



National Association of  
Insurance Commissioners

**EXECUTIVE SUMMARY**  
**DISASTERS REDEFINED — HOME INSURANCE SURVEY**  
**FEBRUARY 2017**

**Research Methods**

To understand the degree to which American homeowners take disasters and changing weather patterns into account when making decisions on home insurance, FleishmanHillard fielded a survey as a part of ORC International's online omnibus survey. The survey was conducted February 16-19, 2017 and completed by 1,022 U.S. adults 18 years of age or older. This report focuses on the 729 respondents who indicated they are homeowners in ORC International's standard set of demographic questions.

**Topline Results**

- Few (15 percent) homeowners take changing weather patterns into consideration when deciding where to buy a home — and even fewer (11 percent) take them into consideration when deciding their homeowners insurance needs.
  - Just 1 percent of homeowners consider changing weather patterns as the single, greatest factor to consider with regard to their homeowners insurance needs.
- Few (22 percent) homeowners take disasters such as wildfires, tornadoes or earthquakes into consideration when deciding where to buy a home and slightly fewer (21 percent) take them into consideration when deciding their homeowners insurance needs.
  - Just 4 percent of homeowners consider disasters such as wildfires, tornadoes or earthquakes as the single, greatest factor to consider with regard to their homeowners insurance needs.
- Two in 10 millennials take changing weather patterns into account when it comes to their homeowners insurance needs, compared to just one in ten Gen Xers or boomers — a statistically significant difference.
- One in 10 homeowners have not reviewed or updated their homeowners insurance policy in more than five years.
  - Millennials are more likely to have reviewed/updated their insurance policy within the last five years, to have a home inventory and to have reviewed/updated their inventory within the last five years.

- Gen Xers (15 percent) and baby boomers (15 percent) are significantly more likely than millennials (4 percent) to have reviewed or updated their policy more than five years ago.
- Close to half (44 percent) of homeowners have a home inventory, and the majority (54 percent) who do have reviewed or updated it within the last year.

## Survey Questions

1. Besides the price of the home, which of the following factors do you consider when deciding where to buy a home? (Select all that apply.)
  - 1) Changing weather patterns
  - 2) Disasters such as wildfires, tornadoes or earthquakes
  - 3) Distance to work
  - 4) School quality and options
  - 5) Walkability to shops, restaurants and parks
  - 6) Proximity to amenities including grocery stores, dry cleaners, etc.
  - 7) Safety of neighborhood
  - 8) Friends and family nearby
  - 9) Other: (Please specify)
  
2. When did you last review or update your homeowners insurance policy?
  - 1) Within the last year
  - 2) Within the last 2-5 years
  - 3) More than 5 years ago
  - 4) I'm not sure
  - 5) Don't have homeowners insurance
  
3. OF THOSE WITH HOMEOWNERS INSURANCE: What factors do you consider when determining your homeowners insurance needs? (Select all that apply.)
  - 1) Value of home
  - 2) Recent home renovations and improvements
  - 3) Major purchases such as computers, TVs, art, jewelry, etc.
  - 4) Neighborhood crime statistics
  - 5) Number of people living in the home
  - 6) Changing weather patterns
  - 7) Disasters such as wildfires, tornadoes or earthquakes
  - 8) Age of the home
  - 9) The cost of the insurance policy

- 10) New home security features
  - 11) Homeowners insurance discounts when bundled with auto insurance
  - 12) Other: (Please specify)
4. OF THOSE WITH HOMEOWNERS INSURANCE: Which of the following factors do you view as the single, greatest consideration when determining your homeowners insurance needs? (Select all that apply.)
- 1) Value of home
  - 2) Recent home renovations and improvements
  - 3) Major purchases such as computers, TVs, art, jewelry, etc.
  - 4) Neighborhood crime statistics
  - 5) Number of people living in the home
  - 6) Changing weather patterns
  - 7) Disasters such as wildfires, tornadoes or earthquakes
  - 8) Age of the home
  - 9) The cost of the insurance policy
  - 10) New home security features
  - 11) Homeowners insurance discounts when bundled with auto insurance
  - 12) Other: (Please specify)
5. Do you have a home inventory (detailed documentation of the contents in your home)?
- 1) Yes
  - 2) No
6. OF THOSE WHO HAVE A HOME INVENTORY: When did you last review or update your home inventory?
- 1) Within the last year
  - 2) Within the last 2-5 years
  - 3) More than 5 years ago
  - 4) I'm not sure