



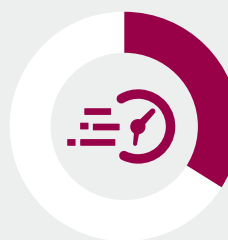
Residents of BC's Lower Mainland want a National Flood Insurance Program

Insurance Bureau of Canada (IBC) commissioned a survey by Pollara Strategic Insights to gauge interest in a flood protection solution under a public-private partnership. The results from the survey are clear, with the majority of BC's Lower Mainland residents calling for federal government action on flood protection.

Most Lower Mainland residents want the federal government to prepare for overland flooding.



Three quarters (74%) feel preparing for flooding events should at least be a **moderate priority**



34% believe it should be a **top or major priority**



Fifteen percent of Lower Mainland residents feel they are at risk of experiencing overland flooding or have already experienced such an event.





One quarter (25%)

express concerns over their area
or community flooding



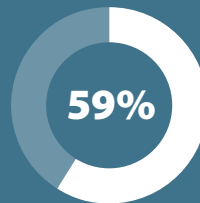
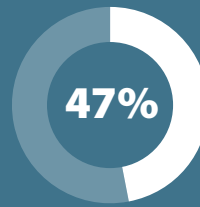
22%

express concerns over their
home being damaged



20%

express concerns over
losing their home to
overland flooding



Fewer than half (47%) of Lower Mainland residents approve of the government's job in preparing and protecting Canadians from natural disasters, and the majority (59%) believe the federal government should do more to prepare for the possible future occurrence of overland flooding.



When considering the risks of flooding caused by natural events, 67% of Lower Mainland residents support the federal government introducing this program.

For more information on the National Flood Insurance Program, visit fundfloodinsurance.ca.

METHODOLOGY

An online survey was conducted from December 21, 2023, to January 9, 2024, among N=802 adult (18+) British Columbians residing in 10 select federal ridings in the Lower Mainland. The dataset has been weighted by age, gender and region to be representative of the proportions of this population. Online samples cannot be assigned a margin of error. However, as a guideline, a probability sample of N=802 carries a margin of error of $\pm 3.5\%$, 19 times out of 20. Note: In this report, the term "Lower Mainland residents" refers to the collective sample from the 10 ridings.

About Insurance Bureau of Canada

Established in 1964, Insurance Bureau of Canada (IBC) is the national trade association representing Canada's private home, auto and business insurers. Its member companies represent the vast majority of the Canadian property and casualty insurance market. IBC works on a number of fronts to increase public understanding of home, auto and business insurance.