



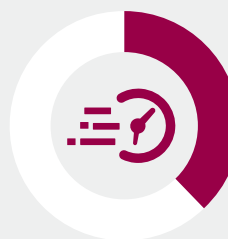
# Atlantic Canadians want a National Flood Insurance Program

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 Atlantic Canadians calling for federal government action on flood protection.

**Most Atlantic residents want the federal government to prepare for overland flooding.**



**Three quarters (76%)** feel preparing for flooding events should at least be a **moderate priority**



**38%** believe it should be a **top or major priority**



One-in-five Atlantic Canadians feel they are at risk of experiencing overland flooding or have already experienced such an event.





**One third (33%)**

express concerns over their area or community flooding



**26%**

express concerns over their home getting damaged



**18%**

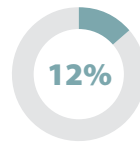
express concerns over losing their home to overland flooding



**10%**

report experiencing a flooding event in their life –

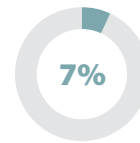
NS (12%) residents more likely to report experiencing flooding, followed by NB (10%), NL (7%) and PEI (7%).



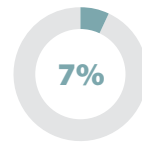
NS



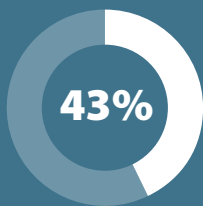
NB



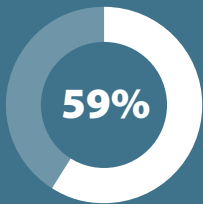
NL



PEI



**43%**



**59%**

Fewer than half (43%) of Atlantic Canadians 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 risks of flooding caused by natural events, seven-in-ten (71%) Atlantic Canadians support the federal government introducing this program:



NL



**76%**

NS



**71%**

NB



**68%**

PEI



**66%**

**For more information on the National Flood Insurance Program, visit [fundfloodinsurance.ca](https://fundfloodinsurance.ca).**

#### METHODOLOGY

An online survey was conducted from December 21, 2023, to January 9, 2024, among N=1,500 adult (18+) Atlantic Canadians. 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=1,500 carries a margin of error of  $\pm 2.5\%$ , 19 times out of 20.

## About Us

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.