

An aerial photograph of a rugged coastline. Dark, jagged rock formations protrude from the sea, surrounded by turbulent, white-capped waves. The water is a deep, dark blue, contrasting with the white foam of the breaking waves. The overall mood is powerful and somewhat somber, reflecting the theme of climate change.

POTENTIAL ENERGY

Recent findings on home insurance and climate change

June 2025

A note about our data

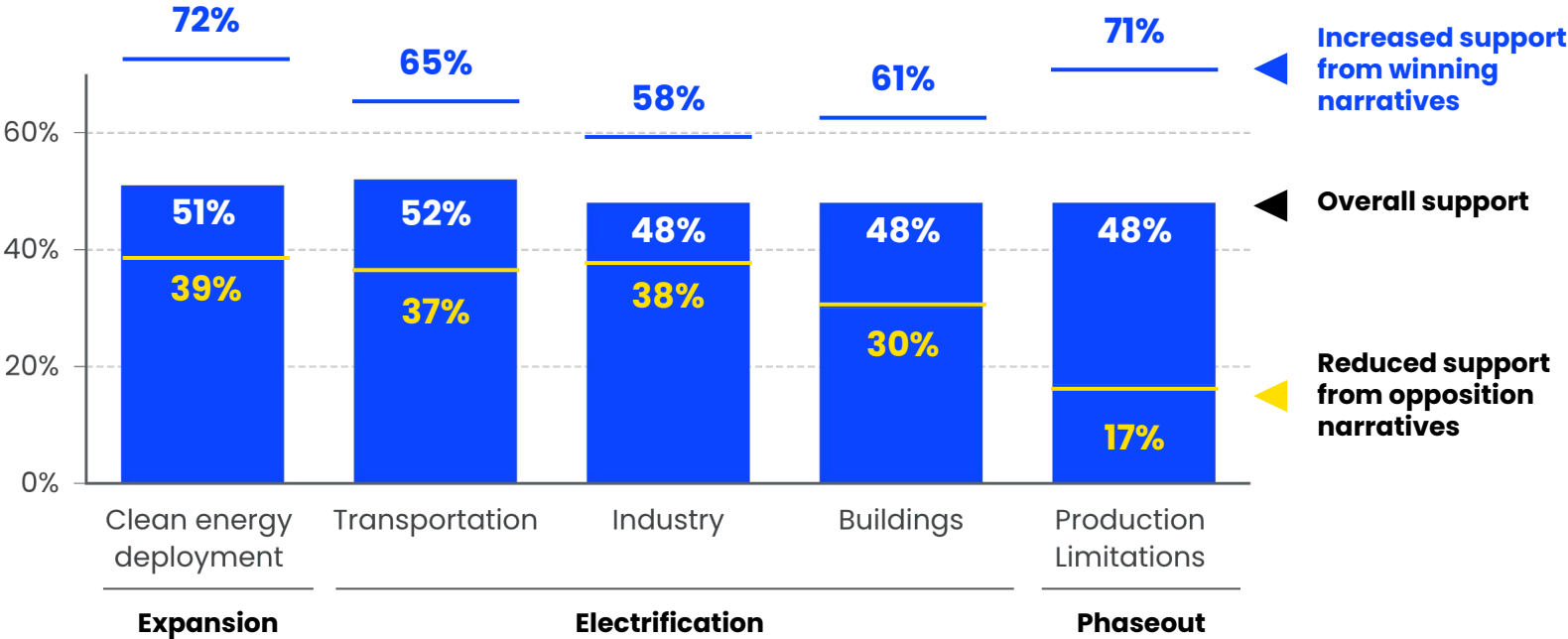
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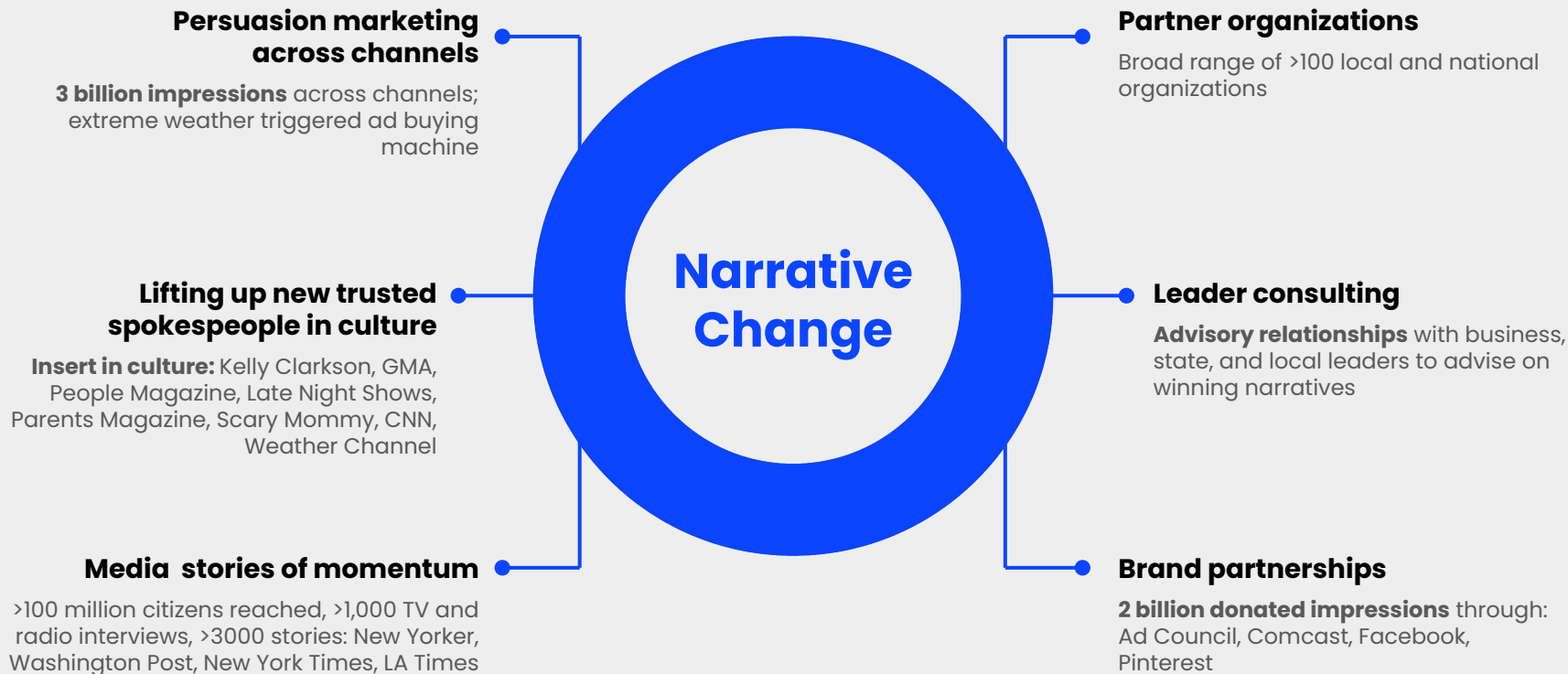
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Our perspective: we see climate progress as a narrative battle

Support for key policies, % support



Our model: we're designed to be a winning machine



(ONE)

Linking **home insurance** crisis to **climate change**

There's a strong opportunity for **insurance messaging**

1

There are clear market signals

2

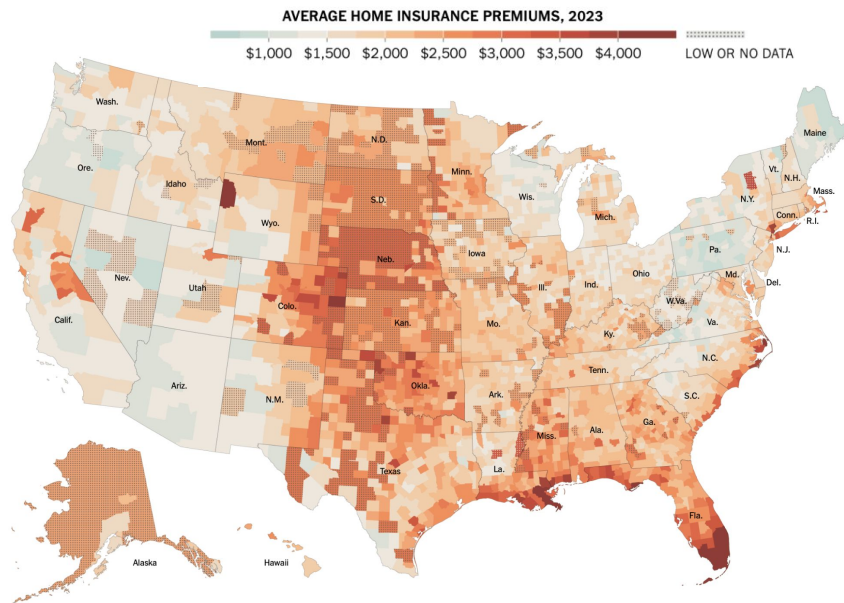
People are angry

3

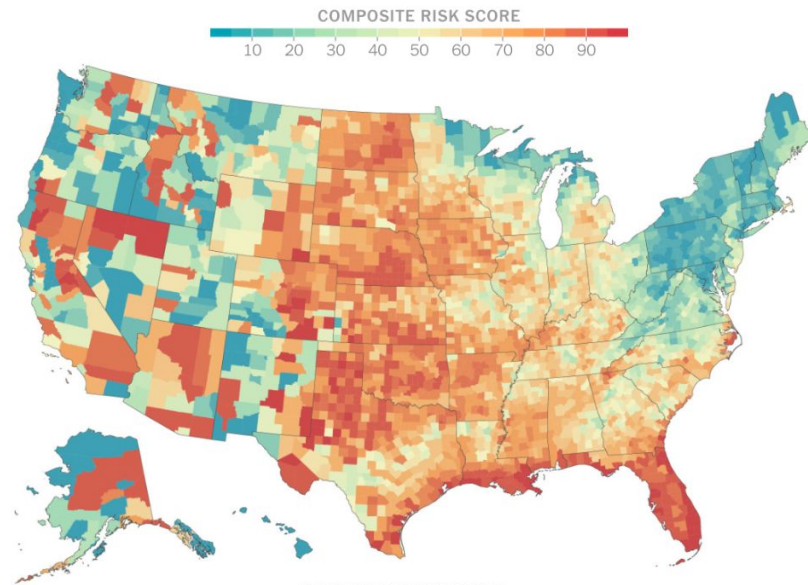
This is an escalating crisis

There are clear signals about **cost and risk of climate change**

The **most expensive states** in the nation for home insurance premiums...



...have one thing in common: **extreme weather.**



And this was confirmed by **our research**



Surveys & message testing

September 2024: National baseline insurance survey (n = 10,389)

The goals were to assess:

- **Attitudes and beliefs** about insurance, climate, and extreme weather
- **People's willingness** to support various actions aimed at addressing the insurance crisis

October 2024: National and high-risk area insurance RCT (n= 25,912)

• Fielded nationally (with a CA boost) and in affected high-risk areas

The goals were to assess:

- **Attitudes and beliefs** on insurance, climate, and extreme weather
- **Messages that increase support** for climate action and action for the insurance crisis
- **Opposition narratives** that reduce support for insurance crisis actions

October 2024: National and high-risk area insurance RCT (n=2,415)

• Fielded nationally (with a CA boost) and in affected high-risk areas

The goals were to assess:

- Baseline **support for petitions** on building/rebuilding constructions and free market solutions
- Baseline support for **additional solutions** on insurance availability and affordability



Deep dives with focus groups

October 2024: Focus groups by state regions and political affiliations

4 focus groups total, of 5 people each group (20 total panelists)

- 2 conservative-leaning groups from the Southeast states that are prone to **floods and strong winds**
- 2 liberal-leaning groups from the West Coast states that are prone to **wildfires**

We researched the communities at the **highest risk**

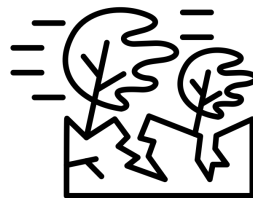
We surveyed the communities that have been **impacted most by the insurance crisis**, including...



**Top 15% of
wildfire risk**



**Top 15% of
flood risk**



**Top 1/3 of wind
risk**



Californians

Notes: The threshold for “high risk” was set to include only major, severe, and extreme risks based on data from First Street Foundation. There are many more households in high risk of wind compared to the other risks (i.e. they are in the coast and in heavily populated areas). Our survey datasets were filtered for ZIP codes in which 80% of households meet our criteria of risk. **Source:** First Street Foundation

People are **certainly worried** about becoming uninsured

% worried about becoming **uninsured** due to **unaffordable premiums**

83% at high risk of wildfires

83% of Californians

79% at high risk of flood / wind

68% nationally

Quotes from Americans in **high-risk communities**

“

“Insurance companies are **not insuring my neighbors anymore**; and that's an issue, because **your mortgage is tied to that.**”

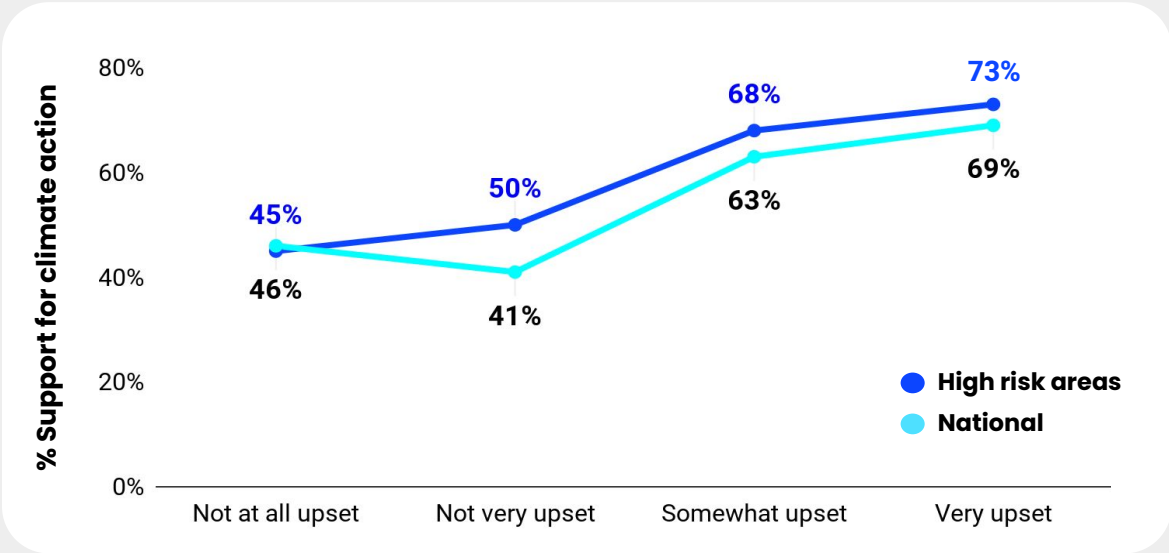
“

“It's hard because **you want to protect your home**, but it's hard to switch companies because **rates are rising everywhere.**”

And there's **an opportunity** to leverage frustrations for climate support

% of people **upset** about the **rising cost of home insurance** premiums

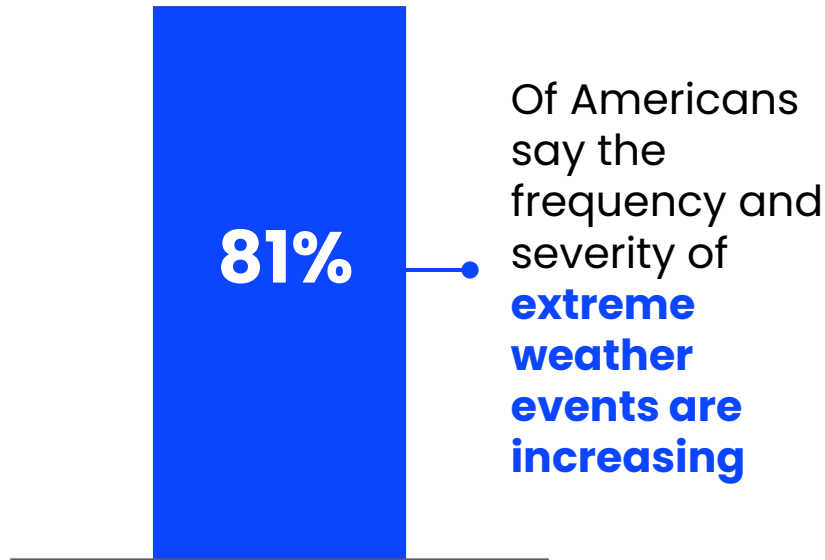
Support for climate nationally and high risk areas



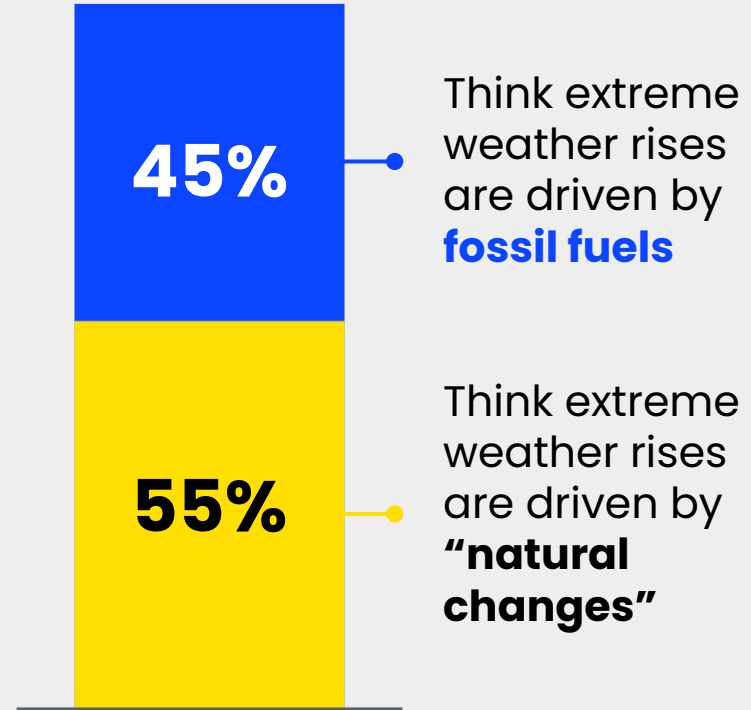
There is a **strong relationship** between **level of upset** and **support for climate**

This trend remains consistent even when controlling for **political party affiliation**

But while most agree **extreme weather is getting worse**

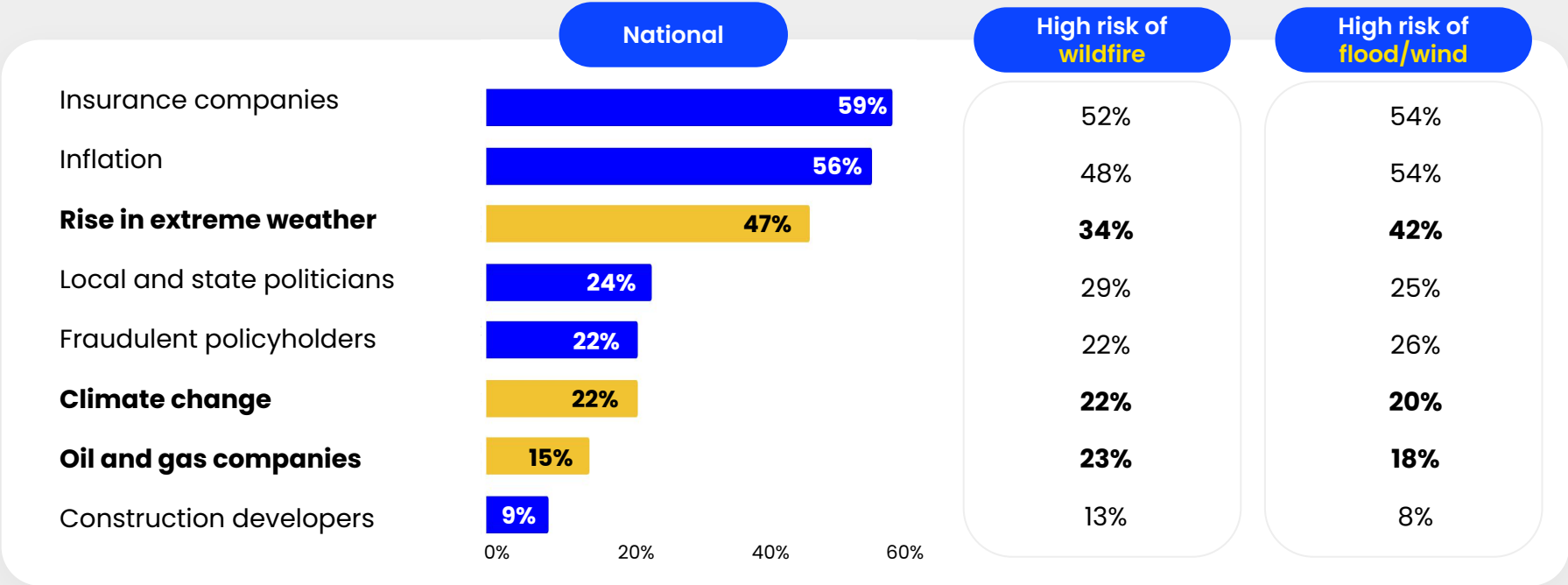


The **source** of the problem is still unclear

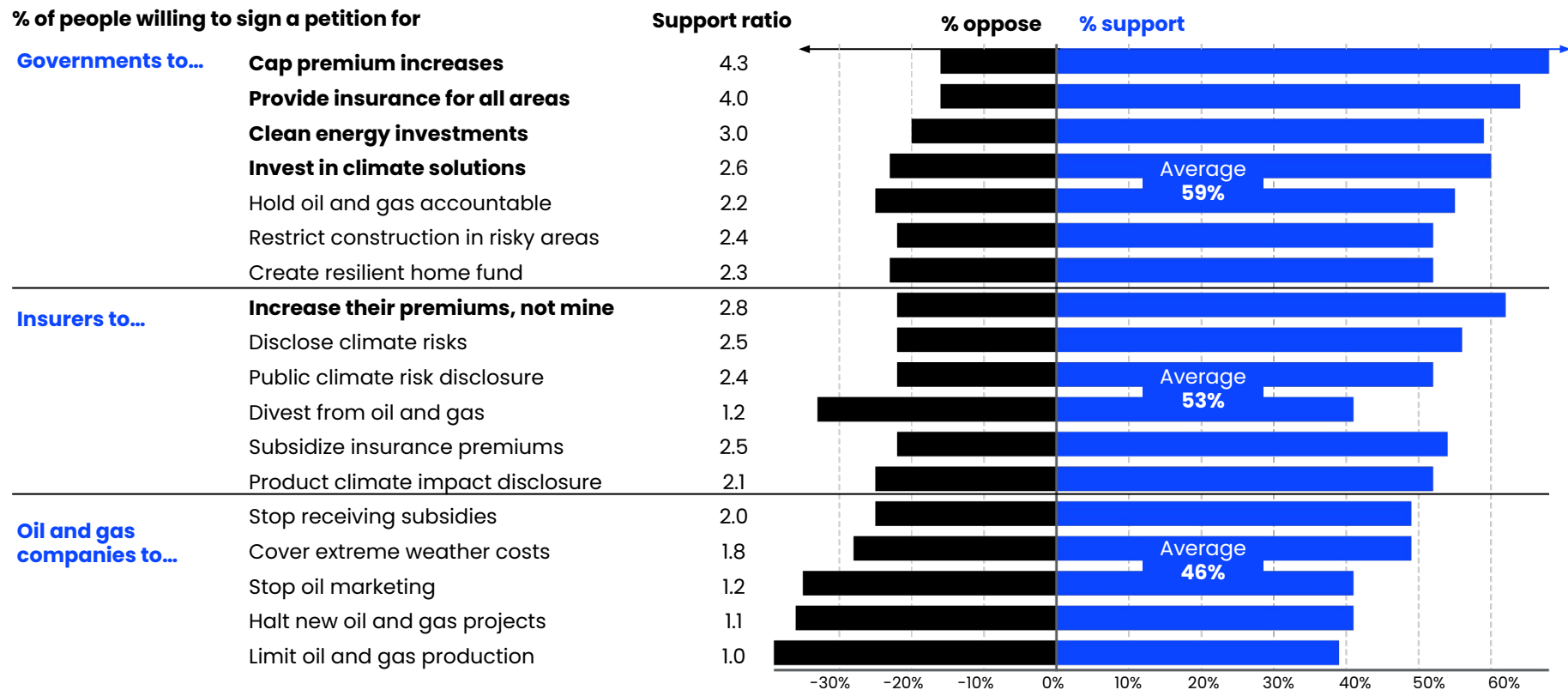


For most, the insurance crisis still is **not a climate crisis**

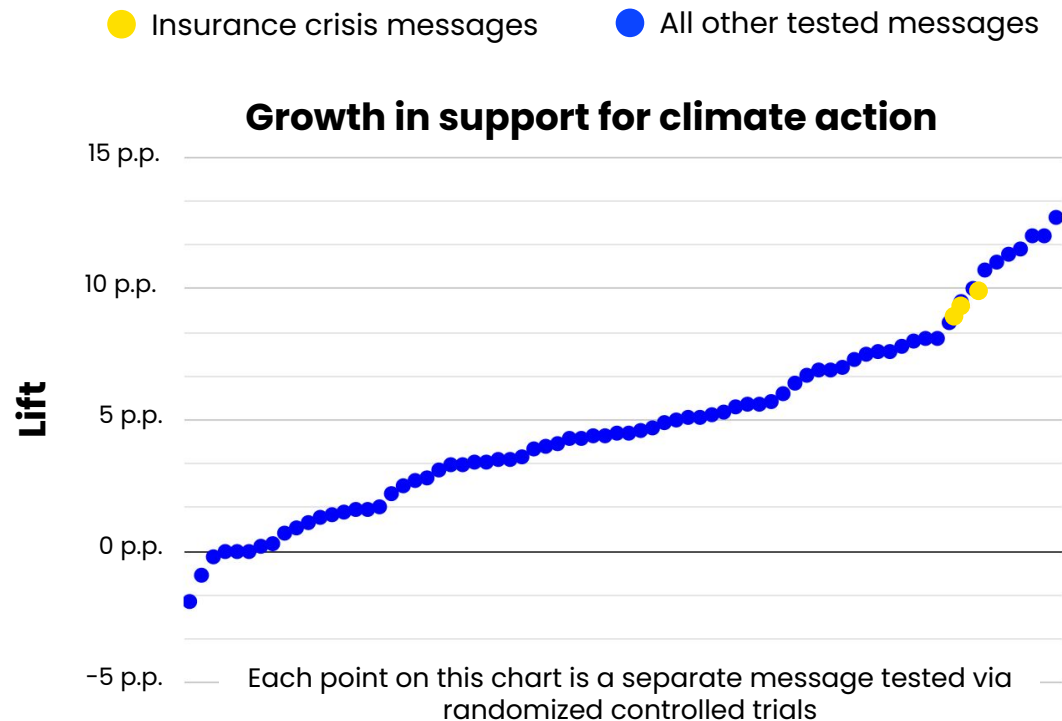
“Who or what is **responsible for rising insurance premiums** ” % of respondents who selected top 3



Climate and polluter accountability policies have more support than pushback



Insurance crisis messages can significantly increase climate support



Insurance crisis messages are among our highest testing climate messages, and they will get more effective with a more highly educated public

We tested **ten narratives**

Increased premiums and loss of coverage as tangible **proof** of growing climate risk

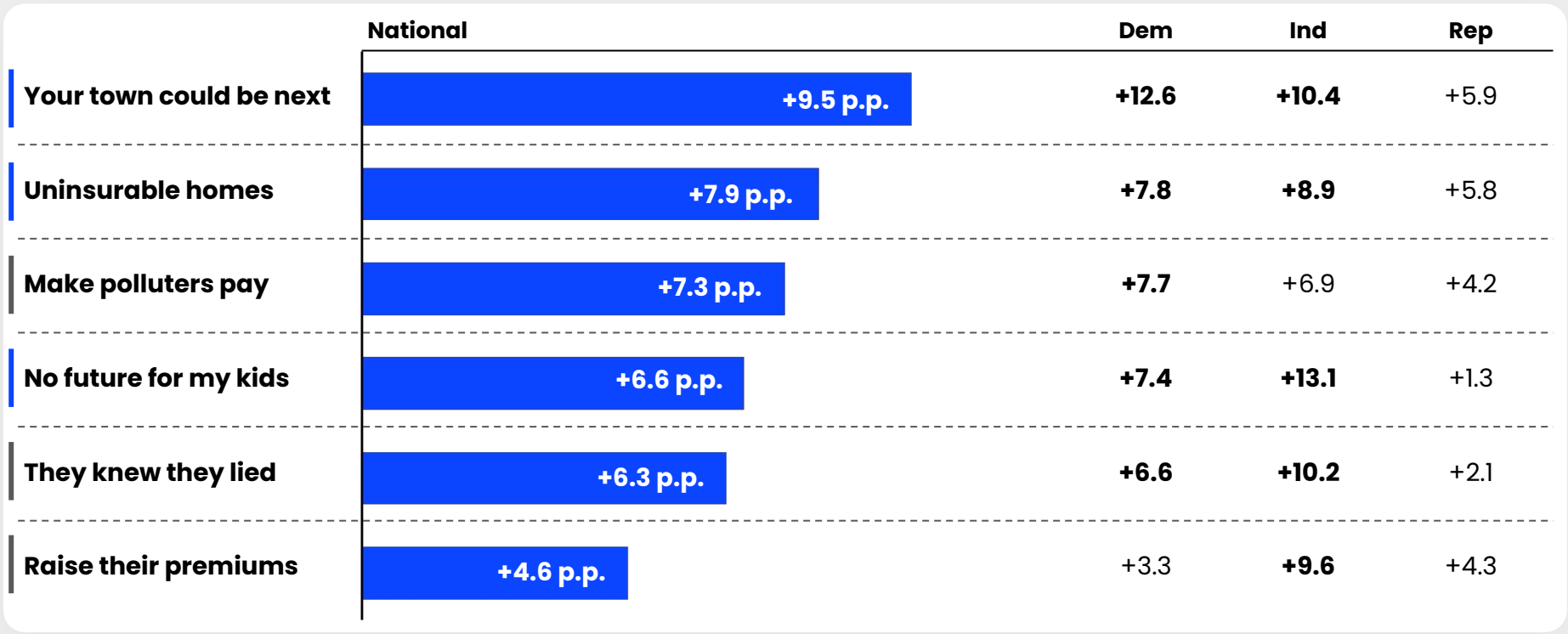
Shift blame to **insurance companies**

Shift blame to **oil and gas companies**

Narrative	Summarized Description
Your town could be next	Your town could be the next one devastated by extreme weather and have no insurance lifeline. Insurance companies are pulling out of areas because of climate change. We need immediate action on climate change.
Uninsurable homes	Home insurance premiums are skyrocketing and millions of homeowners in Florida and California are becoming uninsured. Experts say the rise in extreme weather is to blame. We need immediate action on climate change.
Make polluters pay	Home insurance premiums are skyrocketing due to rises in extreme weather caused by fossil fuels. It's unfair that everyday Americans pay for a crisis created by oil and gas companies. They should pay for the costs, not us.
No future for my kids	Our planet is dangerously overheating, which will have devastating consequences on the future for our kids. It'll only be worse for each generation. We need immediate government action to address climate change.
They knew they lied	Home insurance premiums are skyrocketing and becoming out of reach. Extreme weather caused by fossil fuels is to blame, and the industry spent millions trying to hide it. They should pay for the costs of extreme weather.
Raise their premiums	Home insurance premiums are skyrocketing due to rises in extreme weather caused by fossil fuels. It's unfair that everyday Americans pay for what oil and gas companies caused. Insurers should raise their premiums, not ours.
Insurance company fossil fuel divestment	Home insurance premiums are skyrocketing due to rises in extreme weather caused by fossil fuels. Yet, insurance companies are investing millions on oil and gas companies. They shouldn't make us pay for their problem.
Demand insurers play their part	Home insurance premiums are skyrocketing due to rises in extreme weather. Yet, the insurance companies are profiting off this and won't admit climate change is the cause. They need to be part of the solution.
These are unnatural disasters	Extreme weather has risen dramatically, hurting the people and places we love. These are unnatural disasters caused by burning fossil fuels. We need immediate government action to address climate change.
Unaffordable bill	The price of home insurance is skyrocketing, making owning a home less and less affordable for everyday Americans. Experts say the rise in extreme weather is to blame. We need immediate action on climate change.

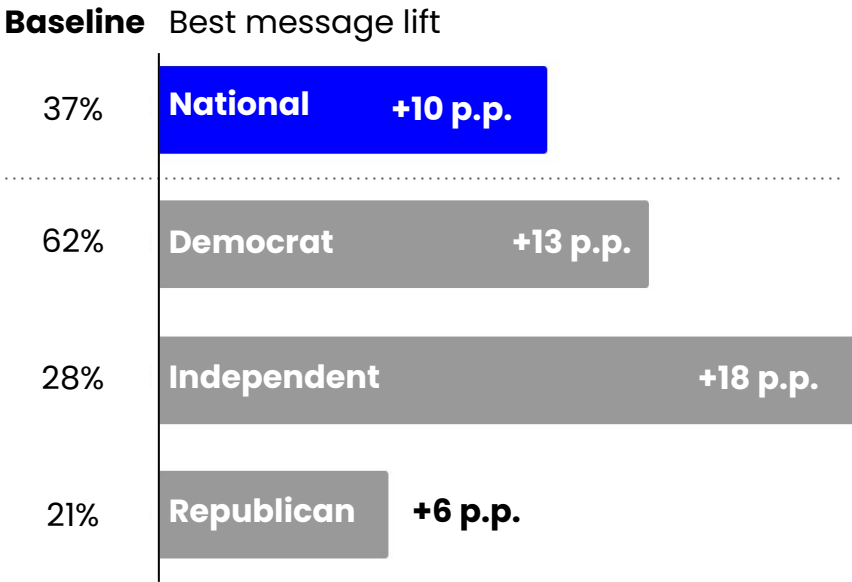
Narratives around rising risk are particularly helpful to increase support

Lift in strong support for climate action, p.p. Bold: Statistically significant

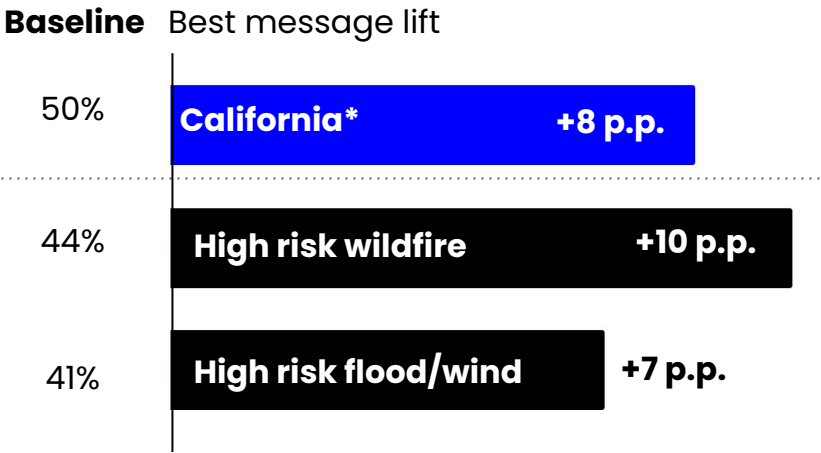


We move several key political and regional demographics

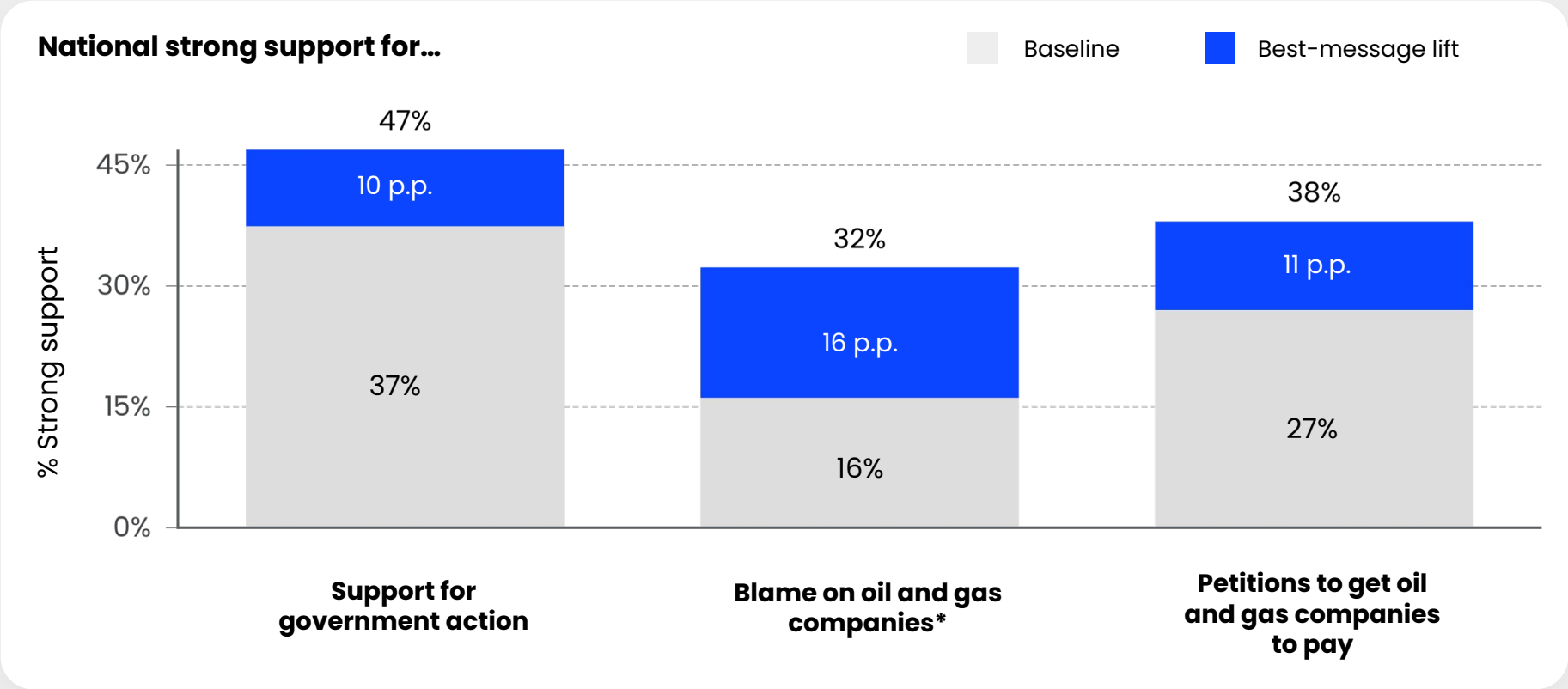
Lift in strong support for climate action,
by political party



Lift in strong support for climate action,
by geography



We can move **attitude, blame, and intent to act** significantly





Talking about the **insurance crisis**
makes **climate messaging** hit home

Here is why

**Clear market
signals**



The one area where a clear market signal is being sent about the cost and risk of climate change

**High citizen
anger**



Citizen anger is high and rising, with a victim and many potential villains – so there must be a way to tap this to affect the system

**Escalating
insurance crisis**



We know for sure that the insurance crisis grows larger every year

Thank you!

