

BEING #FLOODREADY

PERCEPTION



REALITY

54%

of Canadians are
not concerned about
floods damaging
their homes.*



**Floods cost
Canadians millions
of dollars per year
in property damage
and other losses.**

40%

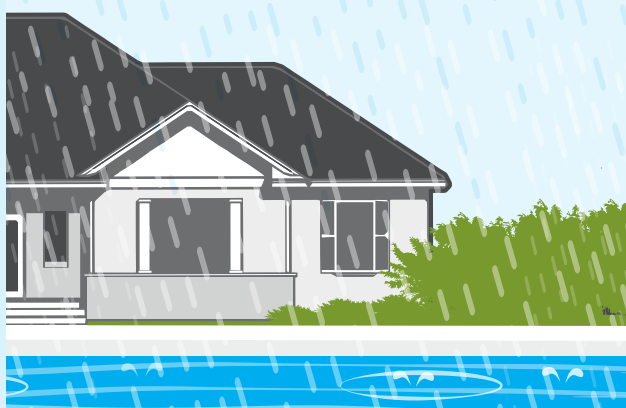
think they're
covered by overland
flood insurance, or don't
know if they are.*



**Overland flooding
is generally not
covered by standard
home insurance.**

60%

have done nothing
to protect their homes
because they don't think
they're at risk.*



**Floods can
occur in any region
of Canada, at any
time of year.**

Don't wait for the water!

Take steps to protect your property.

visit

Canada.ca/Flood-Ready