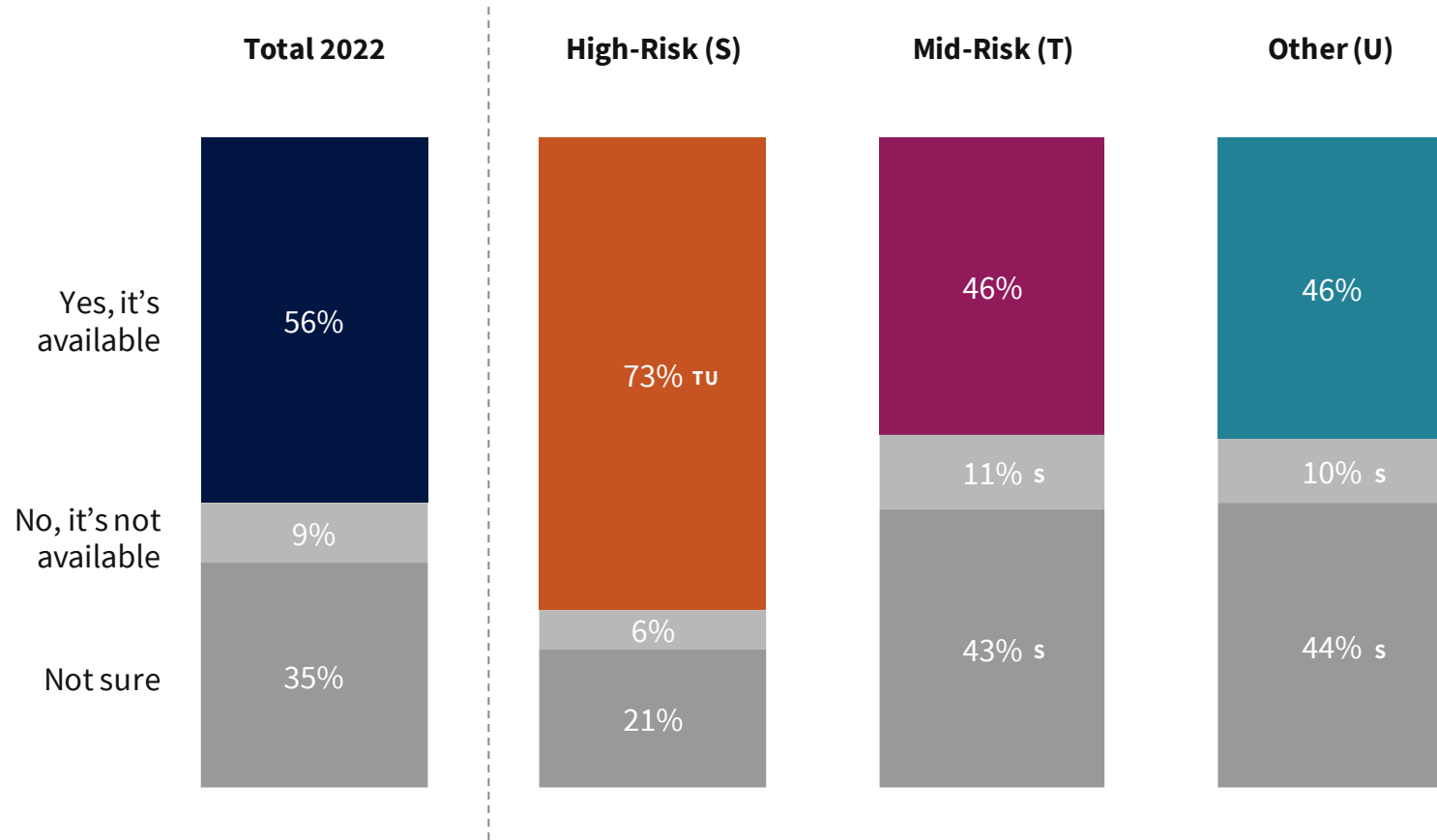
In 2020, question was simply should FI be mandatory in high-risk areas – 67% thought yes which is comparable to the 63% here in 2022.

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Flood Insurance Availability

Just over half say they are aware of the availability of flood insurance for their residence, and awareness is higher among High-Risk zones.



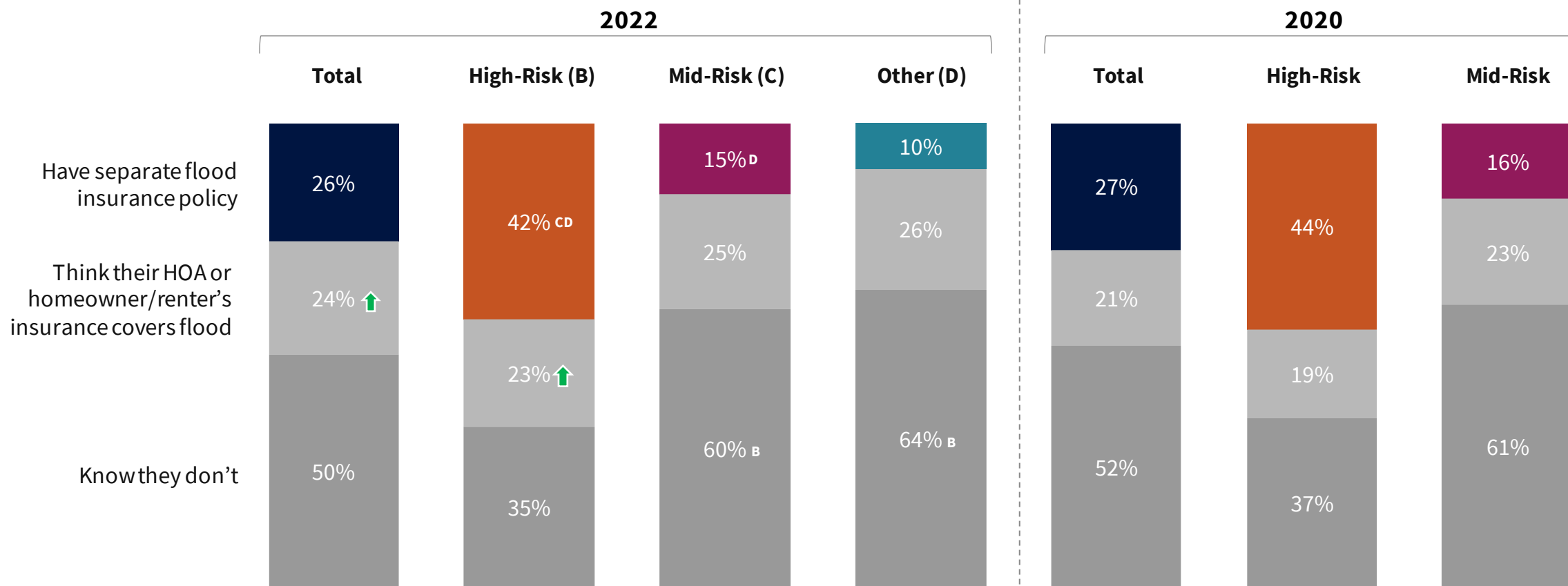
NOTE: Question wording change in 2022 (referred to “federal” flood insurance in 2020 and deleted this reference in 2022); trending not applicable  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q17. To the best of your knowledge, is flood insurance available for your residence?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Current Flood Insurance Situation

In 2022, those in High-Risk areas continue to be more apt to have flood insurance, with no major changes from 2020.



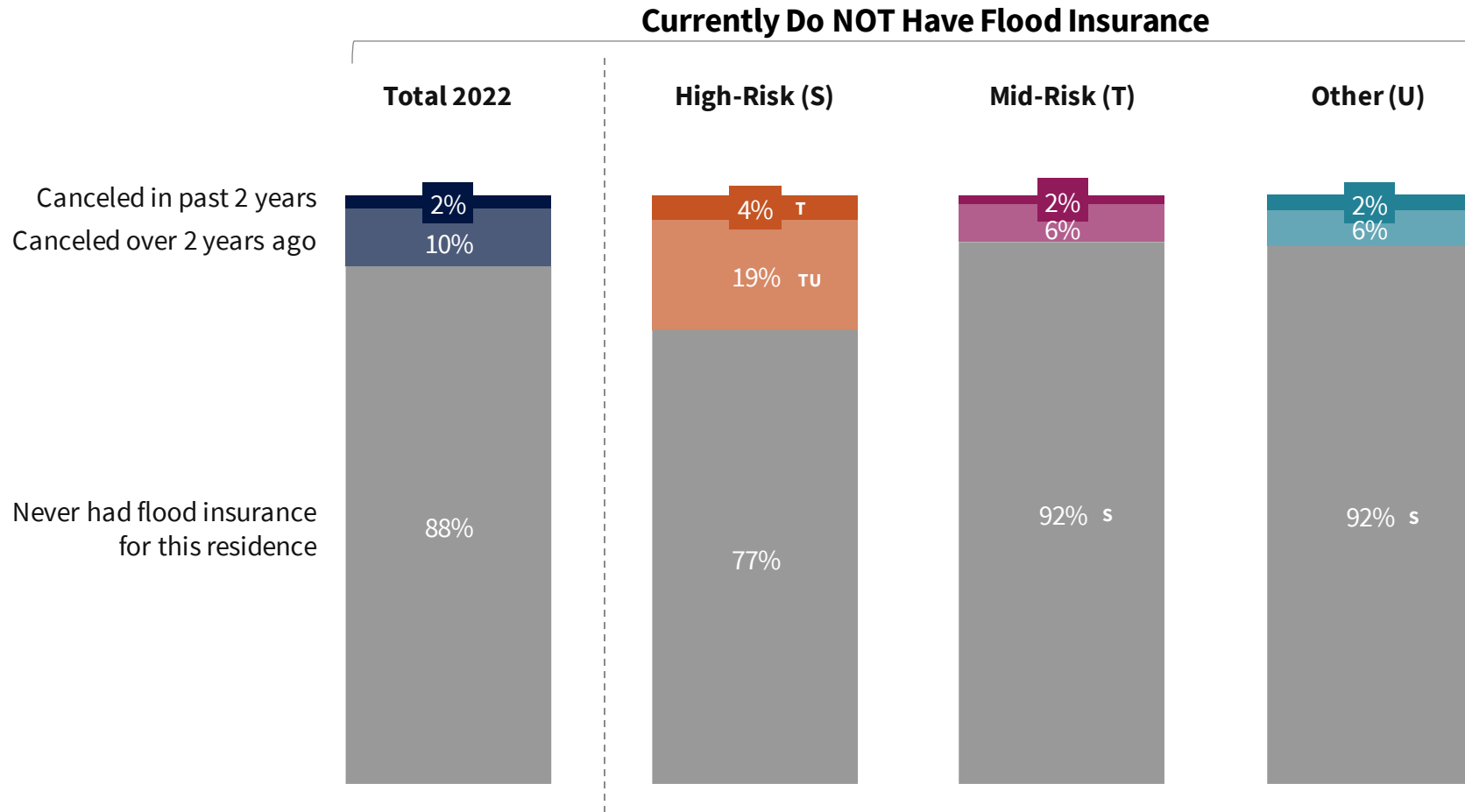
NOTE: Question wording change in 2022 – edits to flooding description  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q23. Which of the following statements describes your current situation regarding flood insurance?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**Arrow** indicates higher/lower than 2020 for same risk segment



# Ever Had Flood Insurance

Among those currently without a flood insurance policy, about 1 in 4 in High-Risk zones say they previously had a flood insurance policy but have cancelled it.



NOTE: New question in 2022

Base: 2022- Don't have flood insurance, Total (n=2142); High-Risk (n=404); Mid-Risk (n=1492); Other (n=195)

Q23a. Although you currently do not have a flood insurance policy, have you ever had flood insurance for your current residence?

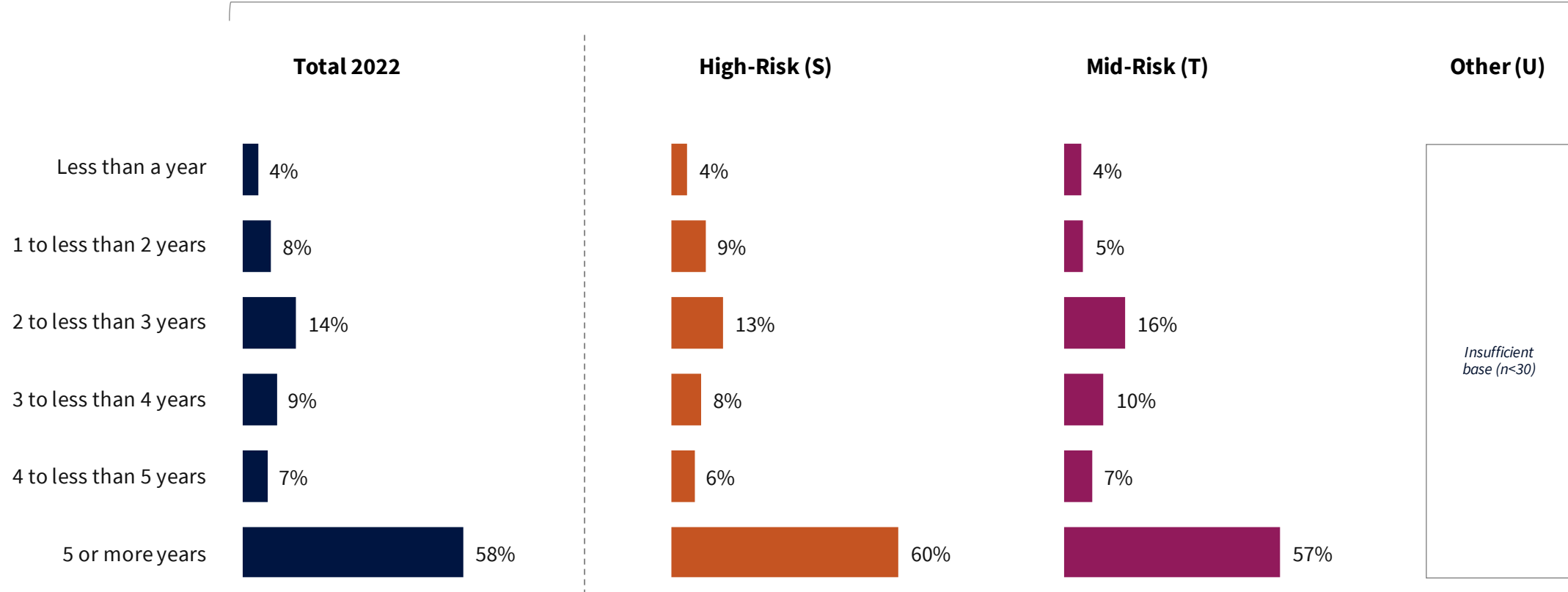
**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# How Long Have Had Flood Insurance

Among those with flood insurance, over half say they have had it for 5+ years.

## Currently Have Flood Insurance



NOTE: New question in 2022

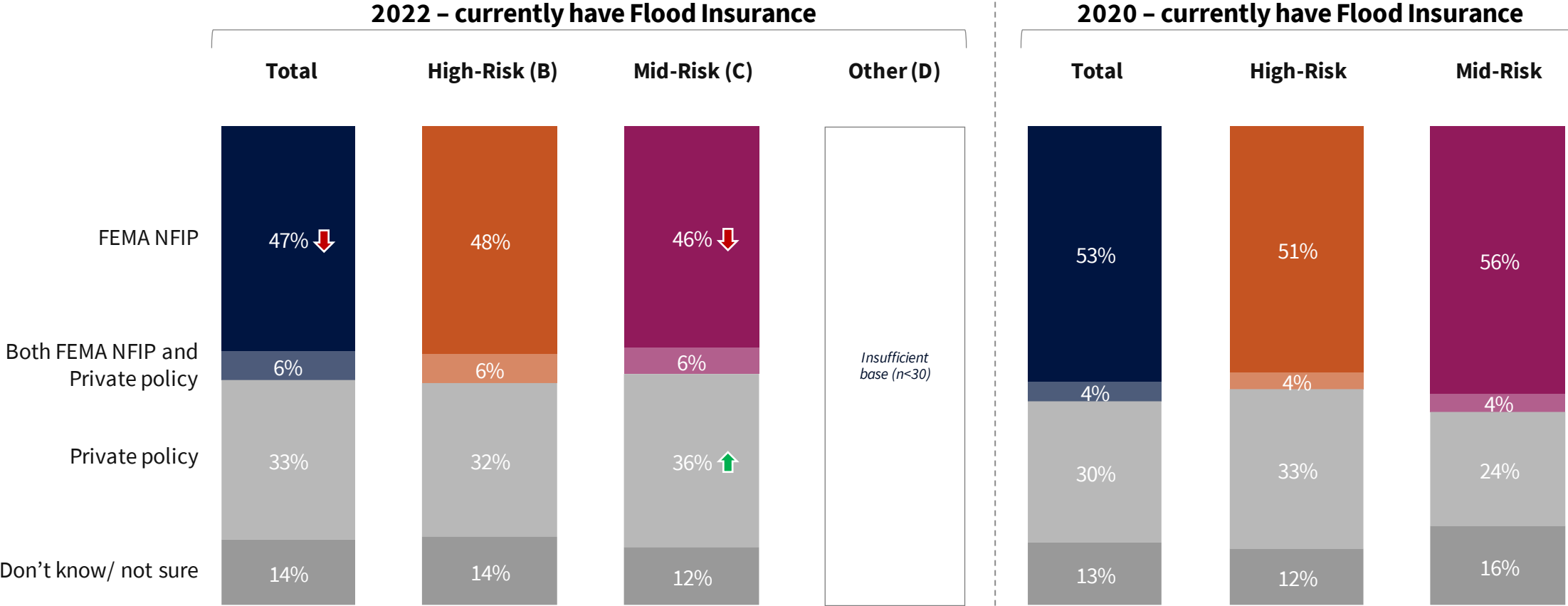
Base: 2022- Have separate flood policy, Total (n=912); High-Risk (n=522); Mid-Risk (n=344); Other (n=26)  
 Q23b. How long have you had your flood insurance policy for your current residence?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Type of Flood Insurance Policy

Although slightly down from 2020, many claim NFIP as their flood-insurance provider, while about 1 in 3 claim to have only private policies.



Base: 2022- Have separate flood policy, Total/High/Mid/Other (n=912/522/344/26); 2020- Total/High/Mid (n=1007/586/247)  
 Q24. Do you know if you have a FEMA National Flood Insurance Program flood insurance policy or a private flood insurance policy?

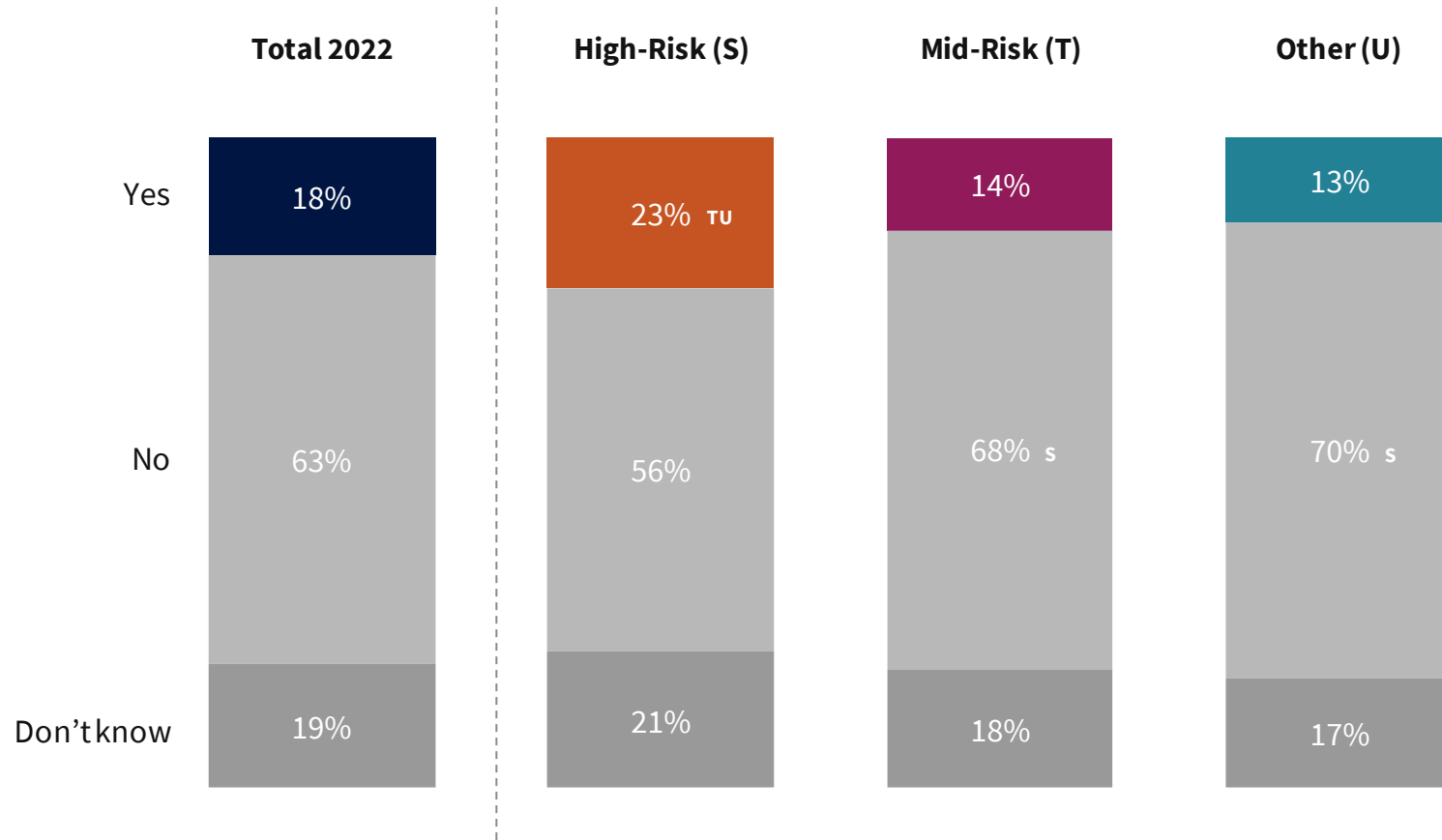
Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment





# Aware of Risk Rating 2.0

Awareness for Risk Rating 2.0 is generally low.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

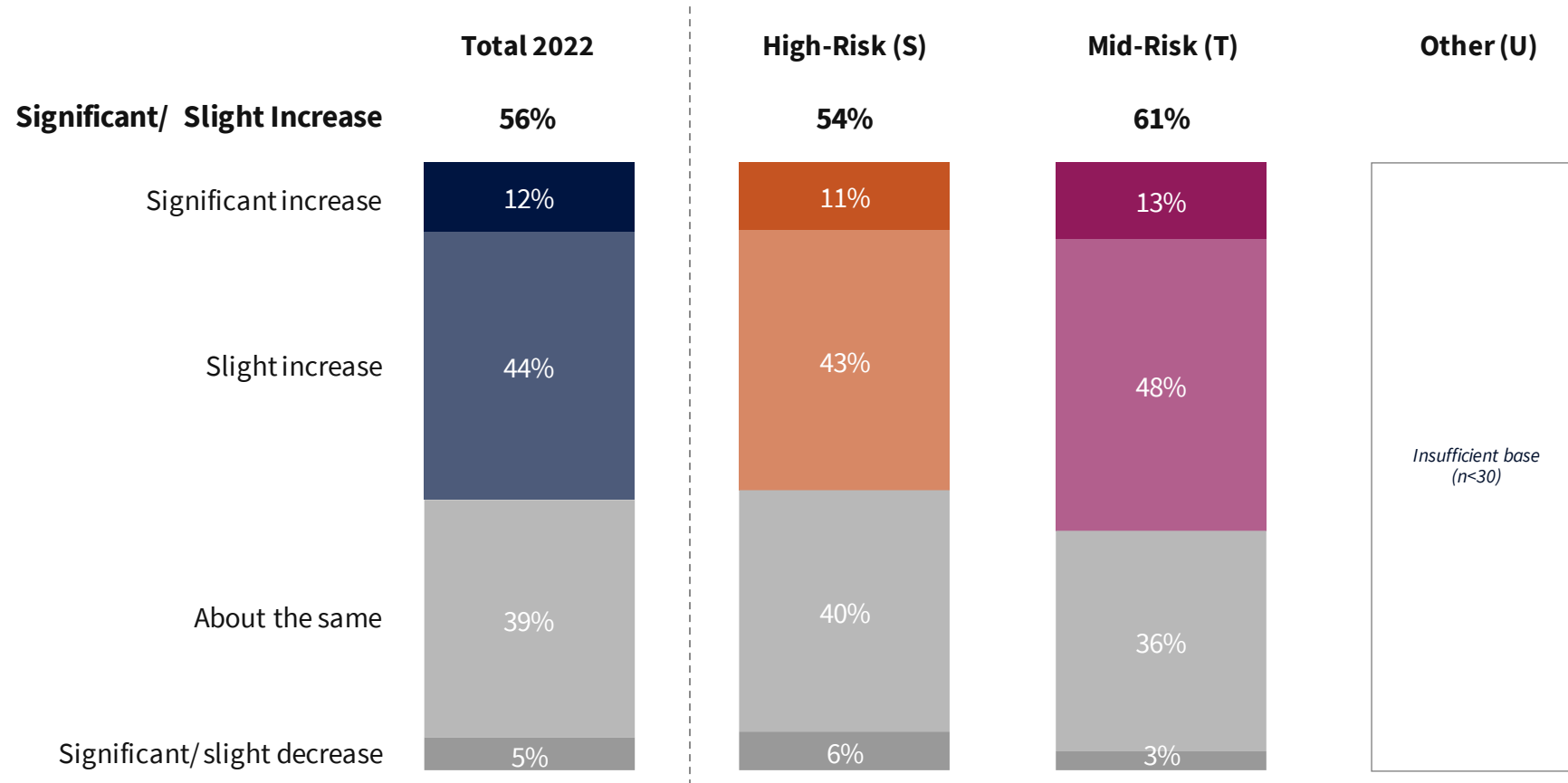
Q24a. Are you aware that FEMA over the past year has updated how they price flood insurance, known as "Risk Rating 2.0"?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Change in Flood Insurance Premium

Over half of those with a separate flood insurance policy say their premium has increased versus last year.



NOTE: New question in 2022

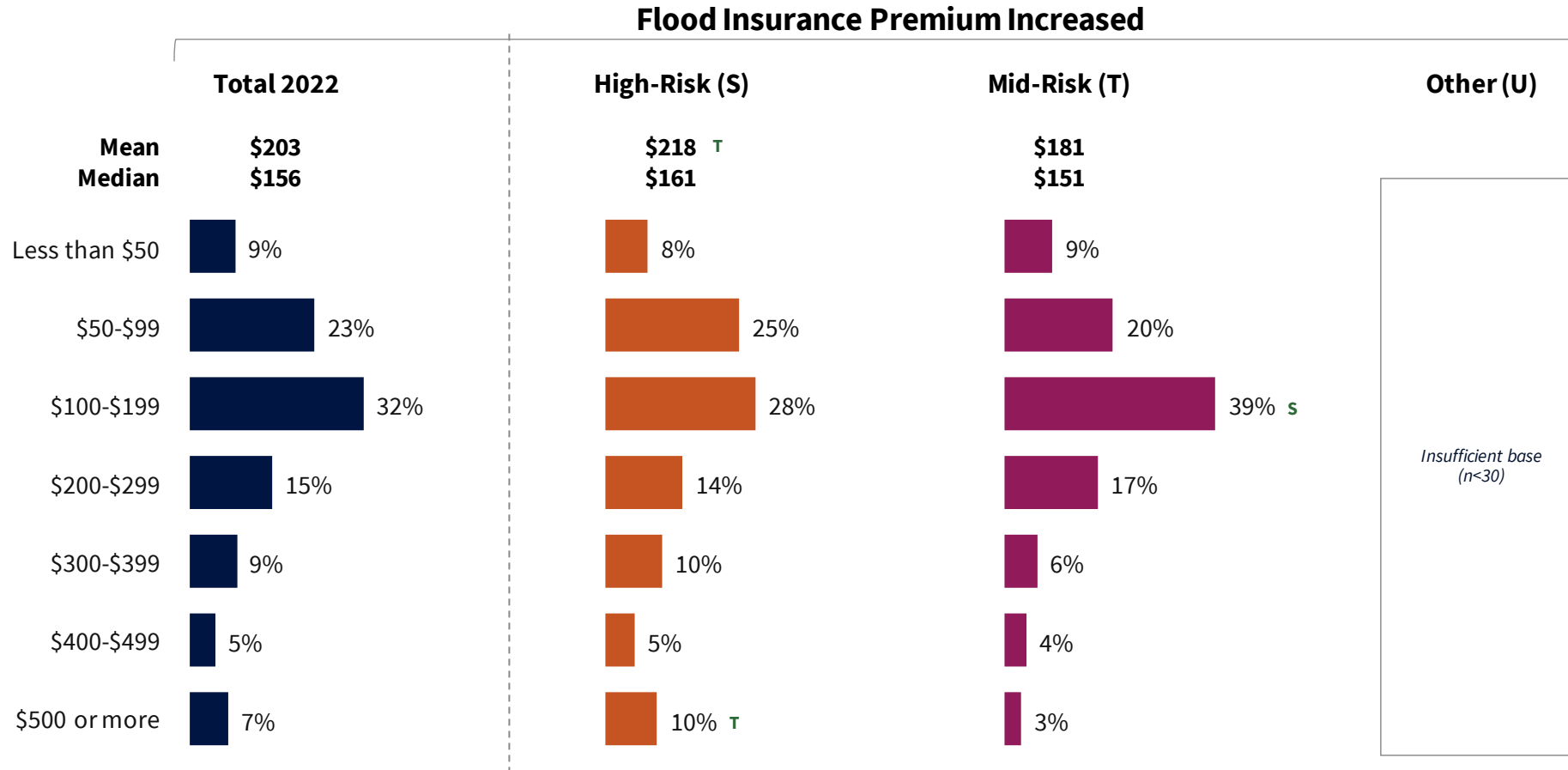
Base: 2022- Have separate flood policy, Total (n=912); High-Risk (n=522); Mid-Risk (n=344); Other (n=26)  
Q30a. To the best of your knowledge, how has your flood insurance premium changed versus last year?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Flood Insurance Premium Increase in 2022

The average premium increase reported is about \$200, with High-Risk respondents reporting higher increases than Medium-Risk respondents.



NOTE: New question in 2022

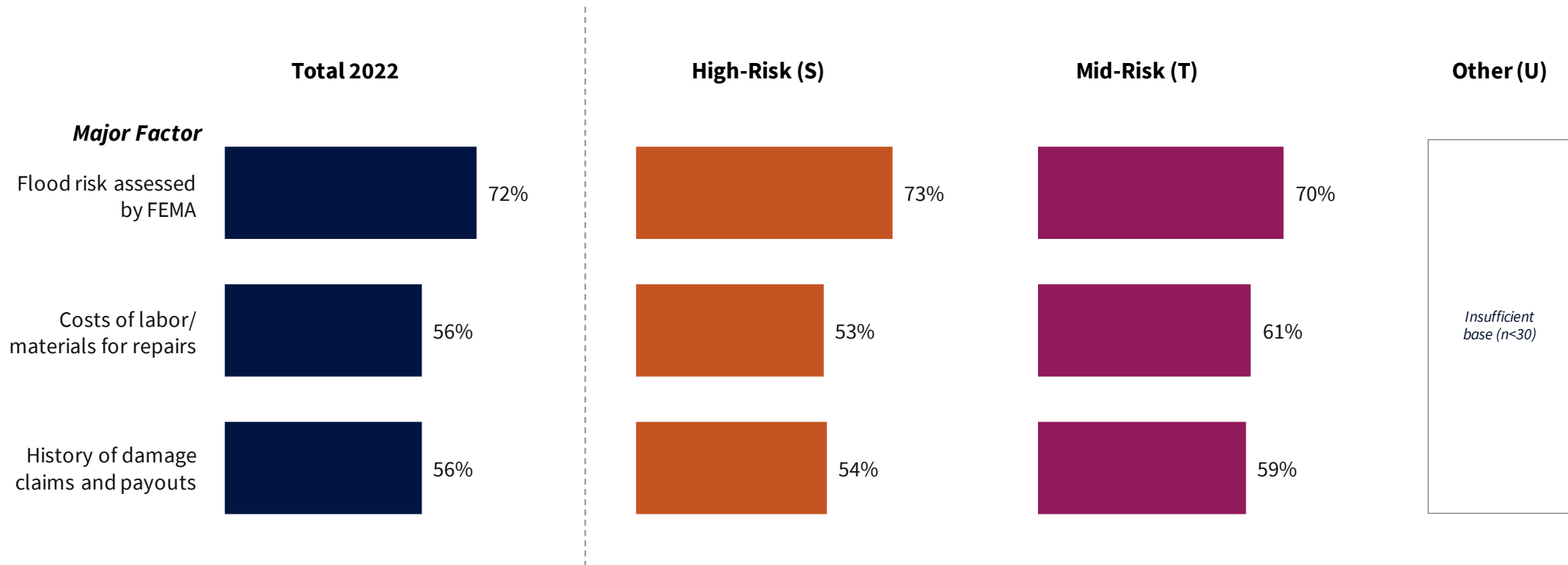
Base: 2022- Saw increase on flood insurance premium, Total (n=492); High-Risk (n=277); Mid-Risk (n=196); Other (n=8)  
Q30b. How much has your annual flood insurance premium increased versus last year?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Factors in Determining Flood Insurance Premiums

Those with flood insurance believe FEMA assessment is the major factor in premiums. Costs for repairs and history of claims/payouts also play a role.



NOTE: New question in 2022

Base: 2022- Have separate flood policy, Total (n=912); High-Risk (n=522); Mid-Risk (n=344); Other (n=26)

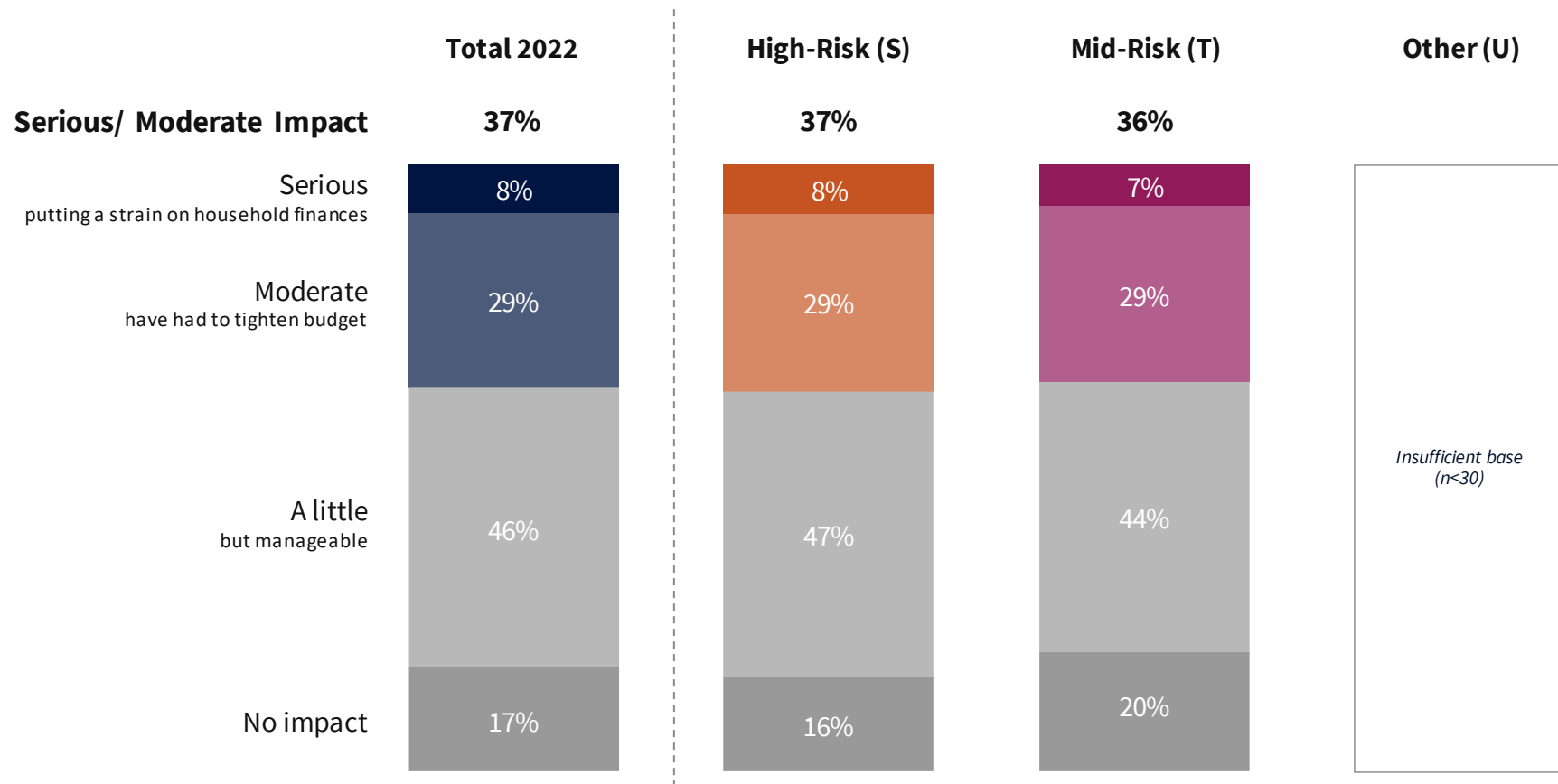
Q30aa. How much do you believe each of the following are factors in determining your flood insurance premiums? (3 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Impact of Flood Insurance Increases on Finances

Among those with increases to their flood insurance premiums, about a third say the increase is impacting their household finances.



NOTE: New question in 2022

Base: 2022- Saw increase on flood insurance premium, Total (n=492); High-Risk (n=277); Mid-Risk (n=196); Other (n=8)

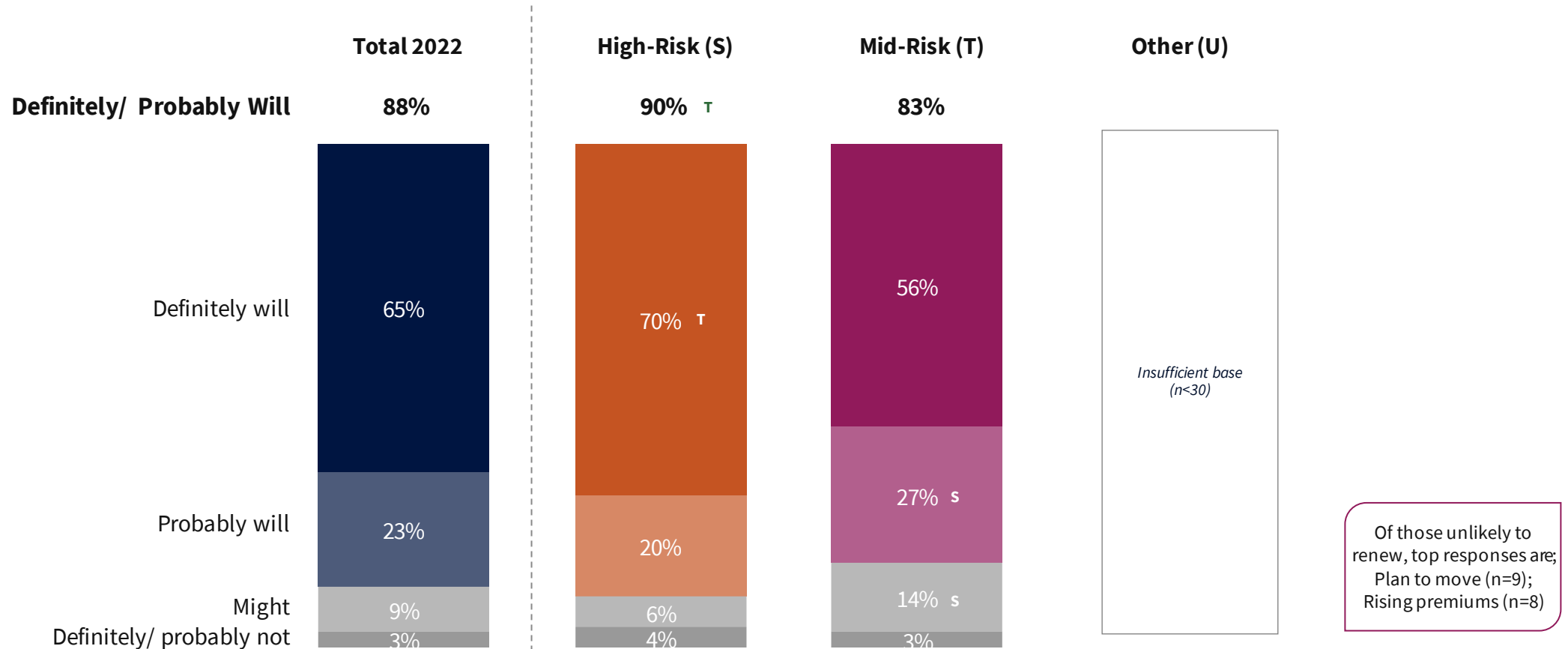
Q30c. What type of impact is the increase in flood insurance premium having on your household finances?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Likelihood to Renew Flood Insurance

A vast majority of policy holders say they would likely renew their policies, and High-Risk respondents are more likely to say so.



NOTE: New question in 2022

Base: 2022- Have separate flood policy, Total (n=912); High-Risk (n=522); Mid-Risk (n=344); Other (n=26); Total, Unlikely to renew (n=27\*); \*Caution small base size

Q30d. How likely are you to renew your flood insurance policy next year?

Q30e. For what reasons will you NOT renew your flood insurance policy?

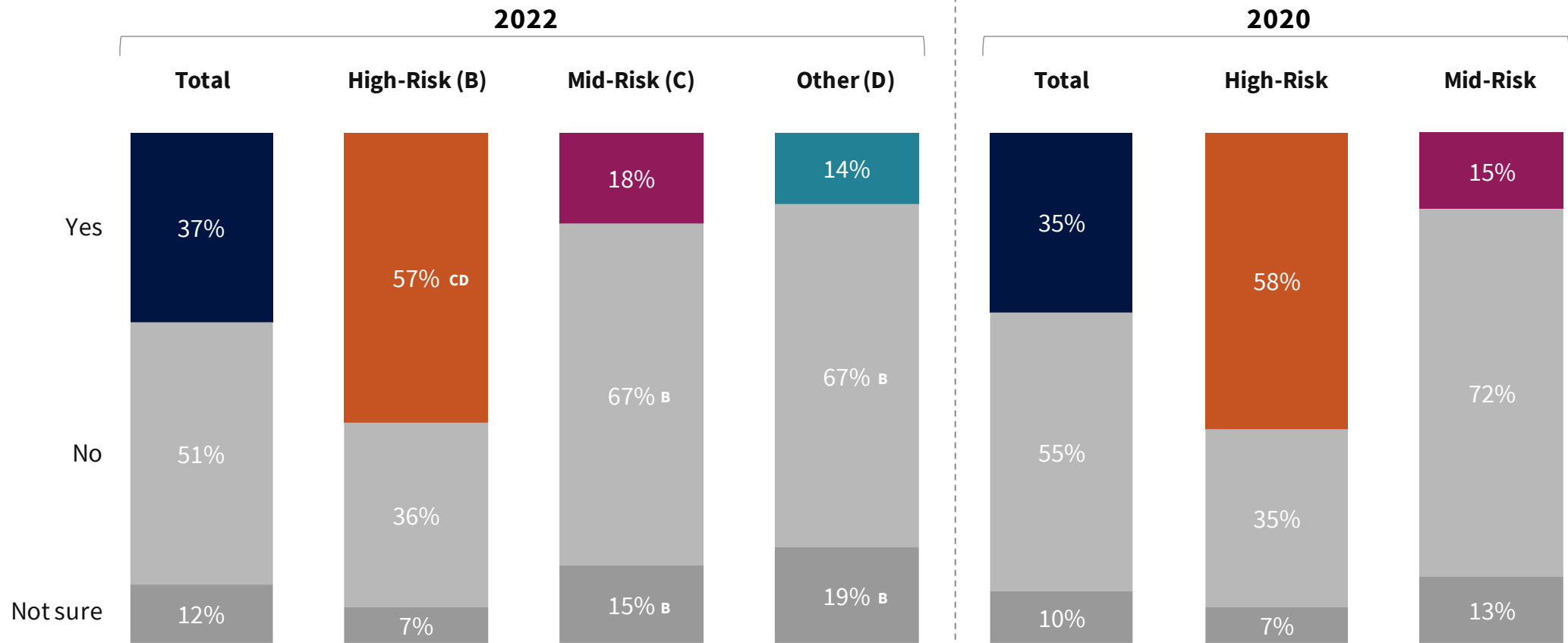
**Letter** denotes significant difference (95% CL);

No stat testing against Total



# Required to Have Flood Insurance

Similar to 2020, the majority of those with flood insurance in High-Risk zones believe they are required to have flood insurance.



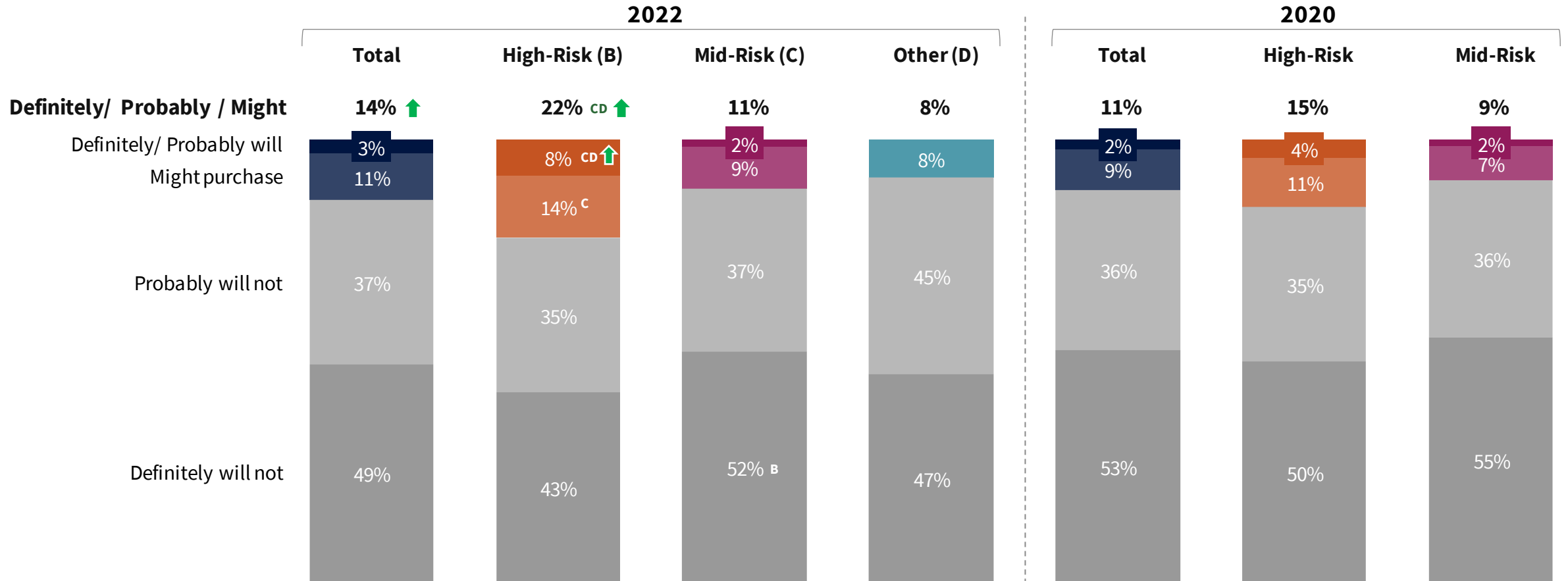
Base: 2022- Homeowners, have/think have flood insurance, Total/High/Mid/Other (n=1602/675/809/82); 2020- Total/High/Mid (n=1510/715/522)  
 Q31. Are you required to have flood insurance through your mortgage provider?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Likelihood to Purchase Flood Insurance Next Year

Among those without flood insurance, those in High-Risk zones appear slightly more likely to consider such insurance in 2022 than in 2020 but remain a small minority.



Base: 2022- Don't have flood insurance, Total/High/Mid/Other (n=2142/404/1492/195); 2020- Total/High/Mid (n=1843/427/1001)  
 Q35. How likely are you to purchase flood insurance in the next year?

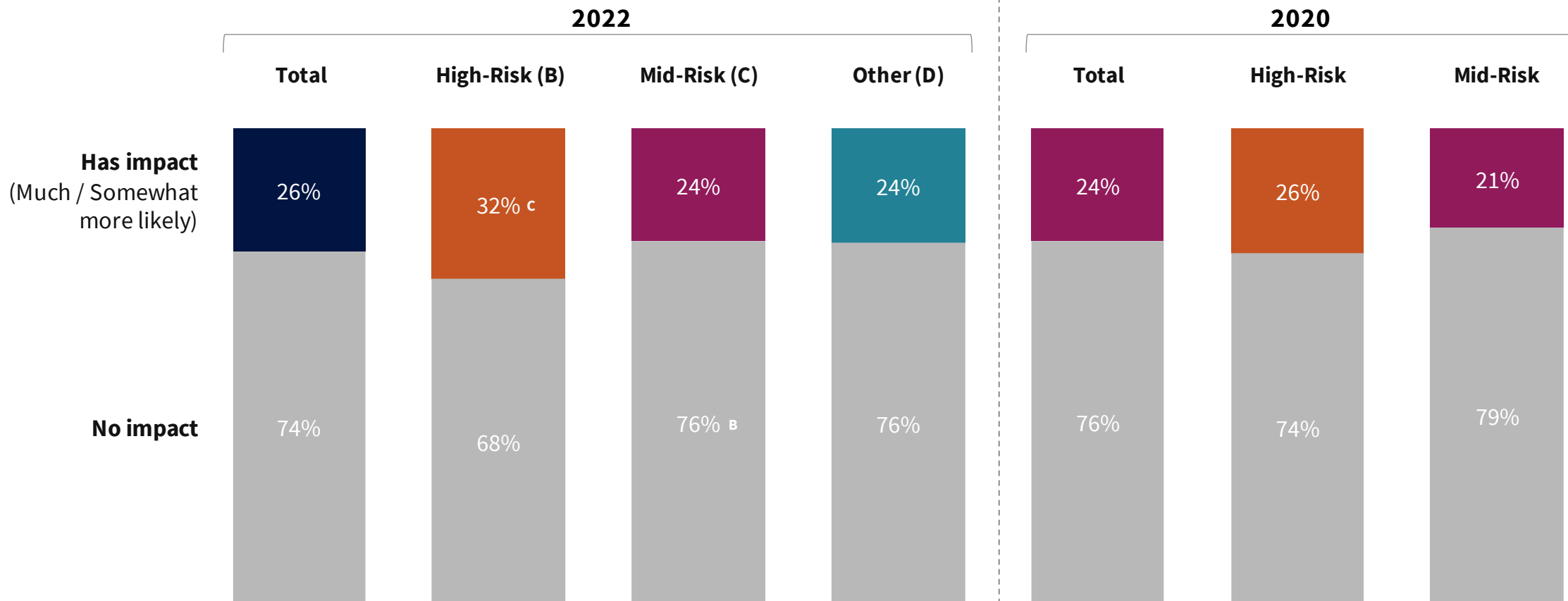
Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment





# Impact of More Options on Purchase Likelihood

Among those without flood insurance, similar to 2020, having more insurance company options does not motivate most to purchase flood insurance in the next year. High-Risk are slightly more likely to be motivated than others.



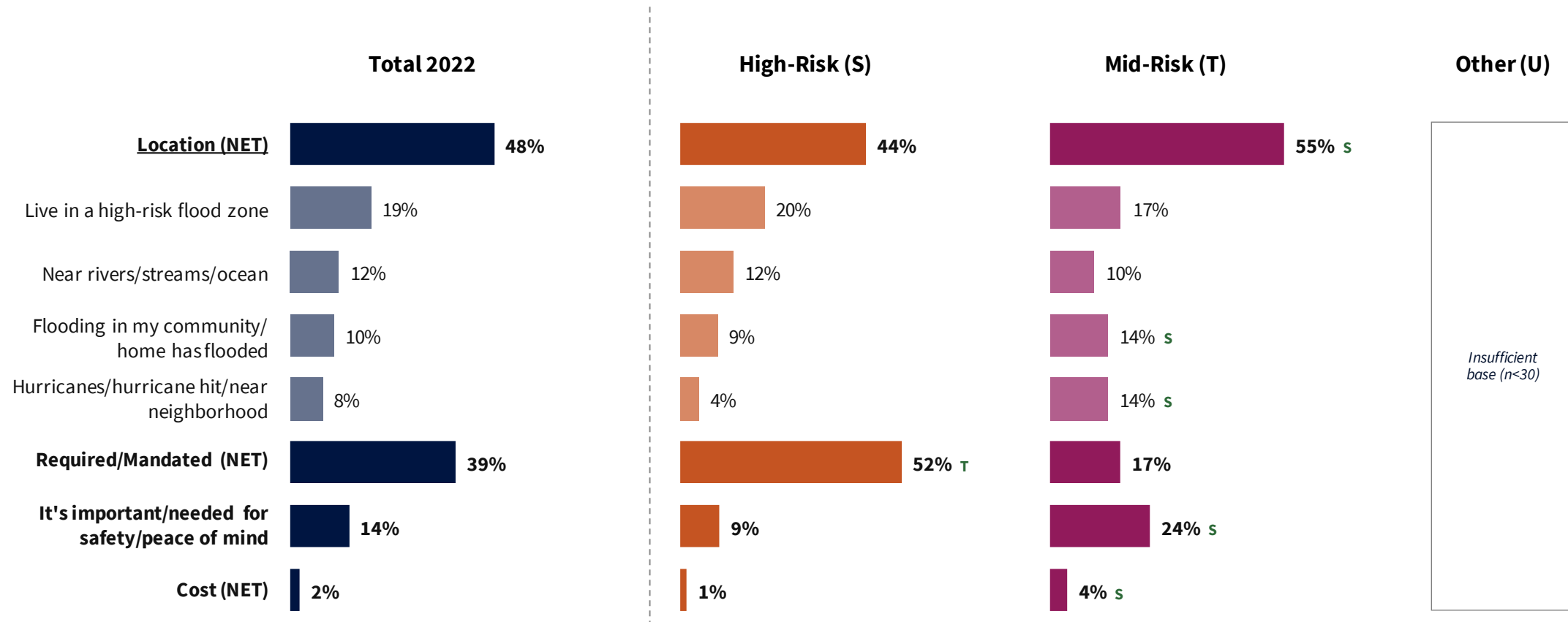
Base: 2022- Definitely/probably/might not likely purchase insurance, Total/High/Mid/Other (n=2090/382/1464/195); 2020- Total/High/Mid (n=1809/413/988)  
 Q36. What impact, if any, would having more insurance company options in your area have on your likelihood to purchase flood insurance in the next year?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Motivators for Purchasing Flood Insurance

Among those with flood insurance, other than if mandated, key reasons for purchasing flood insurance are location and past experience.



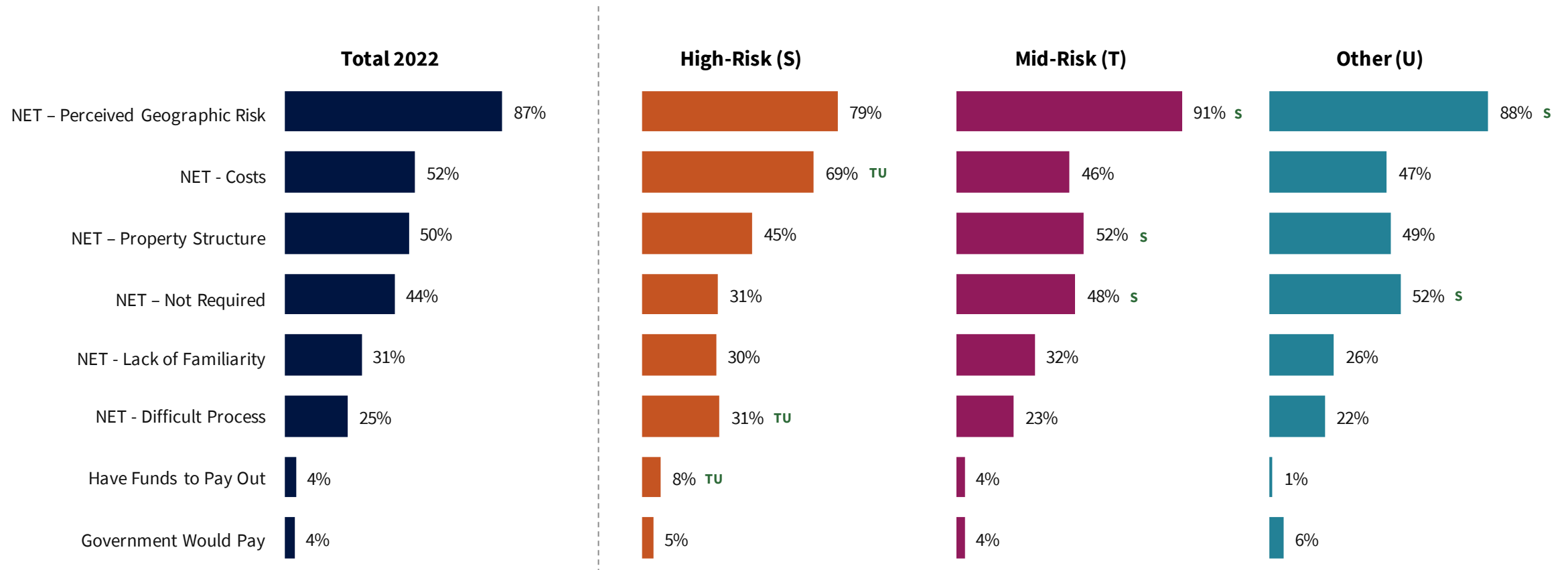
NOTE: Trending not applicable  
 Base: 2022- Have separate flood policy, Total (n=912); High-Risk (n=522); Mid-Risk (n=344); Other (n=26)  
 Q25. What motivated you to purchase a flood insurance policy? [OPEN END]

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Reasons for Not Having Flood Insurance

While geography is the major reason for not having flood insurance among all groups, High-Risk respondents are more likely to mention cost/value as a barrier.



NETS shown – see appendix for full detail

NOTE: Question structure and attribute wording change in 2022; trending not applicable; net level view shown

Base: 2022- Don't have flood insurance, Total (n=2142); High-Risk (n=404); Mid-Risk (n=1492); Other (n=195)

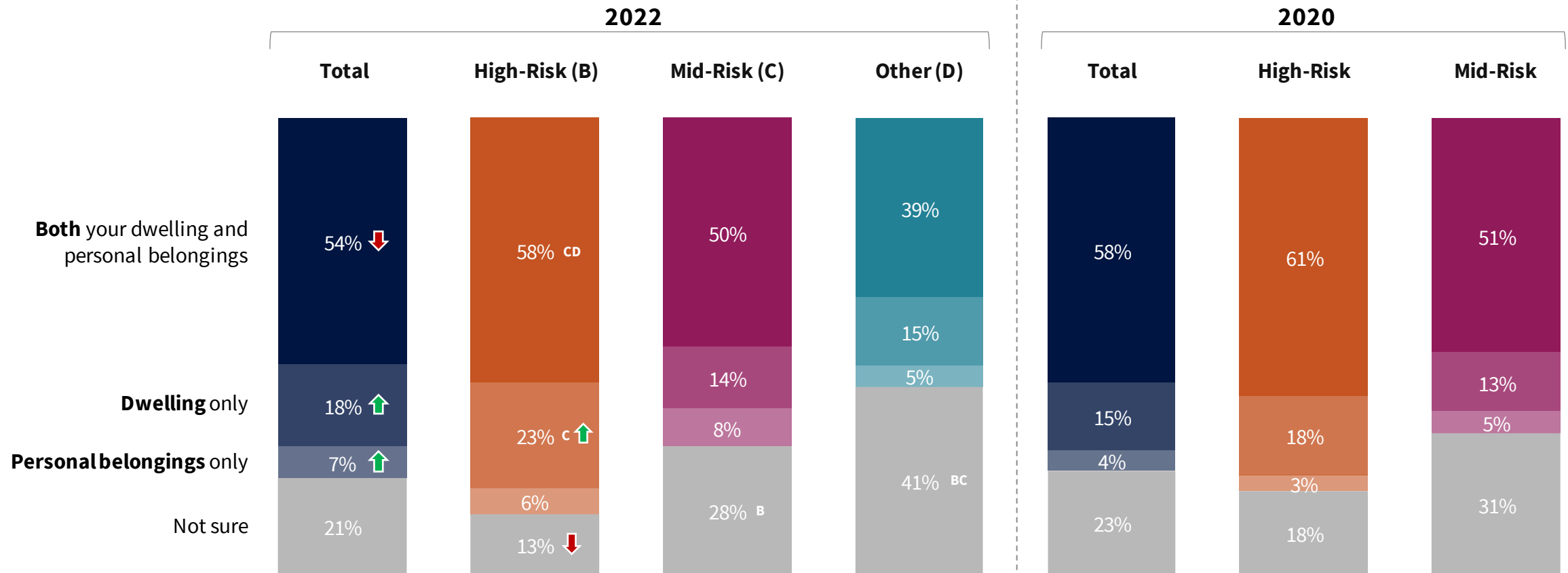
Q34. You may have mentioned some of these already, but just to confirm, which of the following, if any, are possible reasons that you believe you do not currently have a flood insurance policy? Please select up to 5 reasons.

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Perceived Flood Insurance Coverage

In 2022, fewer believe their flood insurance covers both dwelling and belongings.



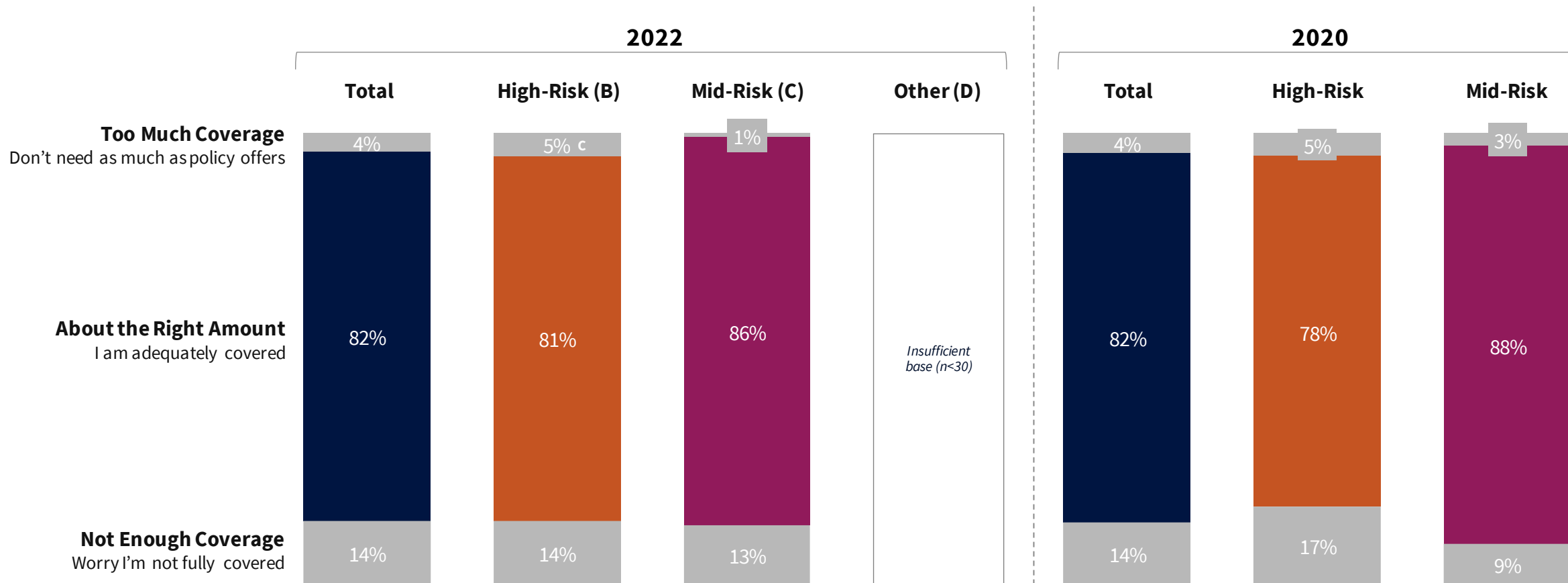
NOTE: Attribute wording change in 2022  
 Base: 2022- Homeowners, have/think have flood insurance, Total/High/Mid/Other (n=1602/675/809/82); 2020- Total/High/Mid (n=1510/715/522)  
 Q32. What does your current flood insurance cover?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Amount of Flood Insurance Coverage

Similar to 2020, the vast majority believe the coverage they have is adequate.



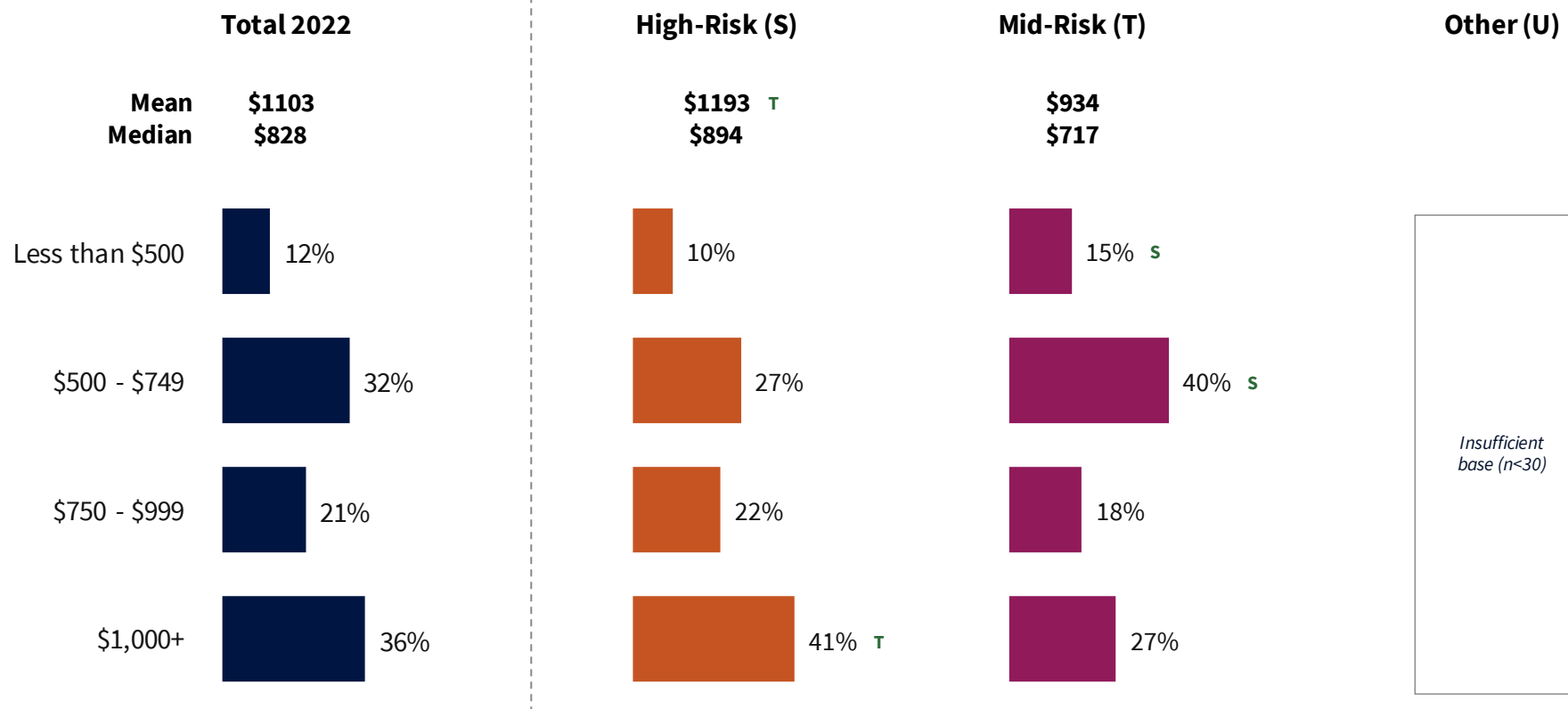
Base: 2022- Have separate flood policy, Total/High/Mid/Other (n=912/522/344/26); 2020- Total/High/Mid (n=1007/586/247)  
 Q27. How would you best describe the amount of flood insurance coverage you have?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Annual Flood Insurance Cost

Annual flood insurance cost reported varies widely – especially in High-Risk zones.



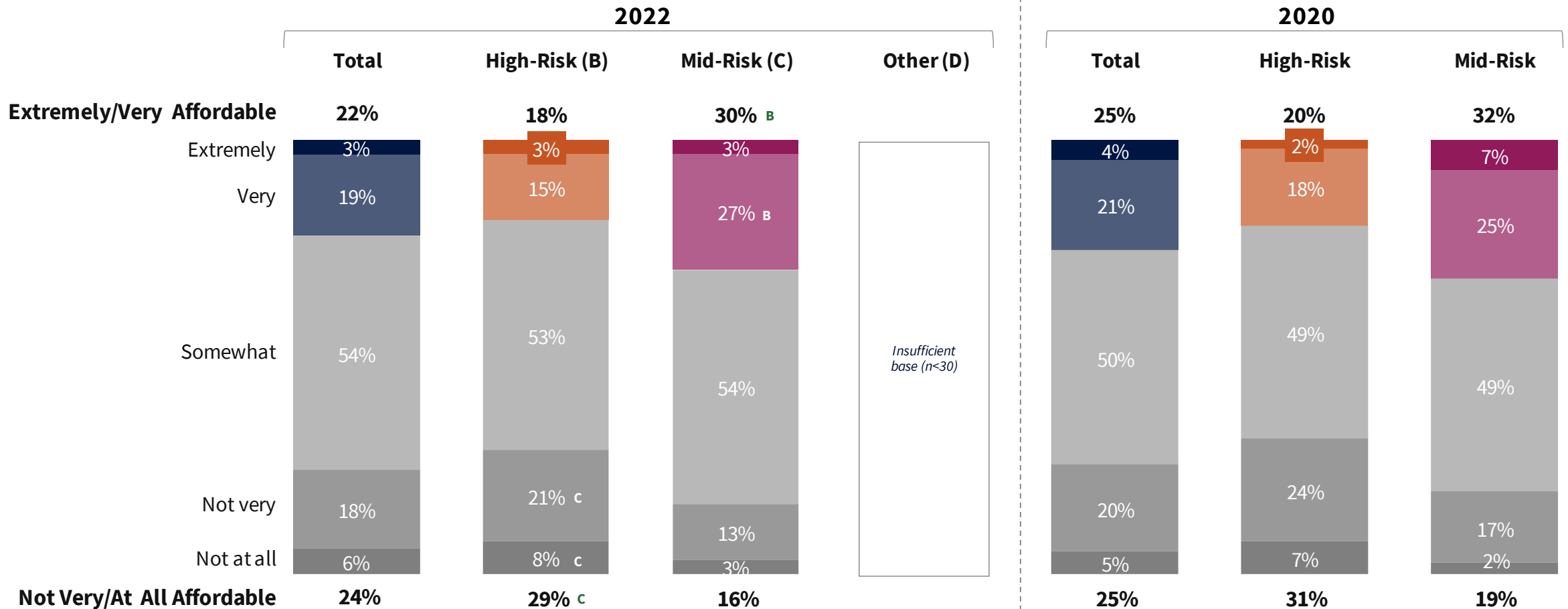
NOTE: Question and attribute wording change in 2022; trending not applicable  
 Base: 2022- Have separate flood policy, Total (n=807); High-Risk (n=472); Mid-Risk (n=297); Other (n=21); DK removed  
 Q28. Approximately how much do you currently pay for your flood insurance?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Affordability of Flood Insurance

Consistent with 2020, about 1/4 overall say flood insurance is not very or not at all affordable, especially among High-Risk.



Base: 2022- Have separate flood policy, Total/High/Mid/Other (n=912/522/344/26); 2020- Total/High/Mid (n=1007/586/247)

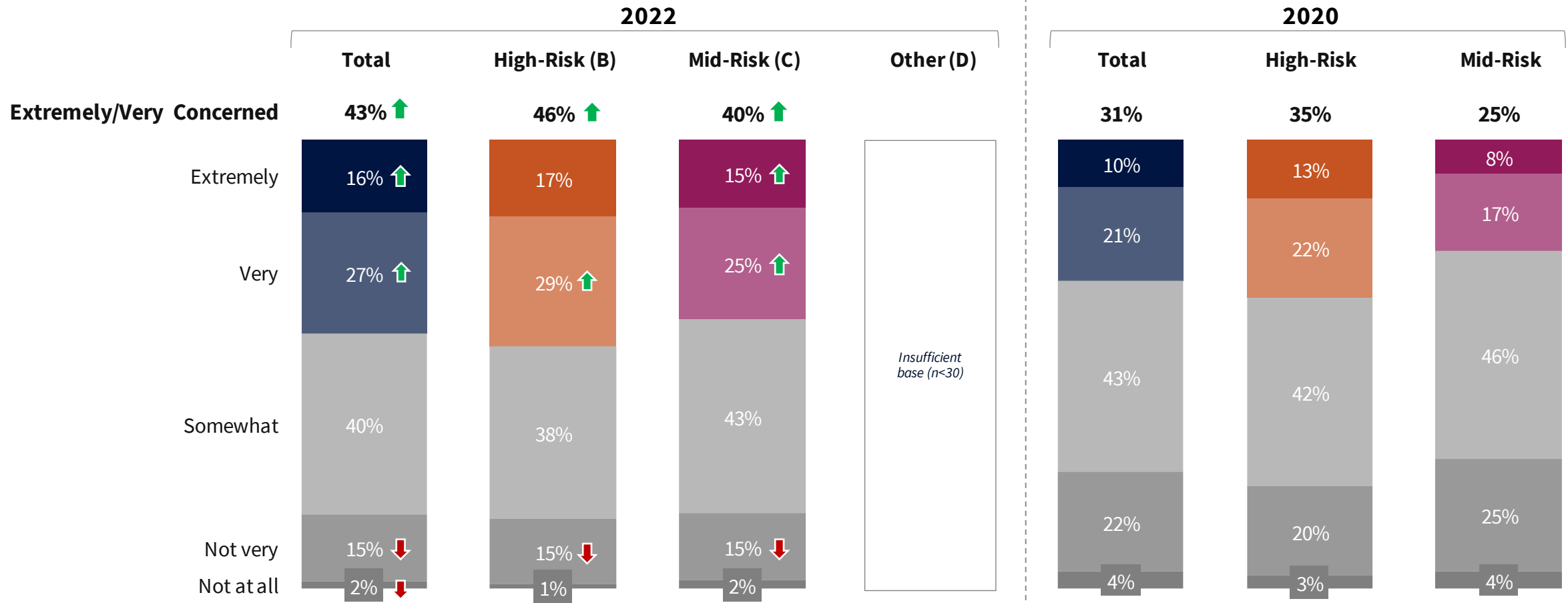
Q29. How would you best describe the affordability of your flood insurance?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**Arrow** indicates higher/lower than 2020 for same risk segment



# Concerned Premiums Will Increase Next Year

Concern over premium increases is up significantly from 2020, especially among High-Risk.



Base: 2022- Have separate flood policy, Total/High/Mid/Other (n=912/522/344/26); 2020- Total/High/Mid (n=1007/586/247)  
 Q30. How concerned are you that your flood insurance premiums will increase next year?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment





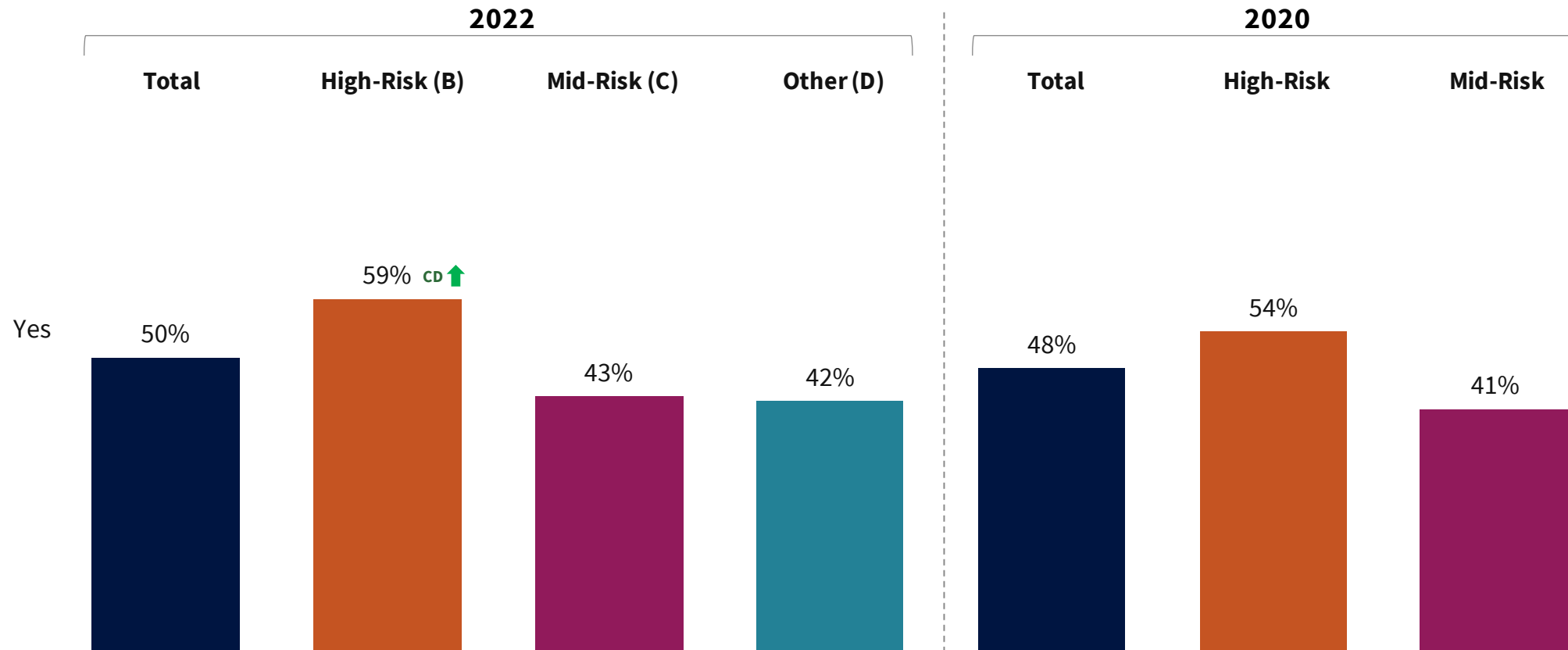
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# Flood Risk Information Sources



# Searching For Flood Risk Information

Overall, half reported they have searched for flood risk information, driven more by High-Risk zone residents, where nearly 60% have engaged in searching, a slight increase over 2020.



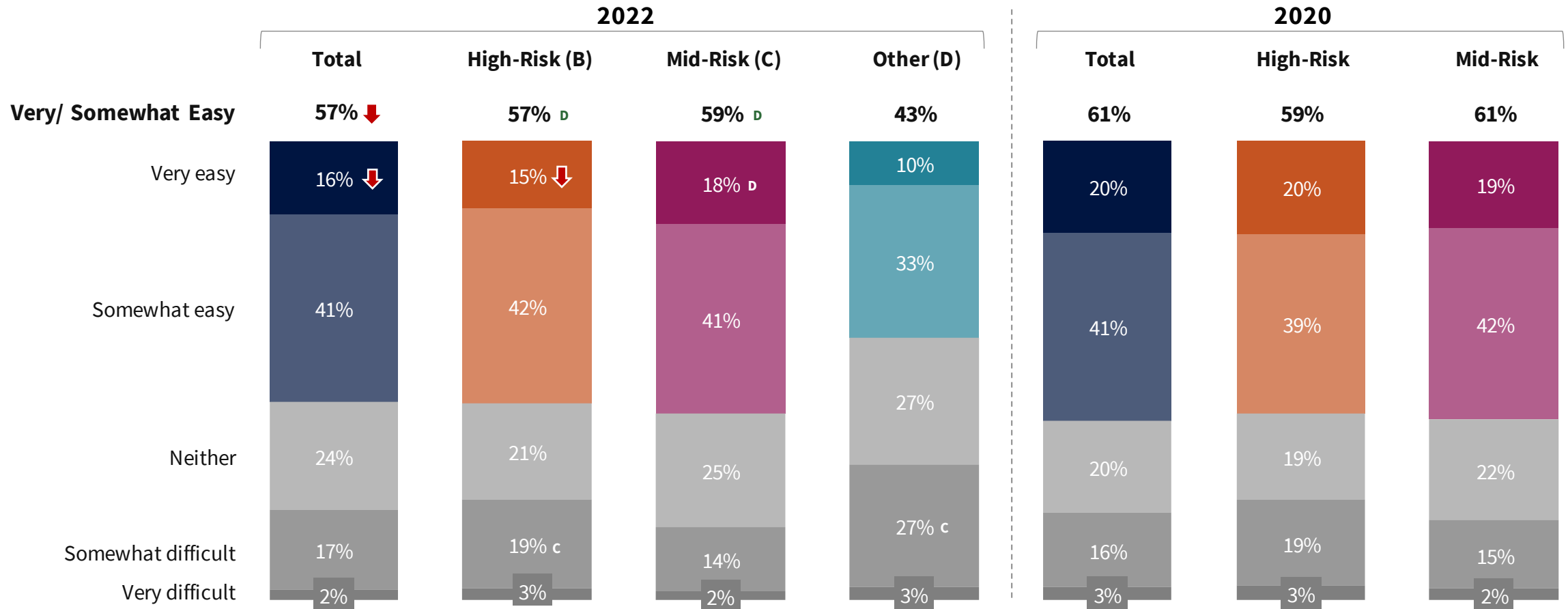
Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q9a. Just to check, have you ever searched for information about flood risk to your home?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Ease of Searching For Flood Risk Information

Searching for flood risk information is not very easy, and not getting easier vs. 2020.



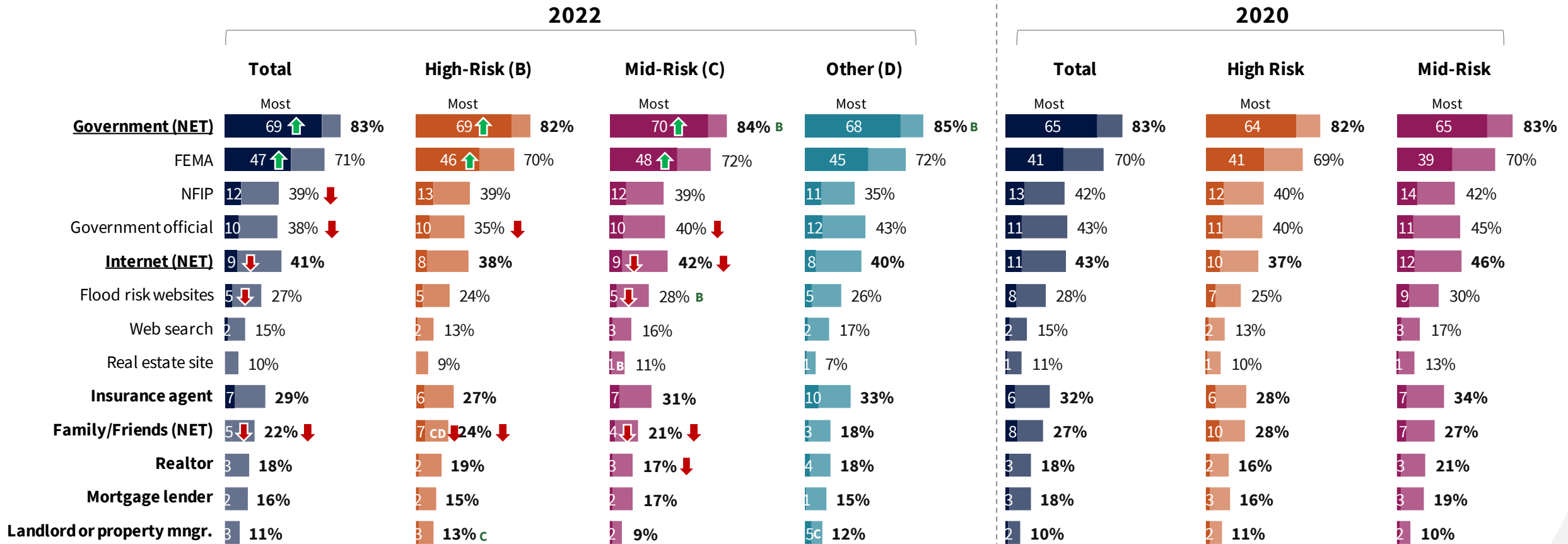
Base: 2022- Searched for info, Total/High/Mid/Other (n=1918/708/1024/130); 2020- Total/High/Mid (n=1744/690/656)  
 Q9b. How easy was it to find information about your flood risk?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Trusted Resources for Determining Flood Risk

FEMA continues to be cited as the most trusted resource for determining property flood risk. Its share also increased from 2020.



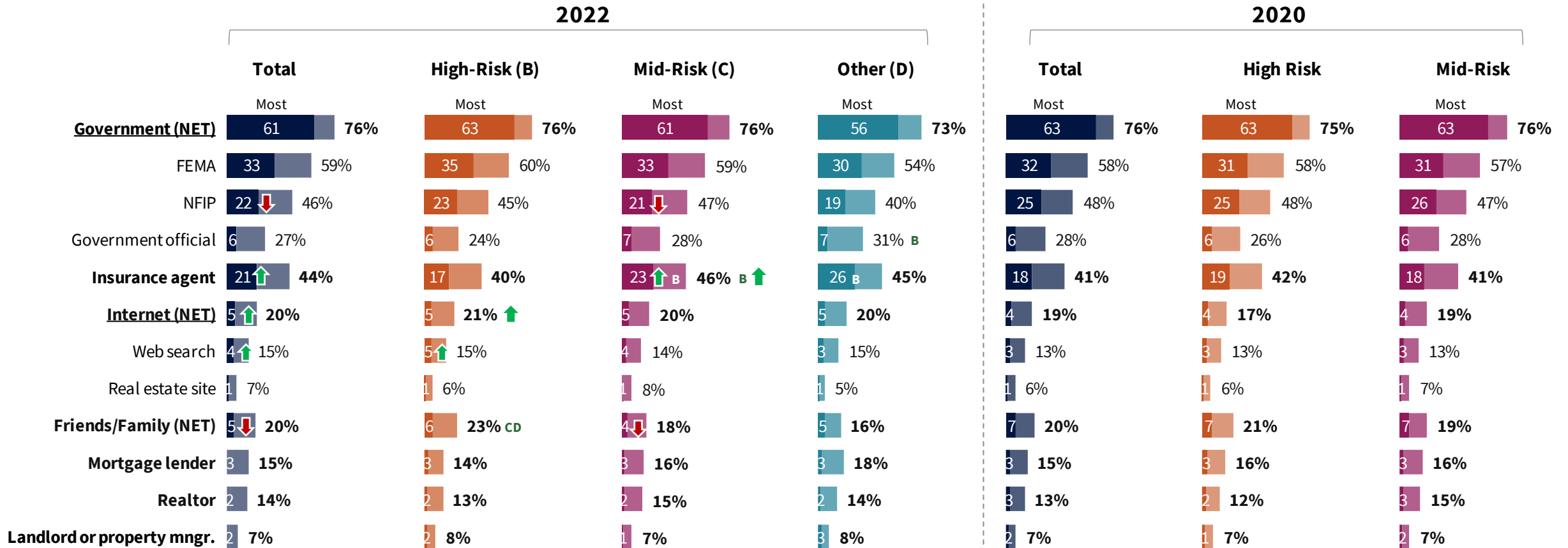
NOTE: Question wording change in 2022; Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q20a. Which of the following resources/tools would you trust to determine your property's flood risk?  
 Q20b. Which one of the following resources/tools would you most trust to determine your property's flood risk?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Trusted Resources for Flood Insurance Info

Similarly, people view FEMA, NFIP, and insurance agents as generally trustworthy sources for flood insurance information.



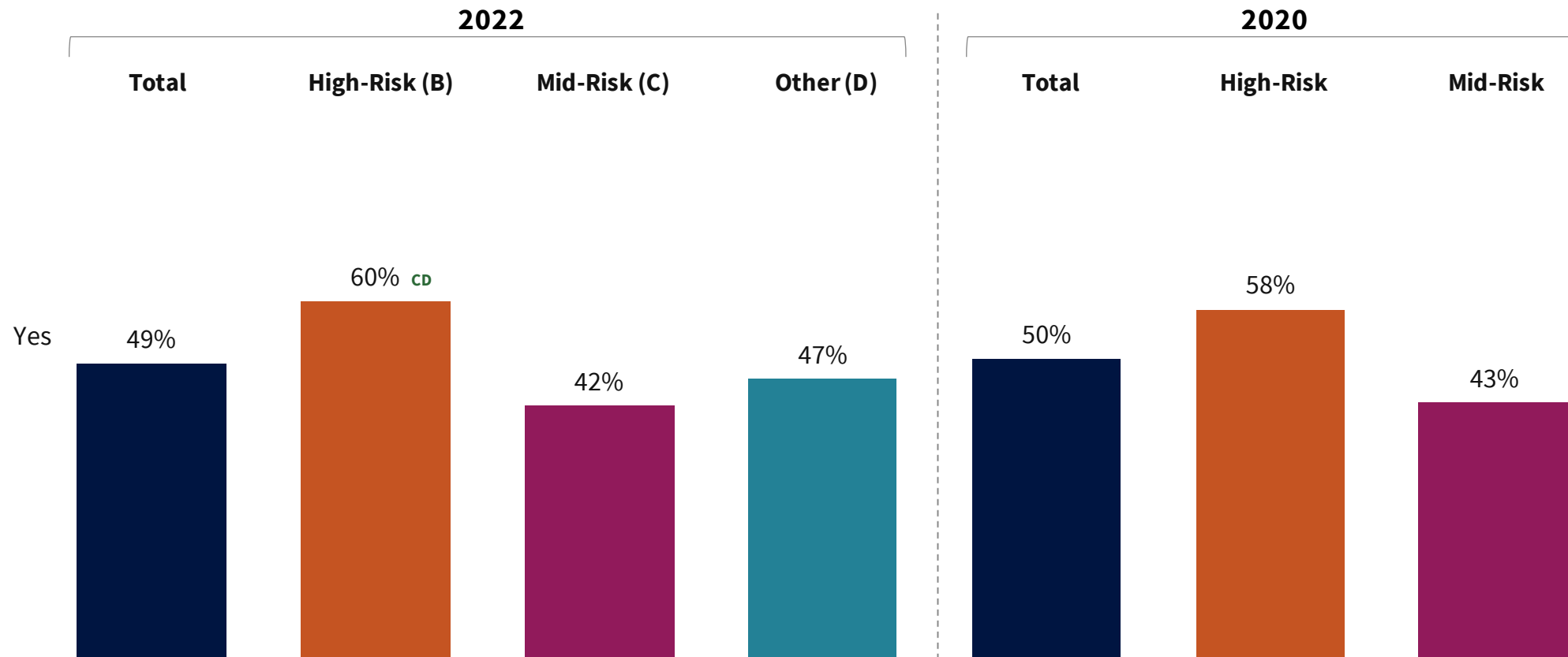
NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q21a. Which of the following resources/tools would you trust to get flood insurance information?  
 Q21b. Which one of the following resources/tools would you most trust to get flood insurance information?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Reviewed Community Flood Maps

Similar to 2020, half claim to have reviewed community flood maps, with those in high-risk zones being more inclined to do so.



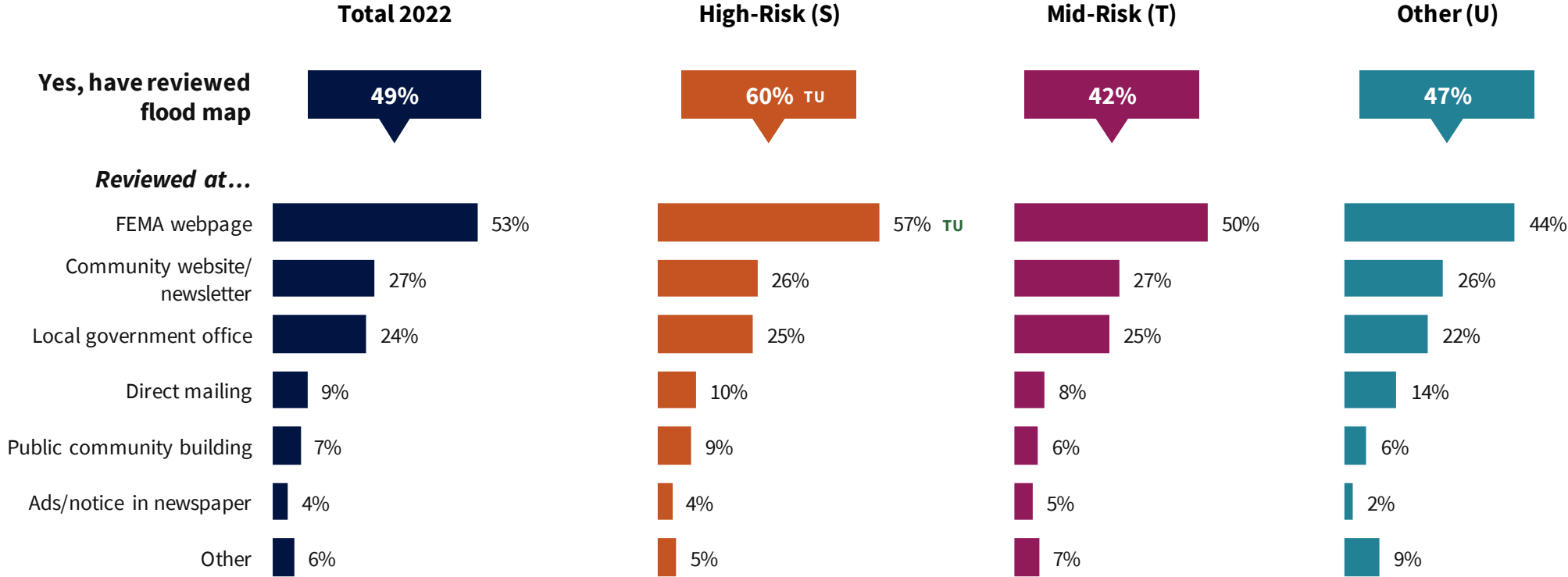
Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q10a. Have you reviewed your community's flood map?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Where to Review Community Flood Maps

Among those who say they have reviewed their community’s flood maps, the FEMA website is the most frequently cited resource for viewing community flood maps.



NOTE: New question in 2022 (Q10b); Multiple response; could add to >100%  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292);  
 Reviewed community flood map, Total (n=3988); High-Risk (n=1177); Mid-Risk (n=995); Other (n=141)  
 Q10a. Have you reviewed your community’s flood map? / Q10b. Where did you review your community’s flood map?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



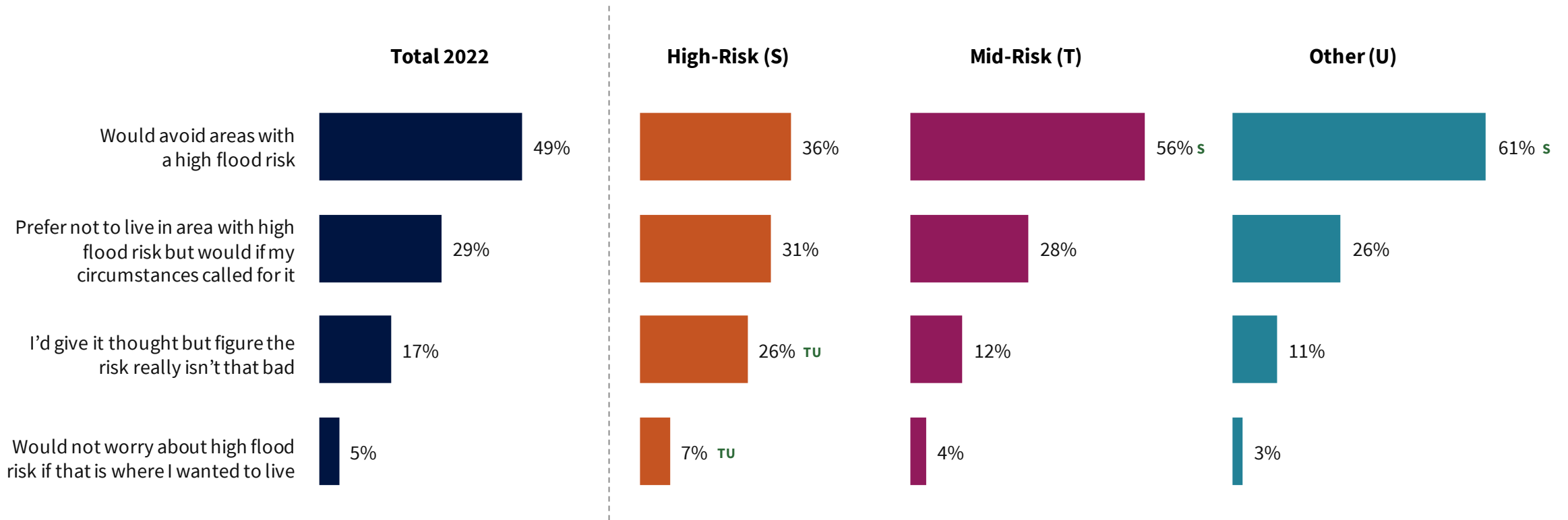
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# Desirability of Living in Flood Zone



# Impact of Flood Risk on Choice of Living Area

About half say they would avoid high flood-risk areas when choosing where to live.



NOTE: Attribute wording change in 2022; trending not applicable

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

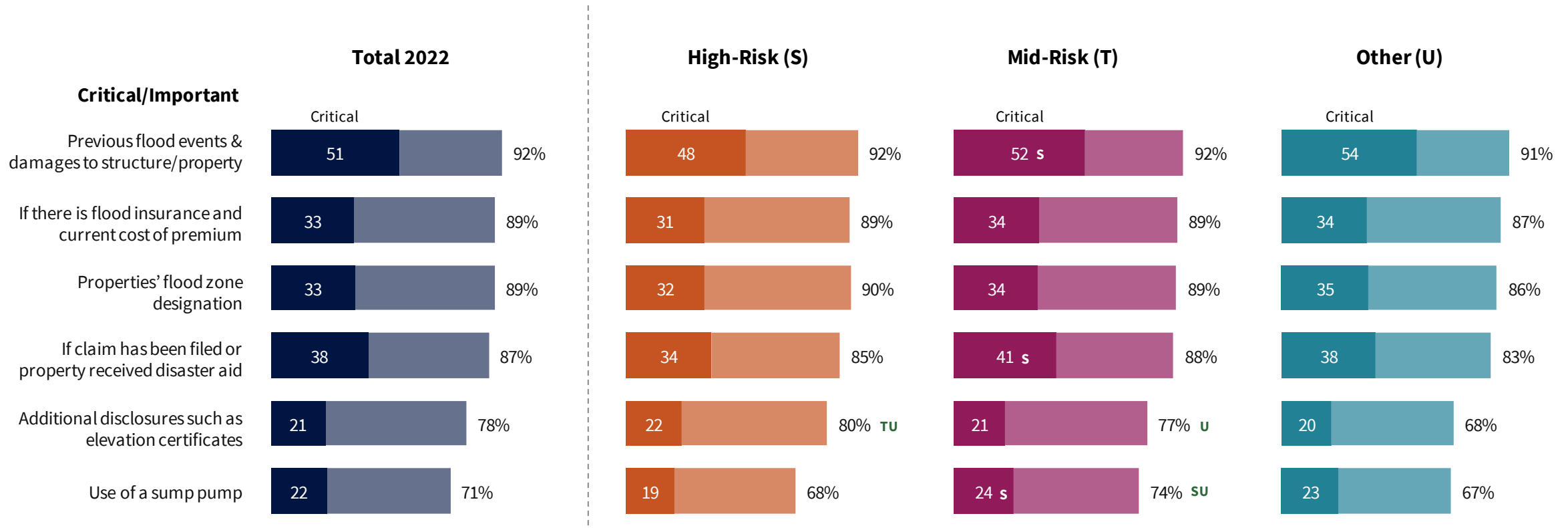
Q12. Which of the following best describes the impact the risk of flooding has on your choice of where to live?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Desired Flood Knowledge When Purchasing Home

When purchasing a home, consumers want info about previous flood damage, current flood insurance premium, flood zone designation, and if any claims have been filed.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

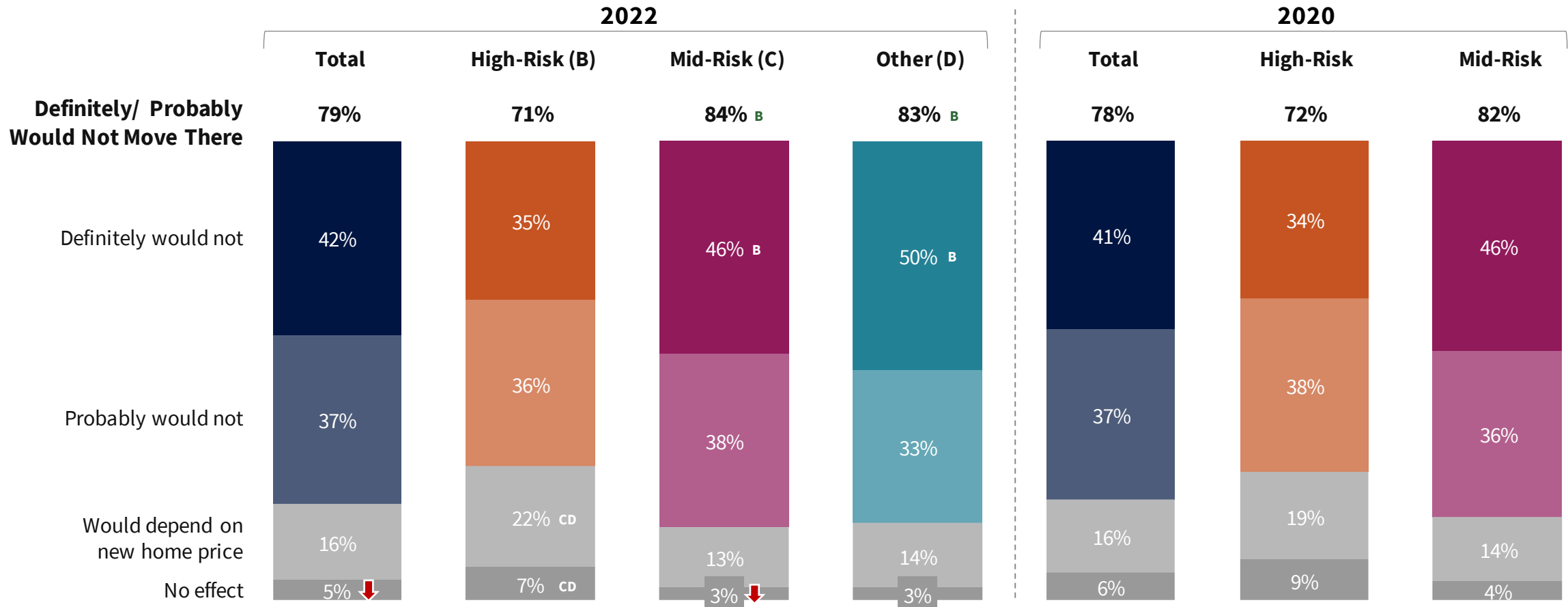
Q15a. When looking at a potential new home, how critical would knowing each of the following be to your decision to purchase the home or not? (4 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Reactions Moving to High-Risk Flood Area

When looking at a potential new home, a vast majority say they would not want to move there if they found out it was in a high-risk flood area, which is similar to 2020.



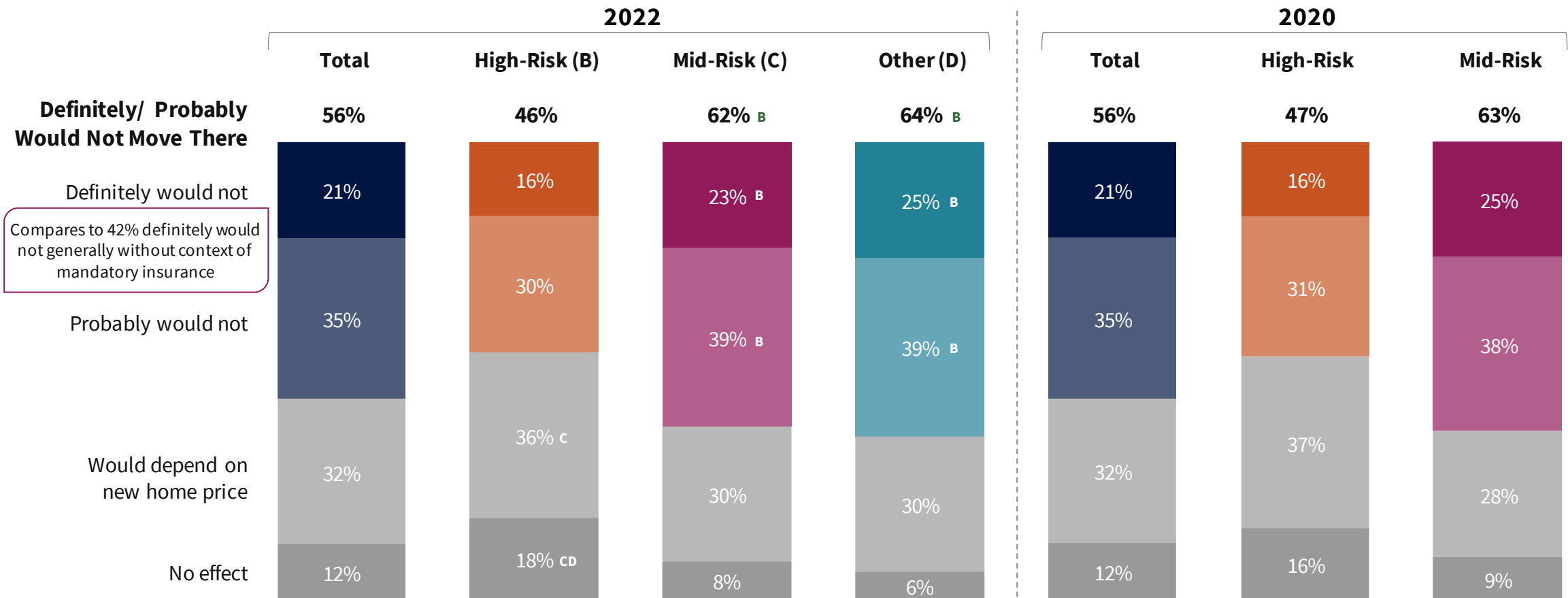
Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q14a. When looking at a potential new home, what would your reaction be if you found out it was in a high-risk flood area?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Reactions Moving to Flood Insurance Mandatory

When looking at a potential new home, many would not move there if flood insurance is mandatory, which is comparable to 2020.



Compares to 42% definitely would not generally without context of mandatory insurance

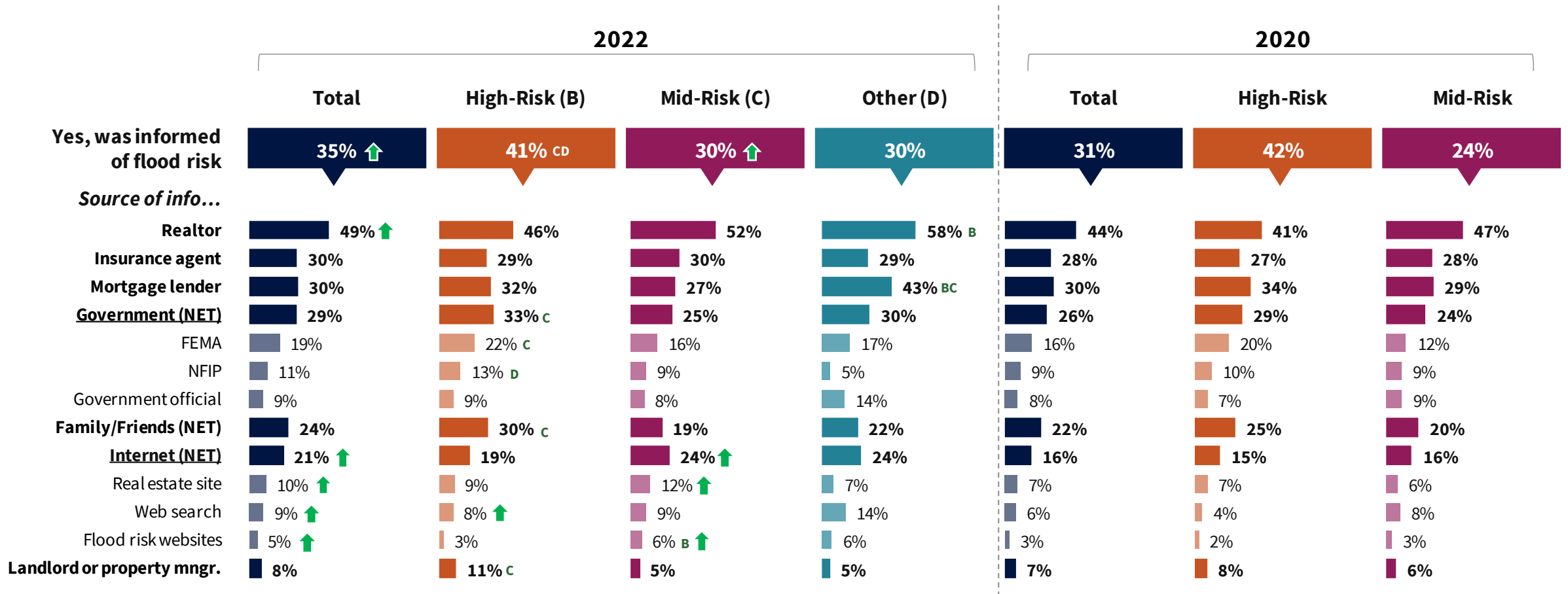
**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**↑ / ↓** Arrow indicates higher/lower than 2020 for same risk segment

Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q14b. When looking at a potential new home, what would your reaction be if you found out that you had to purchase flood insurance for the property?



# Informed of Flood Risk Prior to Moving

Only 41% in High-Risk and 30% in Mid-Risk claim being informed of flood risk prior to moving. Realtors are the most frequently cited source of information.



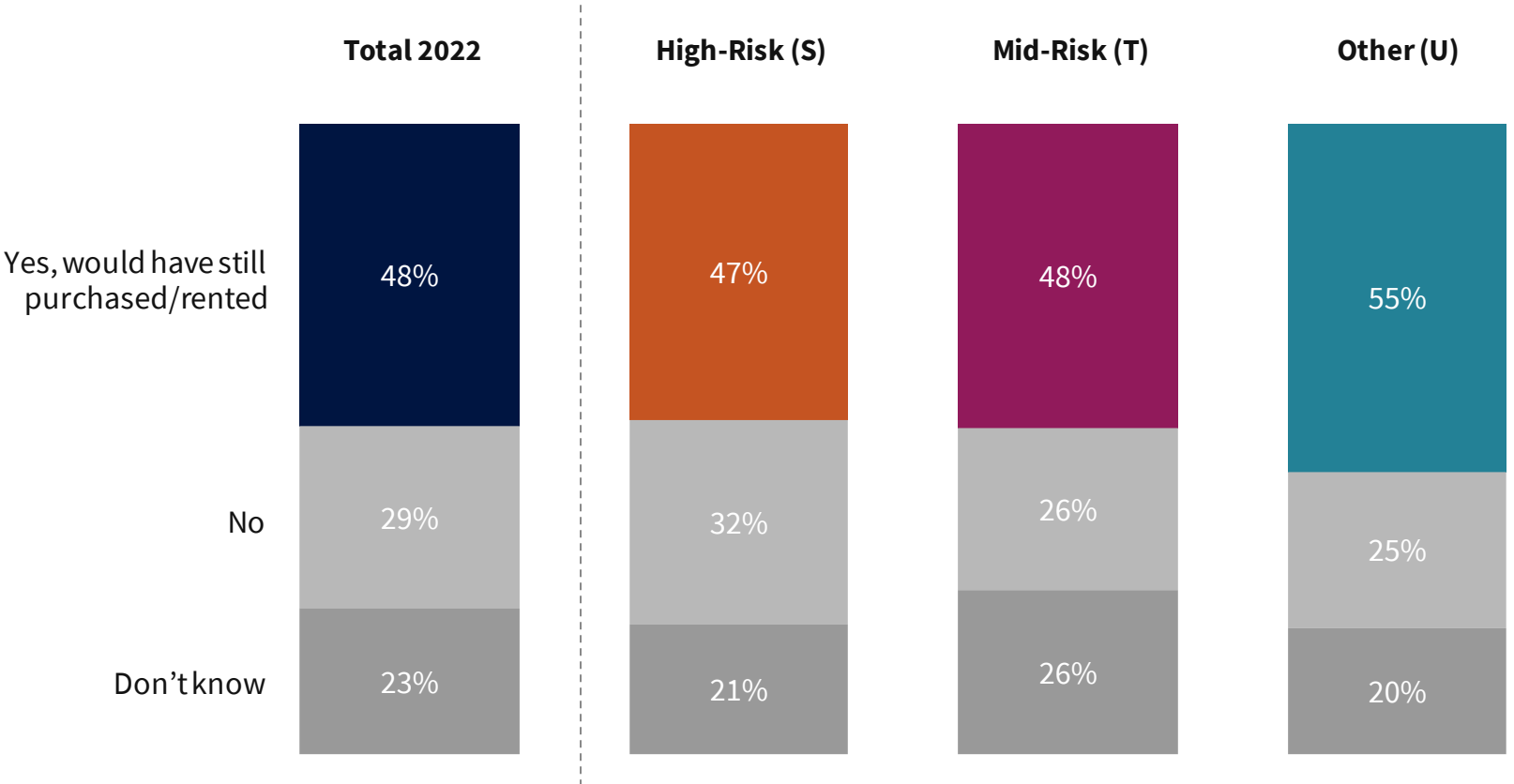
NOTE: Question wording change in 2022; Multiple response; could add to >100%; Top responses shown  
 Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597);  
 Informed of risk, Total/High/Mid/Other (n=1377/489/751/104); 2020- Total/High/Mid (n=1130/527/398)  
 Q13a. Were you informed about any flood risk upon moving into your current residence? / Q13b. How did you become informed...?

Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Would You Still Purchase/Rent If Informed of Risk

Among those who were NOT informed of flood risk before purchasing/renting, about half say they still would have purchased or rented if they had known.



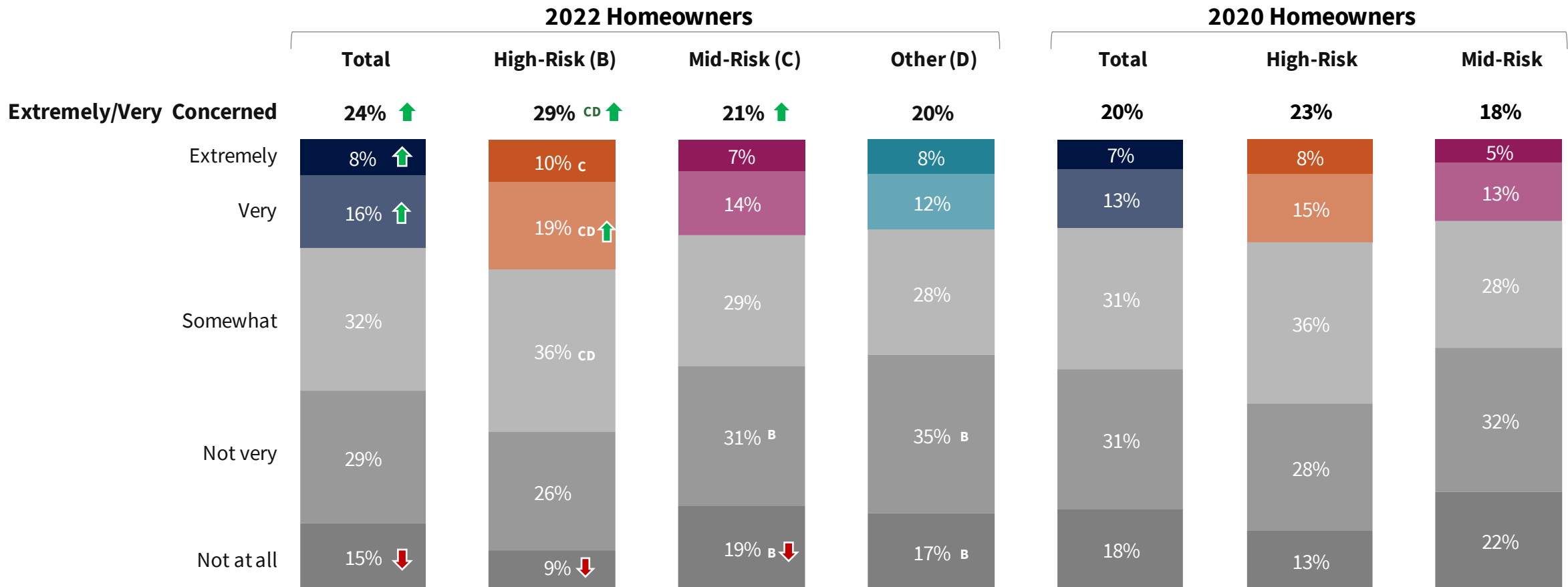
NOTE: New question in 2022  
 Base: 2022- Not informed of risk, Total (n=858); High-Risk (n=347); Mid-Risk (n=433); Other (n=58)  
 Q13aa. If you were informed about the flood risk BEFORE you [purchased/rented] your current residence, would you still have [purchased/rented] it?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Concern for Decrease in Value Due to High-Risk

In 2022, there is more concern over possible home value decline due to being designated high-risk, a little more so among those in High-Risk zones.



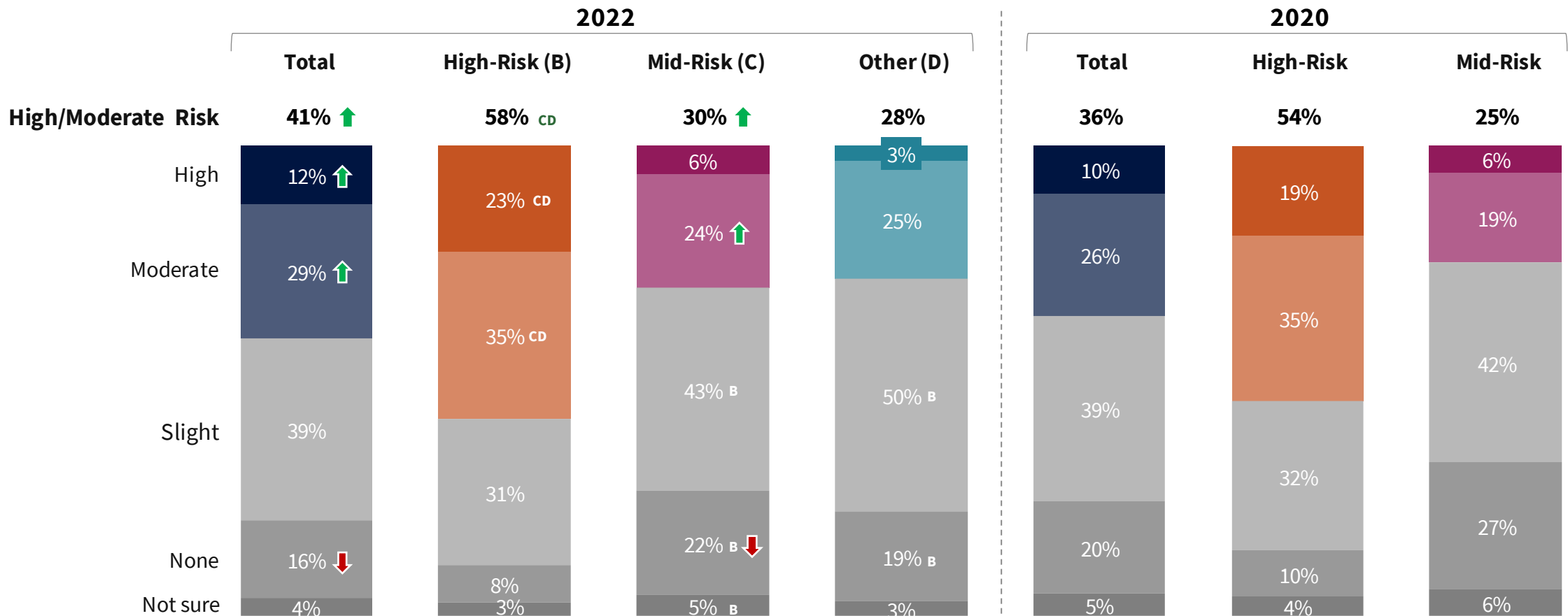
Base: 2022- Homeowners, Total/High/Mid/Other (n=3263/940/1987/255); 2020- Homeowners Total/High/Mid (n=3037/1036/1366/635)  
 Q18a. How concerned are you that an organization/agency could list your residence as at high-risk for flooding that could decrease your property value?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment



# Estimated Risk For Flooding in Community

Overall, the share of respondents believing their community is at a high or moderate flood risk increased in 2022, especially among those in Mid-Risk areas.



Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)  
 Q6a. To the best of your knowledge, to what extent is your community at risk for flooding?

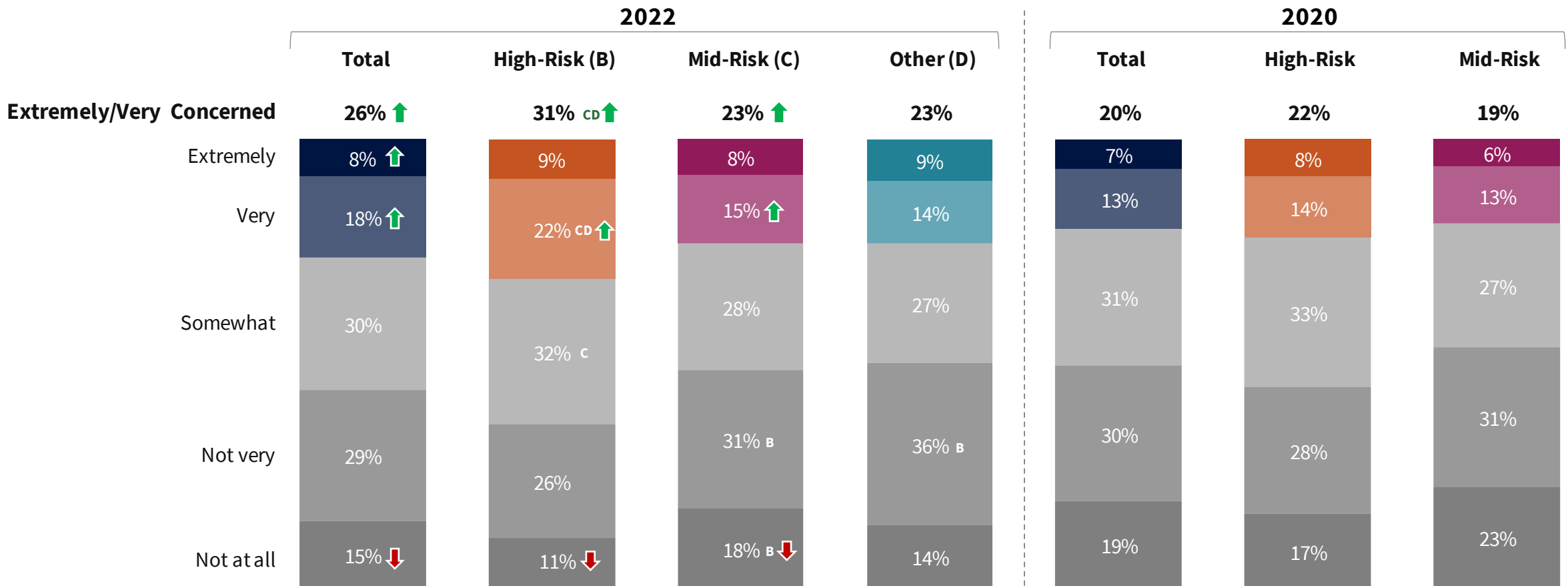
Letter denotes significant difference among 2022 risk segment (95% CL);  
 Arrow indicates higher/lower than 2020 for same risk segment





# Concern for Listing Property as High-Risk

Concern about property being listed by an organization/agency as high risk, causing mandatory flood insurance purchase, has increased since 2020.



NOTE: Question wording change in 2022

Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)

Q18b. How concerned are you that an organization/agency could list your property as at high-risk for flooding that would make you required to purchase flood insurance?

**Letter** denotes significant difference among 2022 risk segment (95% CL);

↑ / ↓ Arrow indicates higher/lower than 2020 for same risk segment

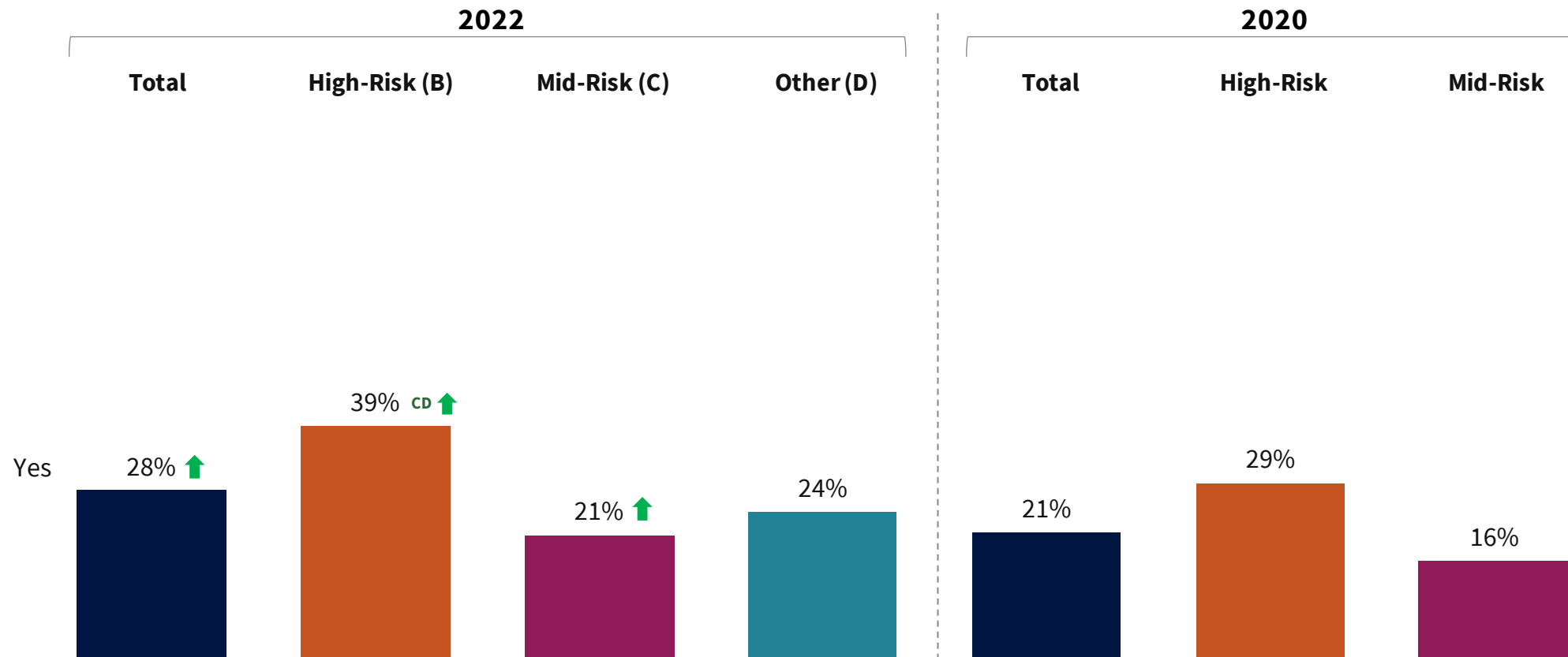


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# Flood Risk Prevention

# Have You Taken Steps to Prevent/Minimize Risk?

More respondents this year than in 2020 reported taking steps to prevent or minimize potential flood/water damage at their home, especially among High-Risk respondents.



Base: 2022- Total/High/Mid/Other (n=3988/1177/2429/292); 2020- Total/High/Mid (n=3533/1216/1597)

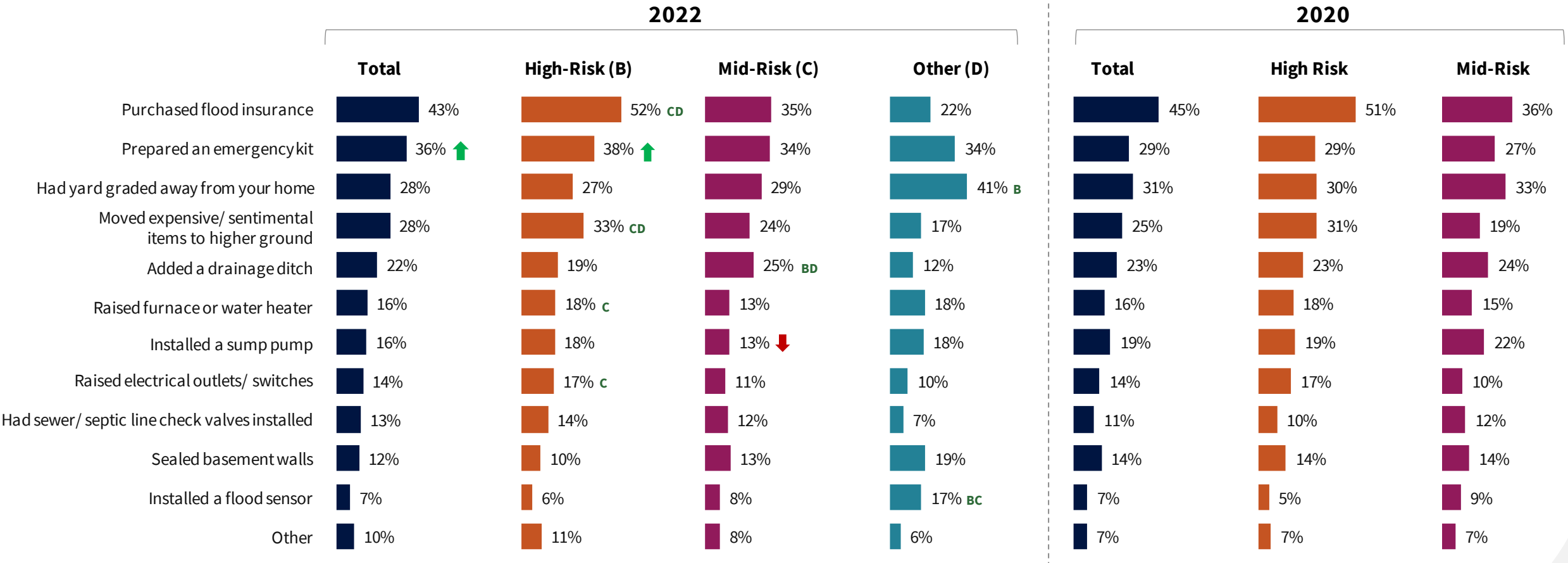
Q57. Have you, personally, taken any steps to prevent or minimize the impact from future flood/water damage at your home?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**↑ / ↓** Arrow indicates higher/lower than 2020 for same risk segment



# Steps Taken to Prevent Future Flood Damage

Those in High-risk zones are more likely to say they have purchased flood insurance and moved personal items to a higher ground than those in the other areas. Among those in High-Risk zones, the share of preparing emergency kits went up this year from 2020.



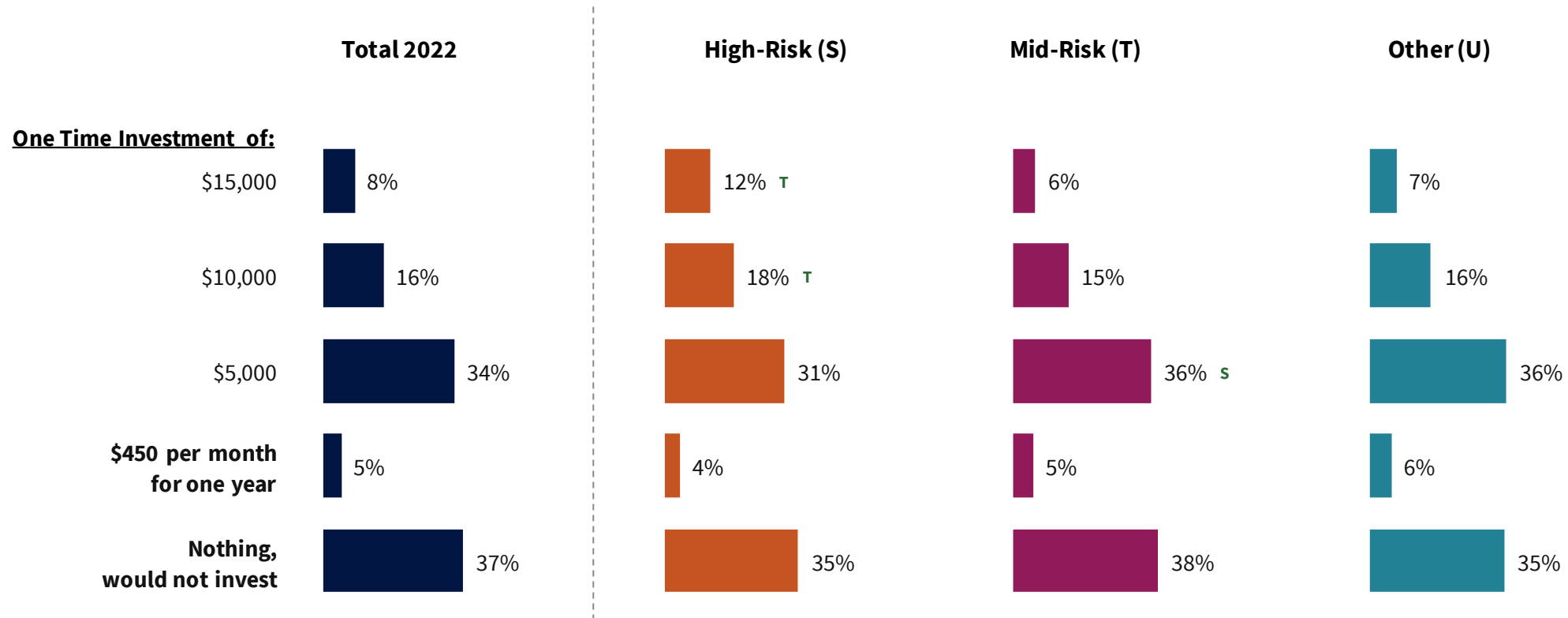
NOTE: Question wording change in 2022; Multiple response; could add to >100%  
 Base: Have personally taken steps, 2022- Total/High/Mid/Other (n=1073/462/509/72); 2020- Total/High/Mid (n=767/363/251)  
 Q59. You may have mentioned some of these already, but just to confirm, what specific steps taken to prevent future flood/water damage at your home?

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**Arrow** indicates higher/lower than 2020 for same risk segment



# Investment to Avoid \$100K in Flood Damage

To avoid \$100K in flood damage, almost 2/3 say they would invest at least \$5K and 1/4 say they would invest \$10K+, with very few preferring monthly installments at the lowest investment level.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

Q60a. What is the MAXIMUM one-time investment you would make to potentially avoid \$100,000 of flood damage?

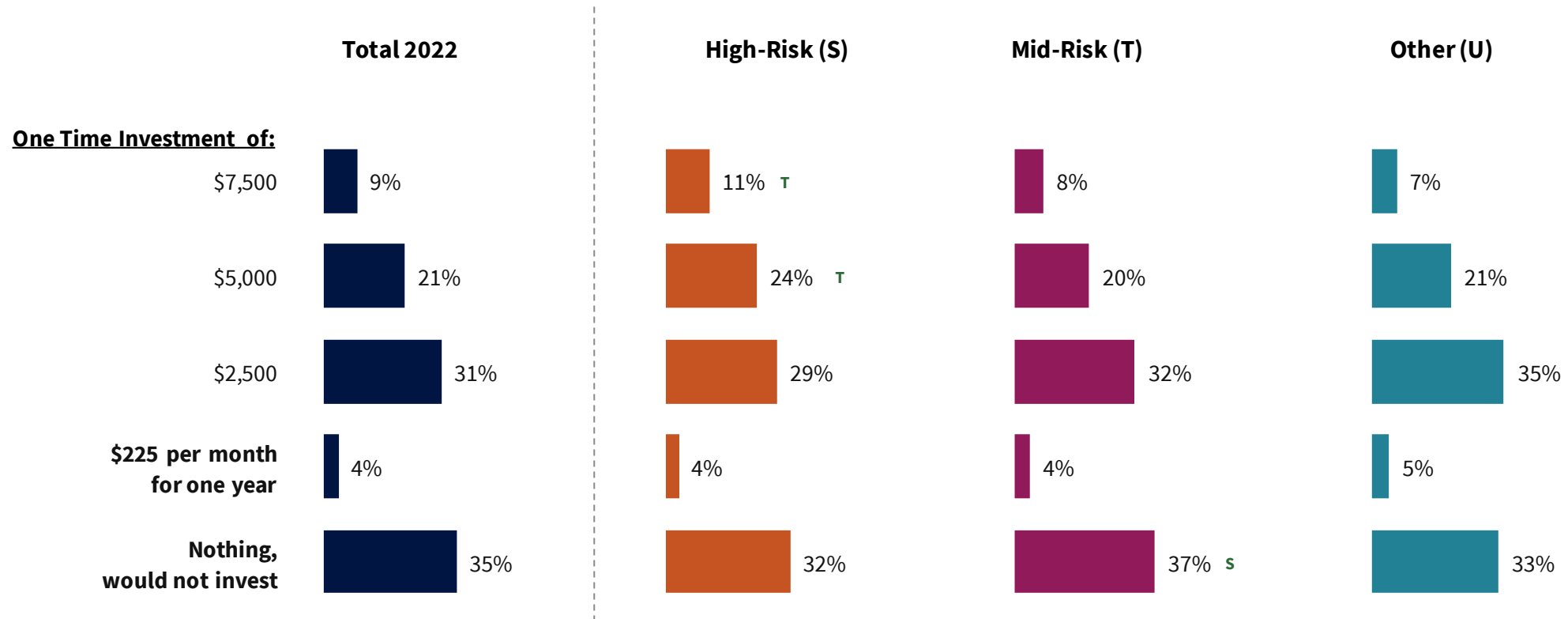
Q60b. Instead of having to pay all at once, would you be willing spread an investment of \$450 a month over just one year to potentially avoid \$100,000 of flood damage?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Investment to Avoid \$50K in Flood Damage

Similarly, nearly 2/3 say they would invest at least \$2.5K to avoid \$50K damage while a little less than 1/3 would invest \$5K or more – with very few preferring monthly installments at the lower level.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

Q60c. What is the MAXIMUM one-time investment you would make to potentially avoid \$50,000 of flood damage?

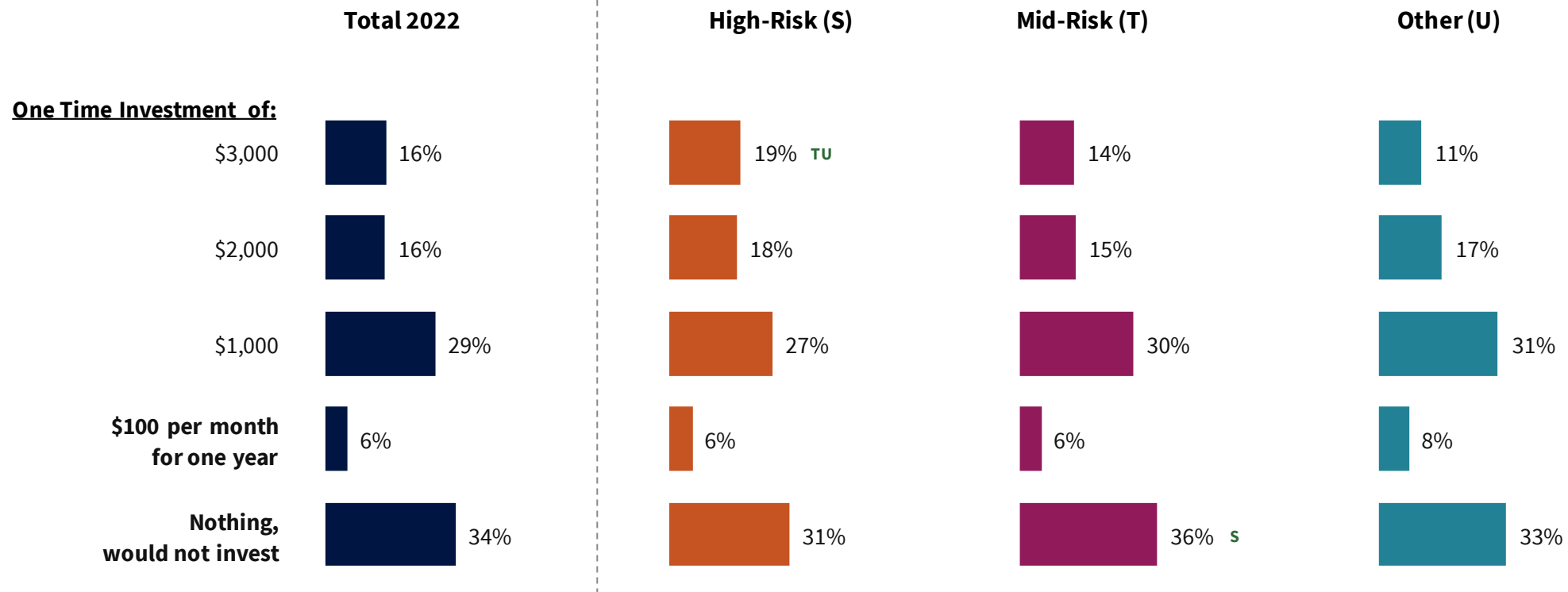
Q60d. Instead of having to pay all at once, would you be willing spread an investment of \$225 a month over just one year to potentially avoid \$50,000 of flood damage?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Investment to Avoid \$25K in Flood Damage

Similarly, nearly 2/3 say they would invest at least \$1K to avoid \$25K in damage, while about 1/3 say they would invest \$2K or \$3K, with monthly installments for the lowest level not being attractive.



NOTE: New question in 2022

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

Q60e. What is the MAXIMUM one-time investment you would make to potentially avoid \$25,000 of flood damage?

Q60f. Instead of having to pay all at once, would you be willing spread an investment of \$100 a month over just one year to potentially avoid \$25,000 of flood damage?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



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# Black and Hispanic/Latino Homeowners Analysis





# Method Note – Homeowners by Race/Ethnicity

This section looks at HOMEWOWNERS only due to higher renter population among Hispanic/Latino and Black respondents, which confounds results at the Total level. About 1/3 of total for Hispanic/Latino and Black respondents are renters compared to only 15% of White, Non-Hispanic/Latino respondents.

## Owner/Renter Distribution by Race/Ethnicity

	White Non-Hispanic (n=3023)	Hispanic/Latino (n=455)	Black (n=259)
Owner with Mortgage	45%	46%	40%
Owner, No Mortgage	41%	24%	25%
Renter	15%	31%	35%



# Demographic Profile

Homeowners					
	Total 2022	Total Homeowners	White Non-Hisp (A)	Hispanic (B)	Black (C)
	% (n=3988)	% (n=3263)	% (n=2587)	% (n=312)	% (n=159)
<b>GENDER</b>					
Male	38	40	41 <sup>C</sup>	38	30
Female	62	60	59	62	70 <sup>A</sup>
<b>AGE</b>					
18-34	13	9	7	21 <sup>AC</sup>	13 <sup>A</sup>
35-54	35	33	29	43 <sup>A</sup>	52 <sup>A</sup>
55+	52	58	64 <sup>BC</sup>	36	36
Average (yrs)	54	56	58 <sup>BC</sup>	48	50
<b># HOUSEHOLD</b>					
1	19	18	20 <sup>B</sup>	10	18 <sup>B</sup>
2	43	46	50 <sup>BC</sup>	30	33
3	17	16	14	18 <sup>A</sup>	20 <sup>A</sup>
4	13	13	11	28 <sup>A</sup>	22 <sup>A</sup>
5+	8	7	6	14 <sup>AC</sup>	8
Average # in HH	2.5	2.5	2.4	3.1 <sup>AC</sup>	2.7 <sup>A</sup>
<b>EDUCATION</b>					
HS or<	14	12	12	14	12
Some College	27	26	25	34 <sup>A</sup>	29
College+	59	62	63 <sup>B</sup>	53	59
<b>RISKLEVEL</b>					
High	38	37	38	36	36
Mid	55	55	54	57	59
Unmapped	2	2	2	1	2
LOMA	5	6	6	6	4

Note: Due to rounding, applicable categories may not add to 100%  
S1 / S2 / C3 / C4

Letter denotes significant difference (90% CL);  
No stat testing against Total



# Demographic Profile

	Homeowners				
	Total 2022 % (n=3988)	Total Homeowners % (n=3263)	White Non-Hisp (A) % (n=2587)	Hispanic (B) % (n=312)	Black (C) % (n=159)
<b>EMPLOYMENT</b>					
Full-time	40	38	35	50 <b>A</b>	54 <b>A</b>
Part-time	8	7	7	8	6
Self-employed	8	7	8	8	8
Not employed/Retired	45	47	51 <b>BC</b>	34	33
<b>HH INCOME</b> (n=3752)					
< \$50K	29	24	23	23	34 <b>AB</b>
\$50K - \$99K	35	36	36	37	33
\$100K+	36	41	40	41	33
Median (\$K)	77	85	85	85	73
<b>HH SAVINGS</b>					
< \$5K	31	25	24	28	36 <b>A</b>
\$5K - \$99K	40	40	39	46 <b>A</b>	49 <b>A</b>
\$100K - \$249K	12	14	15 <b>C</b>	12	7
\$250K+	17	21	22 <b>BC</b>	14 <b>C</b>	8
Median (\$K)	20	30	40	15	10
<b>HOME TENURE</b>					
< 5 years	34	27	27	30	31
5 - 10 years	19	18	17	20	21
10+ years	48	54	56 <b>B</b>	50	49
<b>AGE OF HOME</b> (n=3600)					
Before 1970	26	25	25	23	22
1970 - 1990	33	32	32 <b>C</b>	30 <b>C</b>	22
1991+	41	43	42	45	54 <b>A</b>
<b>CENSUS REGION</b>					
Northeast	10	9	10 <b>C</b>	7 <b>C</b>	2
Midwest	10	10	12 <b>BC</b>	4	5
South	49	49	47	55 <b>A</b>	77 <b>AB</b>
West	32	32	31 <b>C</b>	34 <b>C</b>	15

Note: Due to rounding, applicable categories may not add to 100%  
C5 / C6 / C7 / C1 / C2 / S5A

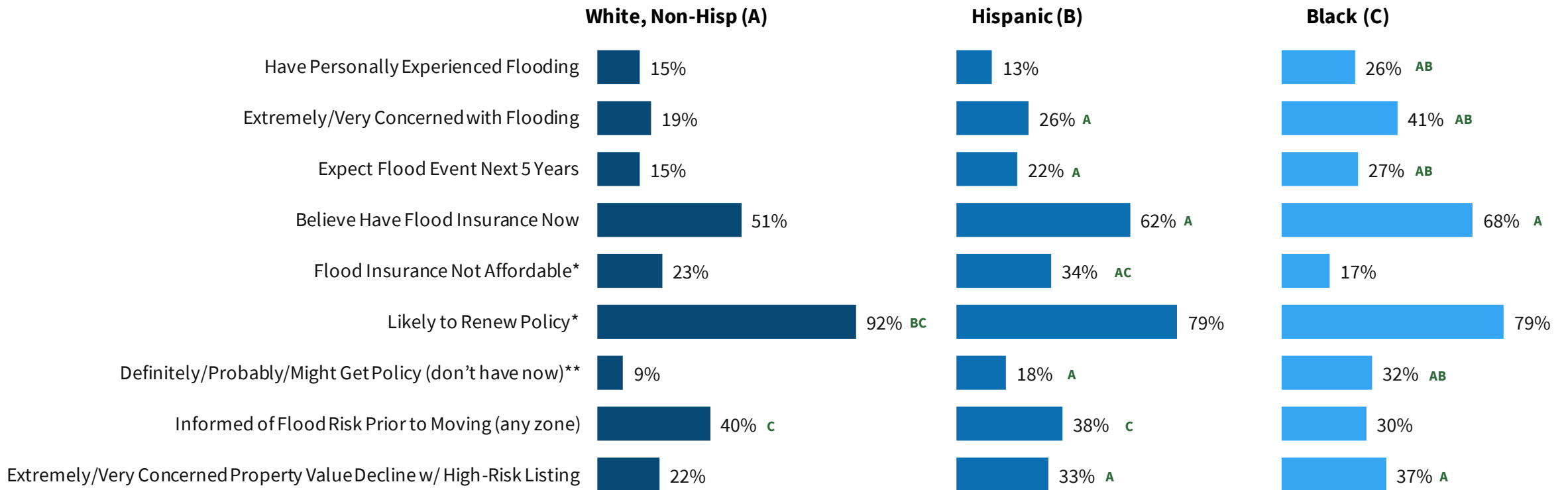
**Letter** denotes significant difference (90% CL);  
No stat testing against Total



# Summary of Key Findings by Race/Ethnicity

Black and Hispanic/Latino homeowners expressed more concerns with flooding possibilities and reported a higher usage or intent for flood insurance policies.

Also, express challenge with affordability of flood insurance



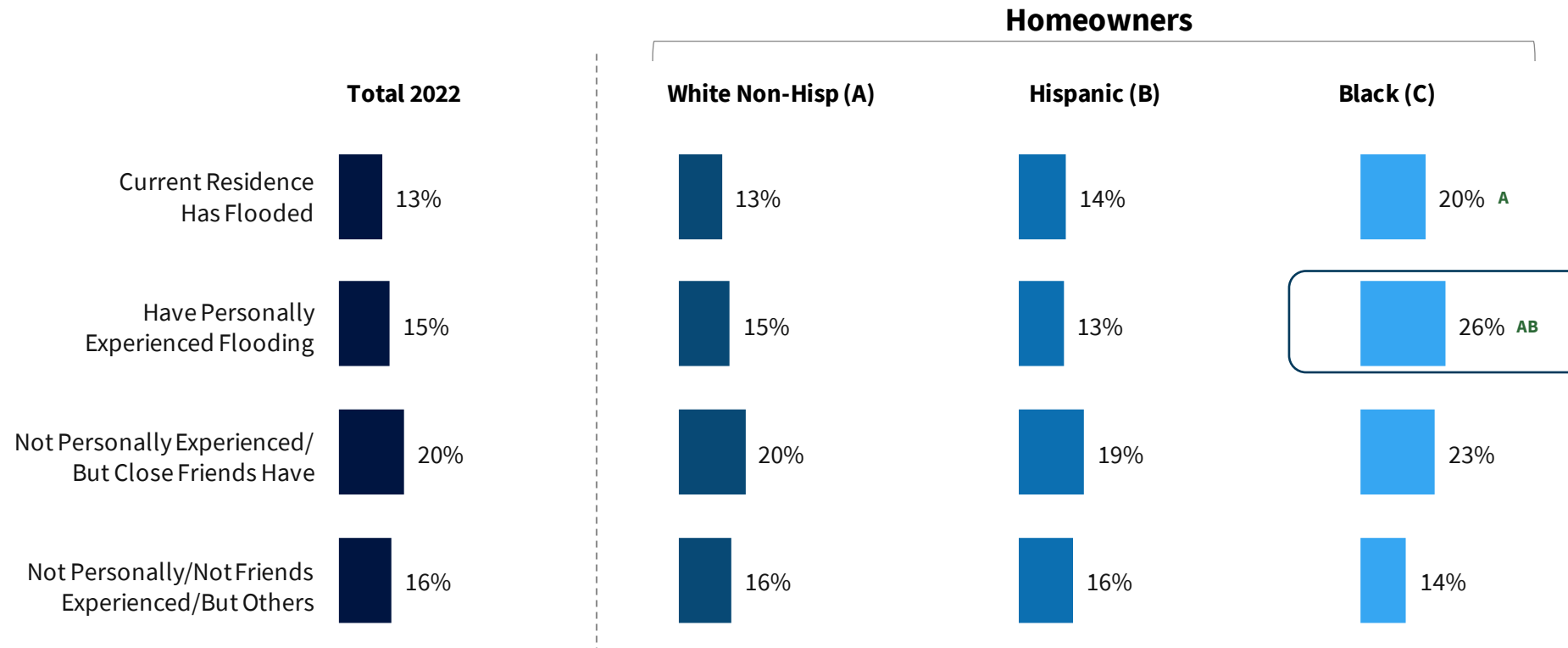
Base: 2022-Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 \*Have separate flood policy, Total (n=866); White Non-Hisp (n=697); Hispanic (n=79); Black (n=44); DK removed  
 \*\*Don't have flood insurance, Total (n=1661); White Non-Hisp (n=1367); Hispanic (n=132); Black (n=54)

Letter denotes significant differences (90% CL)



# Personal Flood Experience

1 in 4 Black homeowners say they have personally experienced flooding, double that of Hispanic/Latino homeowners and 2/3 higher than White homeowners.



**NOTE: Multiple response; could add to >100%; No experience not shown**

Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)

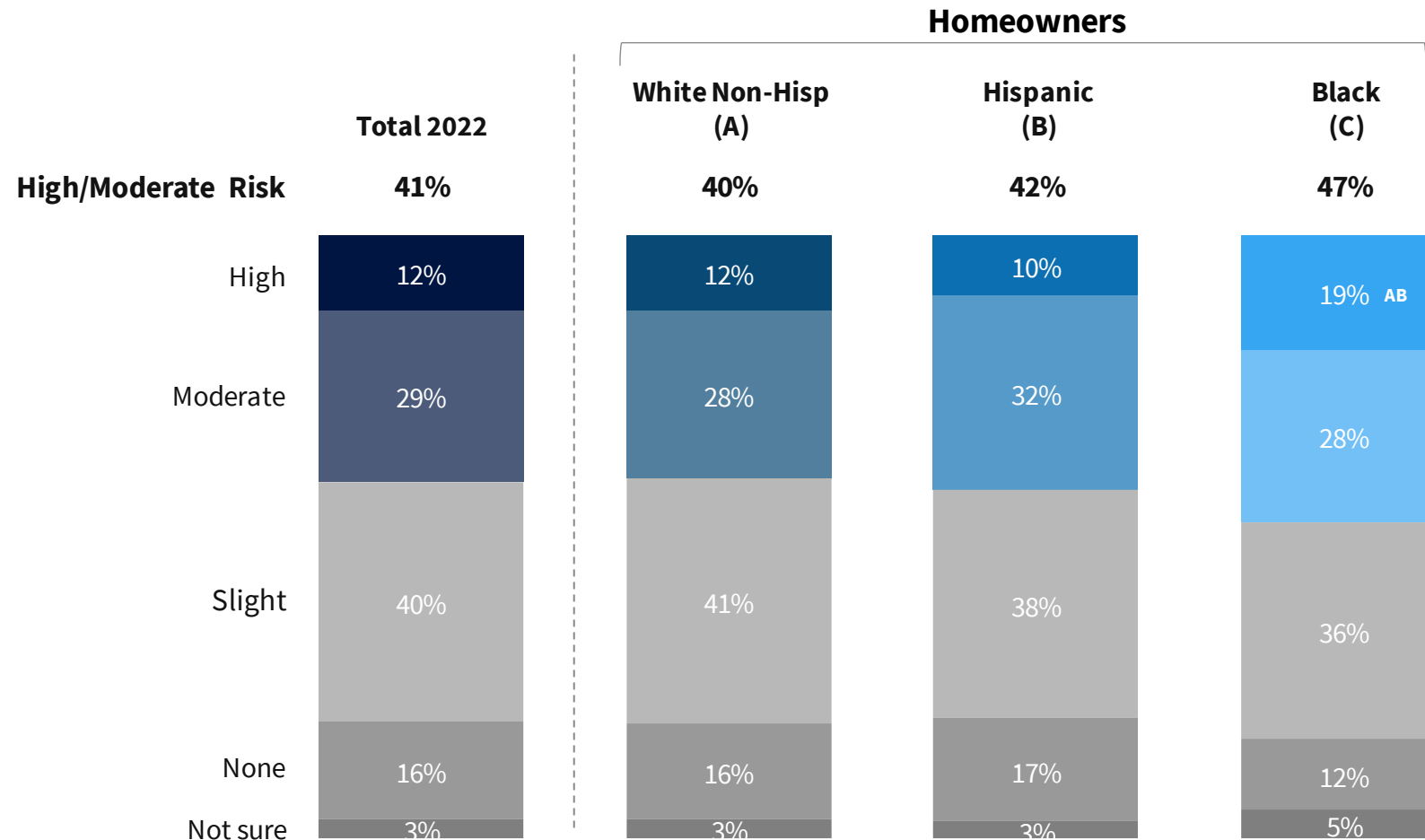
Q40. What has been your personal experience regarding flooding?

**Letter** denotes significant difference (90% CL);  
No stat testing against Total



# Estimated Risk For Flooding in Community

Black homeowners are more likely to perceive a higher risk for flooding in their community than White and Hispanic/Latino homeowners.



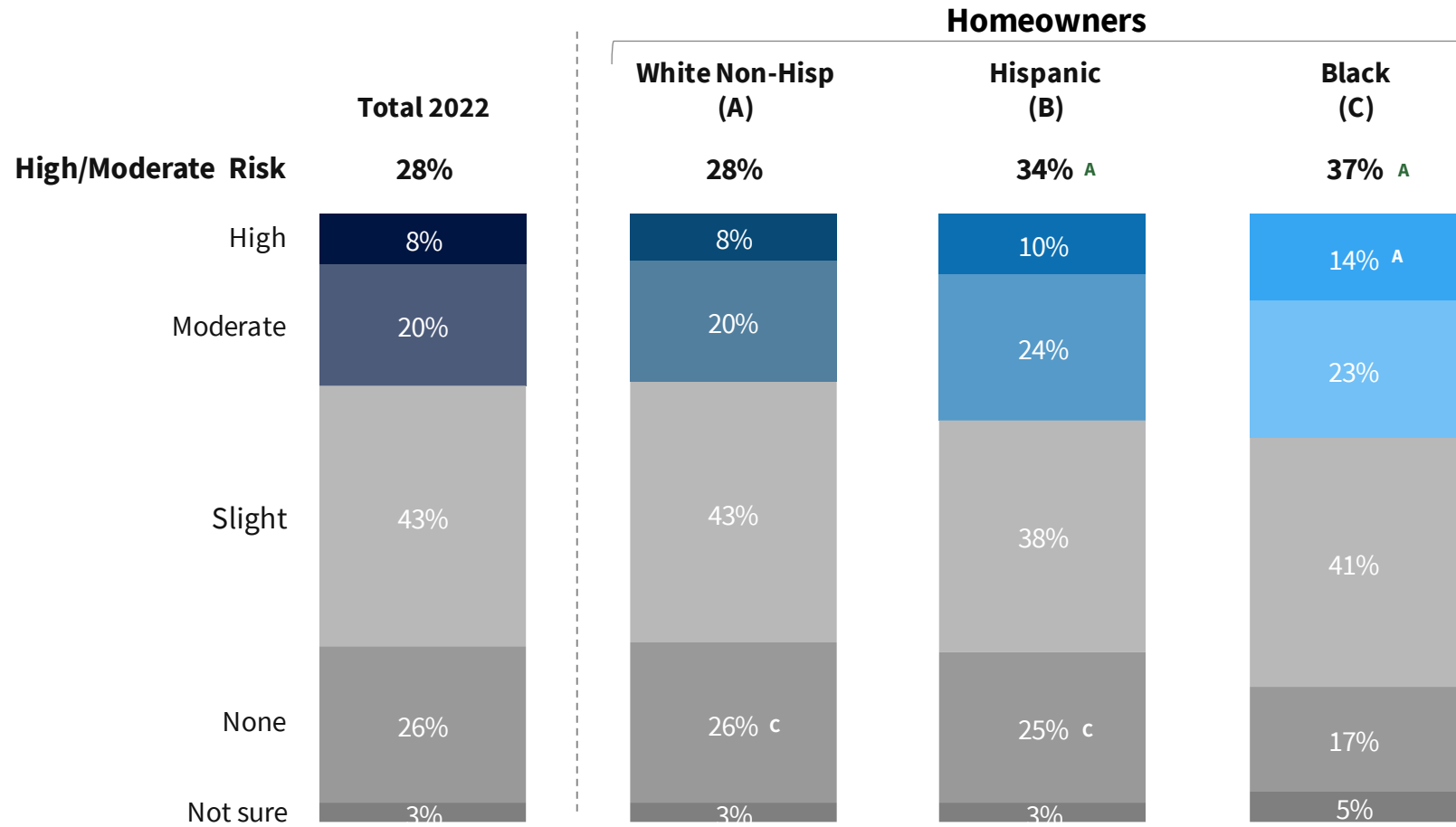
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q6a. To the best of your knowledge, to what extent is your community at risk for flooding?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Estimated Risk For Flooding at Current Residence

Black homeowners are also more likely to perceive a higher risk of flooding at their homes than White and Hispanic/Latino homeowners.



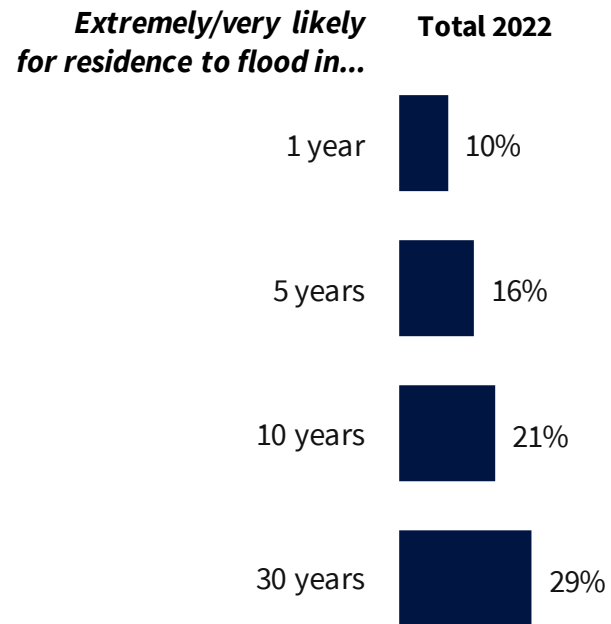
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q6b. To what extent is your current residence at risk for flooding?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total

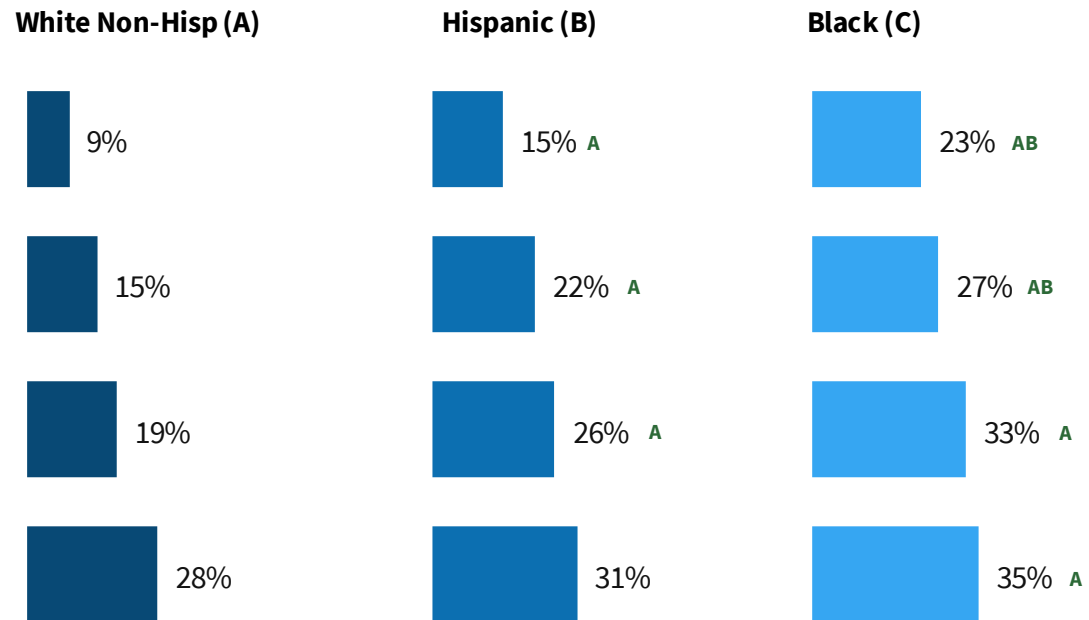


# Likelihood of Flooding in the Future

Hispanic/Latino and Black Homeowners are more likely than White homeowners to expect flooding at their homes in the future.



## Homeowners



Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q8. How likely do you think it will be for your residence to flood in the next... (5 pt. scale)

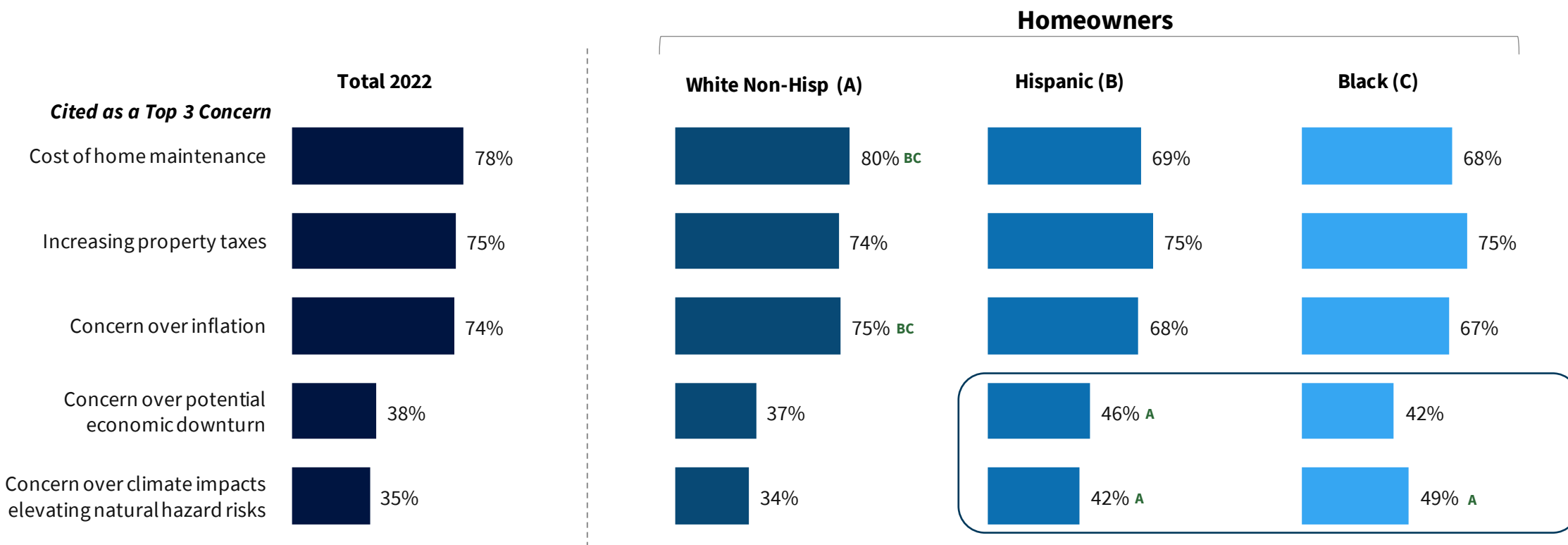
**Letter** denotes significant difference (90% CL);  
 No stat testing against Total





# Homeownership Stressors

Hispanic/Latino and Black homeowners are slightly more likely to cite climate impacts and economic downturns as major concerns, but still focus on home maintenance, property taxes, and inflation.



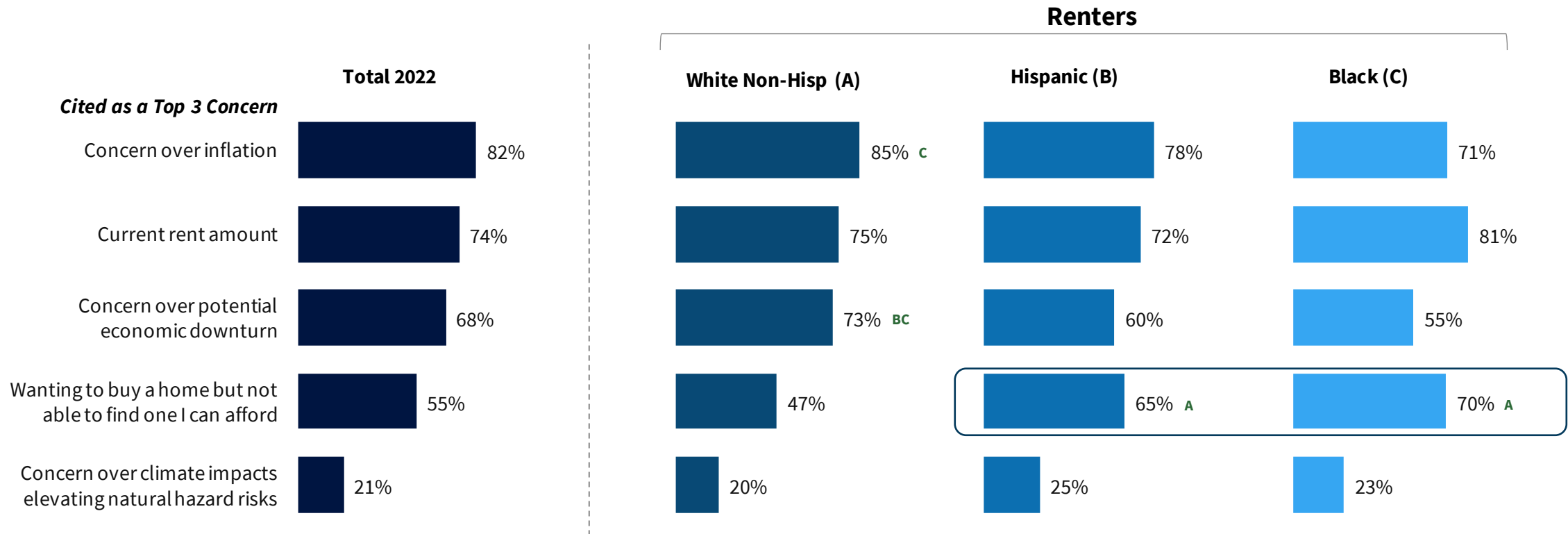
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Qb. Please rank the following five items from what you find most stressful about owning your home to least stressful about owning your home.

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Renting Stressors

Homeownership affordability is more frequently cited as a top 3 concern for Black and Hispanic/Latino renters than White renters. Climate impacts are comparatively less of a concern for all groups than the other factors.



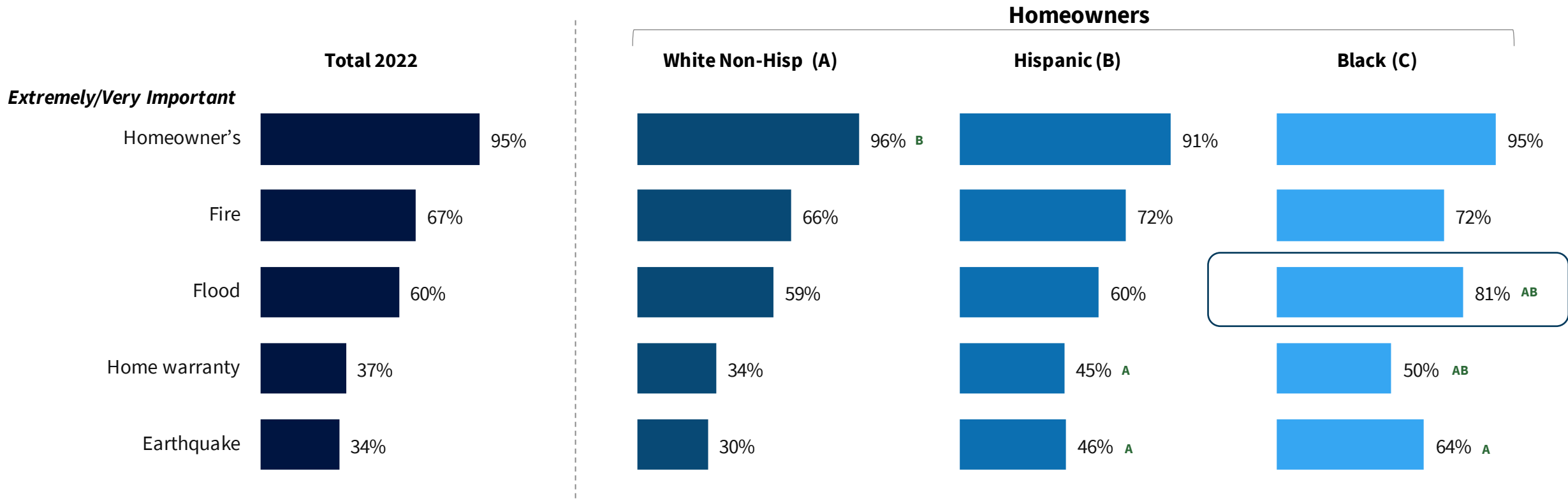
Base: 2022- Renters, Total (n=725); White Non-Hisp (n=436); Hispanic (n=143); Black (n=100)  
 Qc. Please rank the following five items from what you find most stressful renting your home right now to least stressful.

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Importance of Insurance Types

Black and Hispanic/Latino homeowners place higher importance on disaster insurance generally, especially Black homeowners regarding flood insurance.



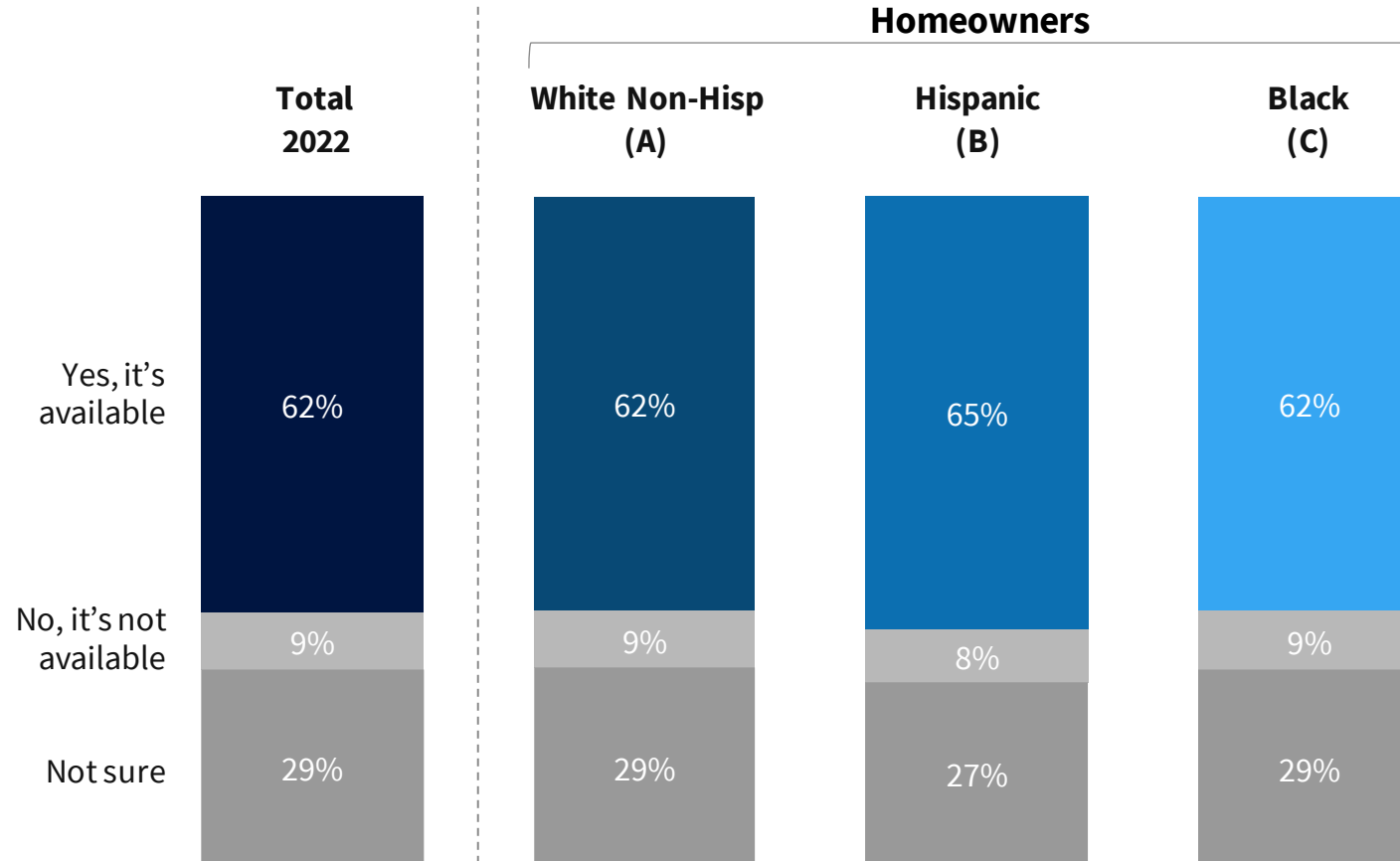
Base: 2022- Homeowners, Varies based on being very/somewhat familiar with type; responses n>30 are shown  
 Q2. How would you rate the importance of each of the following types of insurance? (5 pt. scale)

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Flood Insurance Availability

Overall, the awareness of flood insurance availability for homeowners does not vary significantly by race/ethnicity.



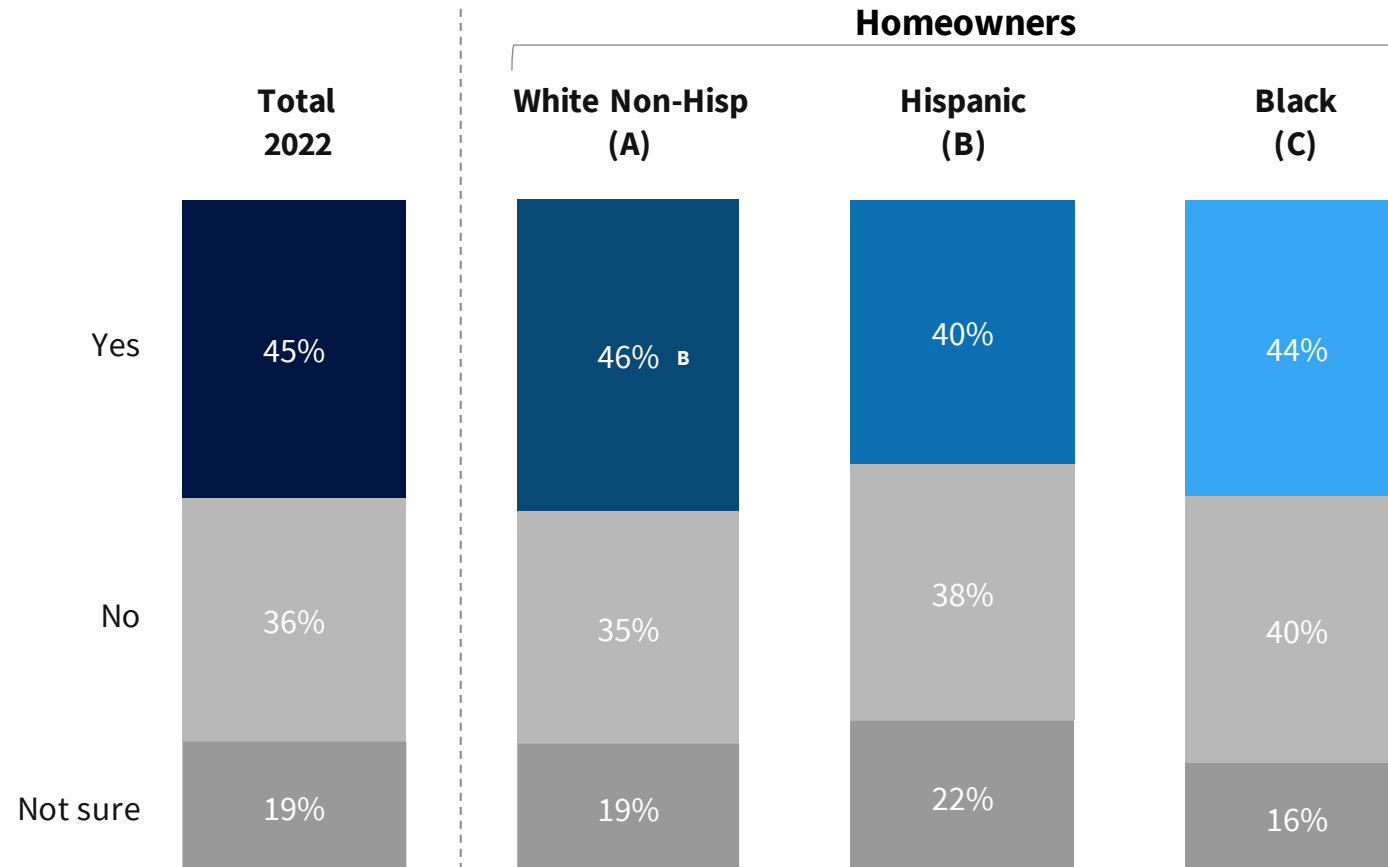
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q17. To the best of your knowledge, is flood insurance available for your residence?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Aware of National Flood Insurance Program (NFIP)

NFIP awareness does not differ meaningfully for homeowners by race/ethnicity.



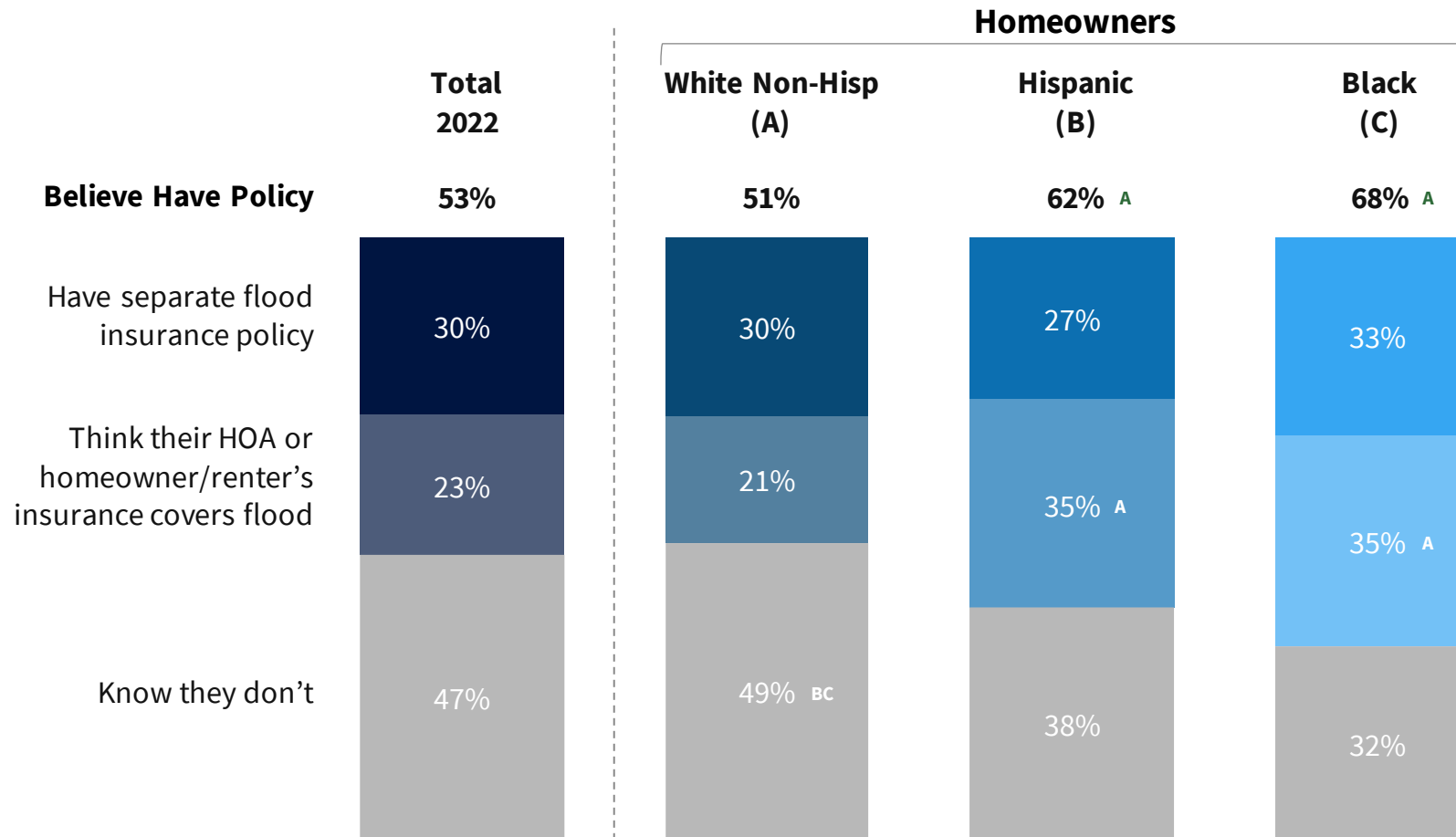
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q22. Are you aware of the National Flood Insurance Program (NFIP), which is administered by FEMA?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Current Flood Insurance Usage

Black and Hispanic/Latino homeowners are more likely than White homeowners to indicate that they think their HOA or homeowner’s insurance covers flood when they do not.



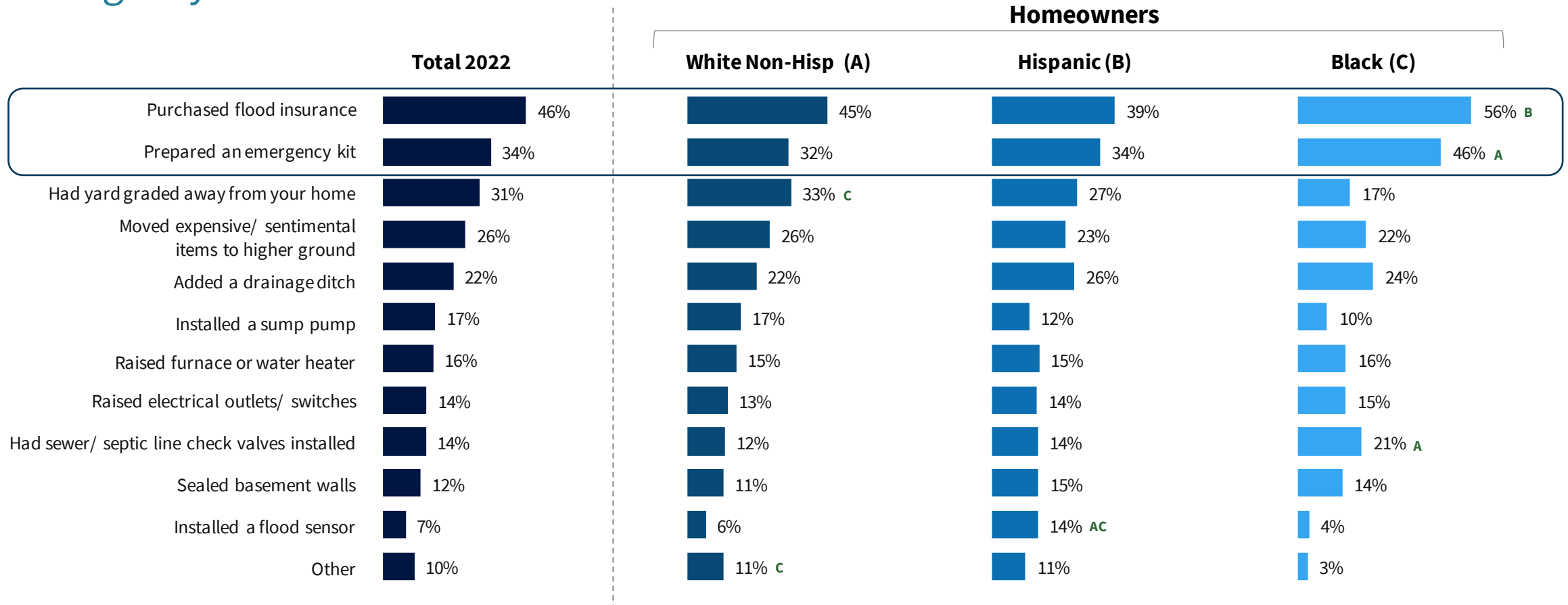
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q23. Which of the following statements describes your current situation regarding flood insurance?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Steps Taken to Prevent Future Flood Damage

Homeowners are taking similar steps to prevent future flood damage; Black homeowners are most likely to mention that they have purchased flood insurance or prepared emergency kits.



**NOTE: Multiple response; could add to >100%**

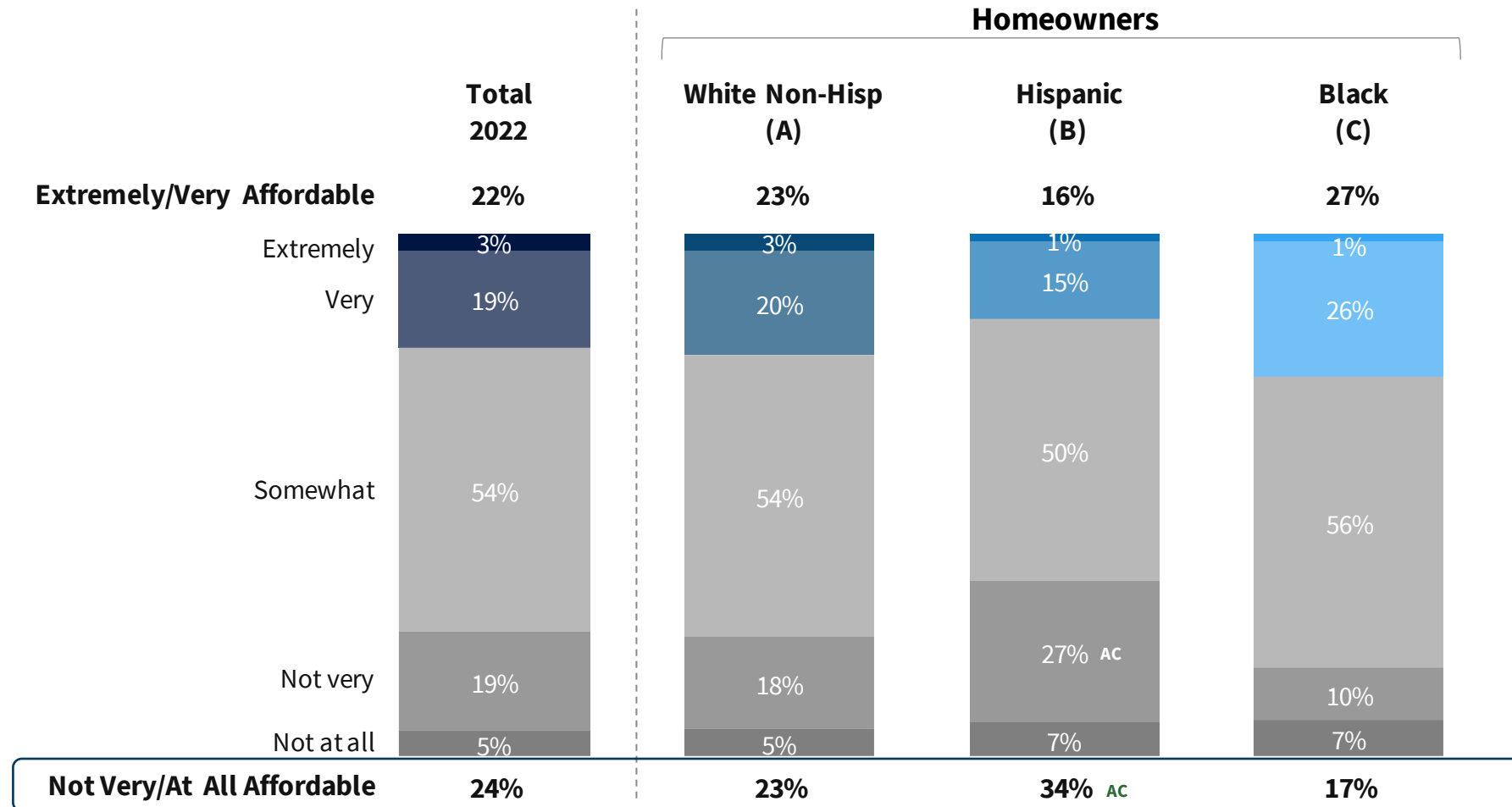
Base: 2022- Homeowners, Have personally taken steps, Total (n=942); White Non-Hisp (n=746); Hispanic (n=98); Black (n=55)  
 Q59 .What specific steps taken to prevent future flood/water damage at your home?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Affordability of Flood Insurance

Hispanic/Latino homeowners are more likely than Black and White homeowners to say flood insurance is not affordable to them.



Base: 2022- Homeowners, Have separate flood policy, Total (n=866); White Non-Hisp (n=697); Hispanic (n=79); Black (n=44); DK removed  
 Q29. How would you best describe the affordability of your flood insurance?

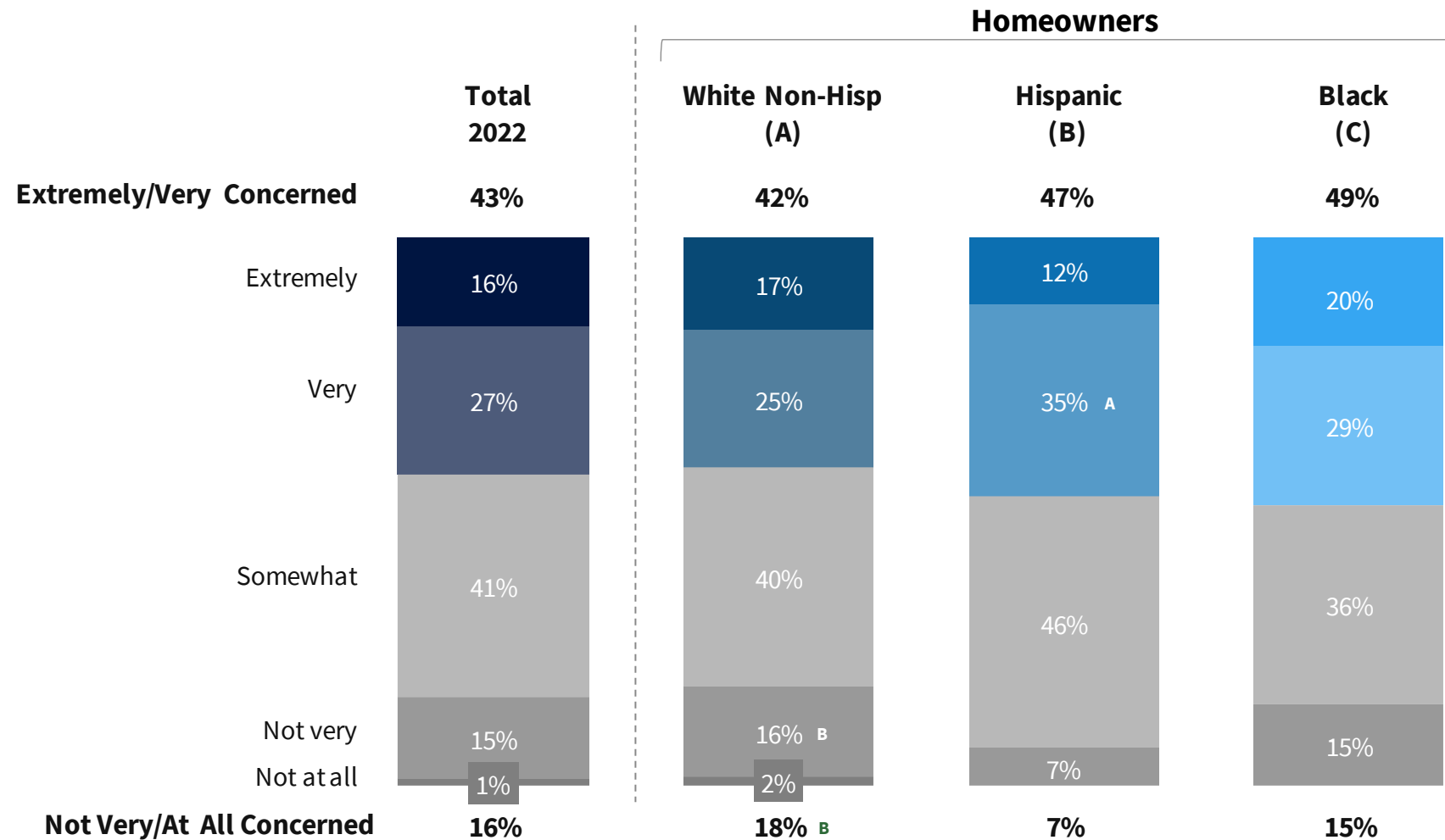
**Letter** denotes significant difference (90% CL);  
 No stat testing against Total





# Concerned Premiums Will Increase Next Year

About 4 in 10 are extremely/very concerned that flood insurance premiums will increase next year; and it's closer to 5 in 10 for Black and Hispanic/Latino homeowners.



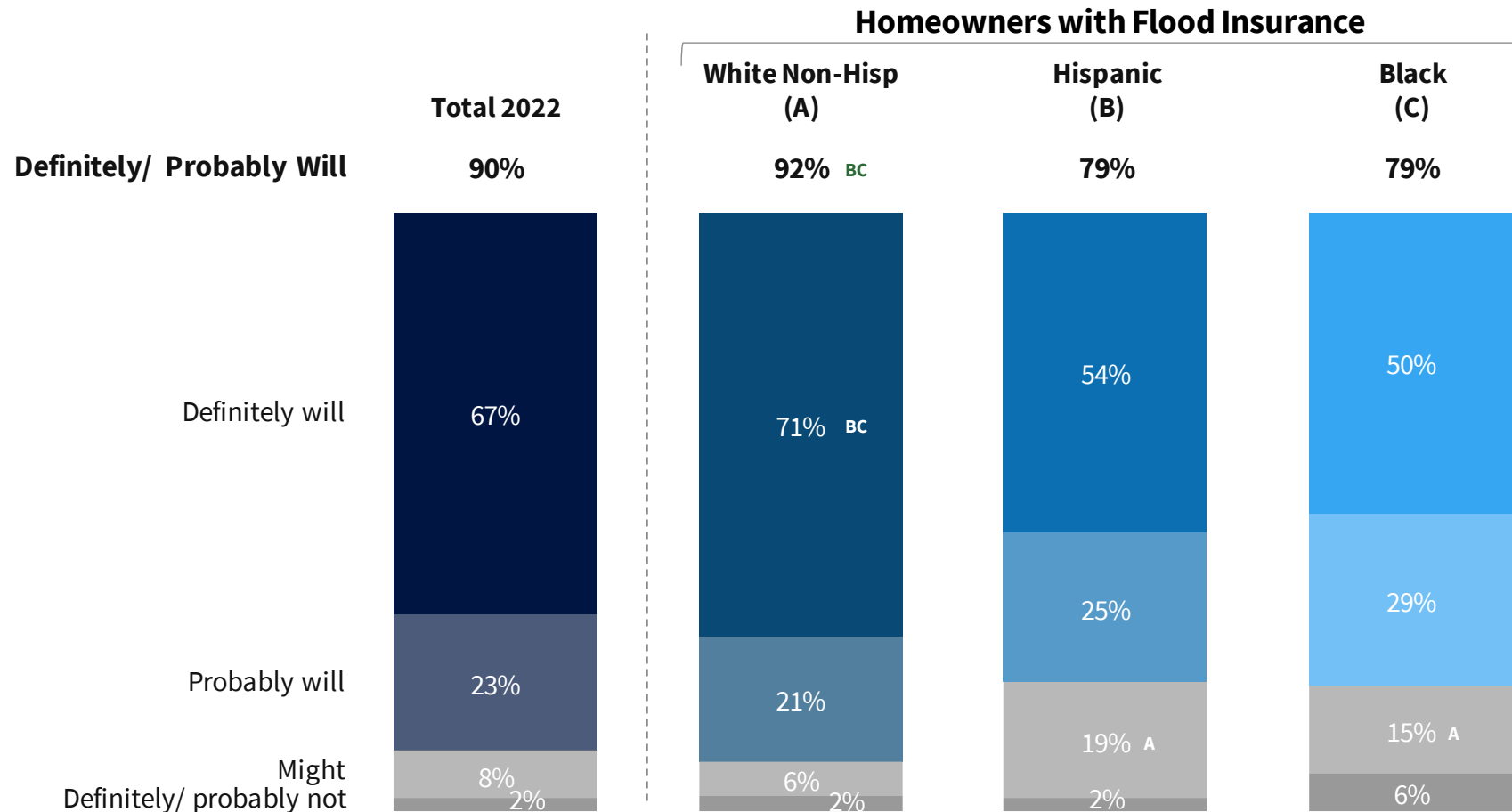
Base: 2022- Homeowners, Have separate flood policy, Total (n=866); White Non-Hisp (n=697); Hispanic (n=79); Black (n=44); DK removed Q30. How concerned are you that your flood insurance premiums will increase next year?

Letter denotes significant difference (90% CL); No stat testing against Total



# Likelihood to Renew Flood Insurance Next Year

The vast majority of policy holders say they would likely renew their policies, though White homeowners are the most likely to say so.



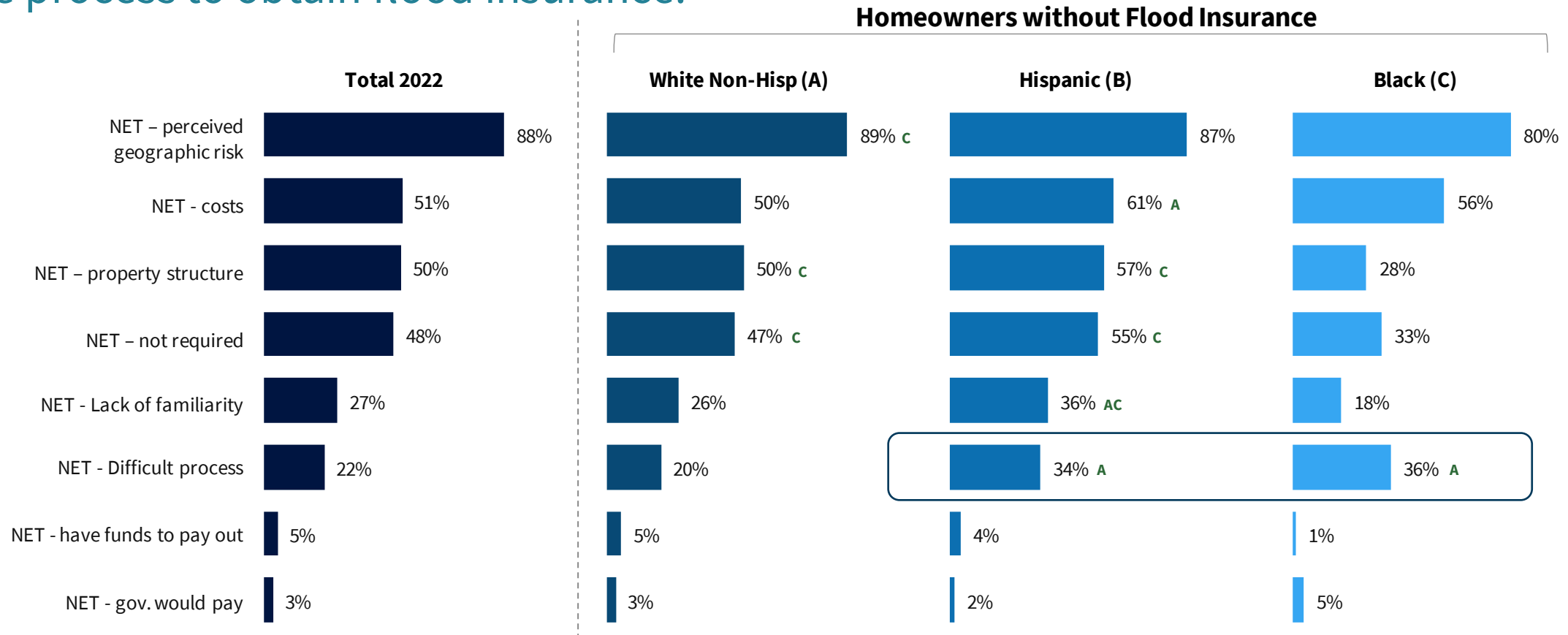
Base: 2022- Homeowners, Have separate flood policy, Total (n=866); White Non-Hisp (n=697); Hispanic (n=79); Black (n=44)  
 Q30d. How likely are you to renew your flood insurance policy next year? /

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Reasons for Not Having Flood Insurance

While geographic location is the major reason cited for not having flood insurance across all race groups, Black and Hispanic/Latino homeowners are more likely to cite difficulty of the process to obtain flood insurance.



NOTE: Net level view shown

Base: 2022-Homeowners, Don't have flood insurance, Total (n=1661); White Non-Hisp (n=1367); Hispanic (n=132); Black (n=54)

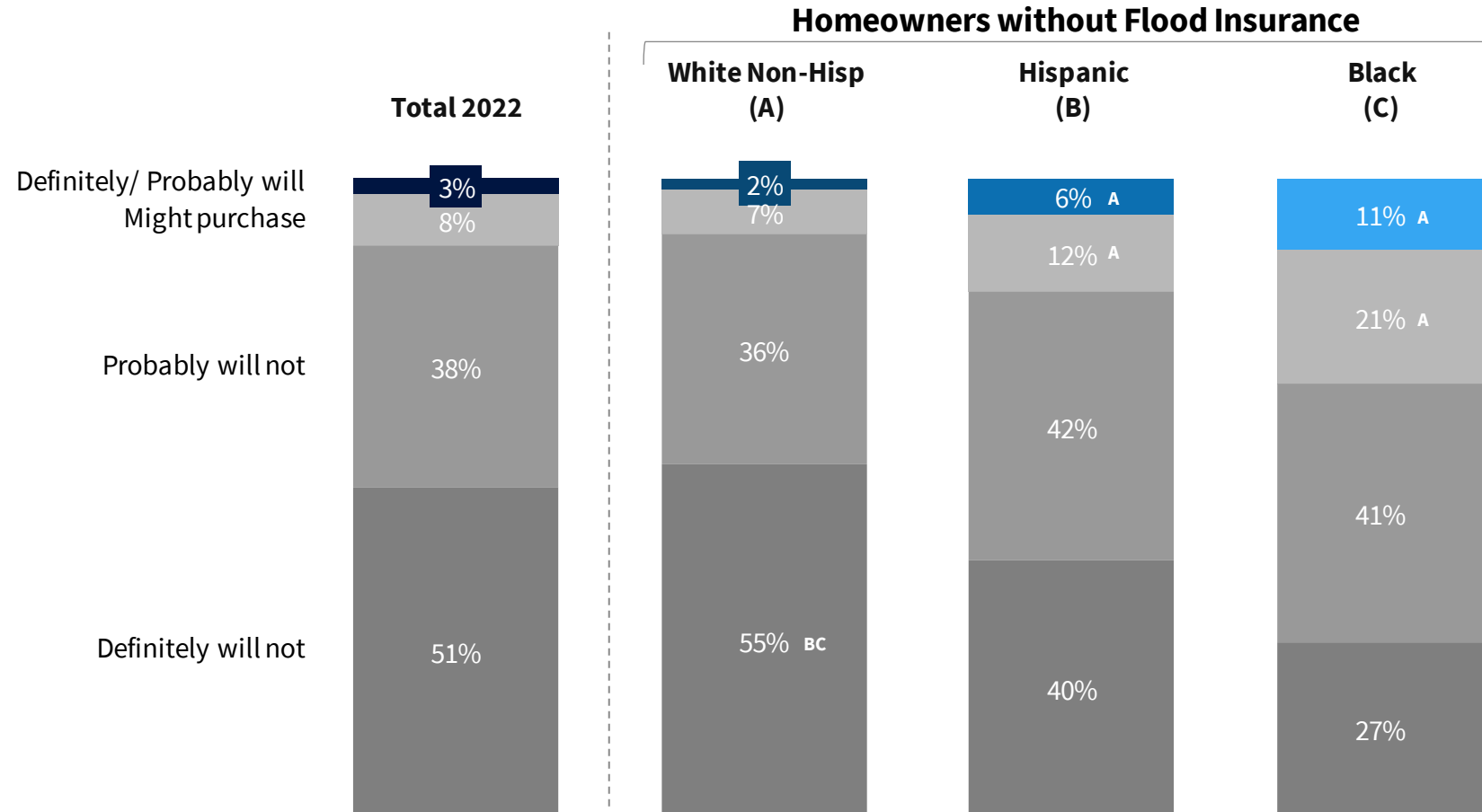
Q34. You may have mentioned some of these already, but just to confirm, which of the following, if any, are possible reasons that you believe you do not currently have a flood insurance policy? Please select up to 5 reasons.

Letter denotes significant difference (90% CL); No stat testing against Total



# Likelihood to Purchase Flood Insurance Next Year

Hispanic/Latino and Black homeowners are far more likely to indicate consideration of getting flood insurance next year.



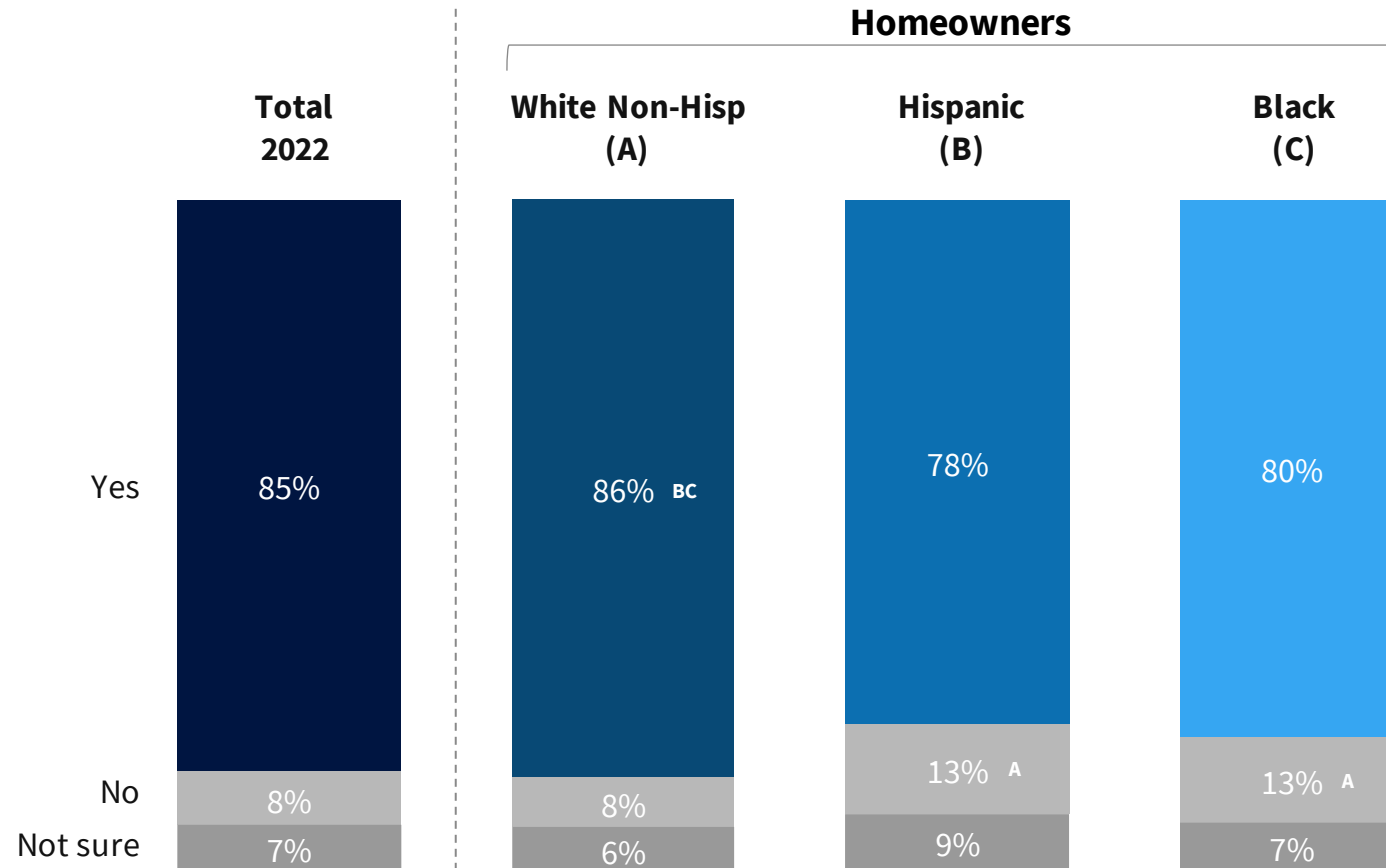
Base: 2022- Homeowners, Don't have flood insurance, Total (n=1661); White Non-Hisp (n=1367); Hispanic (n=132); Black (n=54)  
 Q35. How likely are you to purchase flood insurance in the next year?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Aware of FEMA Identifying Flood Risk Zones

Around 80% of Black and Hispanic/Latino homeowners are aware of FEMA’s role in identifying risk zones, compared with 86% of White homeowners.



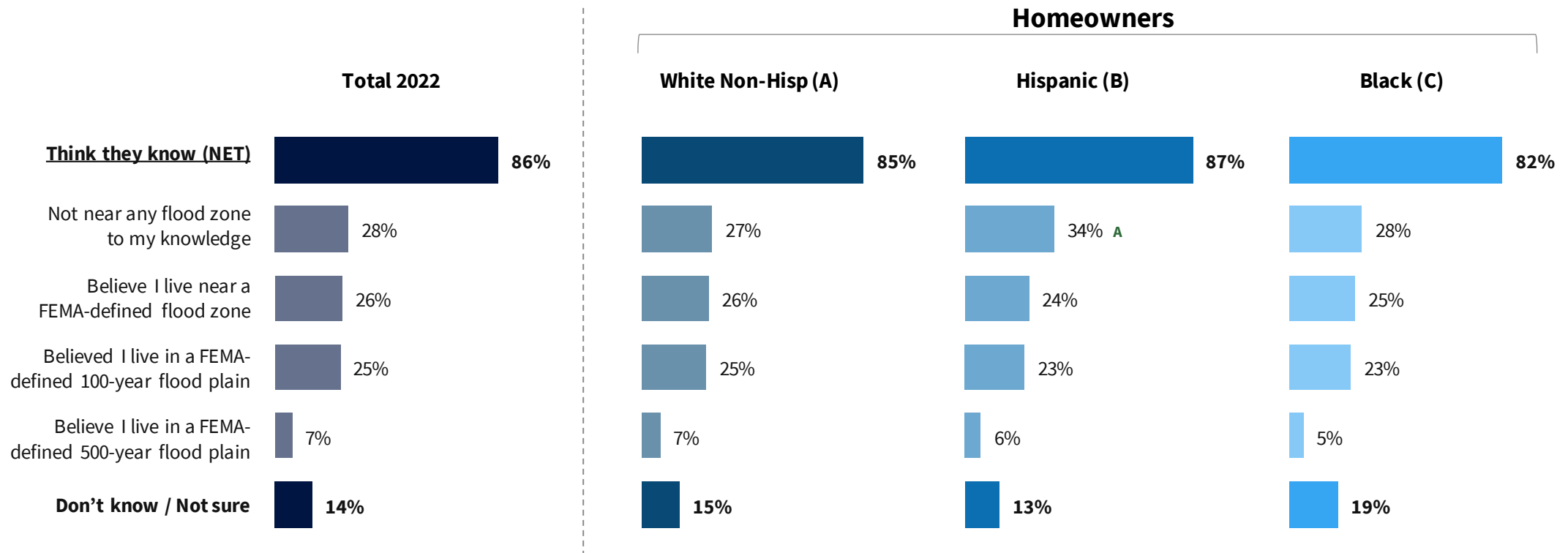
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q4. Are you aware that FEMA (Federal Emergency Management Agency) identifies flood risk zones and maps those areas?

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Flood Risk Zone (Self-Reported)

Flood risk zone awareness does not differ significantly by race/ethnicity.



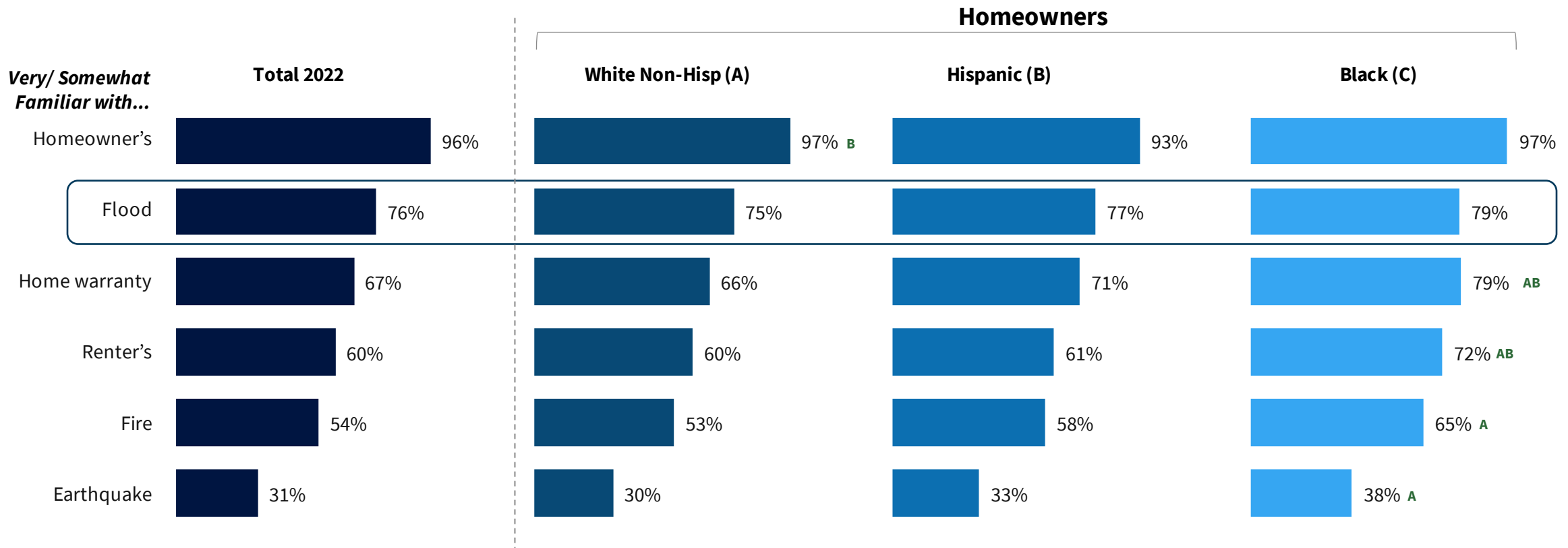
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q5. To the best of your knowledge, in which flood risk zone as defined by FEMA is your residence located?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Familiarity with Types of Insurance

While small differences exist in insurance familiarity by race/ethnicity, flood insurance awareness level remains about the same across race groups at 75%-80%.



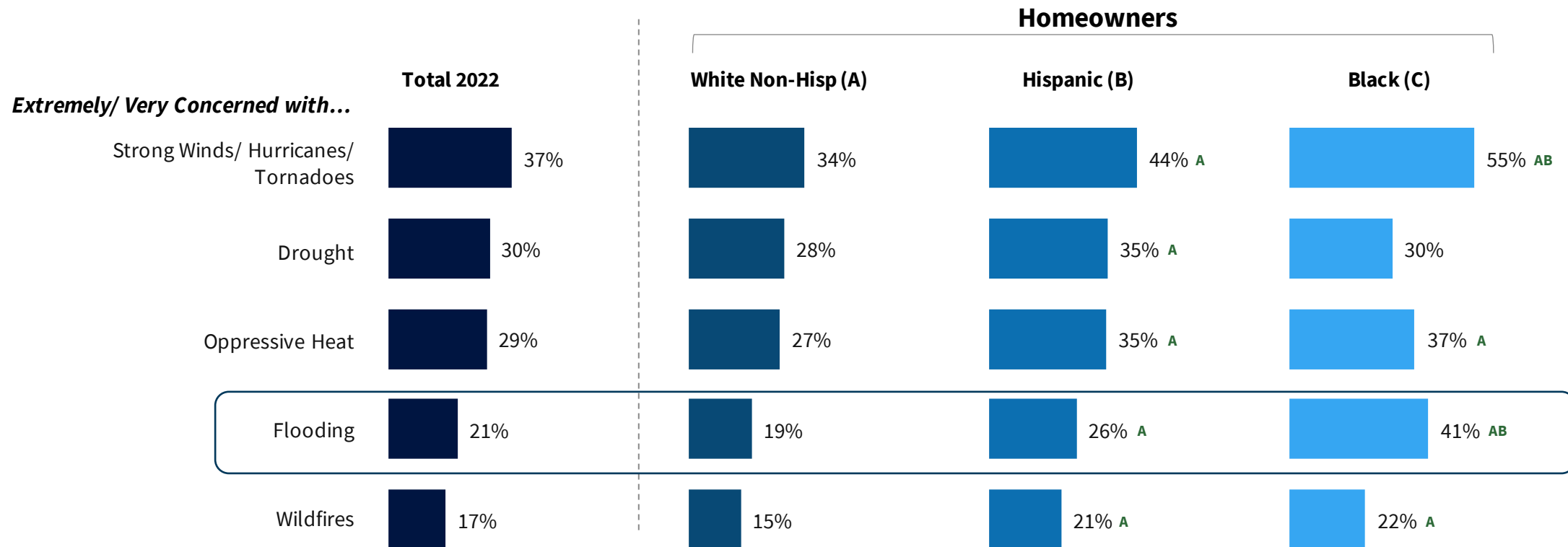
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q1. How familiar are you with the following types of insurance? (4 pt. scale)

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Concern with Climate-Related Events

Hispanic/Latino and Black homeowners express more concerns over climate-related events, with Black homeowners being twice as concerned about floods as White homeowners.



Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q72. How concerned are you with each of these climate-related events? (5 pt. scale)

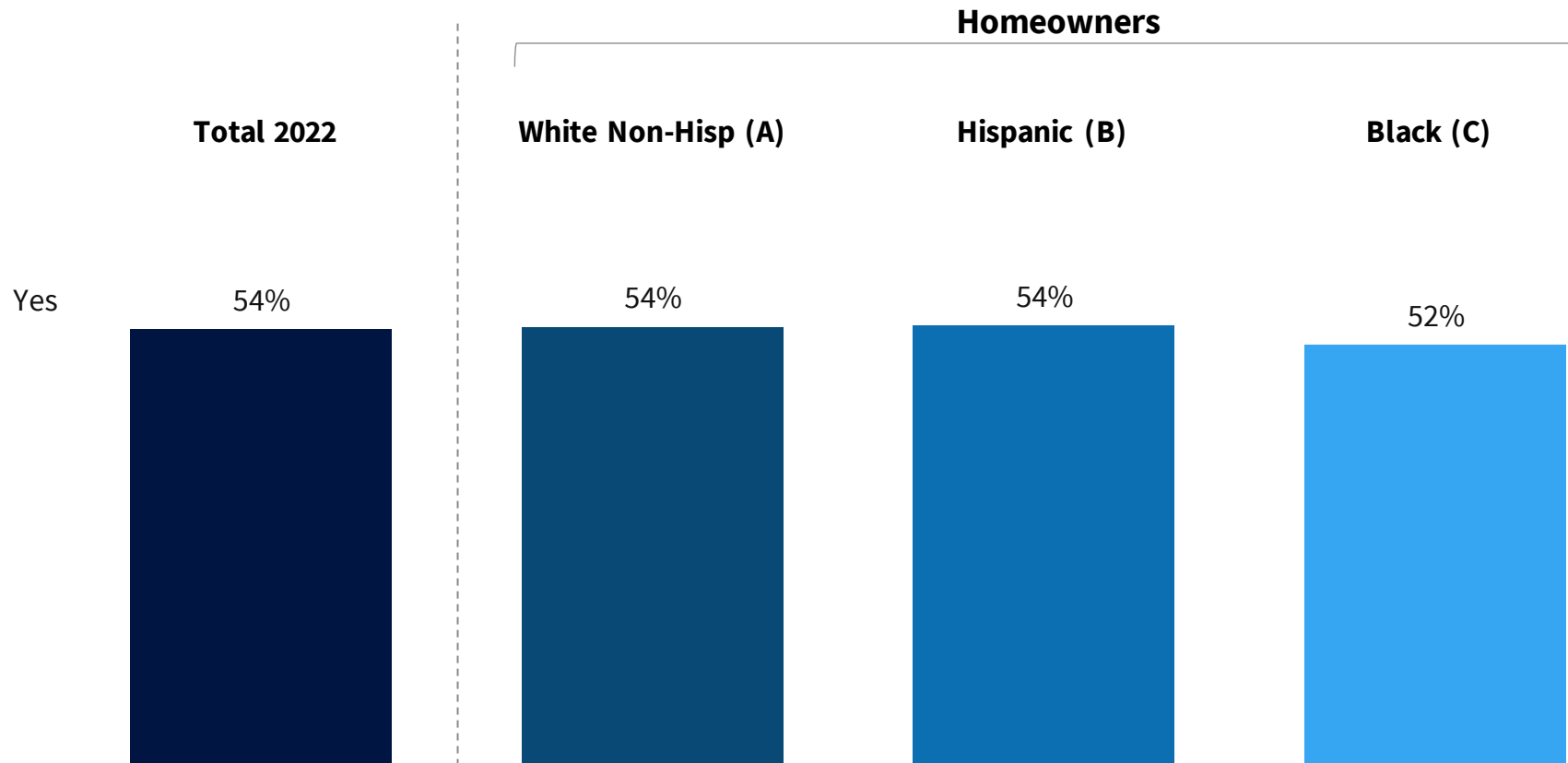
Letter denotes significant difference (90% CL);  
 No stat testing against Total





# Searching For Flood Risk Information

The incidence of searching for flood risk information does not differ significantly by race/ethnicity.



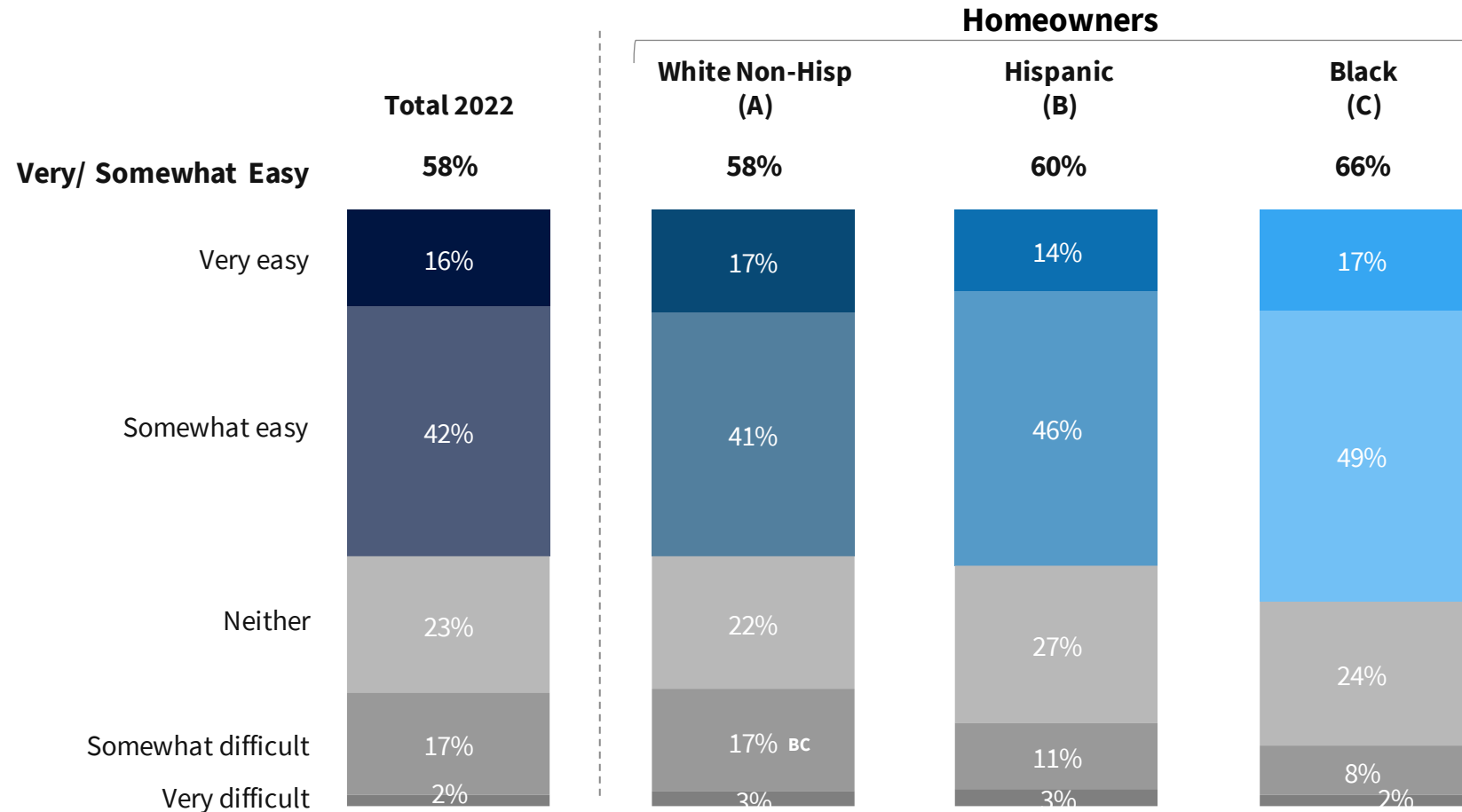
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q9a. Just to check, have you ever searched for information about flood risk to your home?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Ease of Searching For Flood Risk Information

Respondents' perceived ease/difficulty of searching for flood risk information does not differ significantly by race/ethnicity.



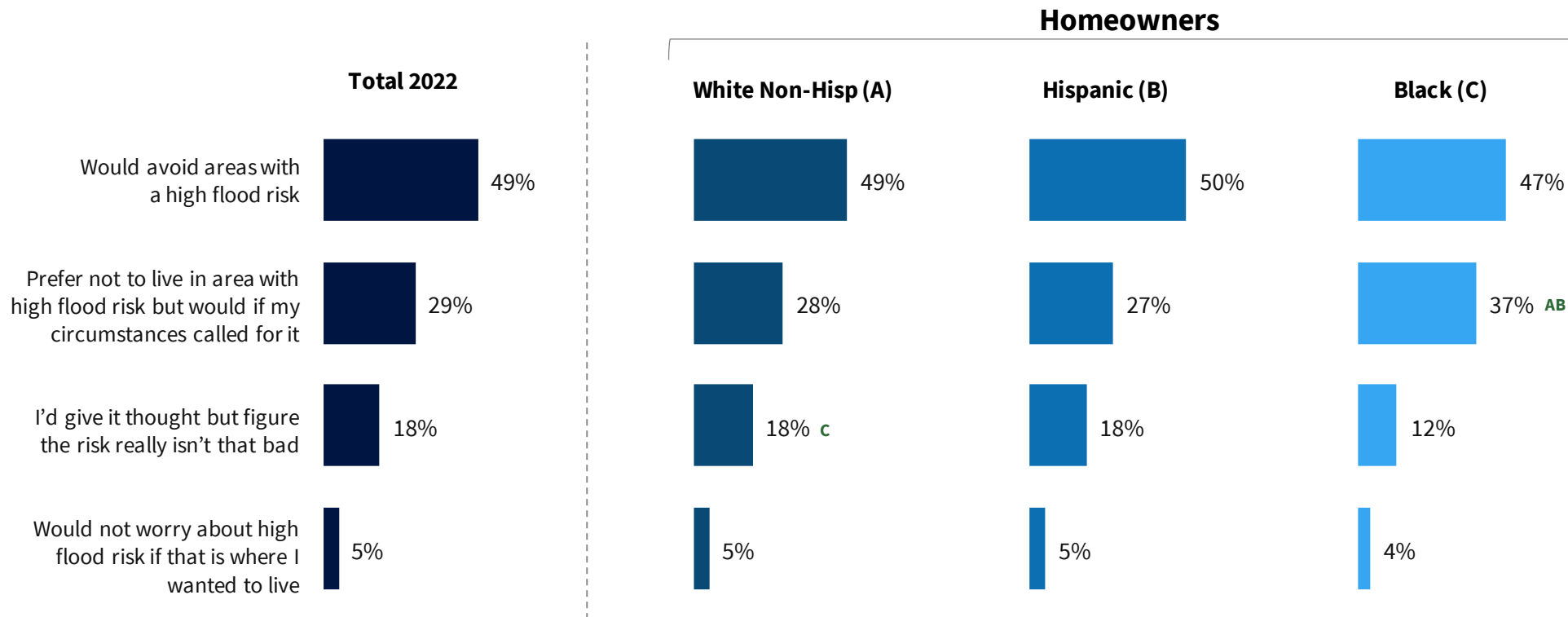
Base: 2022- Homeowners, Searched for info, Total (n=1710); White Non-Hisp (n=1376); Hispanic (n=157); Black (n=78)  
 Q9b. How easy was it to find information about your flood risk?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Impact of Flood Risk on Choice of Living Area

While half of each race group say they would avoid high-risk flood zones, Black homeowners are a bit more likely than the other race groups to say they would live in a high-risk area if they had to.



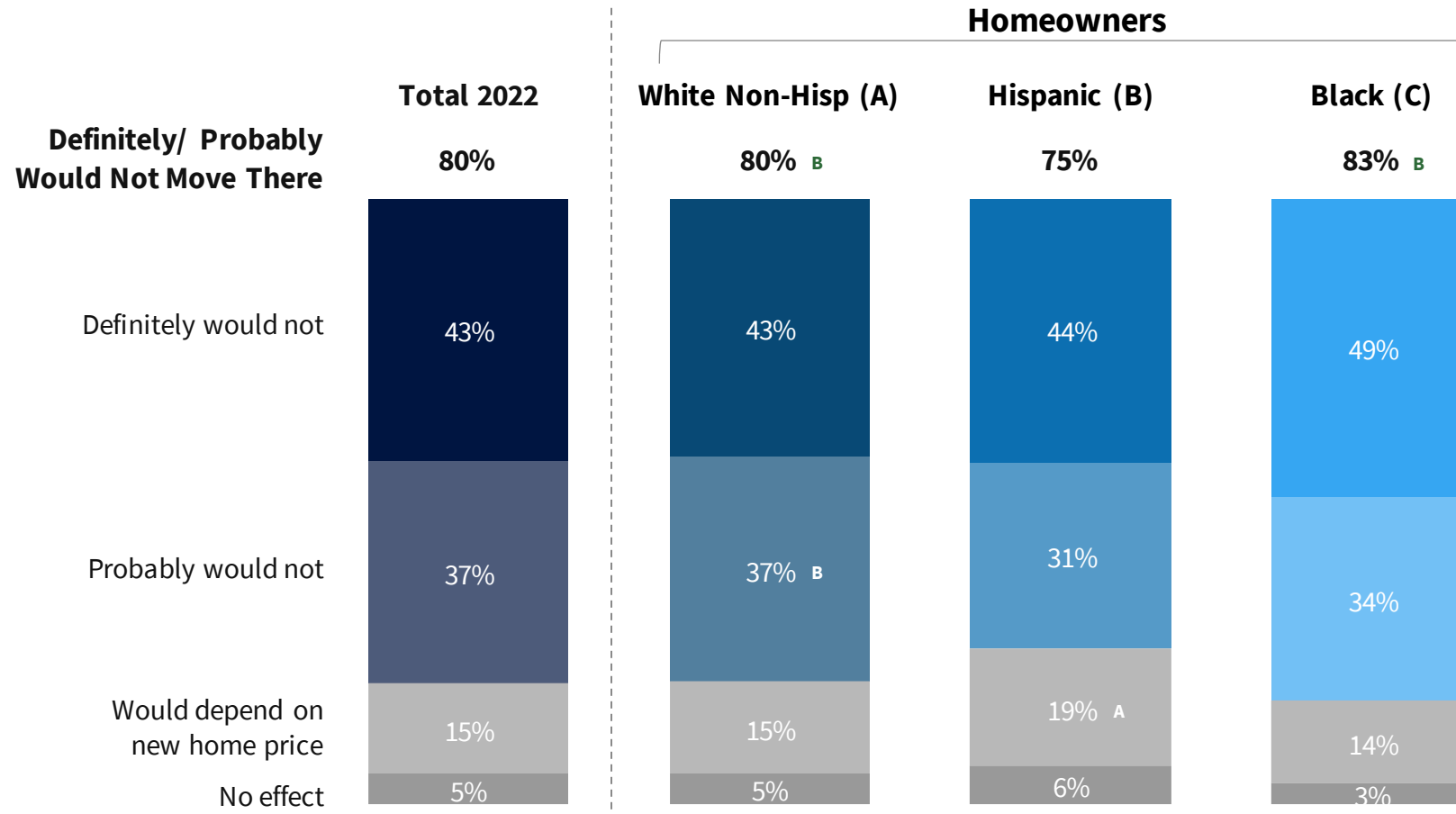
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q12. Which of the following best describes the impact the risk of flooding has on your choice of where to live?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Reactions Moving to High-Risk Flood Area

When looking at a potential home, Black and White homeowners are more likely than Hispanic/Latino homeowners to not move there, if they knew it was in a high-risk area.



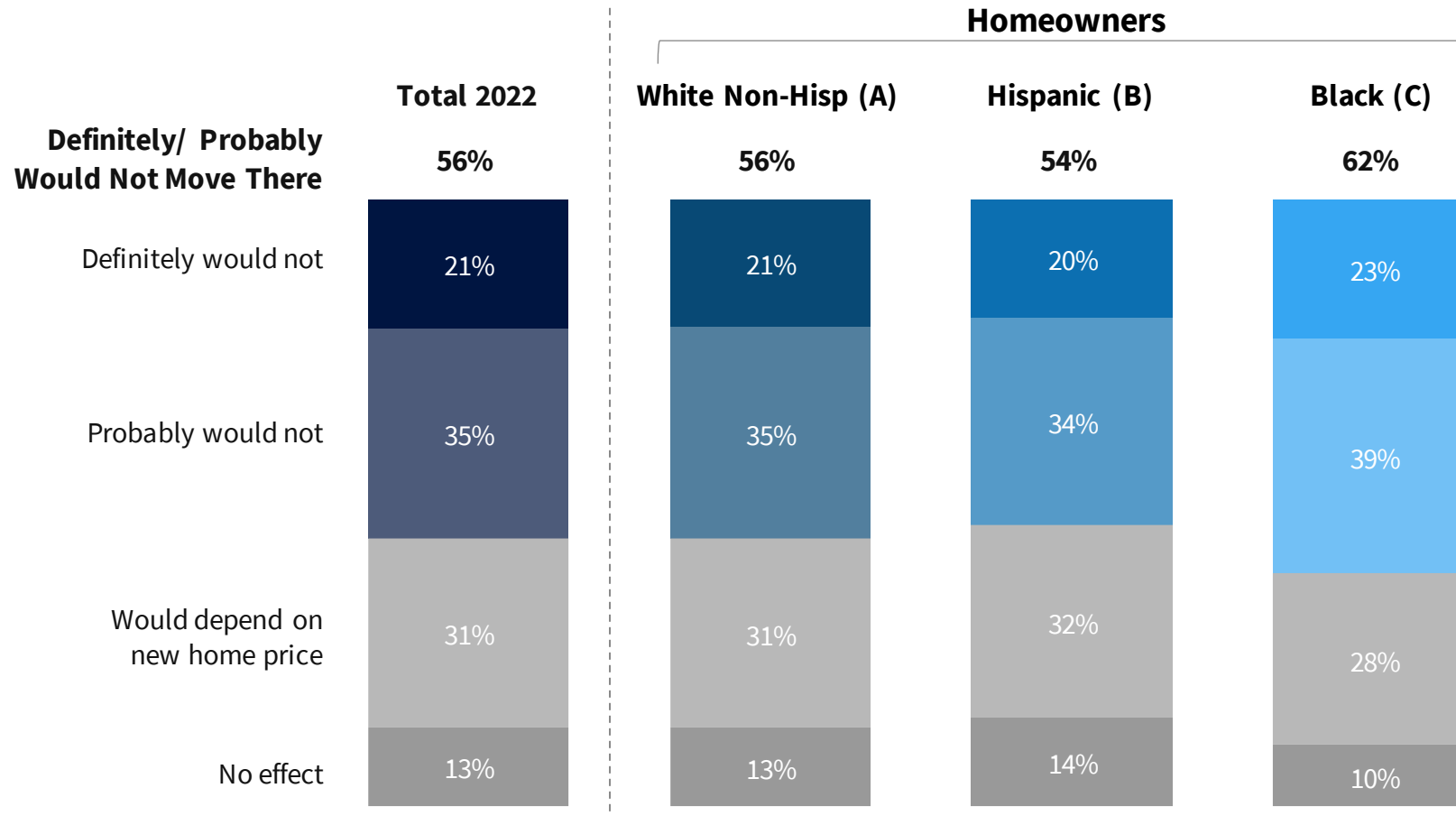
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q14a. When looking at a potential new home, what would your reaction be if you found out it was in a high-risk flood area?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Reactions Moving to Mandatory Insurance Area

When looking at a potential new home, Black homeowners are less likely to want to move to an area with mandatory insurance.



Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)

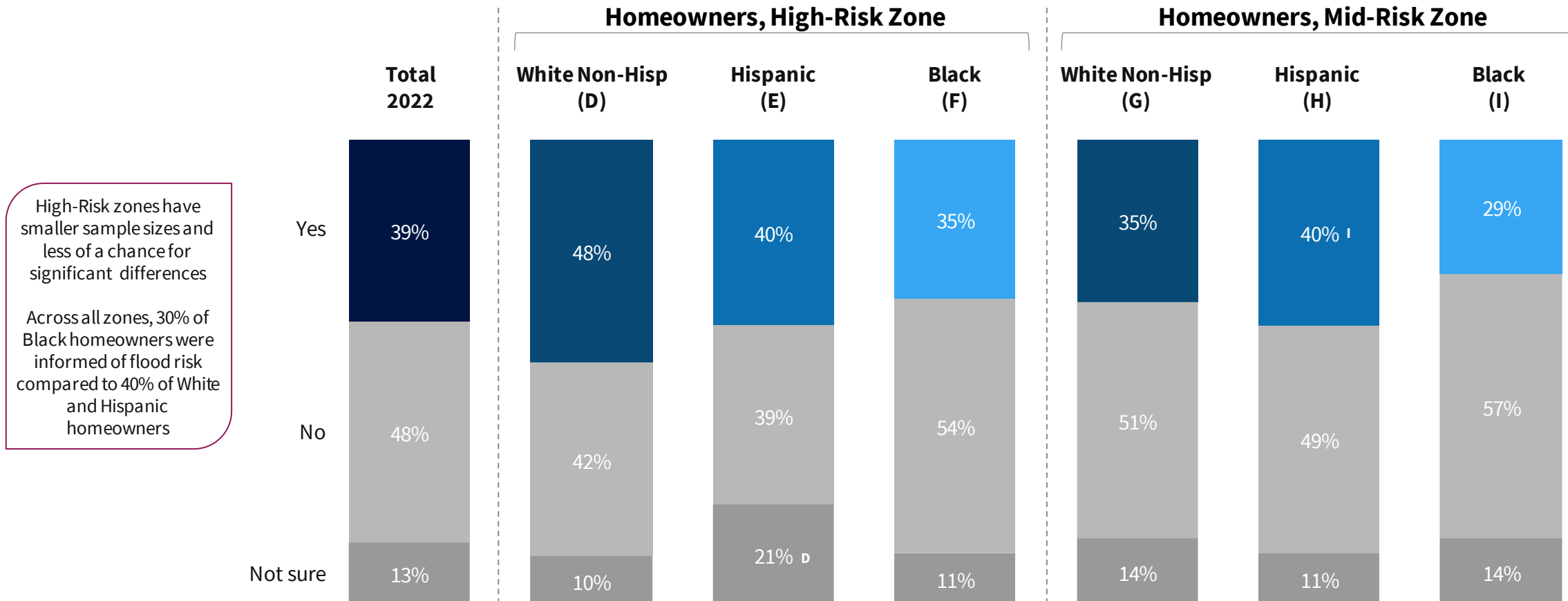
Q14b. When looking at a potential new home, what would your reaction be if you found out that you had to purchase flood insurance for the property?

**Letter** denotes significant difference (90% CL); No stat testing against Total



# Informed of Flood Risk When Moving to High-Risk

Directionally, Black homeowners are the least likely to have been informed about flood risk upon moving into their current residence.



High-Risk zones have smaller sample sizes and less of a chance for significant differences

Across all zones, 30% of Black homeowners were informed of flood risk compared to 40% of White and Hispanic homeowners

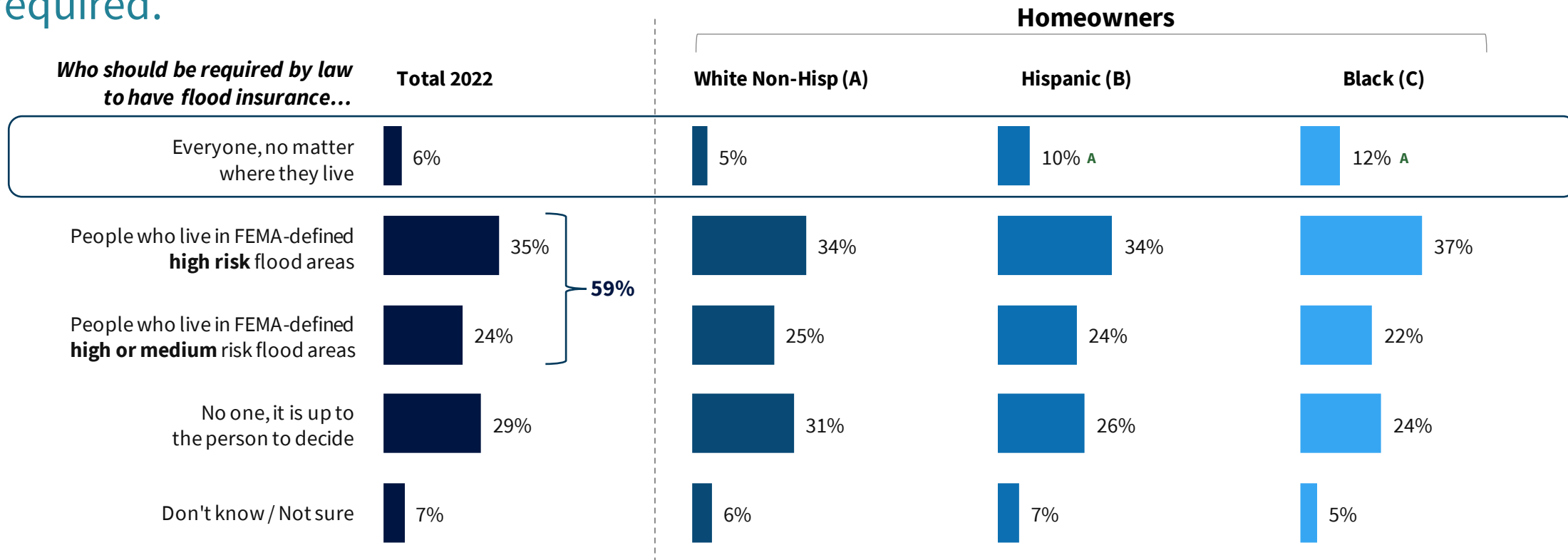
† Letter denotes significant difference (90% CL); Testing w/in risk zone  
No stat testing against Total

Base: 2022- Homeowners, Total (n=3263); High-Risk Zone- White Non-Hisp (n=767); Hispanic (n=83); Black (n=44); Mid-Risk Zone- White Non-Hisp (n=1540); Hispanic (n=202); Black (n=101)  
Q13a. Were you informed about any flood risk upon moving into your current residence?



# Opinion on Flood Insurance Requirements

While most believe that people living in FEMA-defined flood risk zones should be required to have flood insurance, Black and Hispanic/Latino homeowners are more likely than White homeowners to believe that everyone, no matter where they live, should be required.



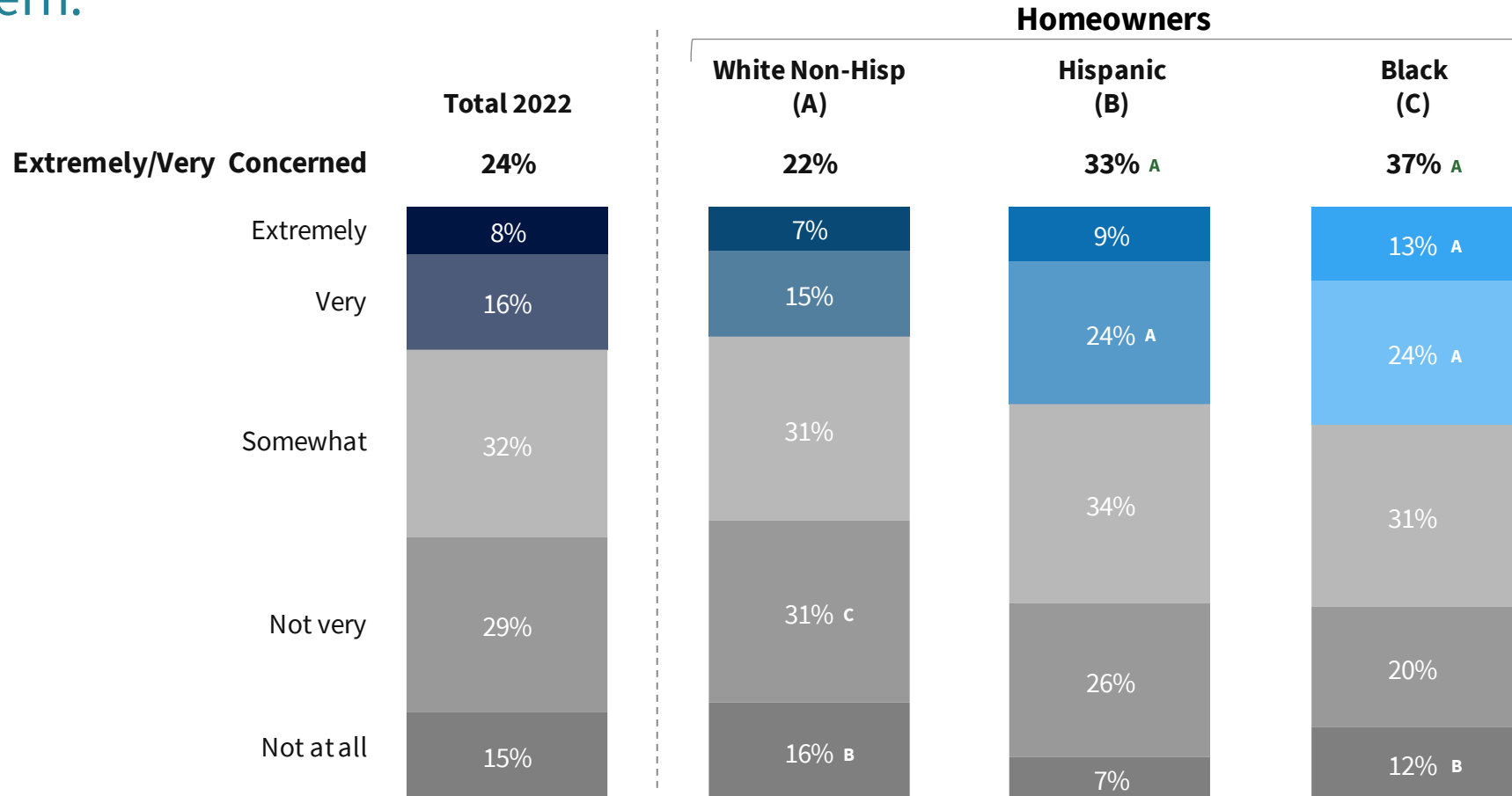
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q16a. Which of the following best describes your opinion about flood insurance requirements?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Concern for Decrease in Value Due to High-Risk

While most homeowners are not strongly concerned with any property value decline upon being listed in a high-risk zone, Hispanic/Latino and Black homeowners express more concern.



Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q18a. How concerned are you that an organization/agency could list your residence as at high-risk for flooding that could decrease your property value?

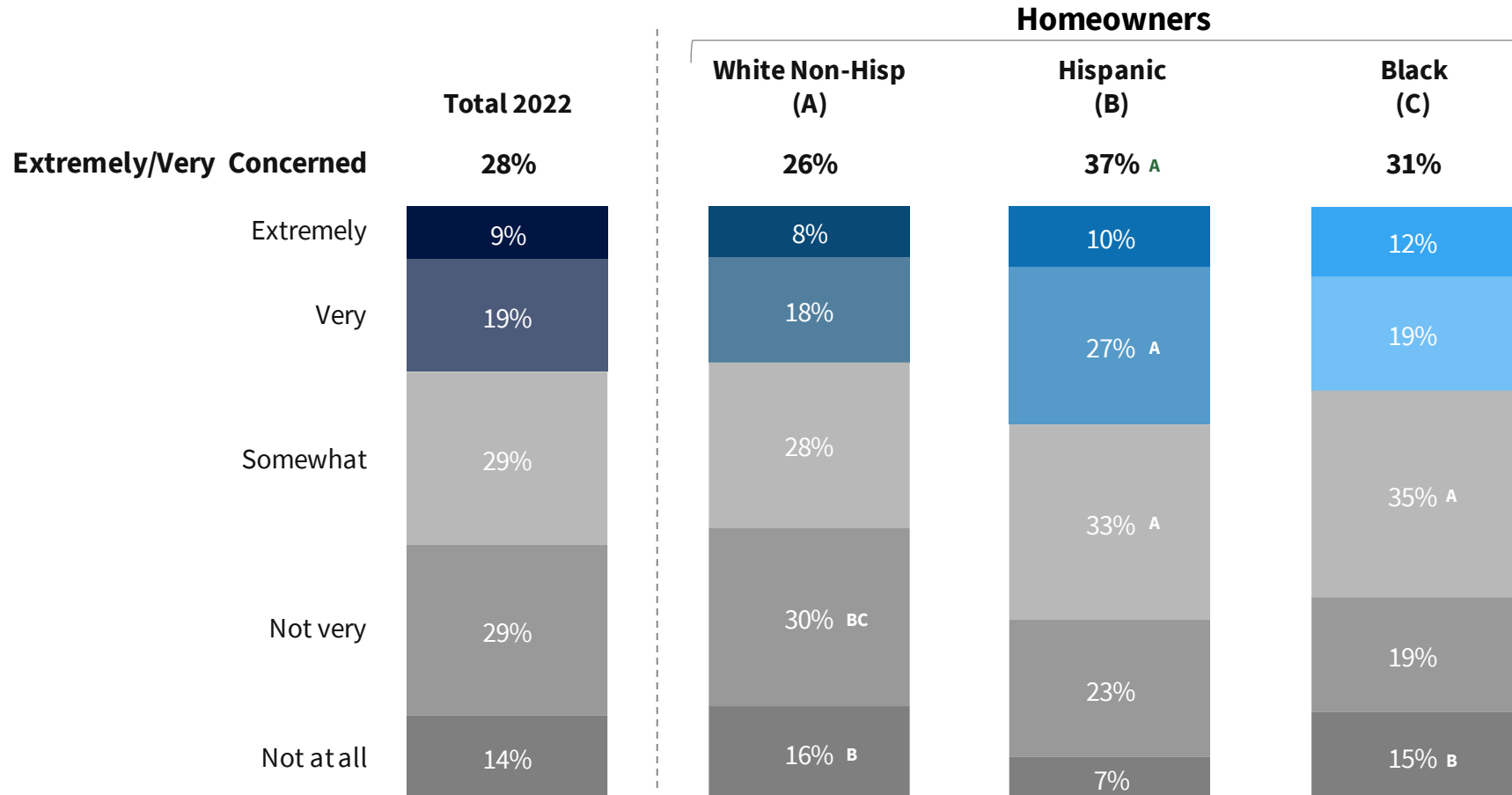
**Letter** denotes significant difference (90% CL);  
 No stat testing against Total





# Concern for Listing Property as High-Risk

Hispanic/Latino homeowners express the most concern over an organization/agency's listing their home as at high risk, making flood insurance purchase mandatory.



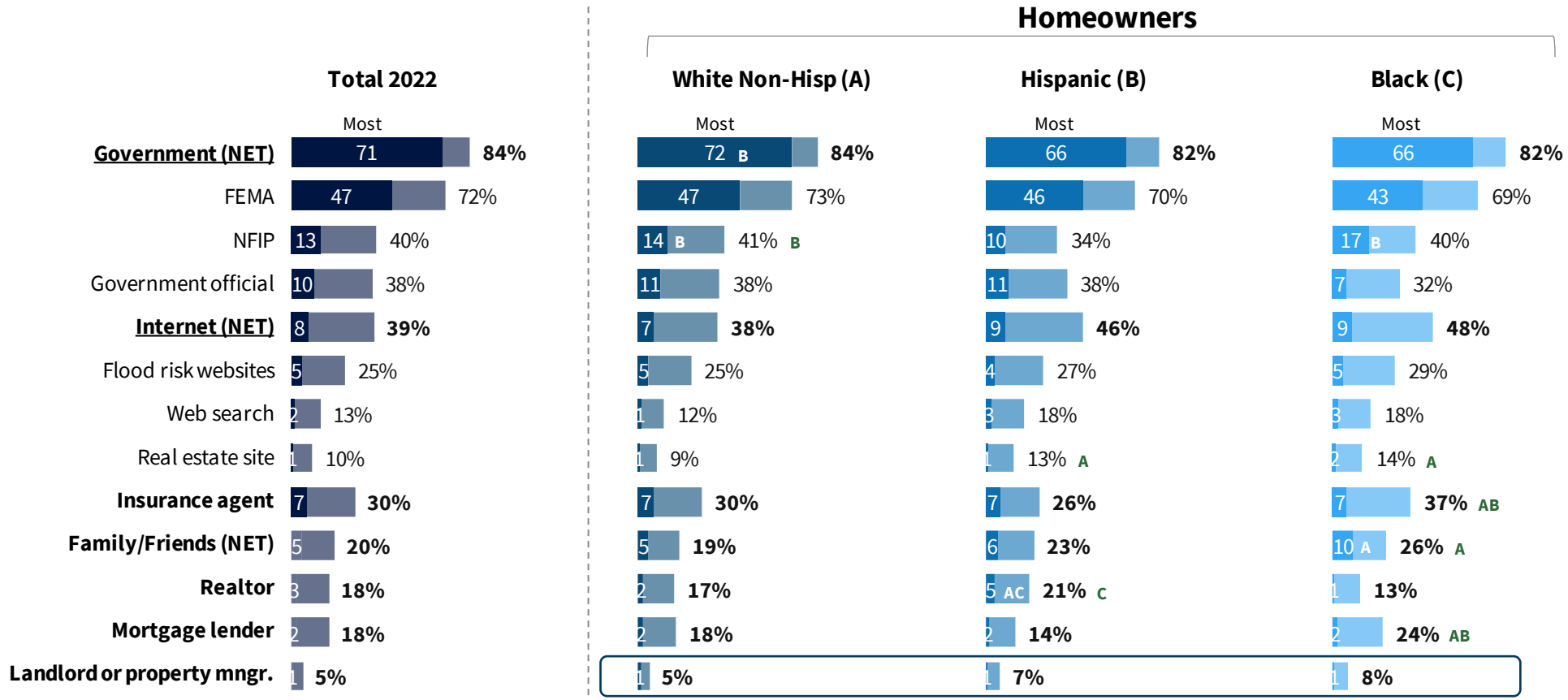
Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q18b. How concerned are you that an organization/agency could list your property as at high-risk for flooding that would make you required to purchase flood insurance?

**Letter** denotes significant difference (90% CL);  
 No stat testing against Total



# Trusted Resources for Determining Flood Risk

Government sources generally and FEMA in particular are generally equally trusted by the three ethnic/race groups to determine flood risk.



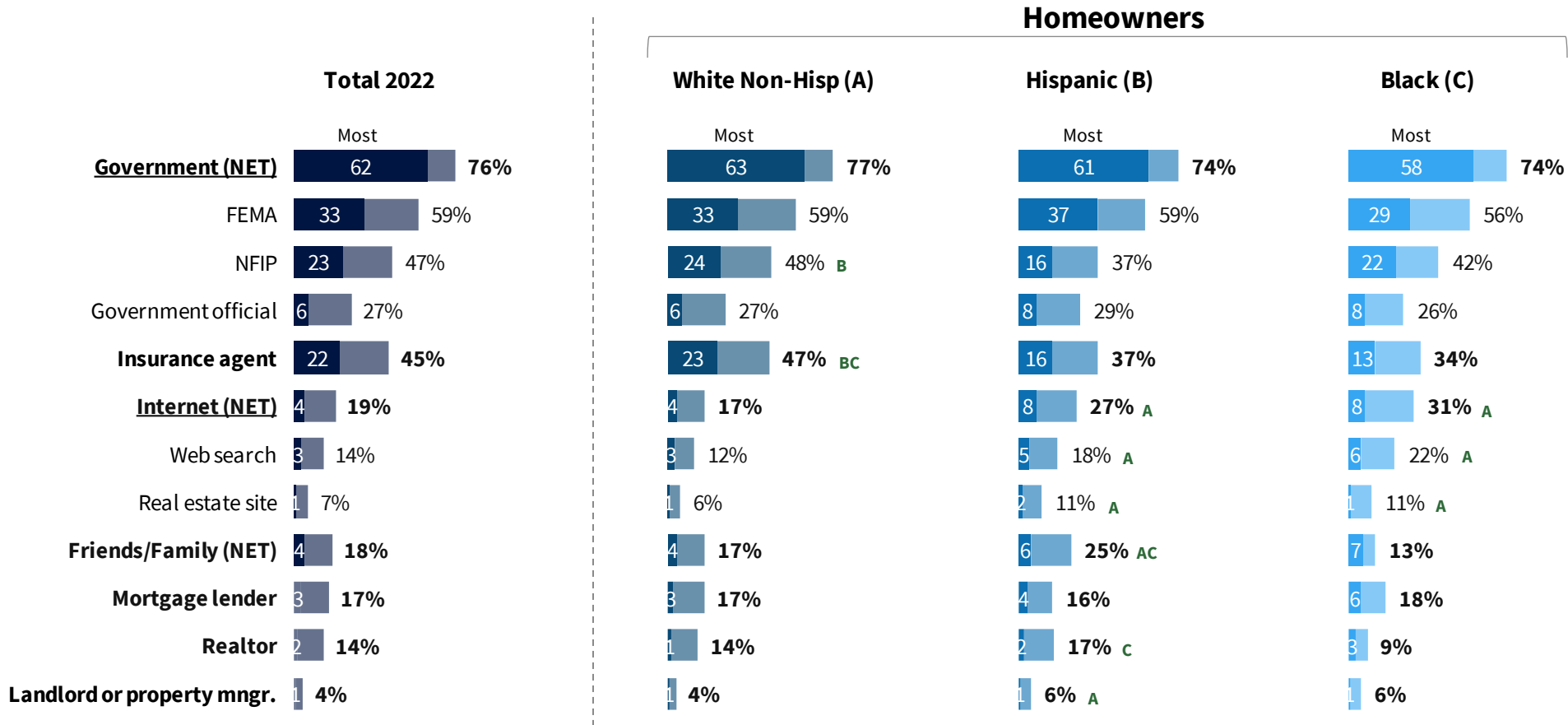
**NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%**  
 Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)  
 Q20a. Which of the following resources/tools would you trust to determine your property's flood risk?  
 Q20b. Which one of the following resources/tools would you most trust to determine your property's flood risk?

Letter denotes significant difference (90% CL);  
 No stat testing against Total



# Trusted Resources for Flood Insurance Info

Government sources generally and FEMA in particular are generally equally trusted by the three ethnic/race groups to provide flood insurance information.



**NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%**

Base: 2022- Homeowners, Total (n=3263); White Non-Hisp (n=2587); Hispanic (n=312); Black (n=159)

Q21a. Which of the following resources/tools would you trust to get flood insurance information?

Q21b. Which one of the following resources/tools would you most trust to get flood insurance information?

**Letter** denotes significant difference (90% CL);  
No stat testing against Total





# State Disclosure Analysis



# NRDC State Disclosure Groups and Definitions

## Grade A/B

### Grade A (Best)

Requires disclosure of whether the property is in a designated floodplain, whether there have been any flood damages to structures on the property, and whether there is any requirement to carry flood insurance. Also requires additional disclosures, such as the cost of flood insurance or an elevation certificate.

### Grade B (Better)

Requires disclosure of whether the property is in a designated floodplain, whether there have been any flood damages to structures on the property, and whether there is any requirement to carry flood insurance.

Louisiana	A
Mississippi	A
Oklahoma	A
Tennessee	B
Texas	A

## Grade C/D

### Grade C (Adequate)

Requires only the disclosure of whether the property is in a designated floodplain and whether there have been any flood damages to structures on the property. Fails to require disclosure of whether flood insurance is mandatory. While some states require disclosure of whether flood insurance is *maintained* on a property, this provision fails to address a situation in which the current owner does not carry flood insurance even though such insurance is required, for instance, due to receipt of federal disaster aid.

### Grade D (Inadequate)

Requires only the disclosure of whether the property is—before point of sale—in a designated floodplain. Fails to require disclosure of any flood damages to structures on the property or disclosure of any requirement to carry flood insurance.

Alaska	C	Nevada	C
California	C	North Carolina	D
Connecticut	D	North Dakota	C
Delaware	C	Ohio	C
Hawaii	D	Oregon	C
Illinois	C	Pennsylvania	C
Indiana	C	Rhode Island	D
Iowa	C	South Carolina	C
Kentucky	C	South Dakota	C
Maryland	D	Washington	C
Michigan	C	Wisconsin	D
Minnesota	D		
Nebraska	C		

## Grade F

### Grade F (None)

No statutory or regulatory requirements for a seller to disclose a property’s flood risks or past flood damages to a potential buyer.

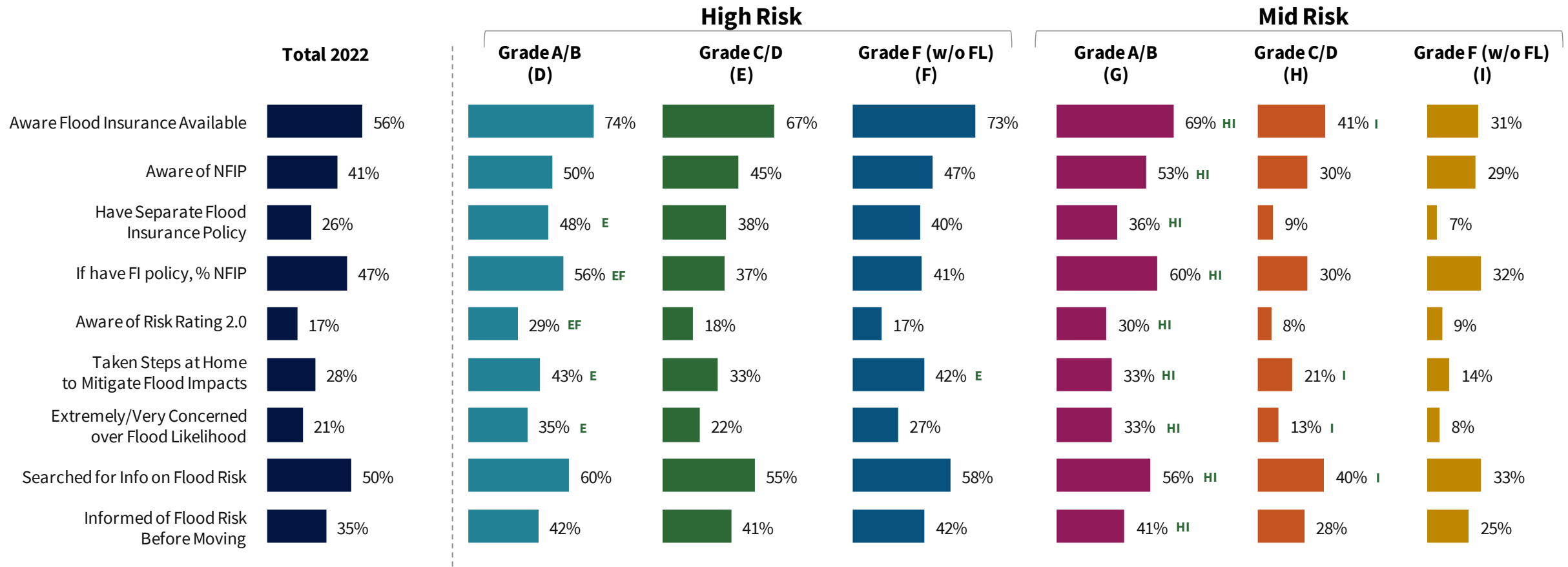
Alabama	F	Montana	F
Arizona	F	New Hampshire	F
Arkansas	F	New Jersey	F
Colorado	F	New Mexico	F
Florida	F	New York	F
Georgia	F	Utah	F
Idaho	F	Vermont	F
Kansas	F	Virginia	F
Maine	F	West Virginia	F
Massachusetts	F	Wyoming	F
Missouri	F		

NOTE: While Florida is graded “F”, it is an outlier among Grade F states showing more concern and awareness about potential flooding. Due to its location, Florida has experienced a higher share of natural disasters (e.g., hurricanes) and has the most FEMA funding per capita which likely contributes to higher awareness and concern. Therefore, it is NOT included in the “Grade F” group for the High- and Mid-Risk analyses.



# Summary of Key Findings for State Disclosure Analysis

The impact of disclosures in Grade A/B states appear to be more differentiated in Mid-Risk zones than in High-Risk zones.



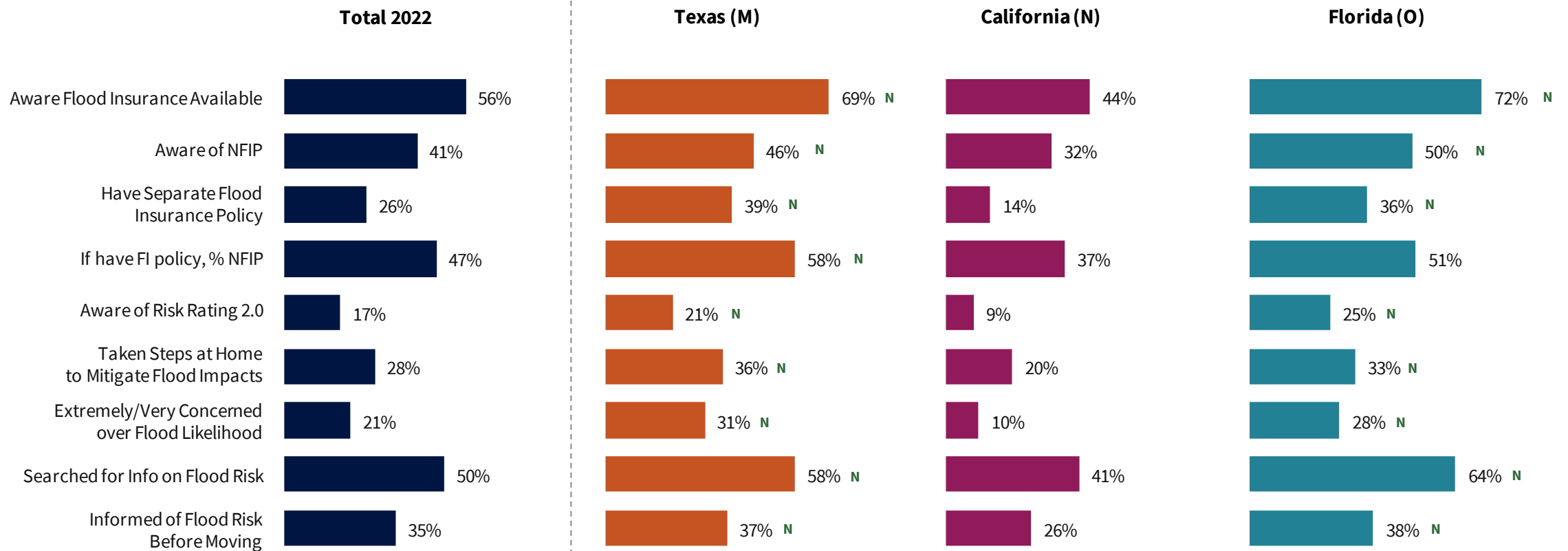
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942);  
 Have separate flood policy, Total (n=912); Grade A/B, C/D, F w/o FL, High Risk (n=101/143/116); Mid Risk (n=125/84/59)  
 Q17 (3 pt. scale) / Q22 (3 pt. scale) / Q23 (Select all that apply) / Q24 (4 pt. scale) / Q24a (3 pt. scale) / Q57 (2 pt. scale) / Q72 (5 pt. scale) / Q9a (2 pt. scale) / Q13a (3 pt. scale)

Letter denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Summary of Key Findings Comparing TX, CA, & FL

Though classified as a Grade F state, Florida aligns with Grade A/B Texas when it comes to personal flood concern and action. Grade C/D California is the consistent outlier.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696);  
 Have separate flood policy, Total (n=912); Texas (n=115); California (n=62); Florida (n=261)  
 Q17 (3 pt. scale) / Q22 (3 pt. scale) / Q23 (Select all that apply) / Q24 (4 pt. scale) / Q24a (3 pt. scale) / Q57 (2 pt. scale) / Q72 (5 pt. scale) / Q9a (2 pt. scale) / Q13a (3 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



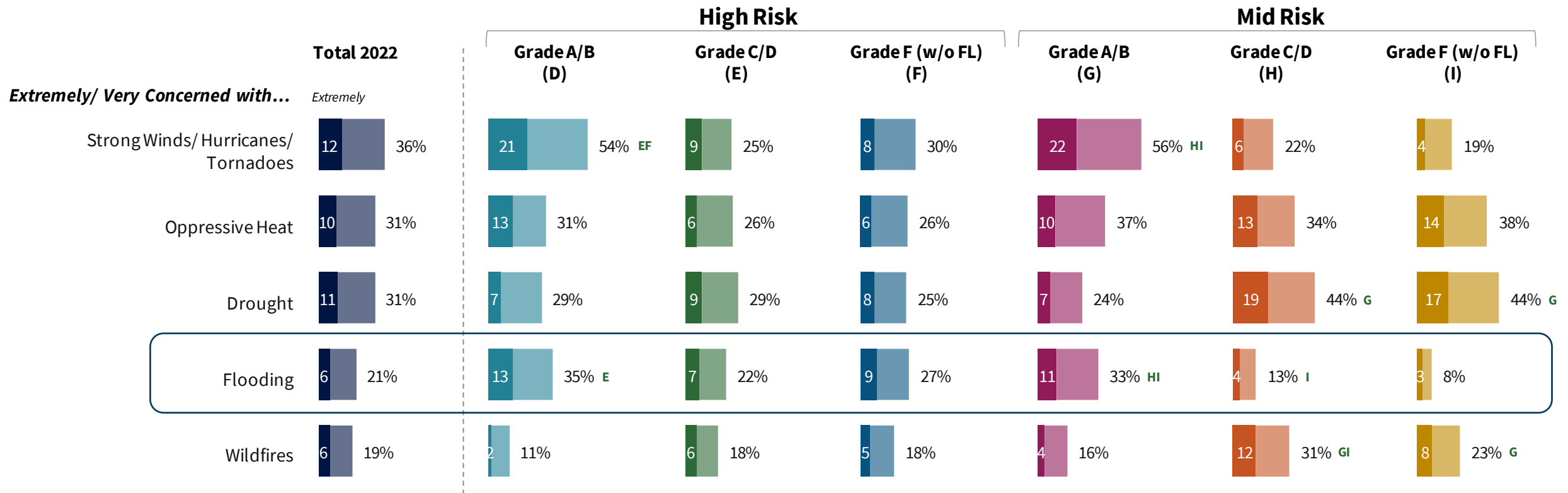
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# Overall View on Climate



# Concern with Climate-Related Events

Those in Grade A/B states across both High- and Mid-Risk zones are more concerned with flooding than other state disclosure groups.



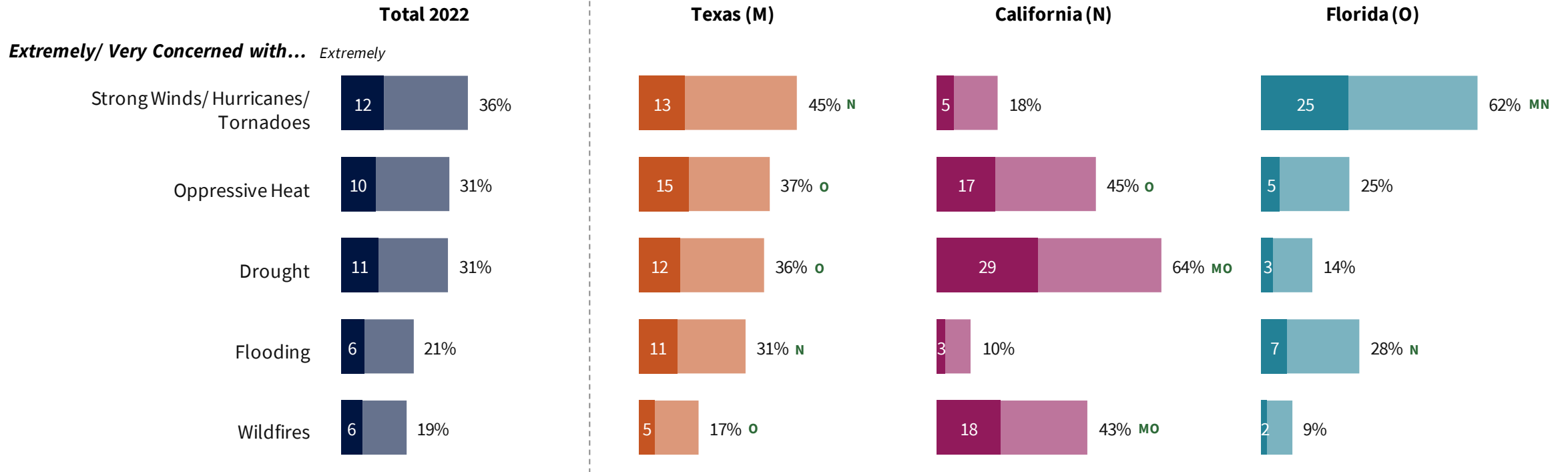
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q72. How concerned are you with each of these climate-related events? (5 pt. scale)

Letter denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Concern with Climate-Related Events

Strong winds/hurricanes/tornados and flooding are more of a concern in TX and FL, while drought and wildfires are top of mind in CA.



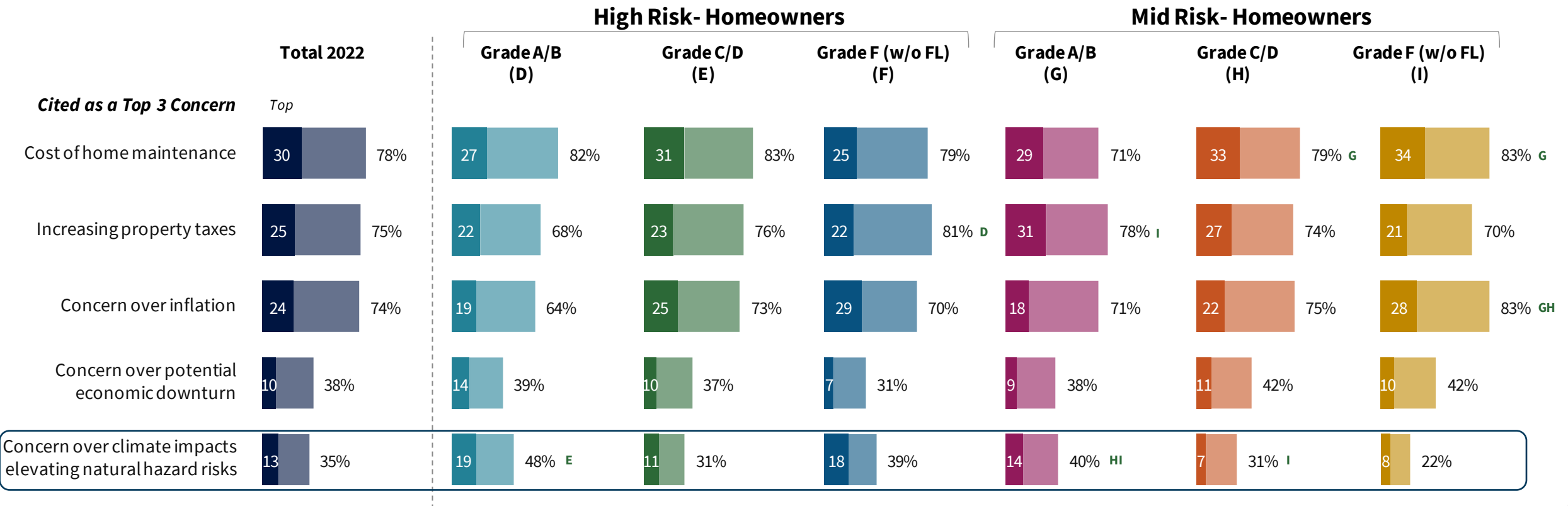
Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q72. How concerned are you with each of these climate-related events? (5 pt. scale)

Letter denotes significant difference (95% CL);  
 No stat testing against Total



# Homeownership Stressors

Concern about climate impact is greater in Grade A/B states than in other state disclosure groups, across High- and Mid-Risk areas.



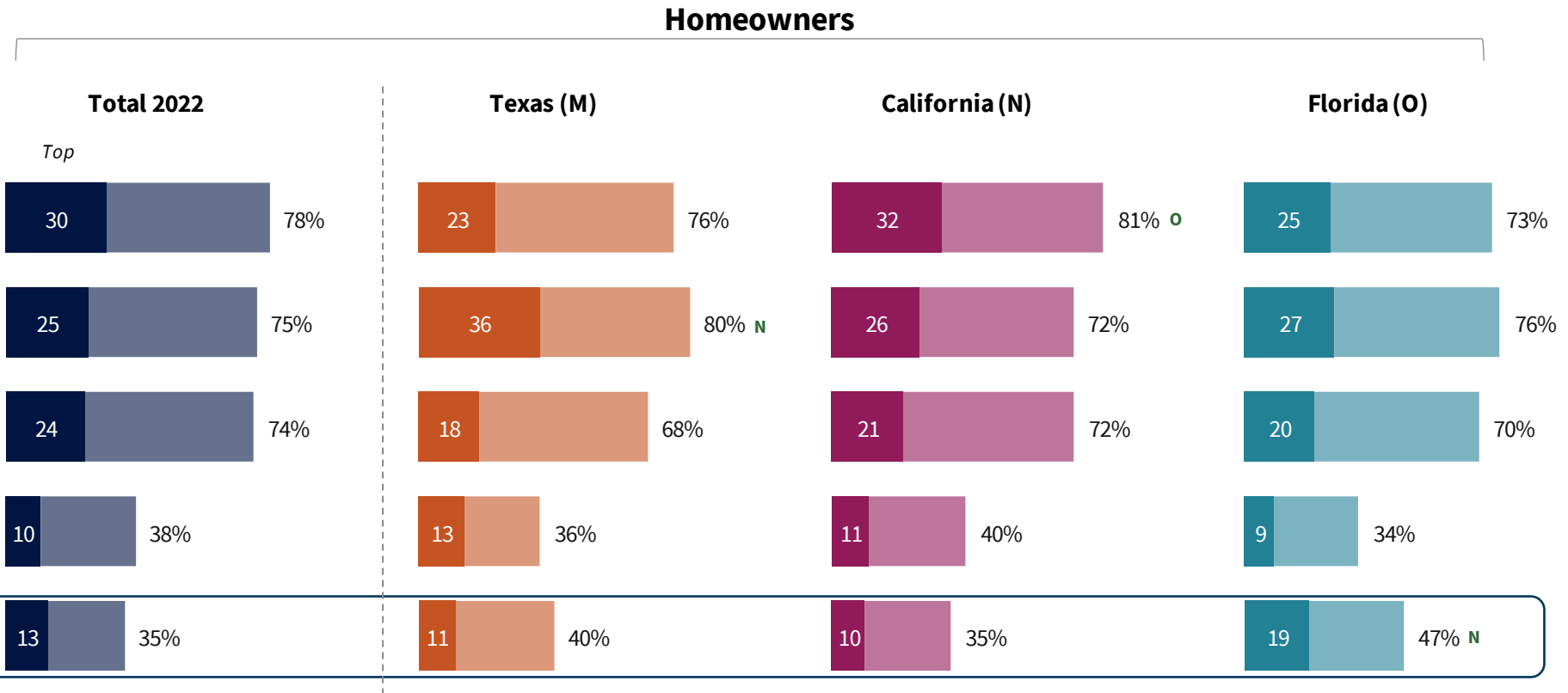
Base: 2022- Homeowners, Total (n=3263); Grade A/B, C/D, F w/o FL, High Risk (n=154/284/235); Mid Risk (n=288/695/787)  
 Qb. Please rank the following five items from what you find most stressful about owning your home to least stressful about owning your home.

Letter denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Homeownership Stressors

Homeownership costs are top stressors for homeowners. Those in FL are more likely than those in TX and CA to indicate concern about climate impact.



A top concern of 1 in 5 in the state of FL

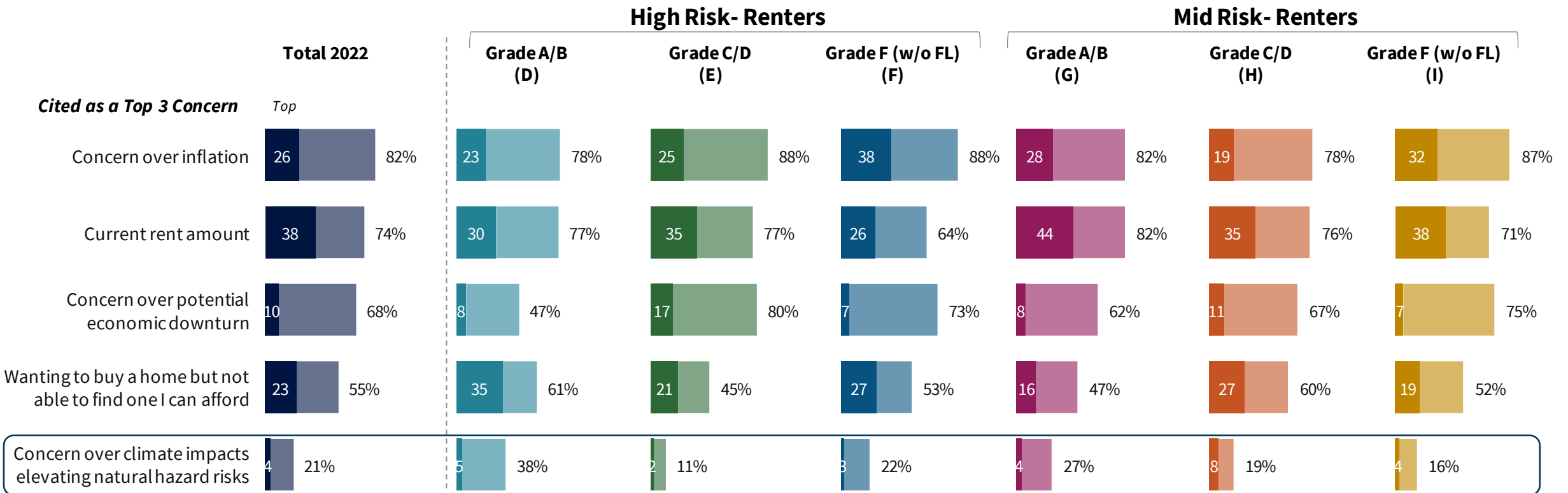
Base: 2022- Homeowners, Total (n=3263); Texas (n=245); California (n=432); Florida (n=610)  
 Qb. Please rank the following five items from what you find most stressful about owning your home to least stressful about owning your home.

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Renting Stressors

Inflation and rent amount are top stressors for renters. Concern for climate impact does not vary by state disclosure grouping.



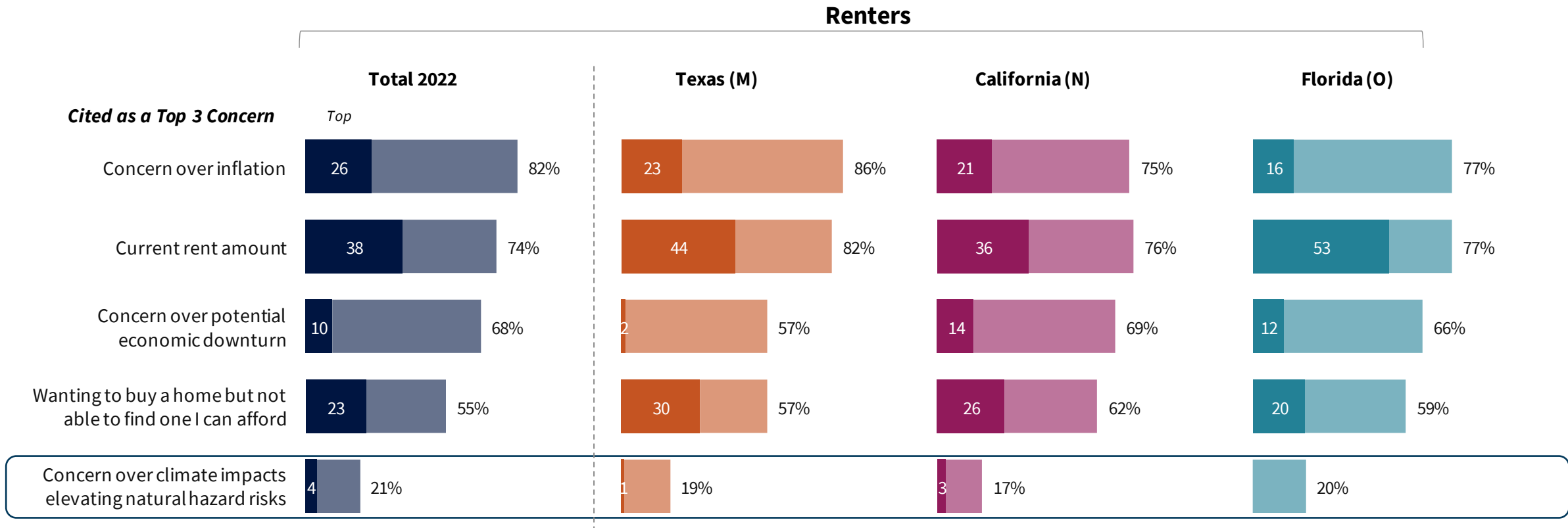
NOTE: Small Base for Grade A/B High Risk Renters.  
 Base: 2022- Renters, Total (n=725); Grade A/B, C/D, F w/o FL, High Risk (n=43/95/49); Mid Risk (n=63/202/155)  
 Qc. Please rank the following five items from what you find most stressful renting your home right now to least stressful.

Letter denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Renting Stressors

Renters show much less concern for climate impact than economic concerns, across the three states.



Base: 2022- Renters, Total (n=725); Texas (n=54); California (n=144); Florida (n=86)  
 Qc. Please rank the following five items from what you find most stressful renting your home right now to least stressful.

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total

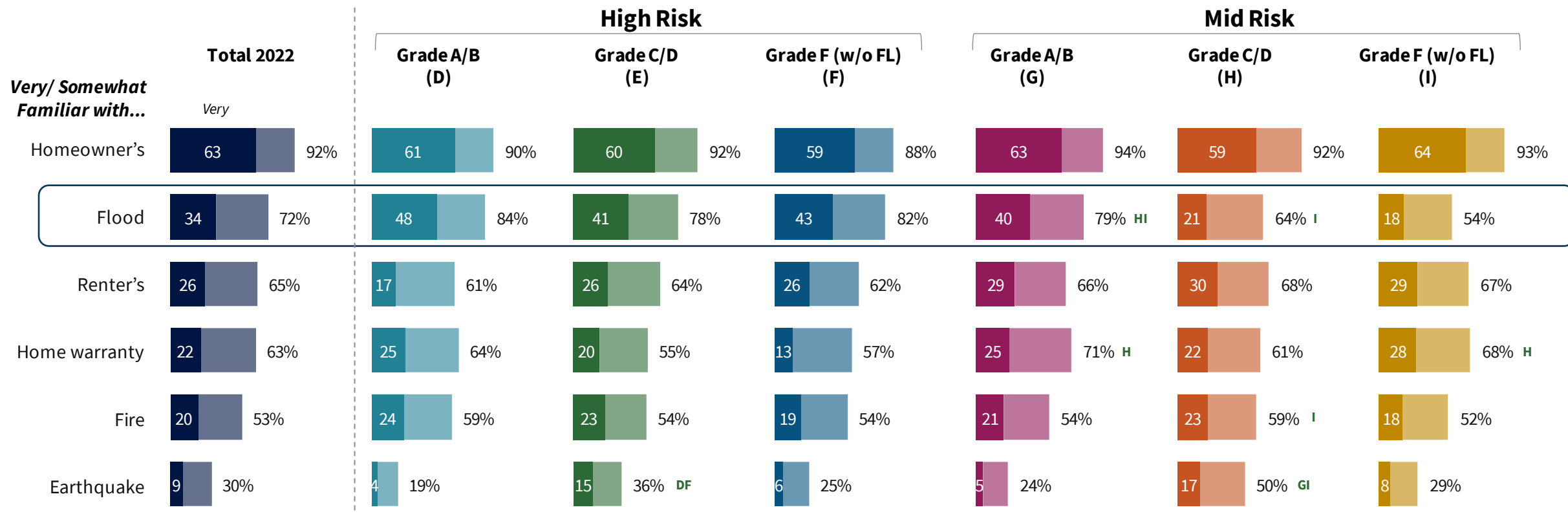


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# Insurance Familiarity

# Familiarity with Types of Insurance

Within Mid-Risk zones, those in Grade A/B states reported higher familiarity with flood insurance. Within High-Risk zones, familiarity remains high across all disclosure groups.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q1. How familiar are you with the following types of insurance? (4 pt. scale)

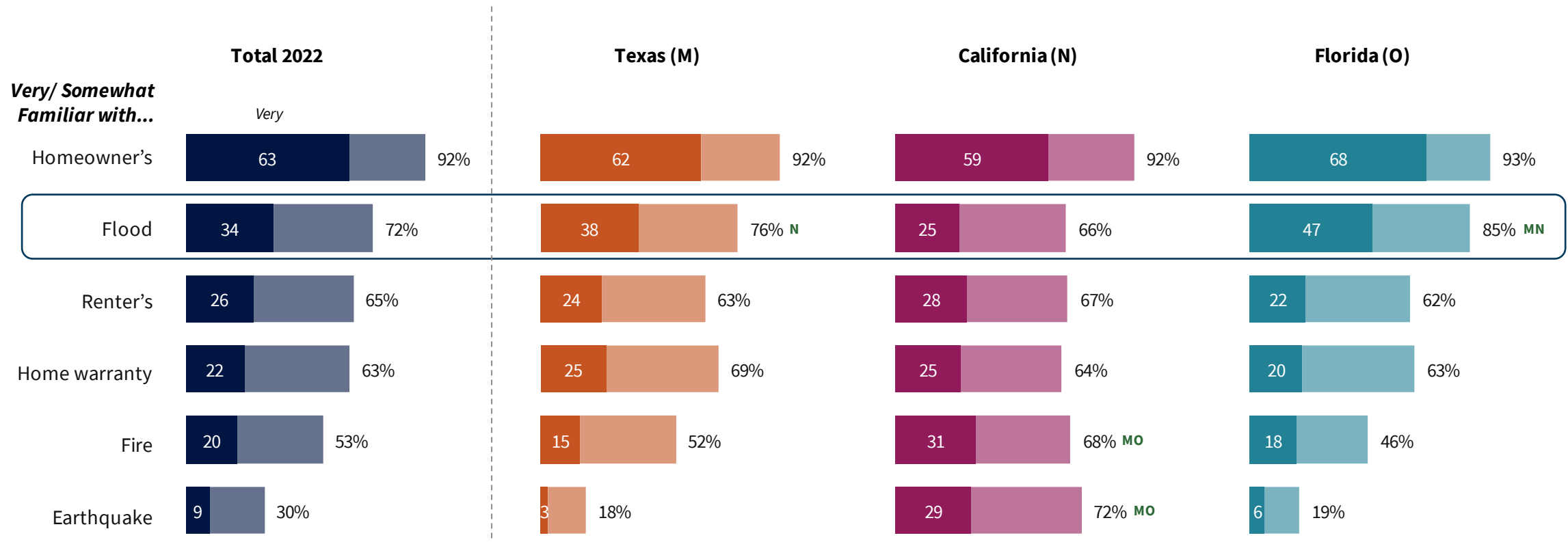
**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk





# Familiarity with Types of Insurance

Familiarity with flood insurance is the highest in Florida, followed by Texas, and then California.



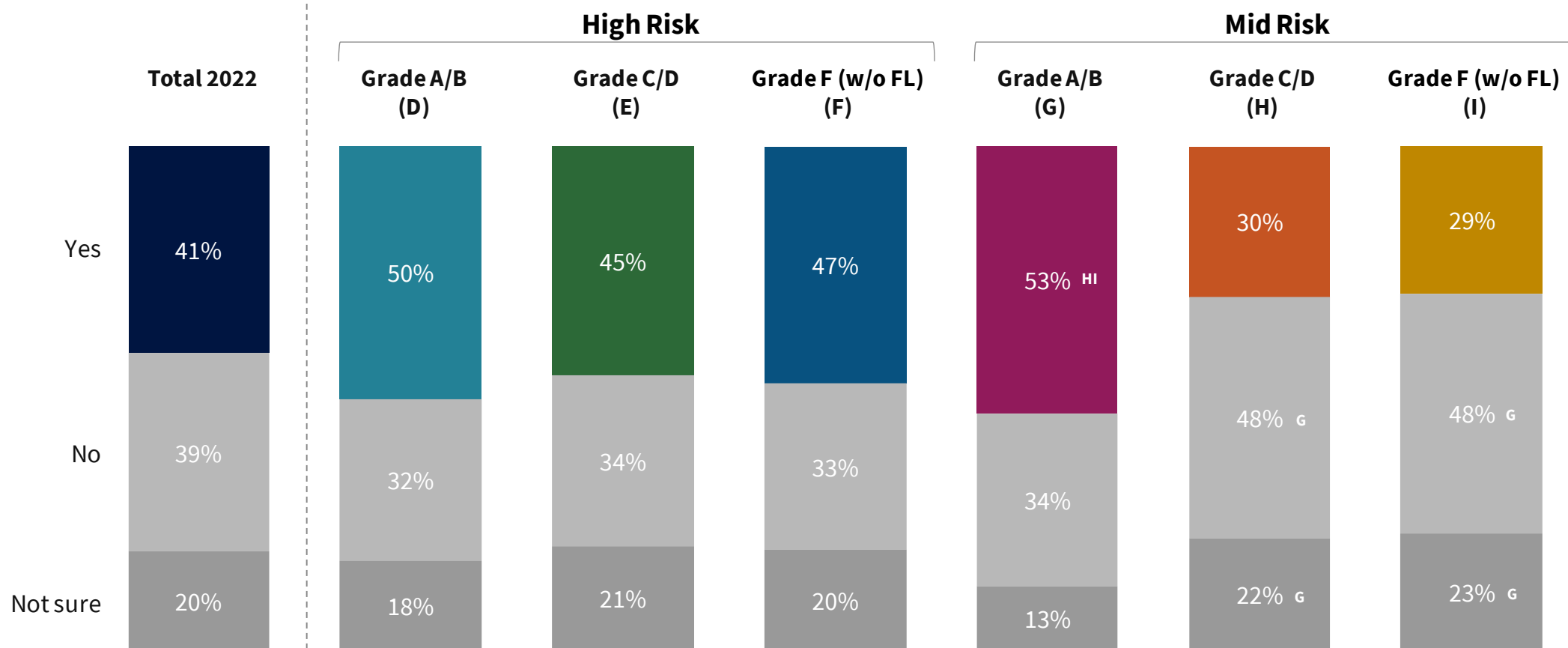
Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q1. How familiar are you with the following types of insurance? (4 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Aware of National Flood Insurance Program (NFIP)

Within Mid-Risk zones, Grade A/B states have higher awareness of NFIP than other states.



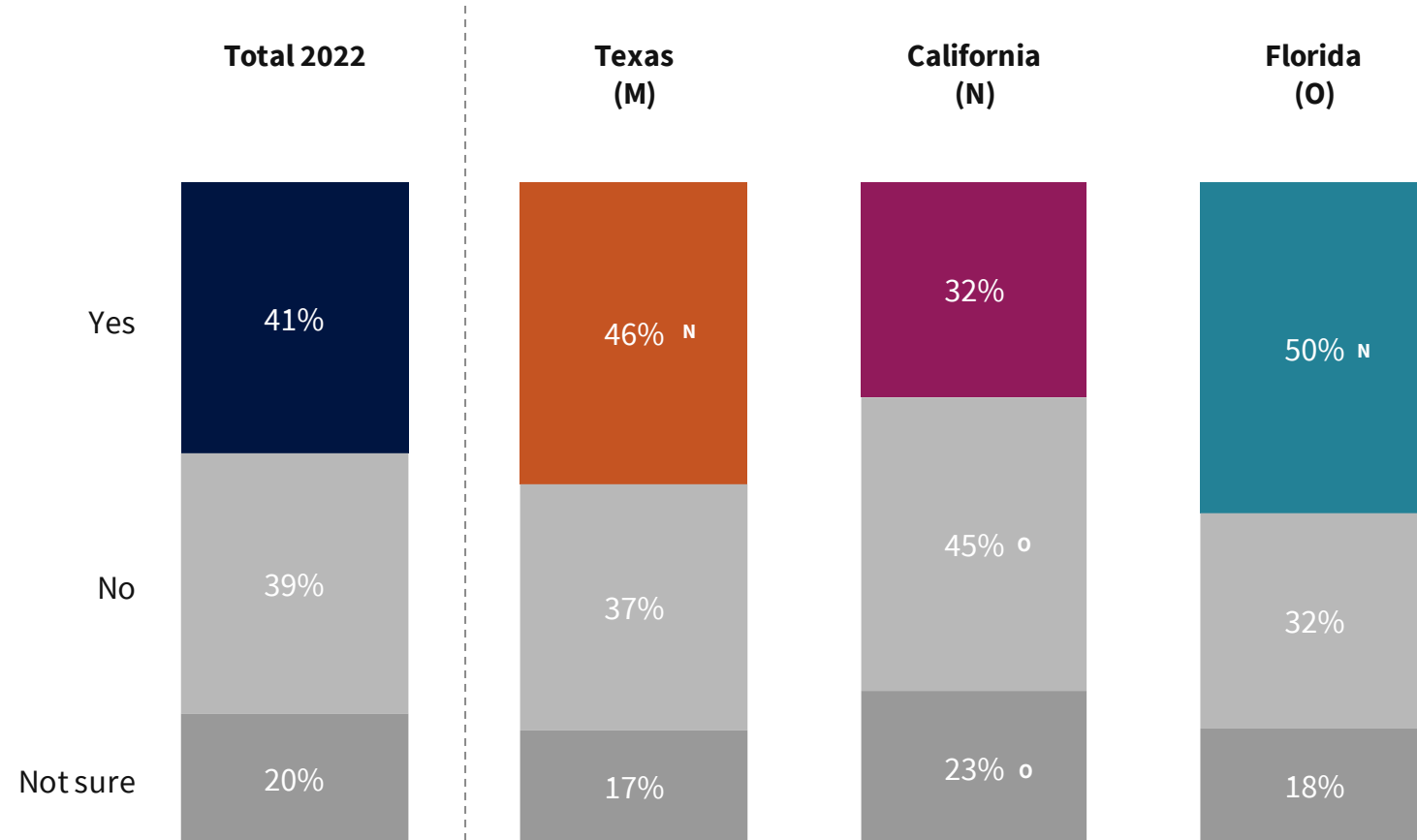
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q22. Are you aware of the National Flood Insurance Program (NFIP), which is administered by FEMA?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Aware of National Flood Insurance Program (NFIP)

Awareness for NFIP in Florida and Texas is higher than in California.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

Q22. Are you aware of the National Flood Insurance Program (NFIP), which is administered by FEMA?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total

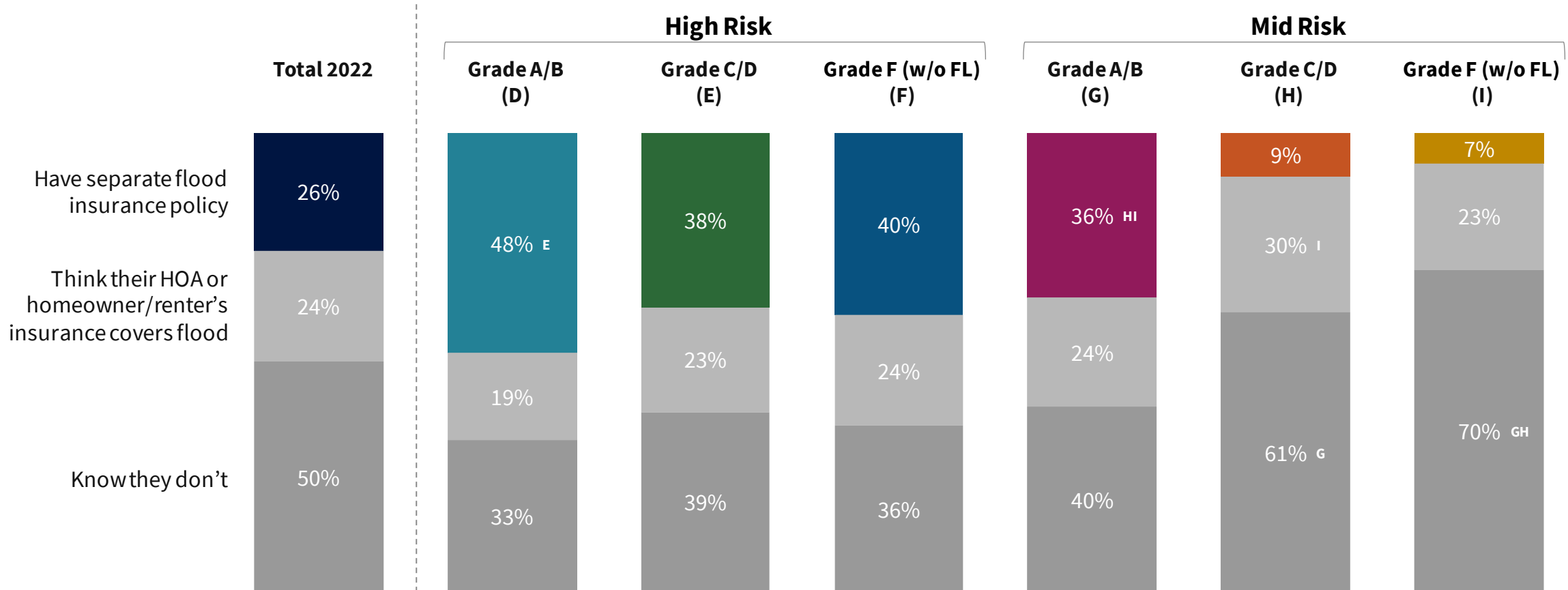


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# Flood Insurance Adoption

# Current Flood Insurance Situation

Those in Grade A/B states are more likely to say they have flood insurance than in other states – the difference is especially profound in Mid-Risk areas.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)

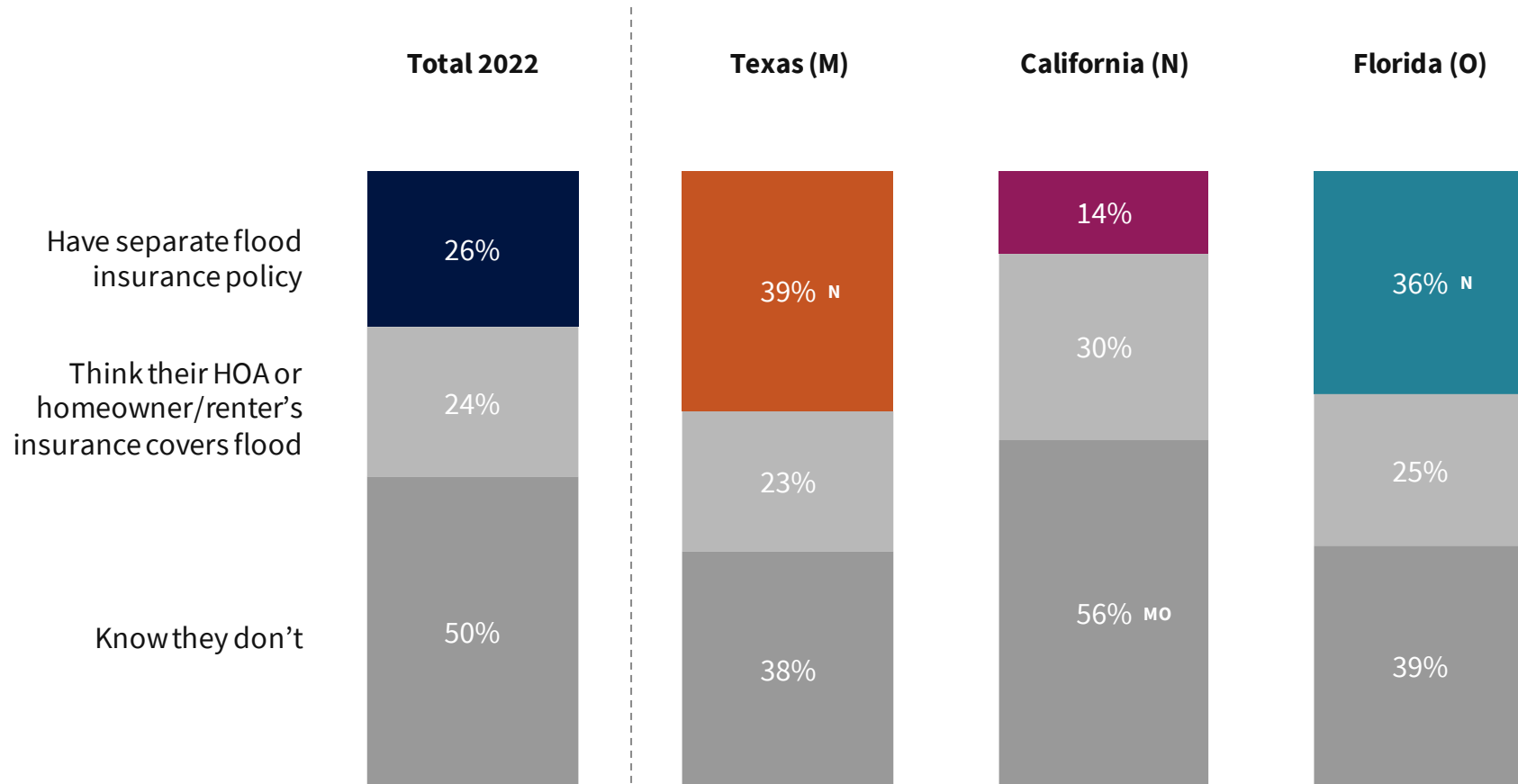
Q23. Which of the following statements describes your current situation regarding flood insurance?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total  
Testing w/in High Risk and Mid Risk



# Current Flood Insurance Situation

Those in Texas and Florida are more likely than California to say they have a separate flood insurance policy.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

Q23. Which of the following statements describes your current situation regarding flood insurance?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



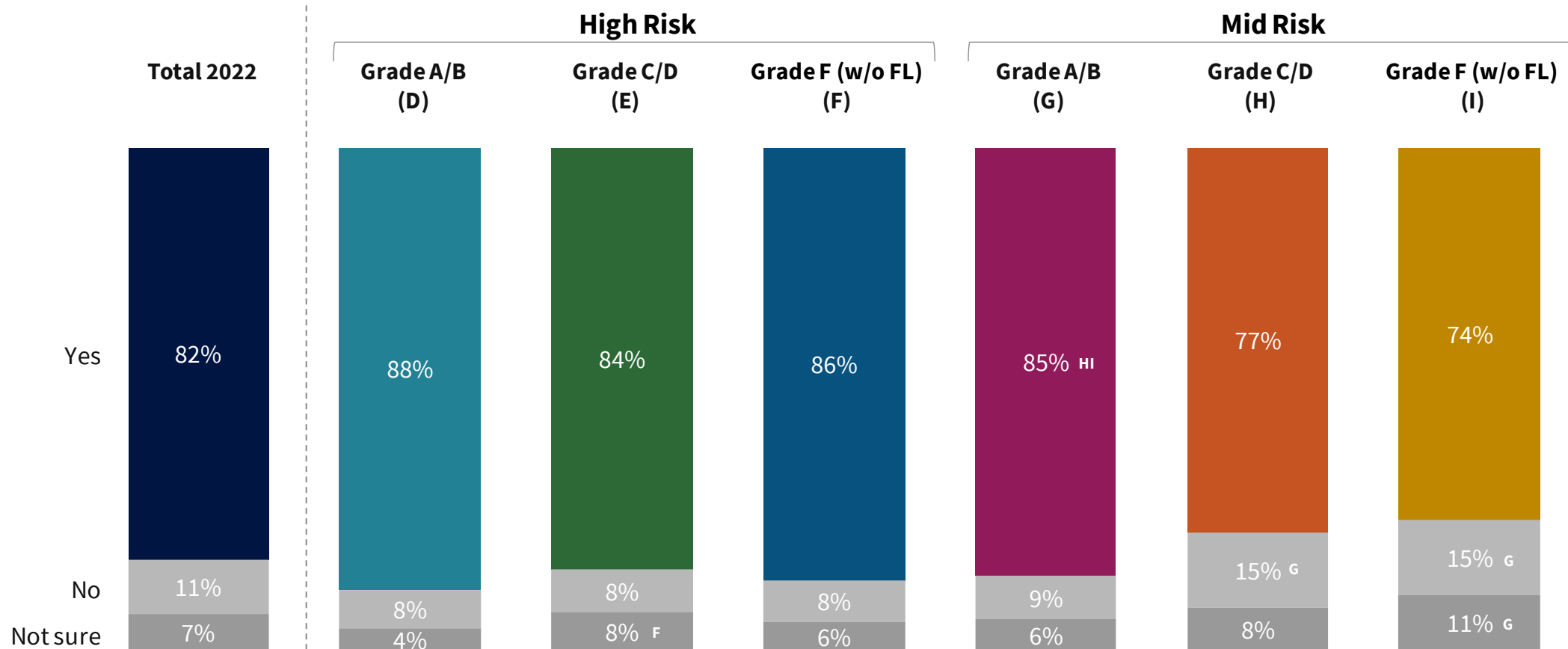
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# Flood Zone Knowledge and Personal Flood Experience



# Aware of FEMA Identifying Flood Risk Zones

Awareness of FEMA’s role in identifying flood risk zones is high, albeit a little lower in the Mid-Risk Grade C/D and Grade F states.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q4. Are you aware that FEMA (Federal Emergency Management Agency) identifies flood risk zones and maps those areas?

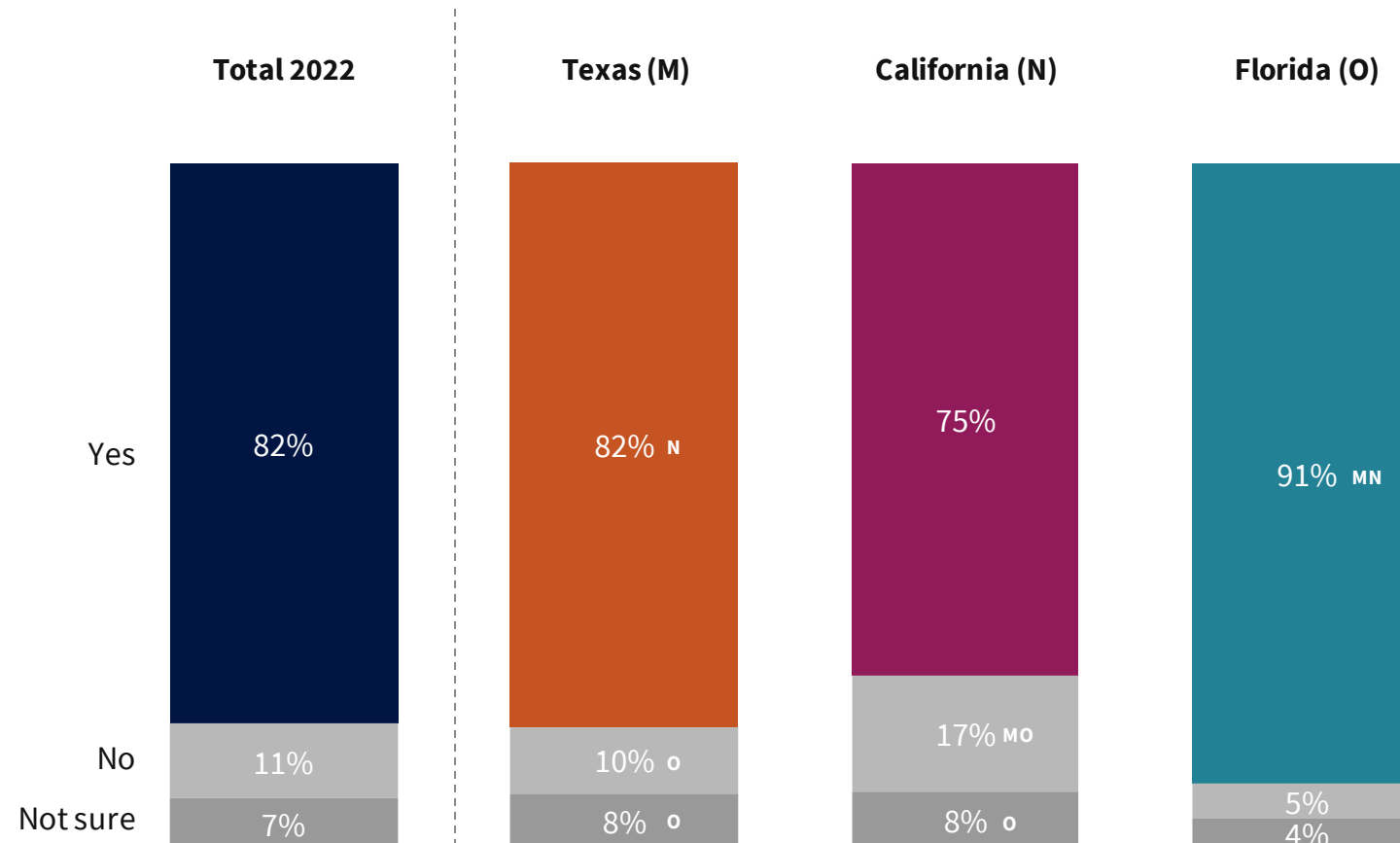
**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk





# Aware of FEMA Identifying Flood Risk Zones

Awareness of FEMA’s role in identifying flood risk zones is highest in Florida, followed by Texas and then California.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

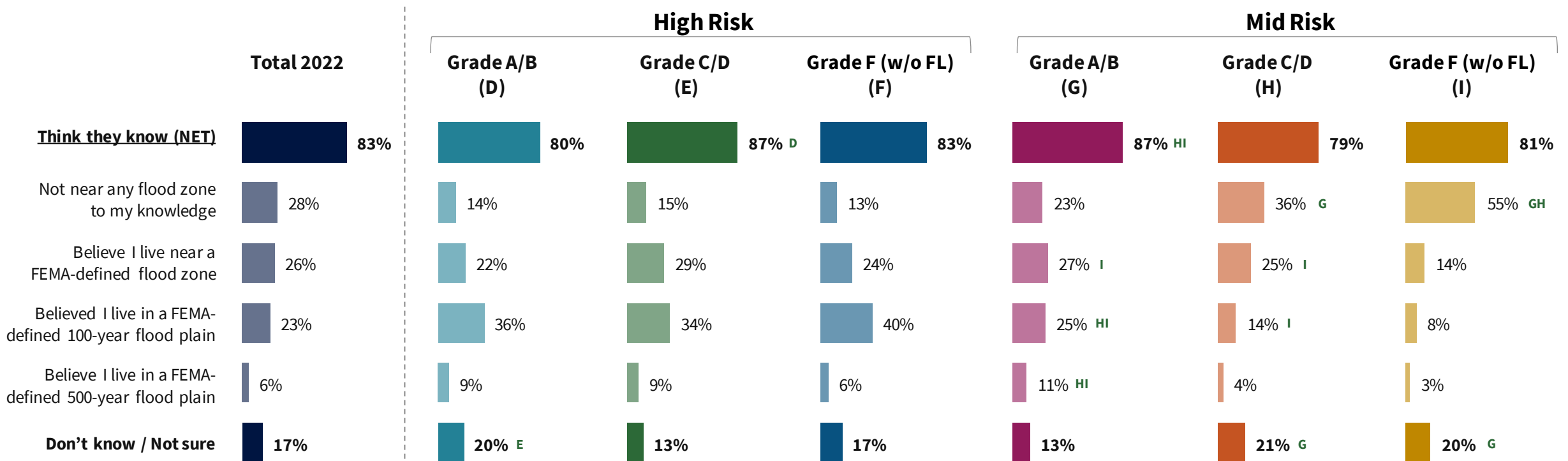
Q4. Are you aware that FEMA (Federal Emergency Management Agency) identifies flood risk zones and maps those areas?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Flood Zone Area (Self-Reported)

Respondents' ability to accurately identify the flood risk zone for their home does not seem to vary by state disclosure grouping.



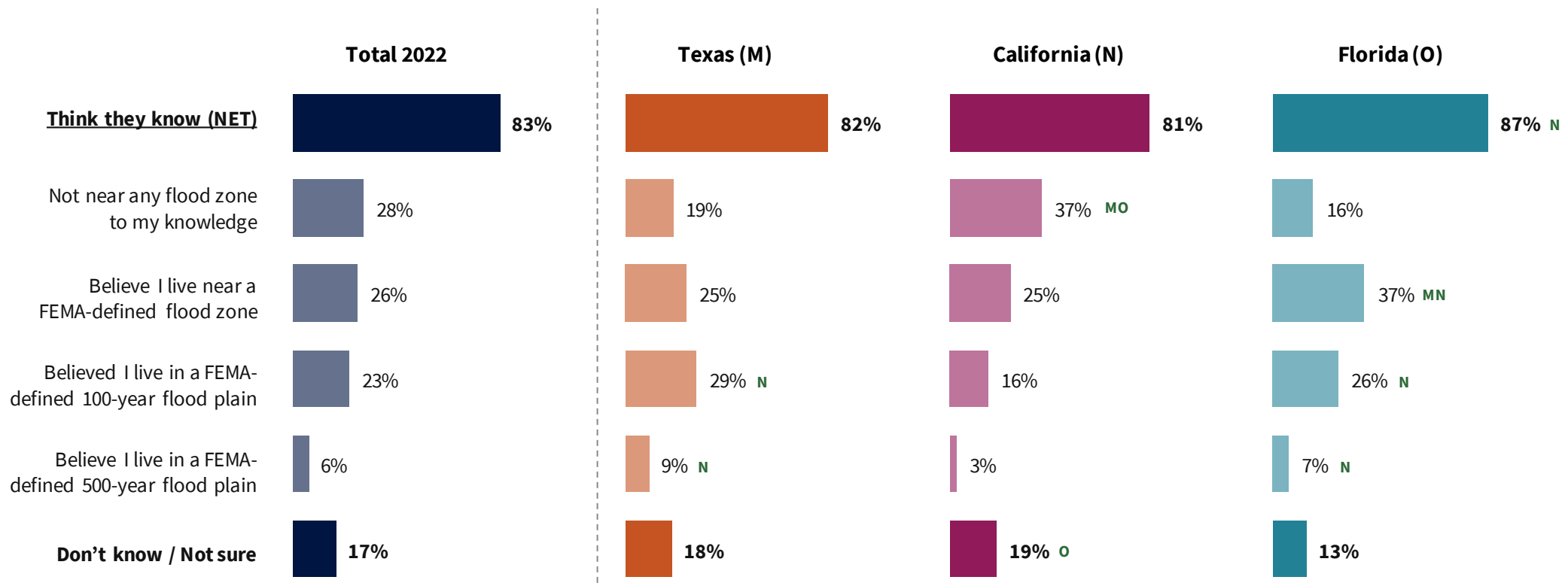
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q5. To the best of your knowledge, in which flood risk zone as defined by FEMA is your residence located?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Flood Zone Area (Self-Reported)

Florida has the most residents believing they live in or near a flood zone.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

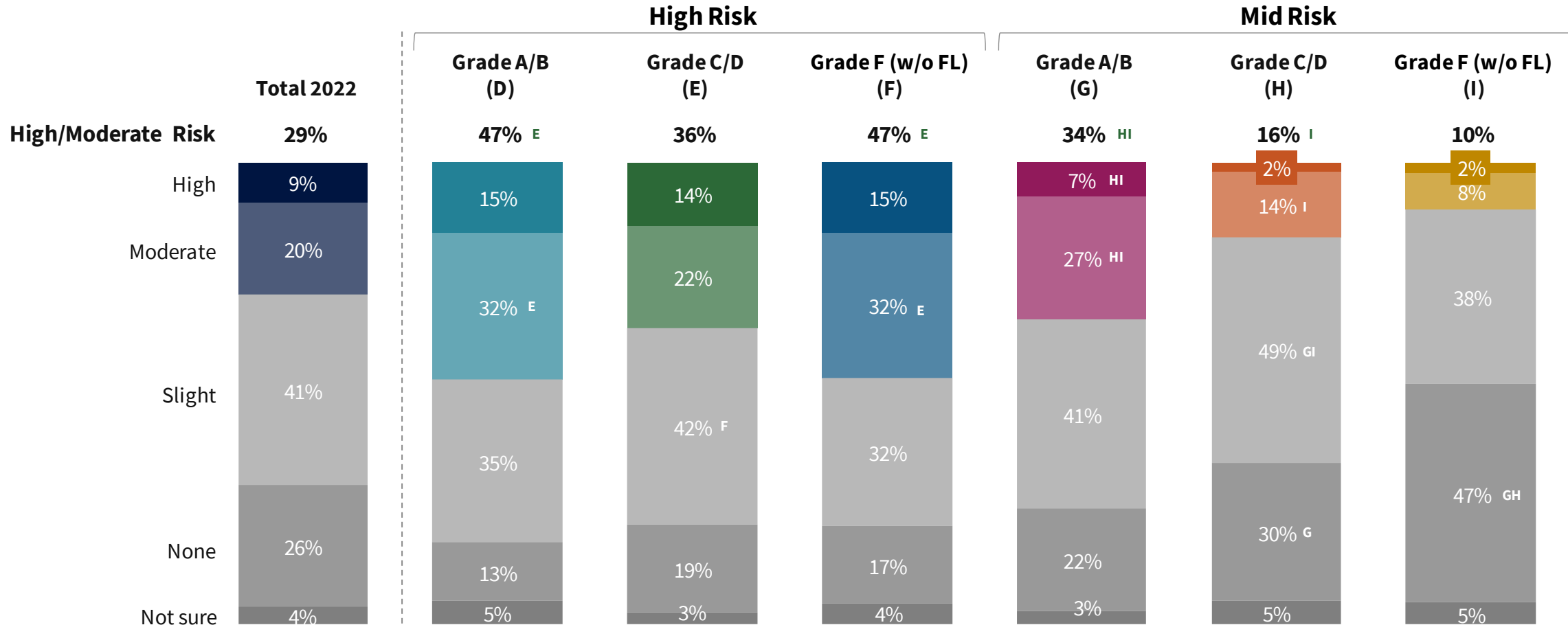
Q5. To the best of your knowledge, in which flood risk zone as defined by FEMA is your residence located?

Letter denotes significant difference (95% CL); No stat testing against Total



# Estimated Risk For Flooding at Current Residence

Half of High-Risk zone residents in Grade A/B and Grade F states feel their homes are at risk for flooding. Those in Mid-Risk in Grade C/D and Grade F states are the least worried.



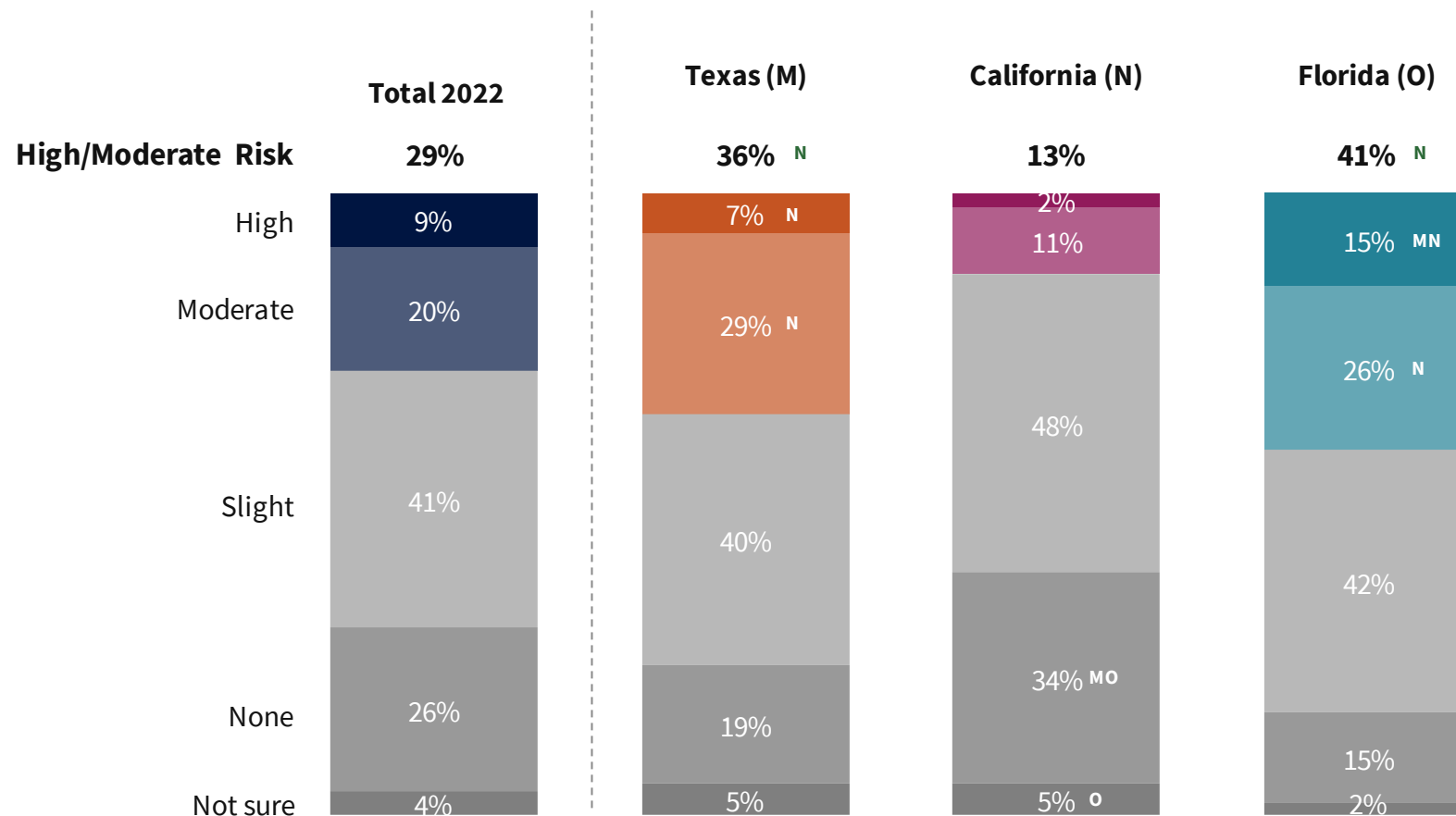
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q6b. To what extent is your current residence at risk for flooding?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Estimated Risk For Flooding at Current Residence

Residents in Florida and Texas consider their homes at higher risk for flooding than California residents.



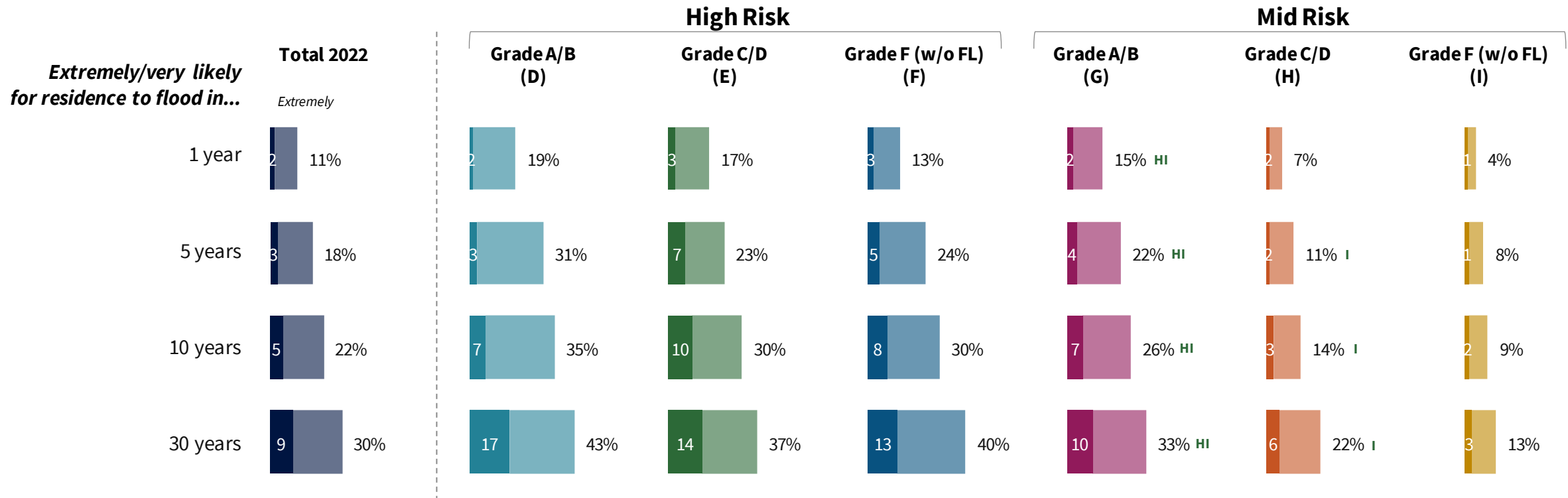
Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q6b. To what extent is your current residence at risk for flooding?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Estimated Flood Zone Risk

Within Mid-Risk zones, those in Grade A/B states perceive more of a threat from flooding than other states.



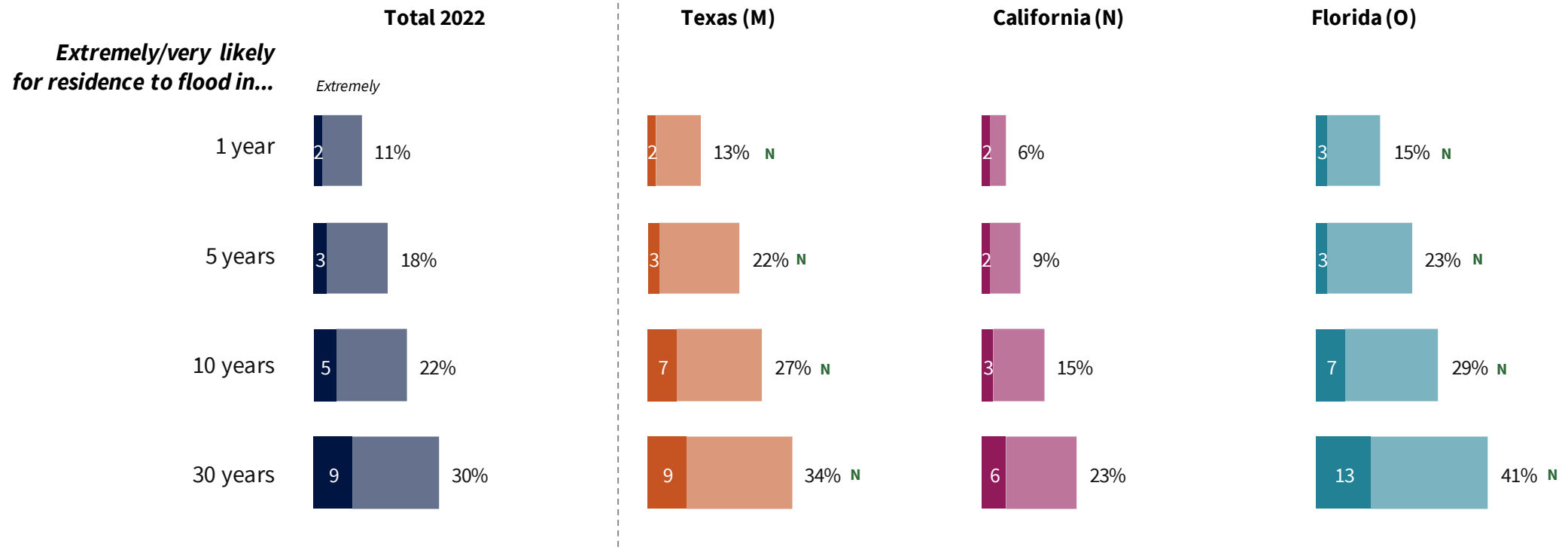
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q8. How likely do you think it will be for your residence to flood in the next... (5 pt. scale)

Letter denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Likelihood of Flood Risk in the Future

Those in Texas and Florida estimated a higher chance for their home to flood in the future.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q8. How likely do you think it will be for your residence to flood in the next... (5 pt. scale)

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



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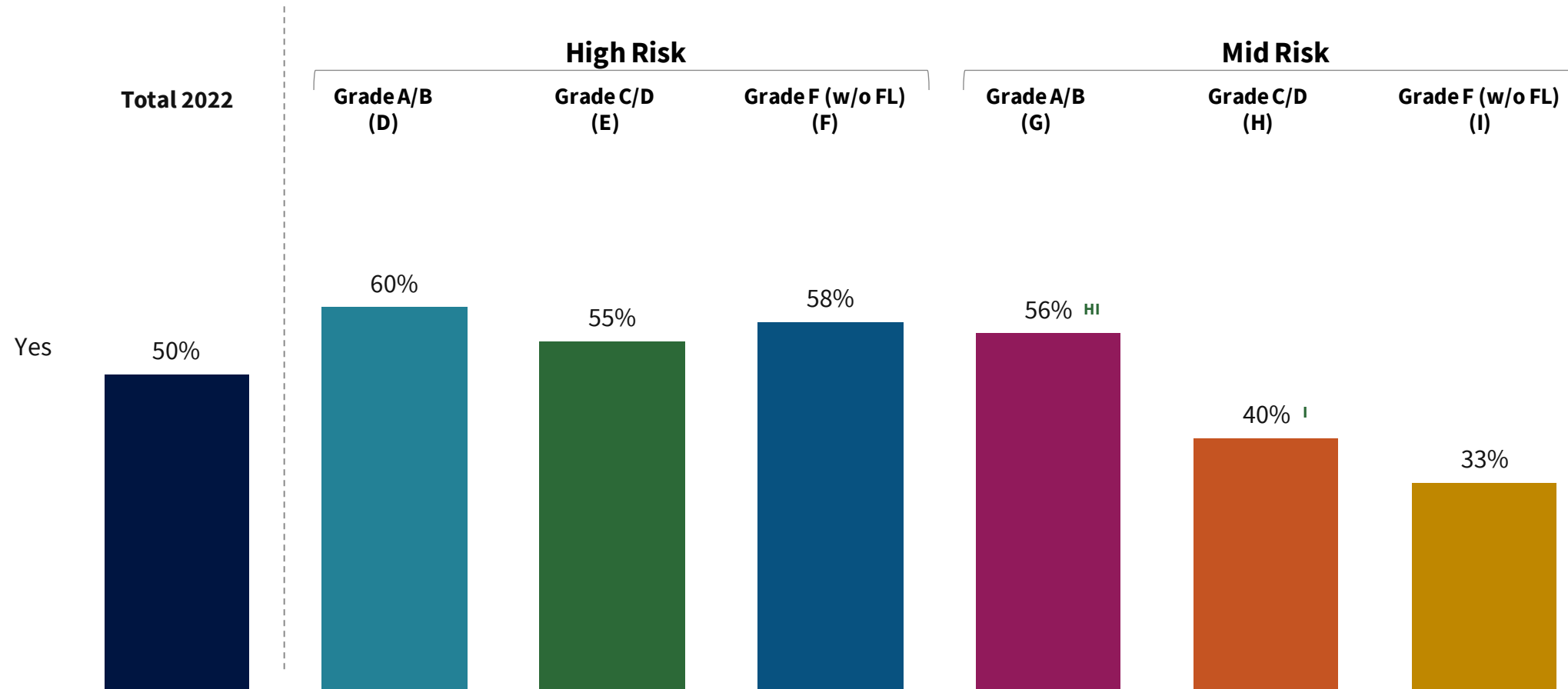
# Flood Risk Information Sources





# Searching For Flood Risk Information

Within Mid-Risk zones, those in Grade A/B states are more likely to say they have searched for flood risk information than those in other states.

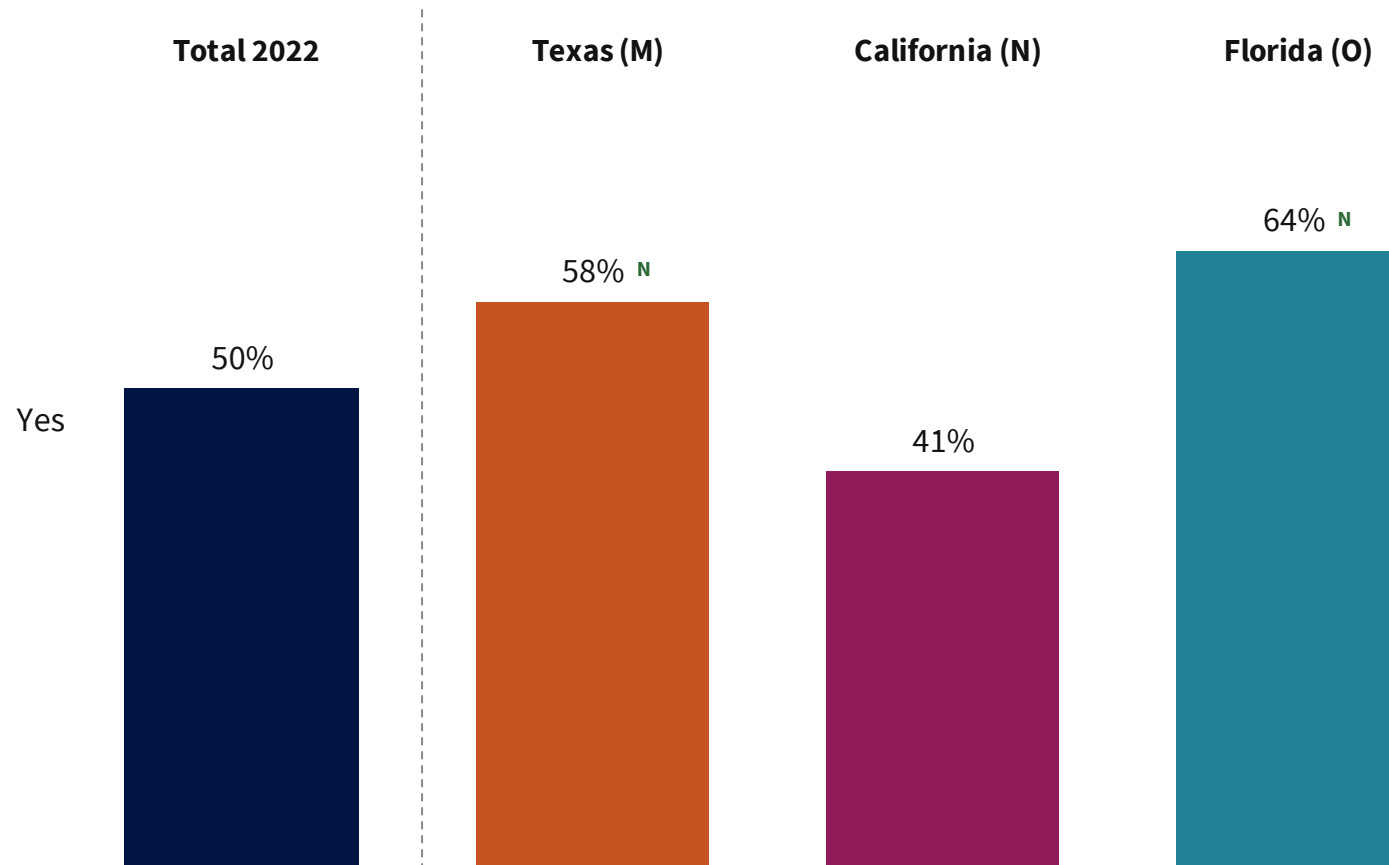


Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q9a. Just to check, have you ever searched for information about flood risk to your home?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk

# Searching For Flood Risk Information

Those in Florida and Texas are more likely than those in California to say they have searched for flood risk information.

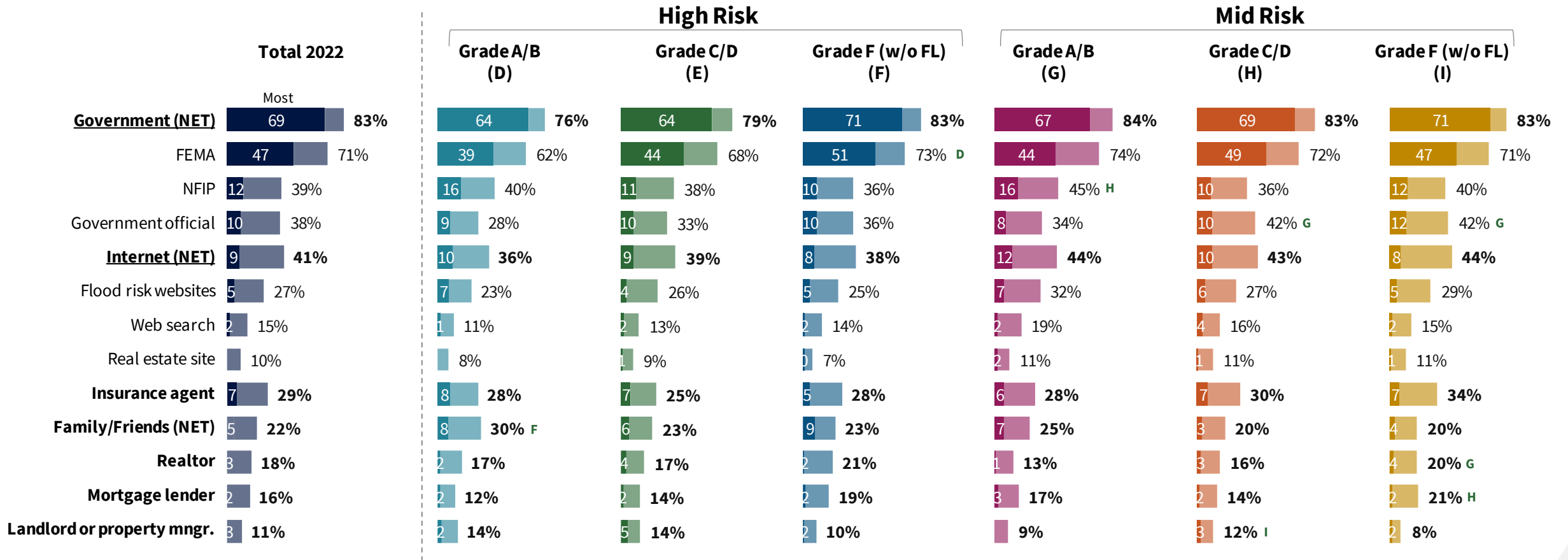


Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q9a. Just to check, have you ever searched for information about flood risk to your home?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total

# Trusted Resources for Determining Flood Risk

FEMA is cited as the most trusted source for flood risk information across all risk zones and state disclosure groups.



NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%

Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)

Q20a. Which of the following resources/tools would you trust to determine your property's flood risk?

Q20b. Which one of the following resources/tools would you most trust to determine your property's flood risk?

Letter denotes significant difference (95% CL);

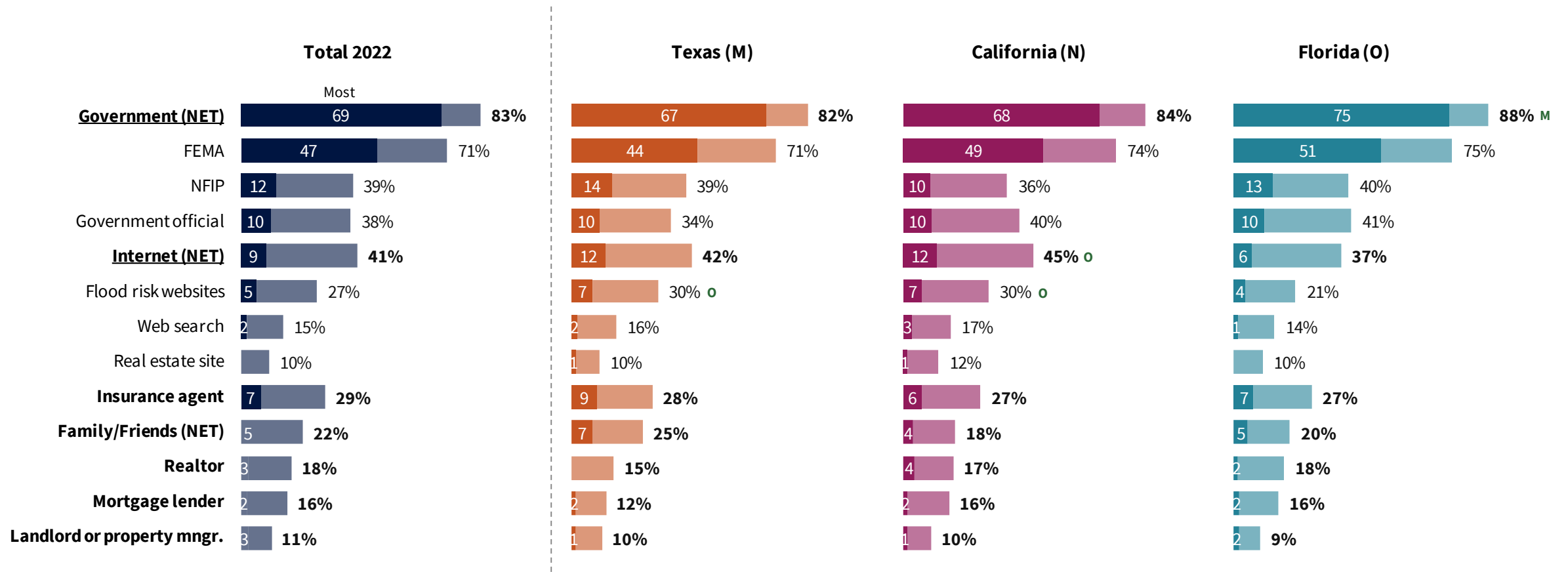
No stat testing against Total

Testing w/in High Risk and Mid Risk



# Trusted Resources for Determining Flood Risk

FEMA is cited as the most trusted source for determining flood risk across all three states, especially Florida.



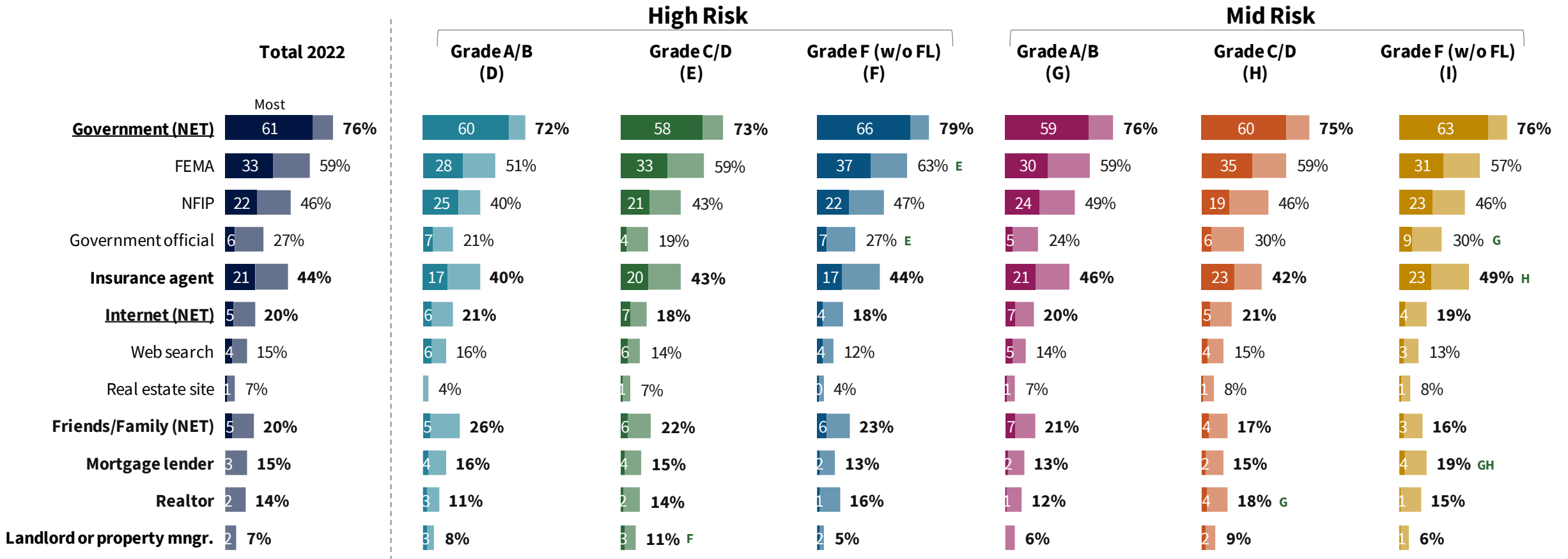
**NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%**  
 Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q20a. Which of the following resources/tools would you trust to determine your property's flood risk?  
 Q20b. Which one of the following resources/tools would you most trust to determine your property's flood risk?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Trusted Resources for Flood Insurance Info

Those in High-Risk Grade F states especially view FEMA as a generally trustworthy source for flood insurance information.



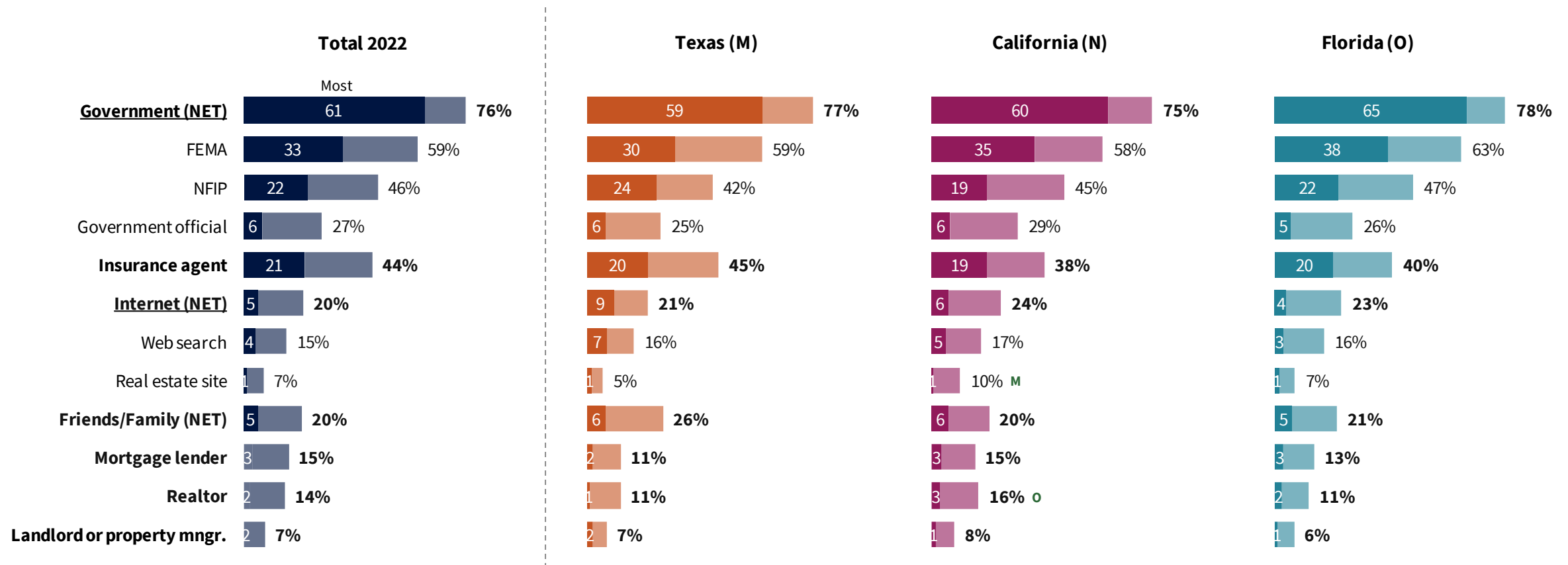
**NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%**  
 Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q21a. Which of the following resources/tools would you trust to get flood insurance information?  
 Q21b. Which one of the following resources/tools would you most trust to get flood insurance information?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Trusted Resources for Flood Insurance Info

Those in all three states view FEMA, NFIP, and insurance agents as trustworthy sources for flood insurance information.



NOTE: Top responses shown; Multiple response; could add to >100%; MOST trusted adds to 100%

Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

Q21a. Which of the following resources/tools would you trust to get flood insurance information?

Q21b. Which one of the following resources/tools would you most trust to get flood insurance information?

Letter denotes significant difference (95% CL);

No stat testing against Total

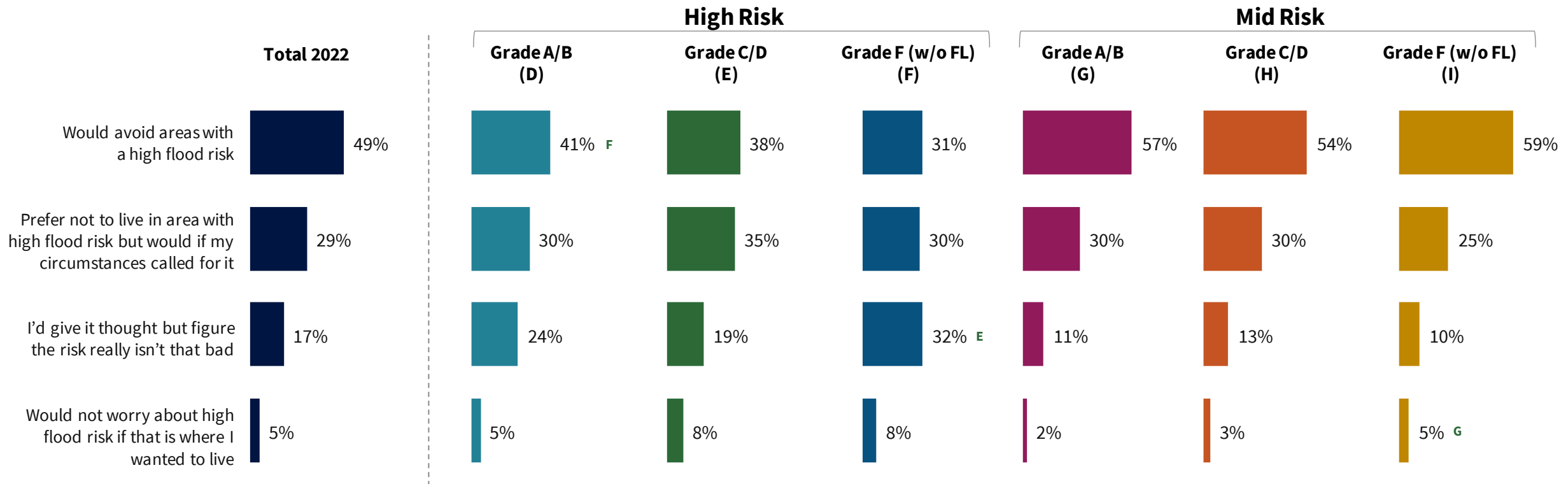


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# Desirability of Living in Flood Zone

# Impact of Flood Risk on Choice of Living Area

Generally, the impact of flood risk on the choice of where to live does not vary by disclosure grouping. Flood risk level matters more, with Mid-Risk respondents being more likely than High-Risk respondents to say they would avoid areas with high flood risks.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q12. Which of the following best describes the impact the risk of flooding has on your choice of where to live?

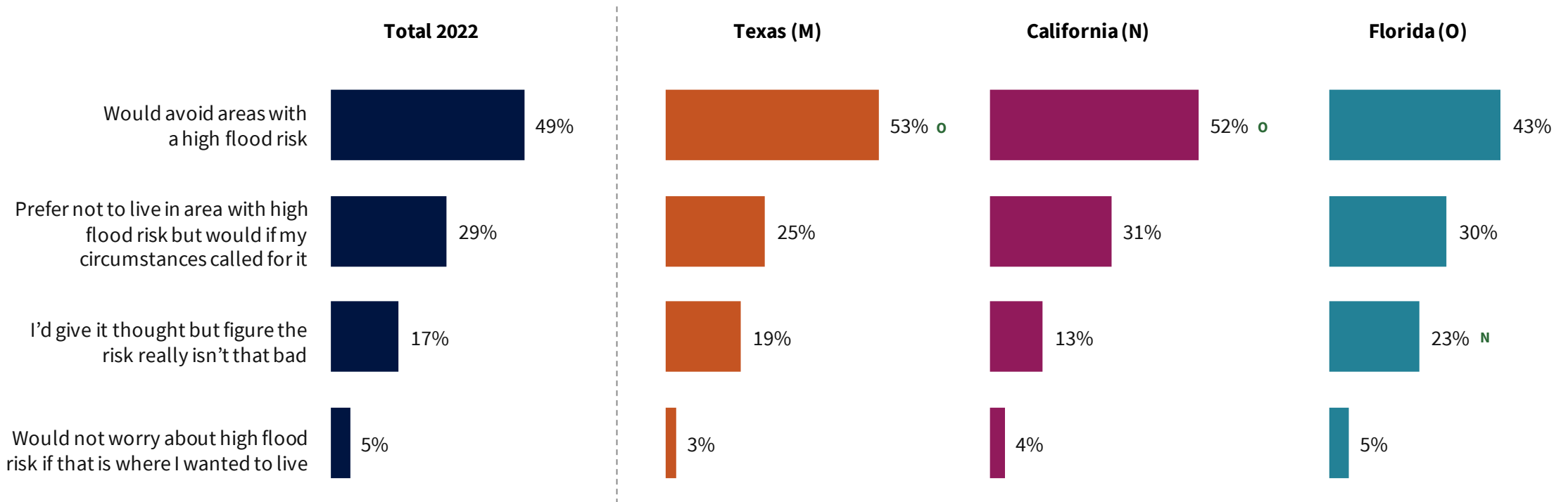
**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk





# Impact of Flood Risk on Choice of Living Area

Texas and California respondents are more likely to say they would avoid areas with high flood risks, compared to those in Florida.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

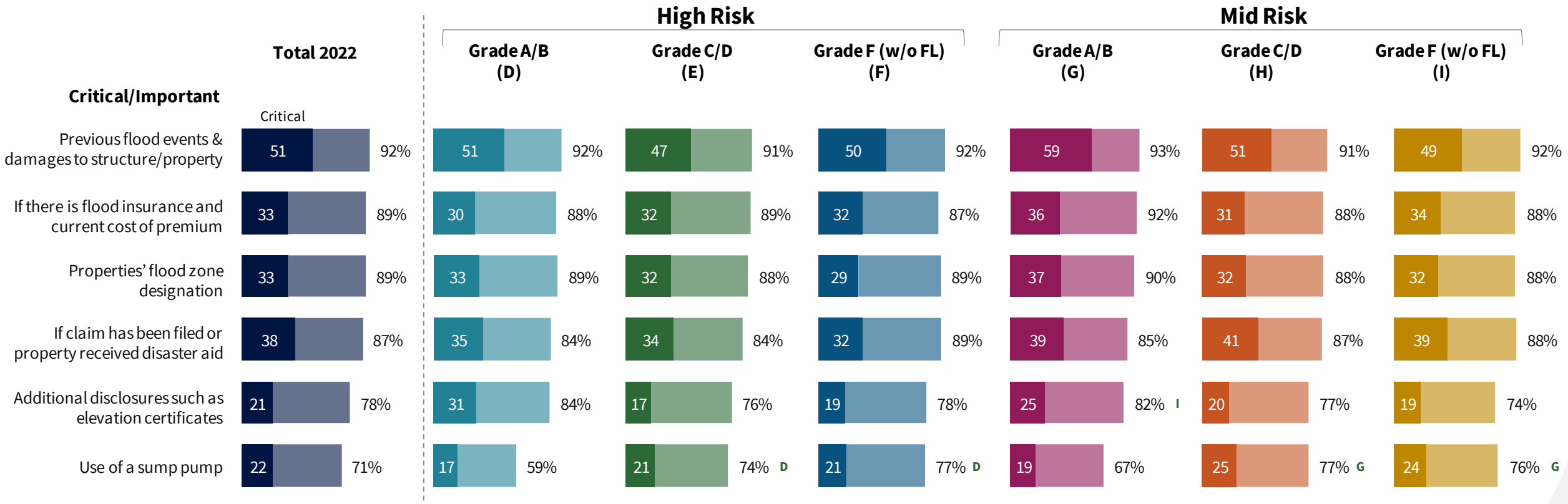
Q12. Which of the following best describes the impact the risk of flooding has on your choice of where to live?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Desired Flood Knowledge Upon Purchasing Home

Respondents' desired flood-related property knowledge when looking at a potential new home does not vary by state disclosure grouping.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)

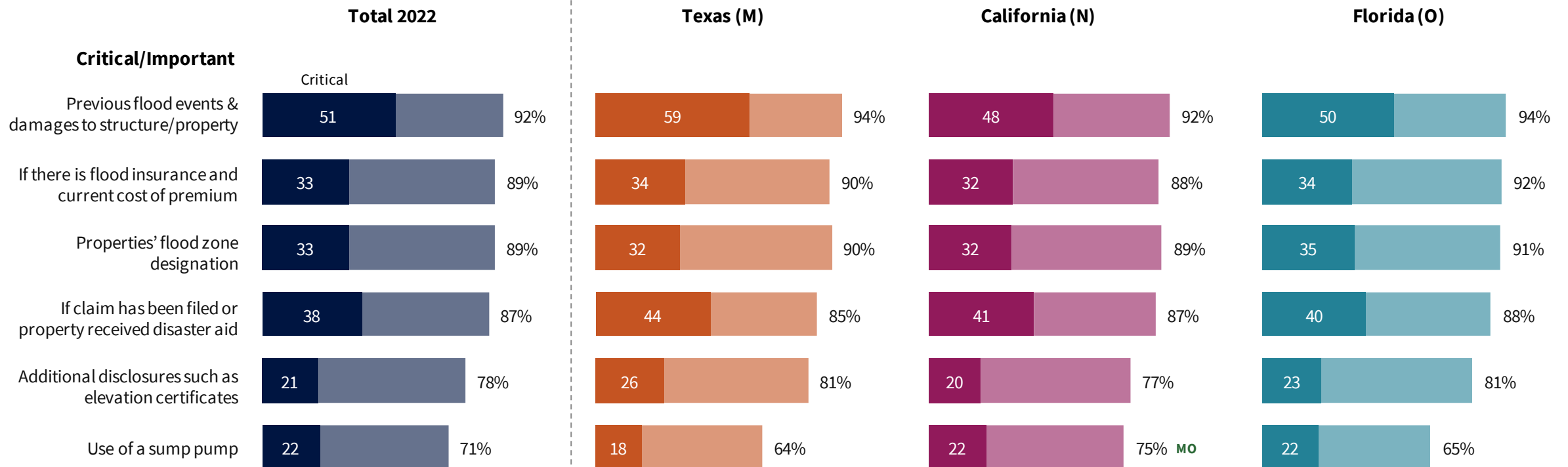
Q15a. When looking at a potential new home, how critical would knowing each of the following be to your decision to purchase the home or not? (4 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total  
Testing w/in High Risk and Mid Risk



# Desired Flood Knowledge Upon Purchasing Home

Respondents' desired flood-related property knowledge when looking at a potential new home is consistent across Texas, California, and Florida.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

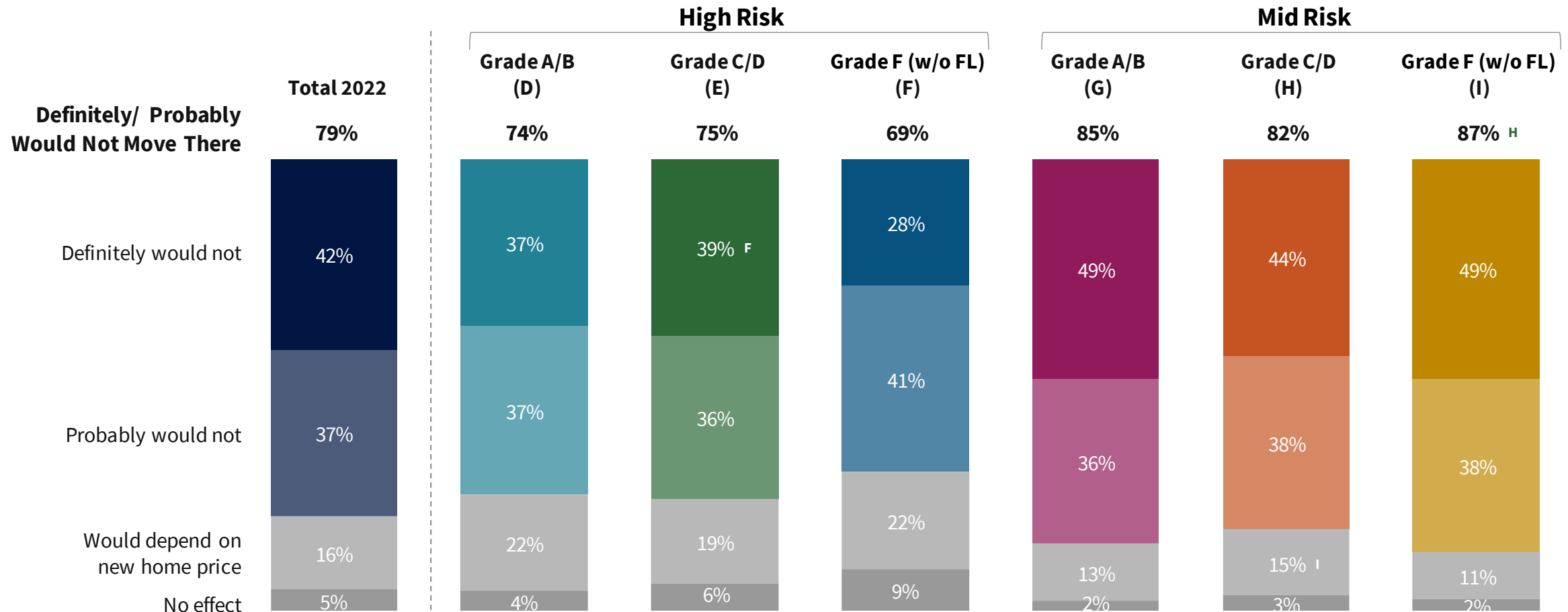
Q15a. When looking at a potential new home, how critical would knowing each of the following be to your decision to purchase the home or not? (4 pt. scale)

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Reactions Moving to High-Risk Flood Area

Overall, respondents' likelihood to move to a new home when finding out it is in a high-risk area does not vary much by disclosure grouping.



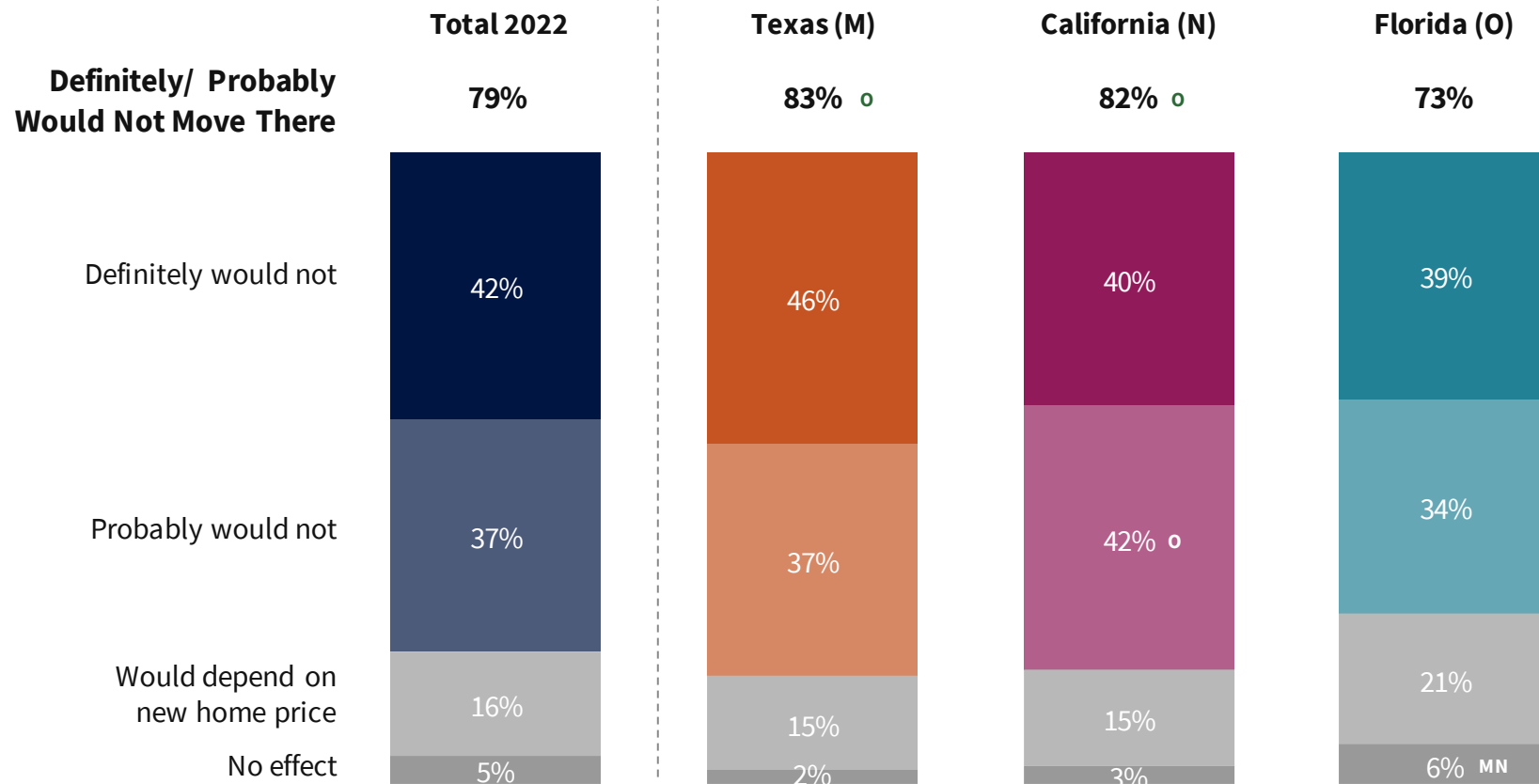
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q14a. When looking at a potential new home, what would your reaction be if you found out it was in a high-risk flood area?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Reactions Moving to High-Risk Flood Area

When looking at a potential new home, those in Texas and California are more likely than those in Florida to say they definitely or probably would not move there if they found out the home was in a high-risk flood area.



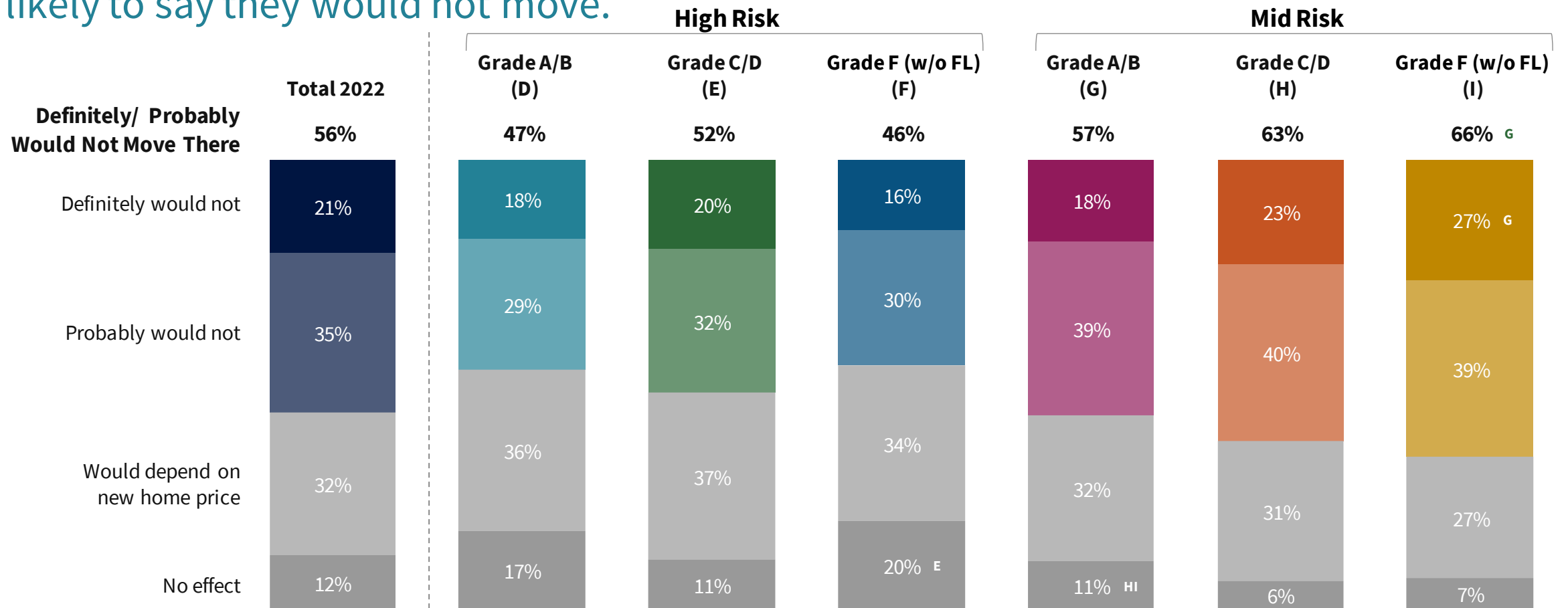
Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q14a. When looking at a potential new home, what would your reaction be if you found out it was in a high-risk flood area?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Reactions Moving to Flood Insurance Mandatory

Within High-Risk, respondents' reactions if they found out flood insurance was required do not vary by disclosure grouping. Within Mid-Risk, those in Grade F states are more likely to say they would not move.



Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)

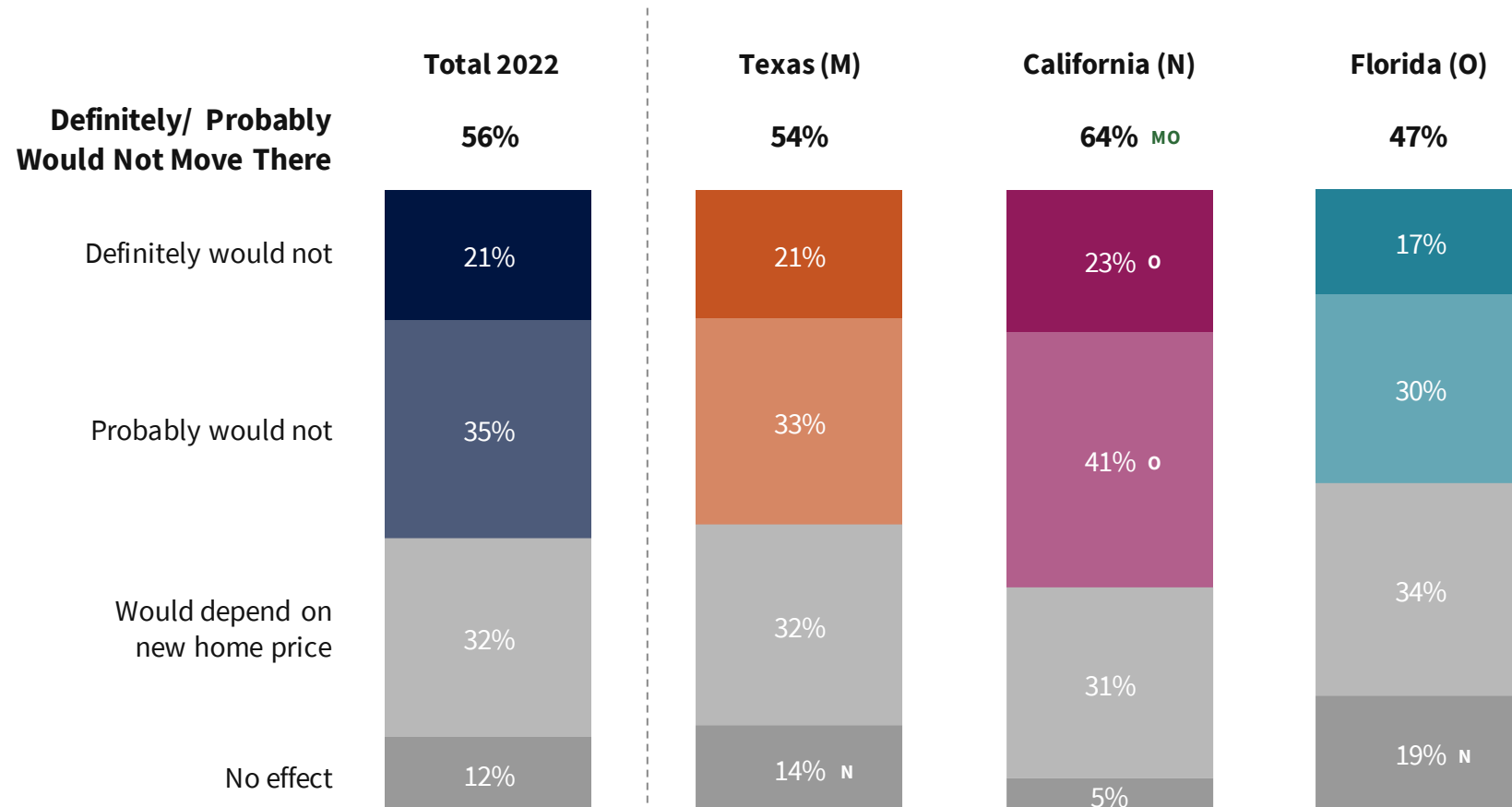
Q14b. When looking at a potential new home, what would your reaction be if you found out that you had to purchase flood insurance for the property?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Reactions Moving to Flood Insurance Mandatory

Respondents in California are less receptive to moving to a home that requires flood insurance.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

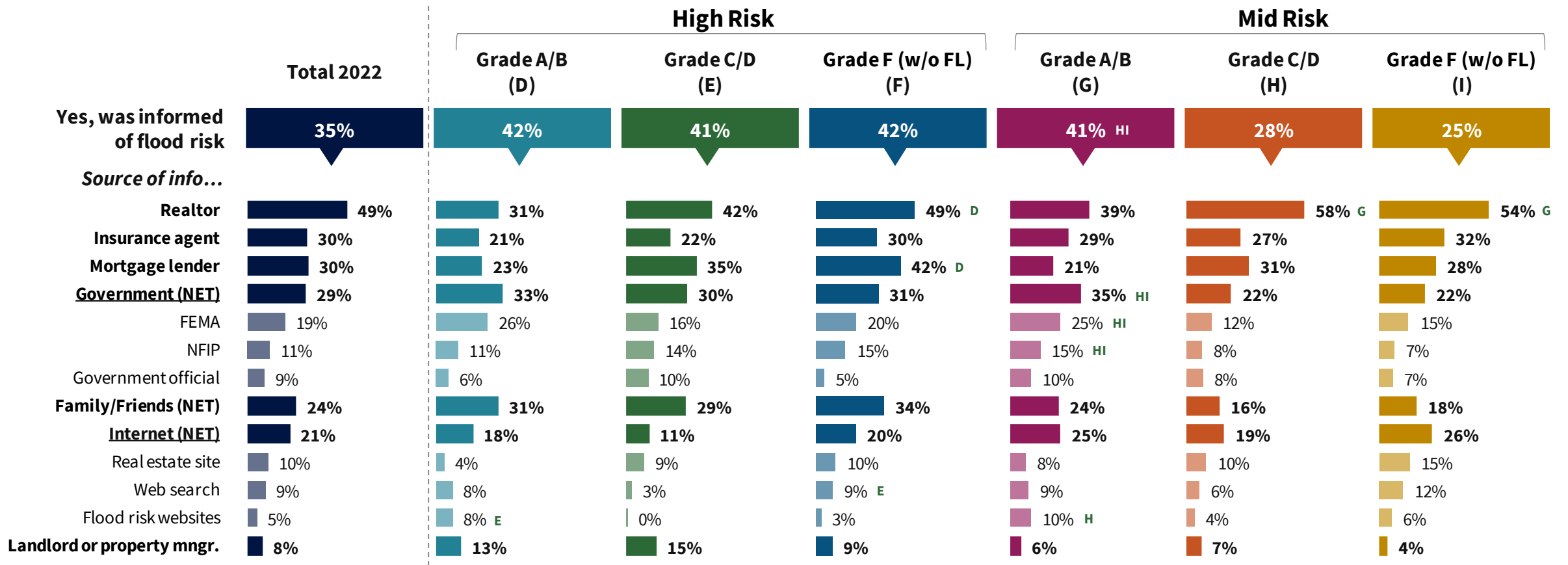
Q14b. When looking at a potential new home, what would your reaction be if you found out that you had to purchase flood insurance for the property?

**Letter** denotes significant difference (95% CL); No stat testing against Total



# Flood Risk Information Prior to Moving

Within High-Risk, about 40% say they were informed of flood risk before moving in. Within Mid-Risk, the share of being informed is lower in Grad C/D and Grade F states.



**NOTE: Multiple response; could add to >100%; Top responses shown**

Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)

Informed of risk, Total (n=1377); Grade A/B, C/D, F w/o FL, High Risk (n=85/154/125); Mid Risk (n=141/266/241)

Q13a. Were you informed about any flood risk upon moving into your current residence? / Q13b. How did you become informed...?

Letter denotes significant difference (95% CL);

No stat testing against Total

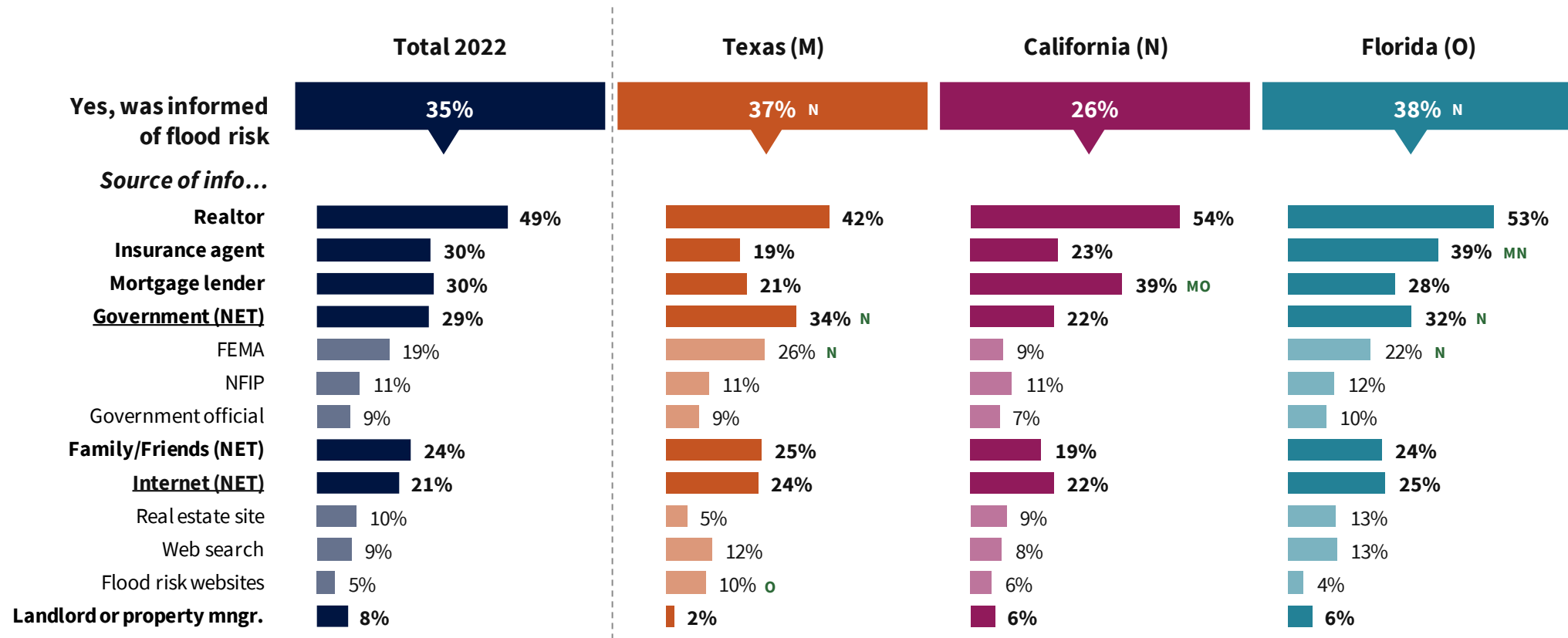
Testing w/in High Risk and Mid Risk





# Flood Risk Information Prior to Moving

Texas and Florida respondents are more likely to say they were informed of flood risk prior to moving in vs. California respondents.



**NOTE: Multiple response; could add to >100%; Top responses shown**

Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

Informed of risk, Total (n=1377); Texas (n=113); California (n=164); Florida (n=279)

Q13a. Were you informed about any flood risk upon moving into your current residence? / Q13b. How did you become informed...?

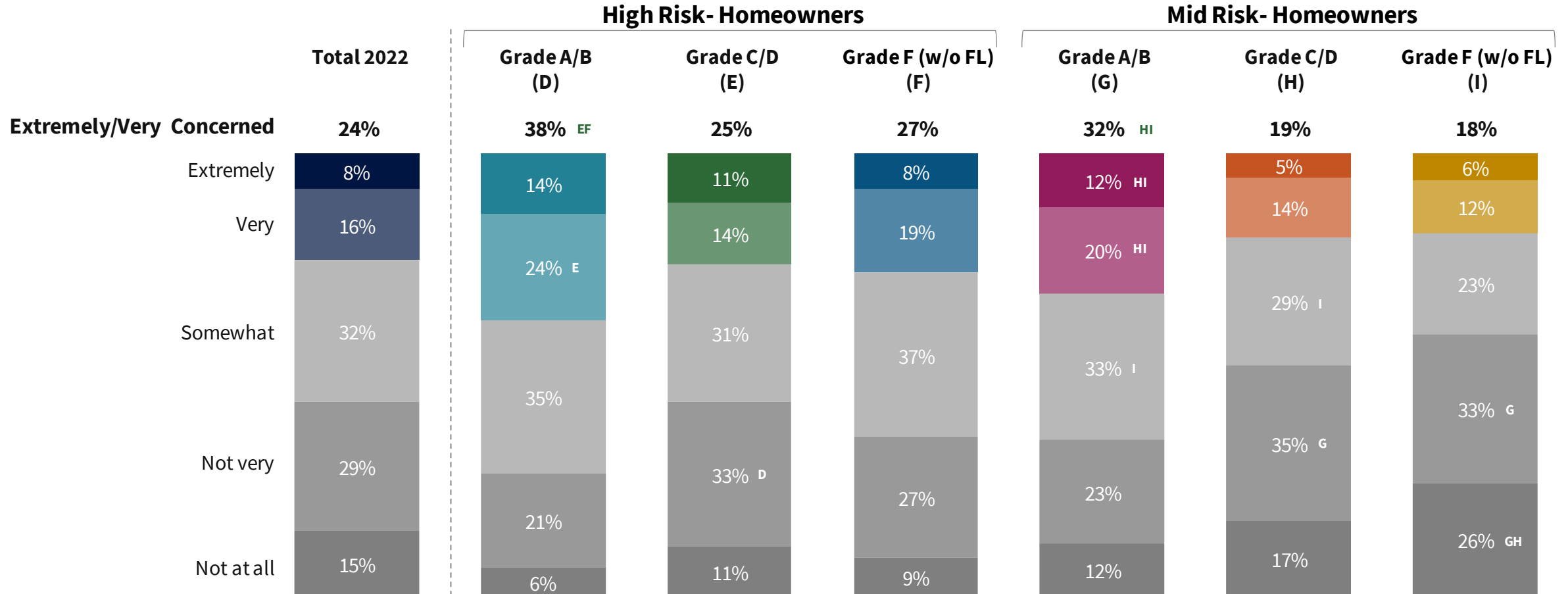
**Letter** denotes significant difference (95% CL);

No stat testing against Total



# Concern for Decrease in Value Due to High-Risk

Those in Grade A/B states are more concerned with possible property value decline if their home were listed by an organization/agency as at high risk for flooding.



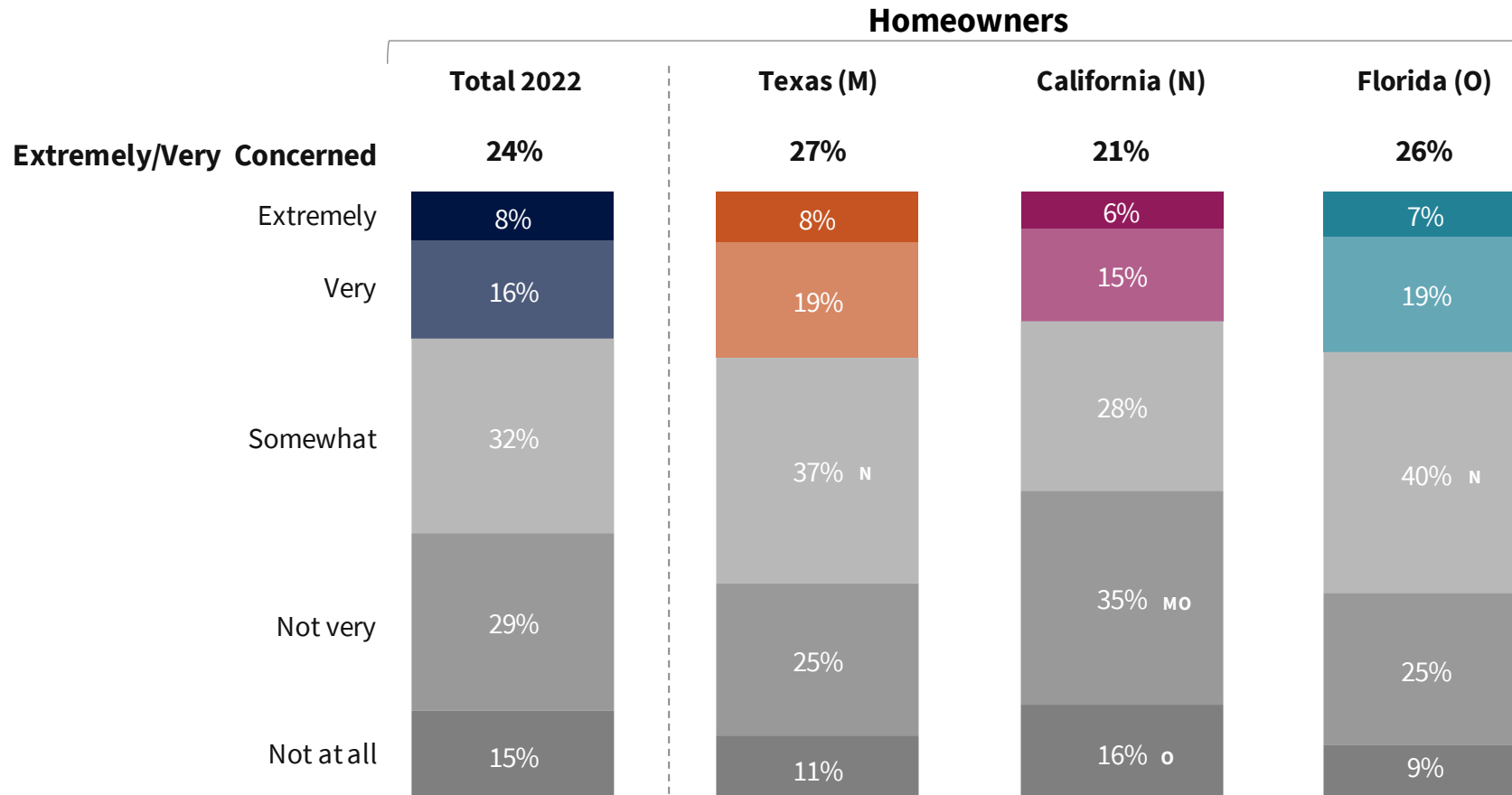
Base: 2022- Homeowners, Total (n=3263); Grade A/B, C/D, F w/o FL, High Risk (n=154/284/235); Mid Risk (n=288/695/787)  
 Q18a. How concerned are you that an organization/agency could list your residence as at high-risk for flooding that could decrease your property value?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Concern for Decrease in Value Due to High-Risk

There is more concern in Texas and Florida over possible home value decline due to being designated as in a high-risk zone for flooding.



Base: 2022- Homeowners, Total (n=3263); Texas (n=245); California (n=432); Florida (n=610)

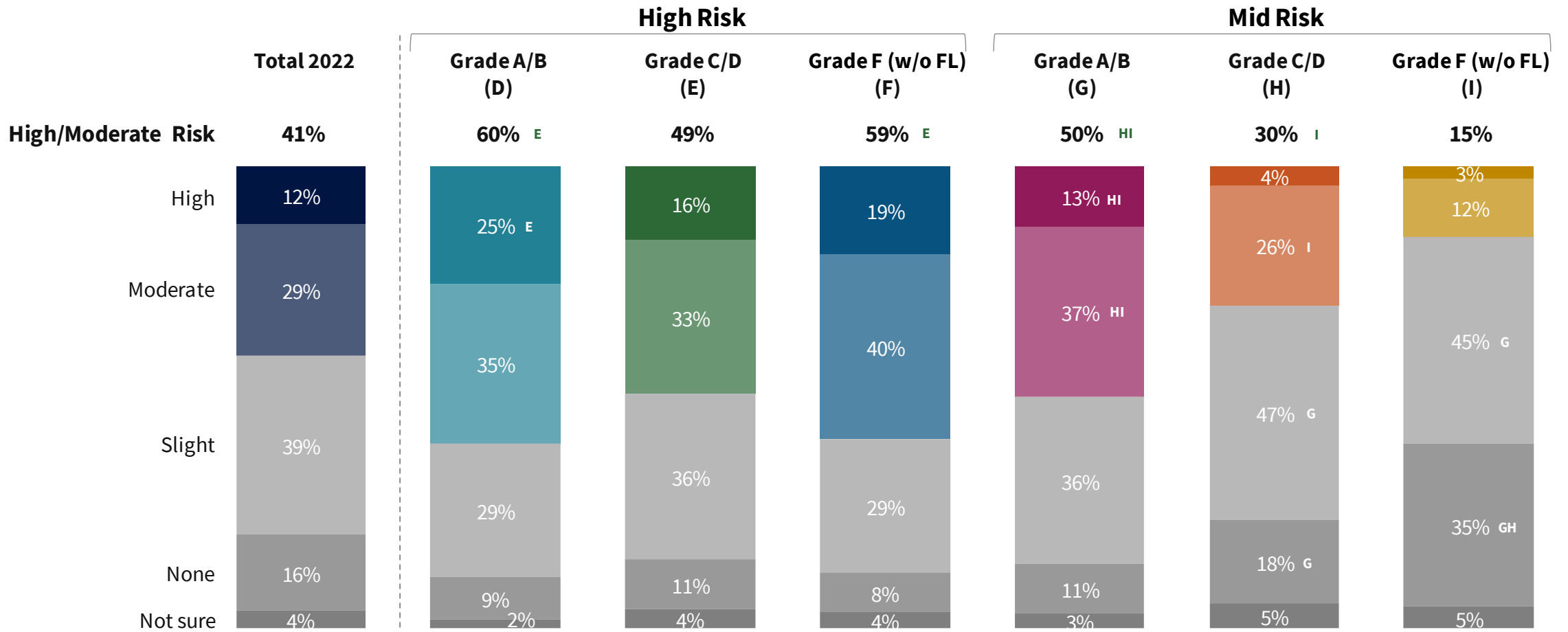
Q18a. How concerned are you that an organization/agency could list your residence as at high-risk for flooding that could decrease your property value?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Estimated Risk For Flooding in Community

Within Mid-Risk, those in Grade A/B states are most likely to believe their community is at higher risk of flooding. Within High-Risk, Grade A/B and Grade F show higher concerns.



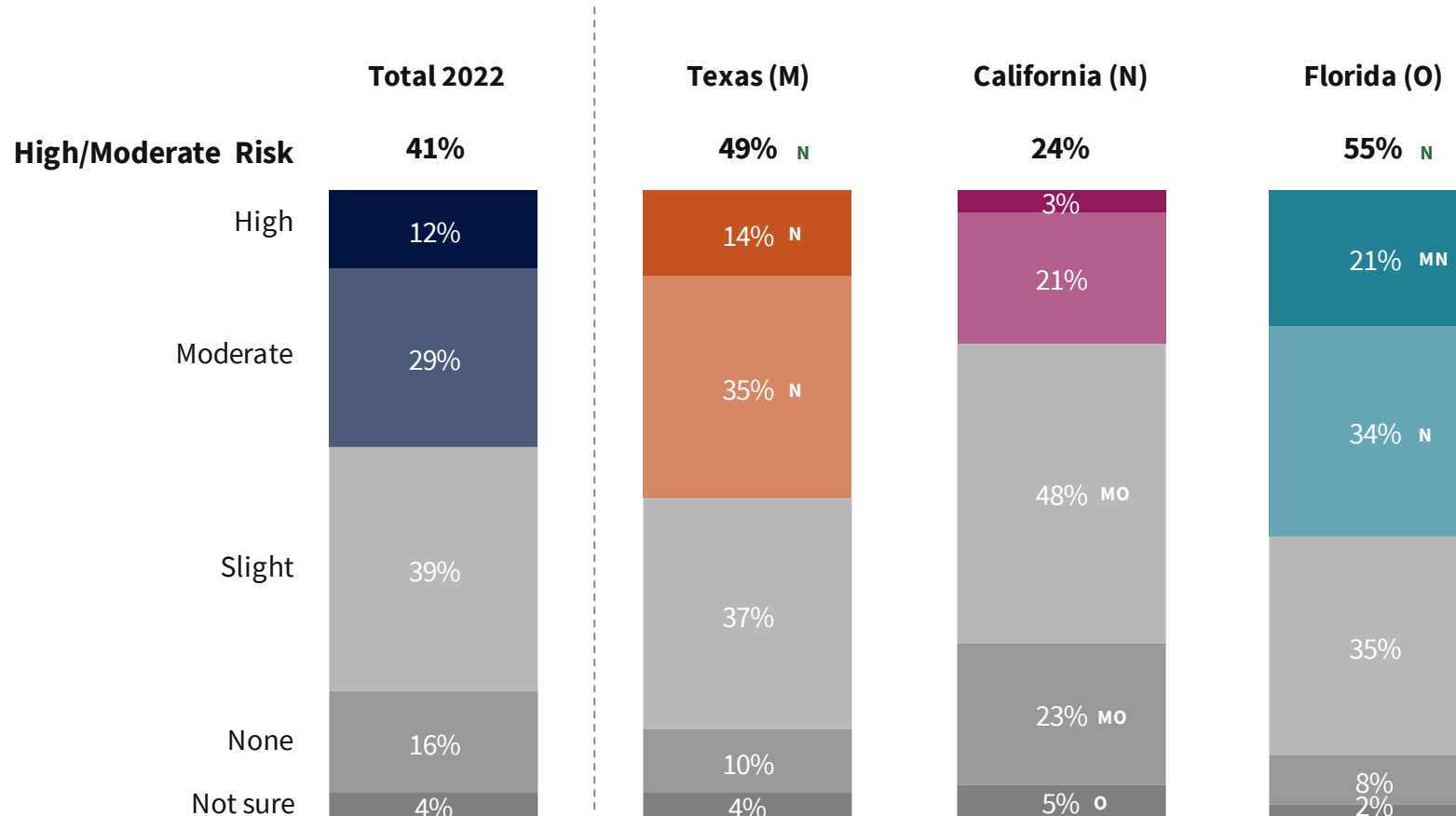
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q6a. To the best of your knowledge, to what extent is your community at risk for flooding?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Estimated Risk For Flooding in Community

Those in Texas and Florida are more likely to believe their community is at higher risk for flooding, compared to California.



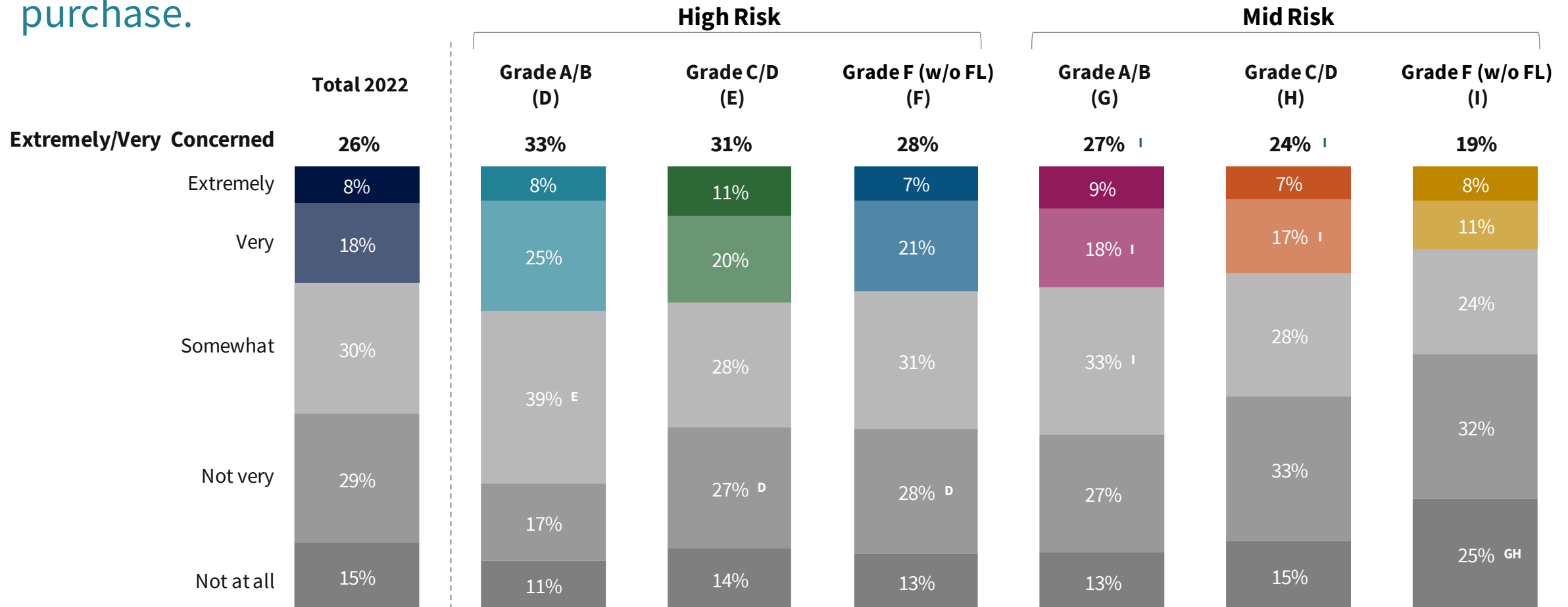
Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)  
 Q6a. To the best of your knowledge, to what extent is your community at risk for flooding?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Concern for Listing Property as High-Risk

There is little difference across state disclosure groups for concern over an organization/agency’s listing property as at high risk, causing mandatory flood insurance purchase.



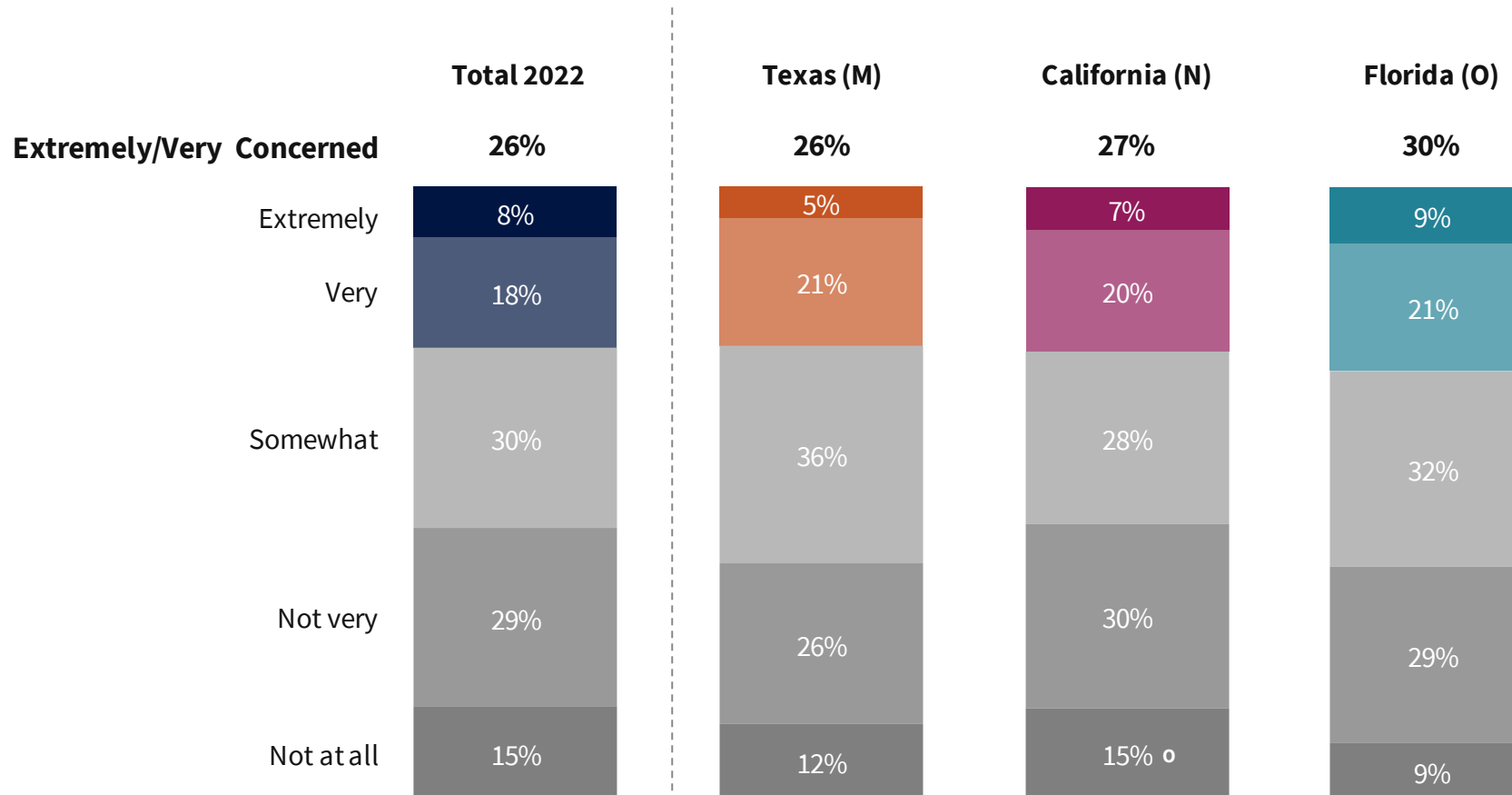
Base: 2022- Total (n=3988); Grade A/B, C/D, F w/o FL, High Risk (n=197/379/284); Mid Risk (n=351/897/942)  
 Q18b. How concerned are you that an organization/agency could list your property as at high-risk for flooding that would make you required to purchase flood insurance?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total  
 Testing w/in High Risk and Mid Risk



# Concern for Listing Property as High-Risk

About 1 in 4 show concern over an organization/agency’s listing property as at high risk, making flood insurance purchase mandatory, regardless of being in TX, CA, or FL.



Base: 2022- Total (n=3988); Texas (n=299); California (n=576); Florida (n=696)

Q18b. How concerned are you that an organization/agency could list your property as at high-risk for flooding that would make you required to purchase flood insurance?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



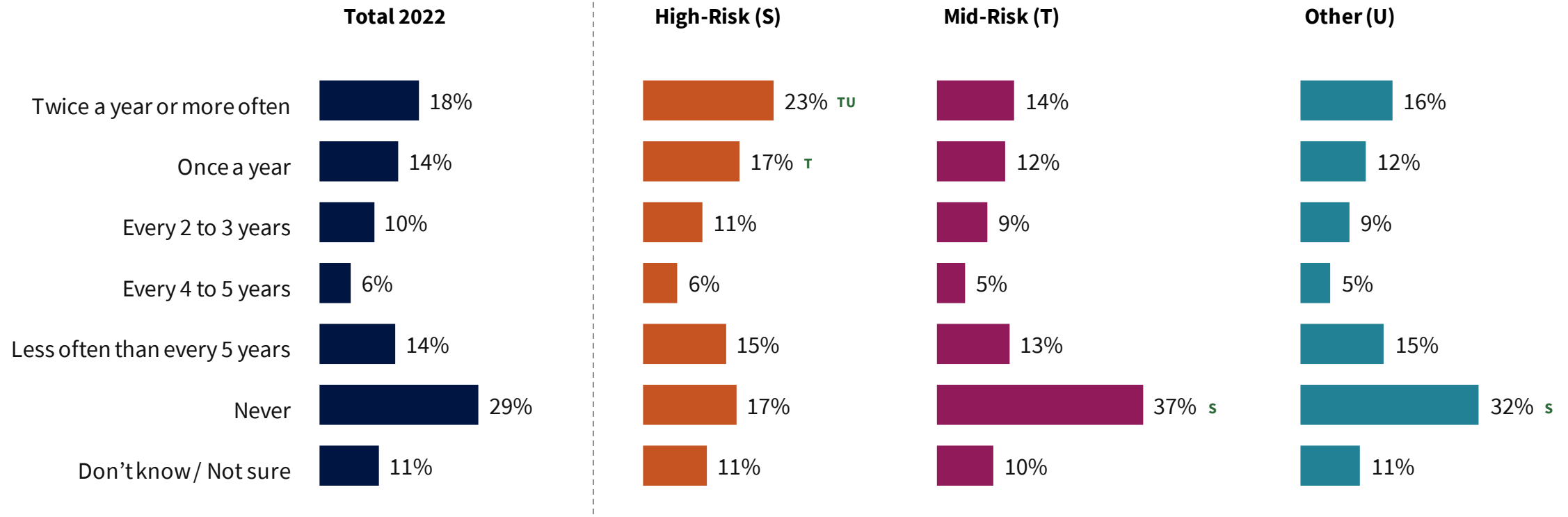


# Appendix



# Frequency of Hearing About Flood Risk

The majority of respondents across risk zones overall do not hear often about flood risk, especially those in Mid-Risk and Other zones.



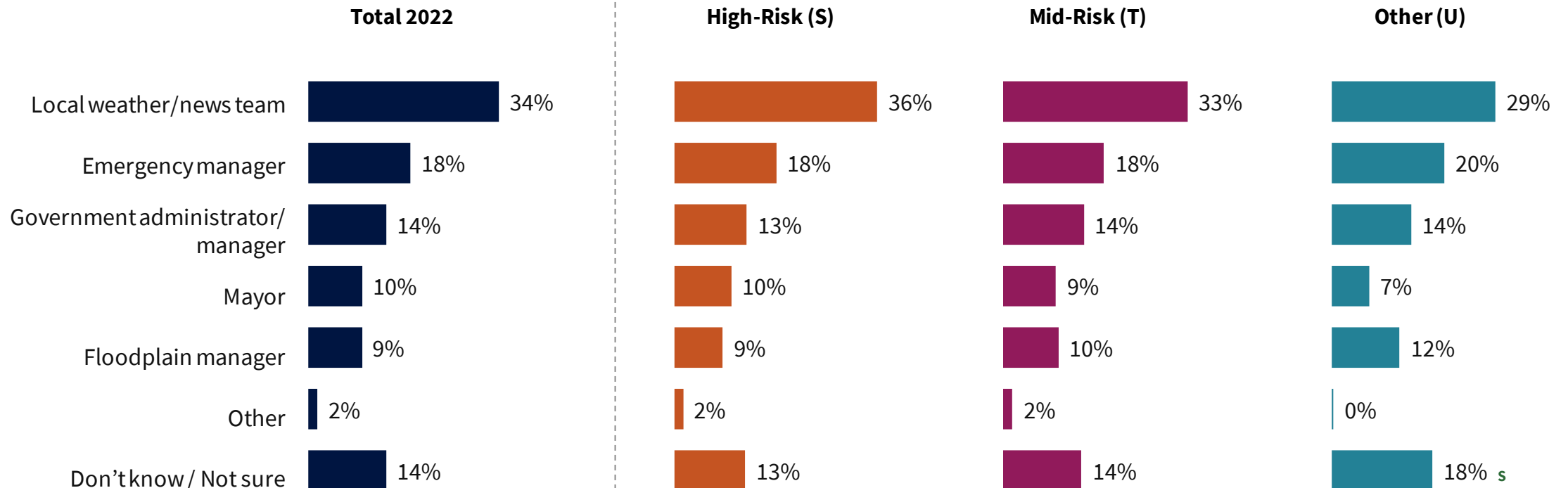
NOTE: Question and attribute wording change and attribute addition in 2022; trending not applicable  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q51. Approximately how often do you hear about flood risk in your area?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Public Official Most Expected to Communicate Risk

Respondents across risk zones look to local weather/news team to hear about flood risk.



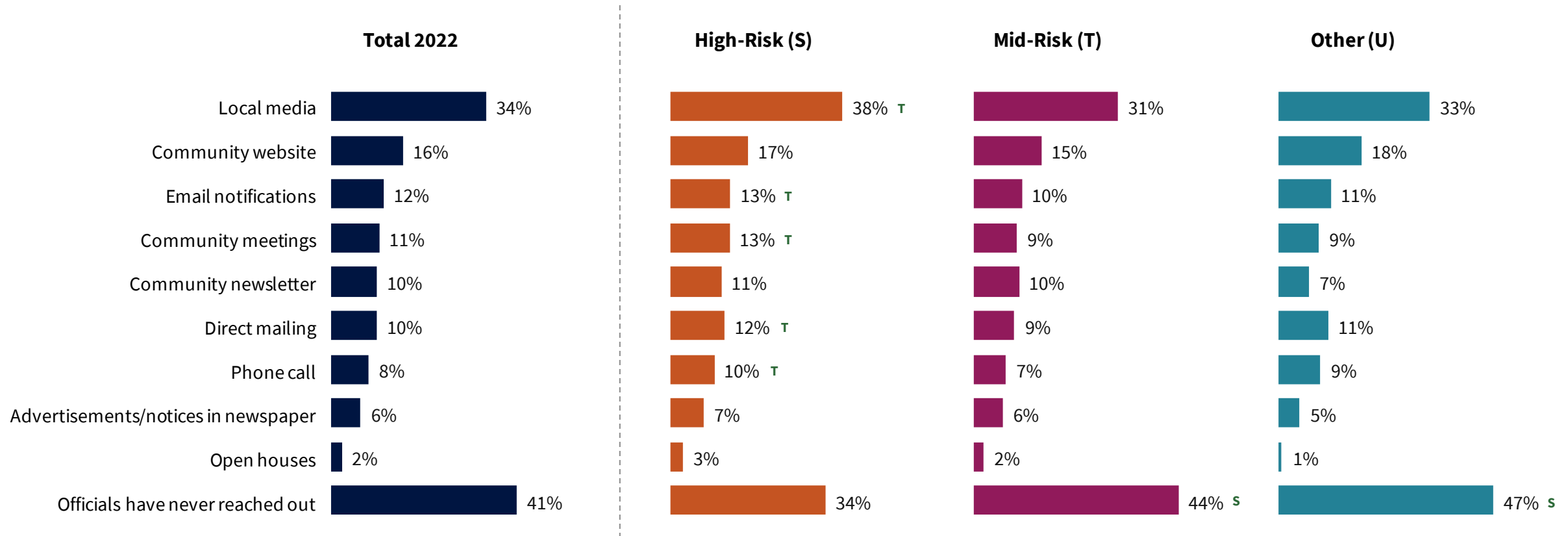
NOTE: Question wording change and attribute additions in 2022; trending not applicable  
 Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)  
 Q52. Which official within your community would you most expect to hear from about flood risk?

**Letter** denotes significant difference (95% CL);  
 No stat testing against Total



# Method Officials Have Used to Reach Out to Inform

About 4 in 10 say they do not feel their community officials are reaching out to inform about flood risk.



NOTE: Attribute addition in 2022; trending not applicable; Multiple response; could add to >100%

Base: 2022- Total (n=3988); High-Risk (n=1177); Mid-Risk (n=2429); Other (n=292)

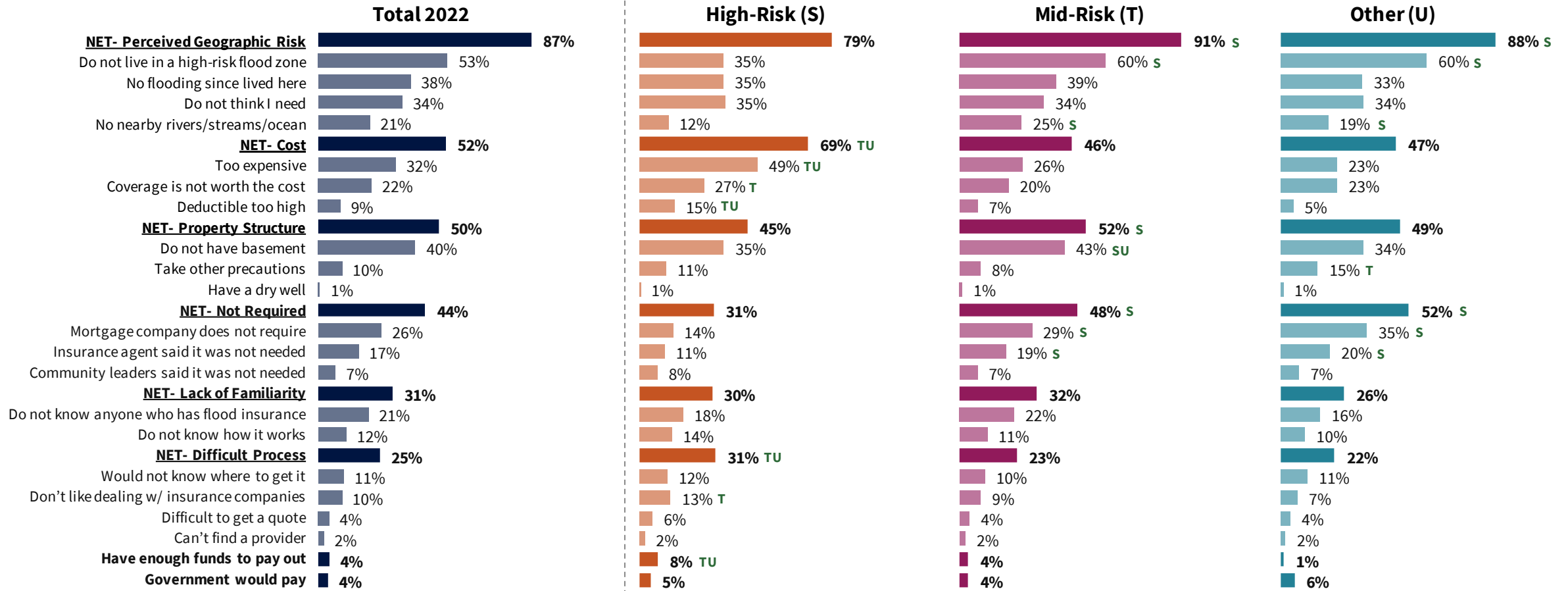
Q56. Specifically, how have officials in your community reached out to inform the public about flooding risk and information?

**Letter** denotes significant difference (95% CL);  
No stat testing against Total



# Reasons for Not Having Flood Insurance

While geography is the major reason cited for not having insurance across risk zones, High-Risk respondents are more likely to mention cost/value as a barrier.



NOTE: Question structure and attribute wording change in 2022; trending not applicable; net level view shown

Base: 2022- Don't have flood insurance, Total (n=2142); High-Risk (n=404); Mid-Risk (n=1492); Other (n=195)

Q34. You may have mentioned some of these already, but just to confirm, which of the following, if any, are possible reasons that you believe you do not currently have a flood insurance policy? Please select up to 5 reasons.

Letter denotes significant difference (95% CL); No stat testing against Total





# Sample Distribution & Profile

# Sampling Explanation

- Fannie Mae provided 12.9 million physical addresses along with the following seven fields:
  - ❑ ID, Address, Flood Plain Indicator, Type of Dwelling (e.g., apt, townhome, condo), Single Family vs. Multifamily, and # of Stories.
  - ❑ The Flood Plain Indicator was High (100-year flood plain), Medium (500-year flood plain), Other, and Unmapped Adjacent.
- This information was matched against two of the largest panels, Dynata and DISQO.
- Once the sample was matched, the physical addresses were removed and were not tagged to the panel members or data for security reasons. The other pass-through variables were blindly coded.
- Approximately 220,000 addresses were successfully matched – just under 2%.



# Weighting Explanation

- The weighting procedure uses the ANES (American National Election Study) [weighting algorithm](#). The algorithm, documented by DeBell and Krosnick ([Computing Weights for American National Election Study Survey Data](#)), aims to provide a default approach to survey weighting to avoid potential methodological pitfalls. It identifies discrepant variables and uses an iterative procedure to generate multiplicative weights. The weights are chosen so that the survey marginals agree with the population marginals for a specific set of parameters.
- Universe distributions are estimated. The weighting variables are:
  - ❑ Flood Risk, FM AVM, Dwelling type, and Region.
- The weighting results are diagnosed, and the results show that the bias in the sample groups are removed and the differences of the weighting variables' distributions between the sample groups and the universes have been minimized.



# Demographic Profile

Respondents in High-Risk zones are more likely to have lower education than those in Mid-Risk zones.

	2022				2020		
	Total 2022 % (n=3988)	High-Risk (B) % (n=1177)	Mid-Risk (C) % (n=2429)	Other (D) % (n=292)	Total 2020 % (n=3533)	High-Risk % (n=1216)	Mid-Risk % (n=1597)
<b>GENDER</b>							
Male	38	35	40 <b>B</b>	40	n/a		
Female	62	65 <b>C</b>	60	60			
Other	1	1	0	0			
<b>AGE</b>							
18-34	13 <b>↑</b>	15 <b>C</b>	11	14	10	12	10
35-54	35 <b>↓</b>	35 <b>↓</b>	36	32	39	49	33
55+	52	50 <b>↑</b>	53 <b>↓</b>	54	51	39	57
Average (yrs)	54 <b>↓</b>	54	55 <b>↓</b>	55	55	52	57
<b># HOUSEHOLD</b>							
1	19	18	19	18	19	17	20
2	43 <b>↓</b>	44	42 <b>↓</b>	51 <b>C</b>	48	45	50
3	17 <b>↑</b>	17	17 <b>↑</b>	15	14	16	13
4	13	13	14 <b>D</b> <b>↑</b>	9	12	14	12
5+	8 <b>↑</b>	9	7 <b>↑</b>	8	7	9	6
Average # in HH	2.5 <b>↑</b>	2.5	2.5	2.4	2.4	2.6	2.4
<b>EDUCATION</b>							
HS or <	14	18 <b>CD</b>	12	8	14	15	13
Some College	27	27	26	25	26	27	27
College+	59	55	62 <b>B</b>	67 <b>B</b>	60	58	60
<b>ETHNICITY</b>							
White, Non-Hispanic	76	77	75	81	n/a		
Hispanic or Latino	11	11	12	10			
Black or African American	6	6	6	6			
Asian	5	4	6 <b>B</b>	3			

Note: Due to rounding, applicable categories may not add to 100%  
S1 / S2 / S3 / S4 / C3 / C4

**Letter** denotes significant difference among 2022 risk segment (95% CL);  
**Arrow** indicates higher/lower than 2020 for same risk segment





# Demographic Profile (continued)

Respondents in High-Risk zones are more likely to have lower income and be unemployed than those in Mid-Risk zones.

	2022				2020		
	Total 2022 % (n=3988)	High-Risk (B) % (n=1177)	Mid-Risk (C) % (n=2429)	Other (D) % (n=292)	Total 2020 % (n=3533)	High-Risk % (n=1216)	Mid-Risk % (n=1597)
<b>EMPLOYMENT</b>							
Full-time	40	36	42 <b>B</b>	42	37	41	35
Part-time	8	8	9	6	7	7	7
Self-employed	8	9 <b>C</b>	7	6	6	7	5
Not employed/Retired	45	47 <b>C</b>	43	46	51	46	53
<b>HH INCOME</b>							
< \$50K	29	35 <b>CD</b>	26	21	29	32	28
\$50K – \$99K	35	34	36	38	38	37	39
\$100K+	36	32	38 <b>B</b>	42 <b>B</b>	33	31	34
Median (\$K)	77	69	81	87	76	71	77
<b>HH SAVINGS</b>							
< \$5K	31	36 <b>CD</b>	29 <b>D</b>	22	31	34	29
\$5K - \$99K	40	38	40	47 <b>B</b>	36	37	36
\$100K - \$249K	12	11	13	11	12	11	13
\$250K+	17	16	18	20	21	17	23
Median (\$K)	20	15	20	30	25	15	30
<b>HOME TENURE</b>							
< 5 years	34	36 <b>C</b>	32	43 <b>C</b>	31	34	30
5 – 10 years	19	17	20	18	17	17	17
10+ years	48	47 <b>D</b>	48 <b>D</b>	39	52	50	53
<b>AGE OF HOME</b>							
Before 1970	26	31 <b>CD</b>	24 <b>D</b>	7	25	29	25
1970 – 1990	33	34 <b>D</b>	32 <b>D</b>	23	34	33	33
1991+	41	34	43 <b>B</b>	69 <b>BC</b>	41	37	42

Note: Due to rounding, applicable categories may not add to 100%  
C5 / C6 / C7 / C1 / C2 / S5A

/ Letter denotes significant difference among 2022 risk segment (95% CL); Arrow indicates higher/lower than 2020 for same risk segment



# Demographic Profile (continued)

	2022				2020		
	Total 2022 % (n=3988)	High-Risk (B) % (n=1177)	Mid-Risk (C) % (n=2429)	Other (D) % (n=292)	Total 2020 % (n=3533)	High-Risk % (n=1216)	Mid-Risk % (n=1597)
<b>Fannie Mae Region</b>							
Region 1	3	3 <b>C</b>	2	4	3	4	1
Region 2	5	7 <b>C</b>	4 <b>↑</b>	3	6	8	3
Region 3	4	6 <b>C</b>	3	5	5	6	2
Region 4	29 <b>↓</b>	43 <b>C</b>	17	52 <b>BC</b>	34	41	19
Region 5	6 <b>↑</b>	7 <b>C</b>	5	14 <b>BC</b>	5	8	4
Region 6	18	19 <b>D</b>	18 <b>D</b>	7	17	18	17
Region 7	3	3	3	6 <b>BC</b>	3	2	4
Region 8	2	1	3	2	2	1	3
Region 9	28 <b>↑</b>	9	44 <b>BD</b>	6	25	9	45
Region 10	2	2	3	1	2	3	2
<b>NRDC State Disclosure</b>							
Grade A	17	19 <b>D</b>	17 <b>D</b>	6	n/a		
Grade B	1	1	1	1			
Grade C	28	23	32 <b>BD</b>	23			
Grade D	4	5 <b>C</b>	3	7 <b>C</b>			
Grade F	50	52 <b>C</b>	48	64 <b>BC</b>			
<b>Disclosure Grouping</b>							
Grade F	50	52 <b>C</b>	48	64 <b>BC</b>	n/a		
Grade C/D	32	28	35 <b>B</b>	30			
Grade A/B	18	20 <b>D</b>	18 <b>D</b>	7			

<https://www.nrdc.org/flood-disclosure-map-methodology>

Note: Due to rounding, applicable categories may not add to 100%  
FRM / NRDC / SDG

**Letter** denotes significant difference  
among 2022 risk segment (95% CL);  
**↑** / **↓** Arrow indicates higher/lower than 2020  
for same risk segment

