



Presentation to the National Hurricane Conference

Thursday, April 21, 2011

Atlanta, Georgia

Dangers of Complacency:

Dealing with Insurance Amnesia After Storm-Free Years

Strategic Insurance Education – Using Traditional and Social Media to Empower Consumers to Prepare for a Hurricane

Jeanne M. Salvatore

Senior Vice President – Public Affairs and Consumer Spokesperson

Insurance Information Institute ♦ 110 William Street ♦ New York, NY 10038

jeannes@iii.org or [twitter@JeanneSalvatore](https://twitter.com/JeanneSalvatore)

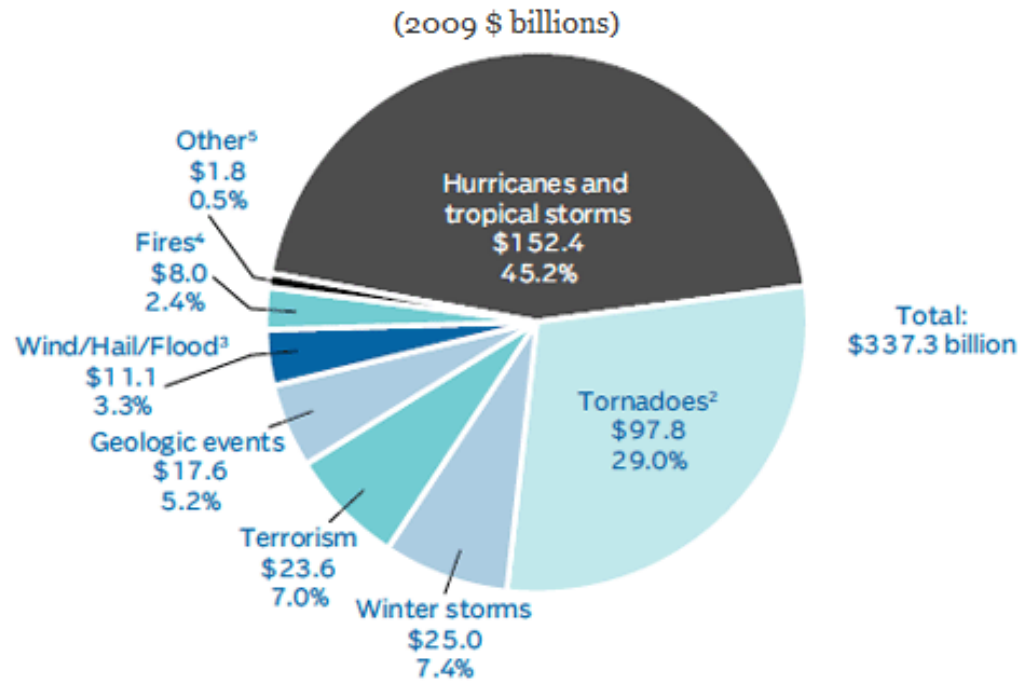
Presentation Outline

- 1. What is the Mission of the Insurance Information Institute?**
- 2. Hurricane Facts and Statistics**
- 3. Level of Preparedness - Public Attitudes**
- 4. Hurricane Preparedness – What actions should consumers take to protect themselves against disasters?**
- 5. Communications Strategies to combat complacency**
- 6. I.I.I. Resources**

2. Hurricane Facts and Statistics

Inflation Adjusted U.S. Catastrophe Losses by Cause of Loss, 1990-2009 (1)

Wind is consistently the highest cause of property damage in U.S. - even when there is not a major hurricane.



(1) Catastrophes are all events causing direct insured losses to property of \$25 million or more in 2009 dollars. Adjusted for inflation by ISO.

(2) Excludes snow.

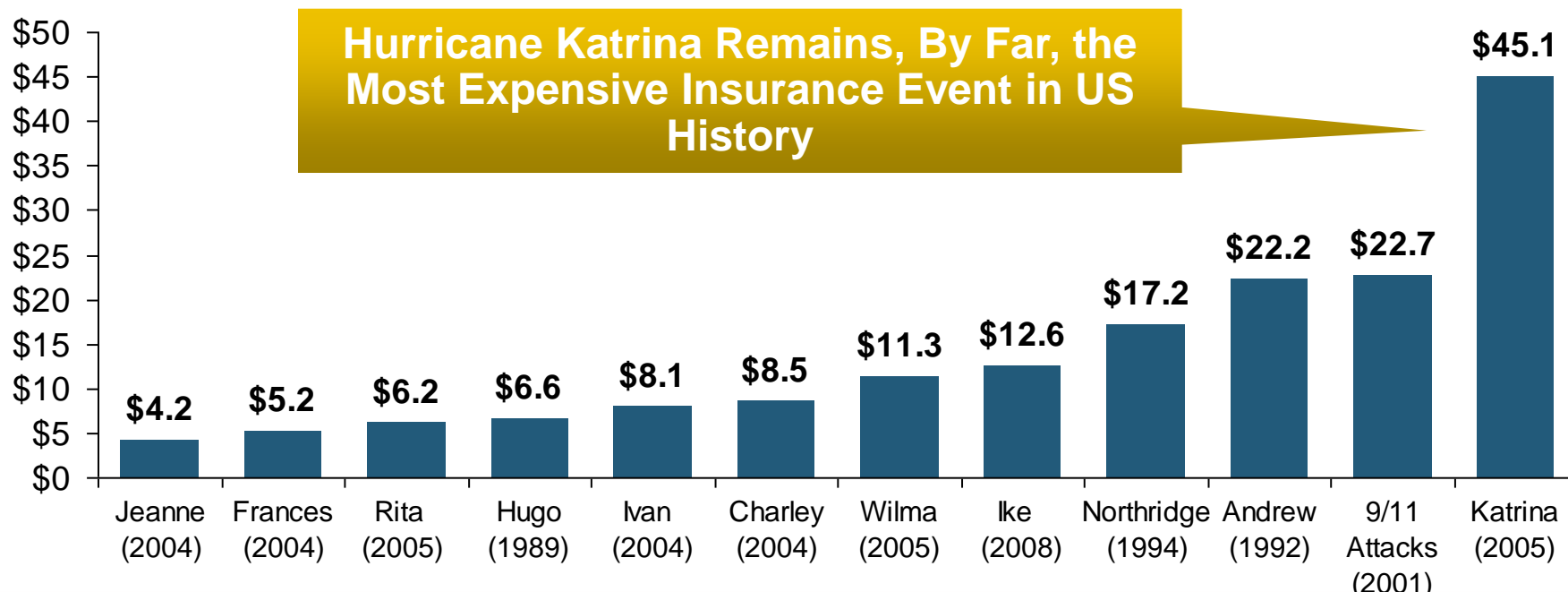
(3) Does not include flood damage covered by the federally administered National Flood Insurance Program.

(4) Includes wildland fires.

(5) Includes civil disorders, water damage, utility service disruptions and non-property losses such as those covered by workers compensation.

Most Expensive Disasters in U.S.

(Insured Losses, 2009, \$ Billions)

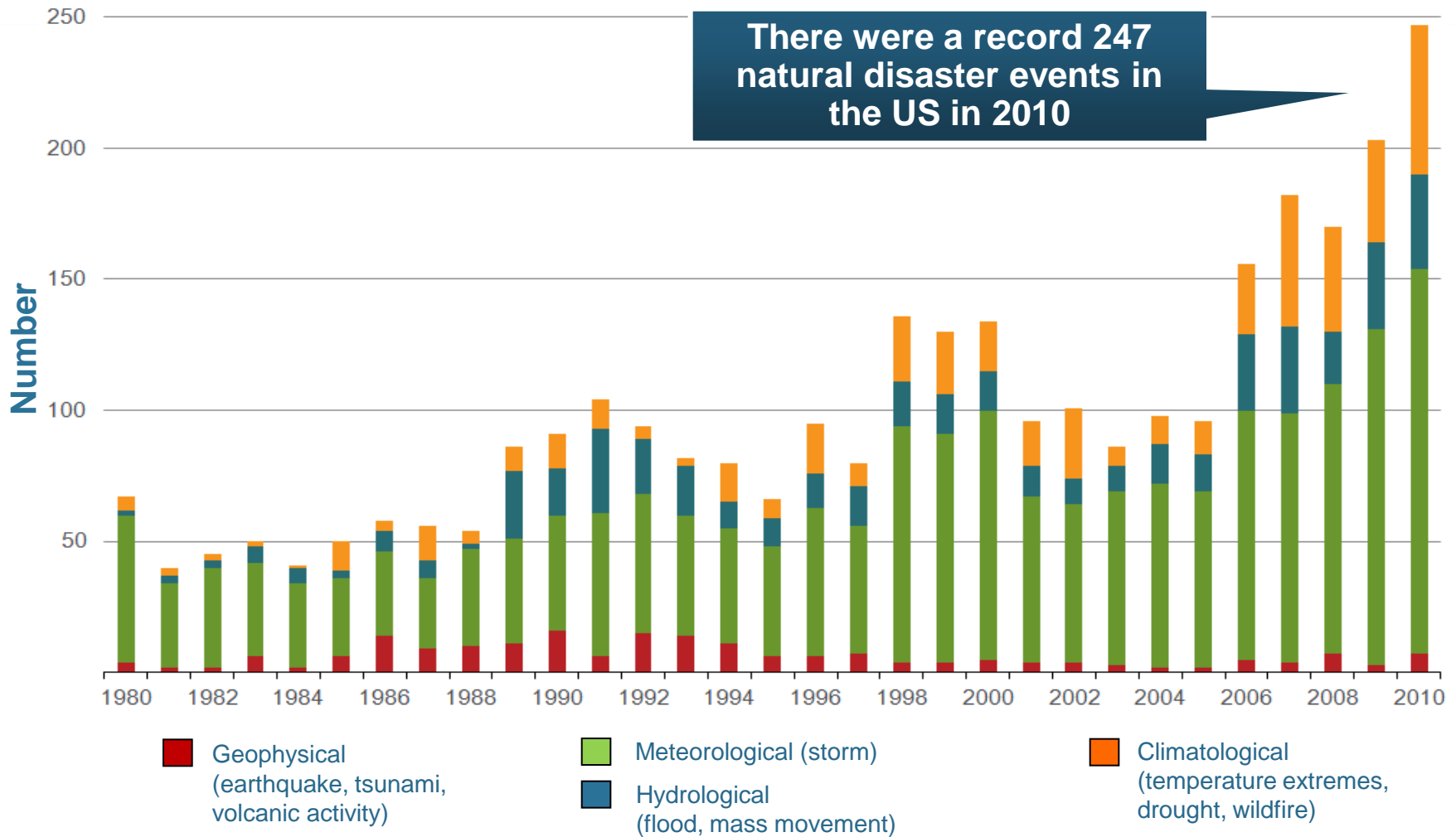


**8 of the 12 Most Expensive Disasters in US History
Have Occurred Since 2004;
8 of the Top 12 Disasters Affected FL**

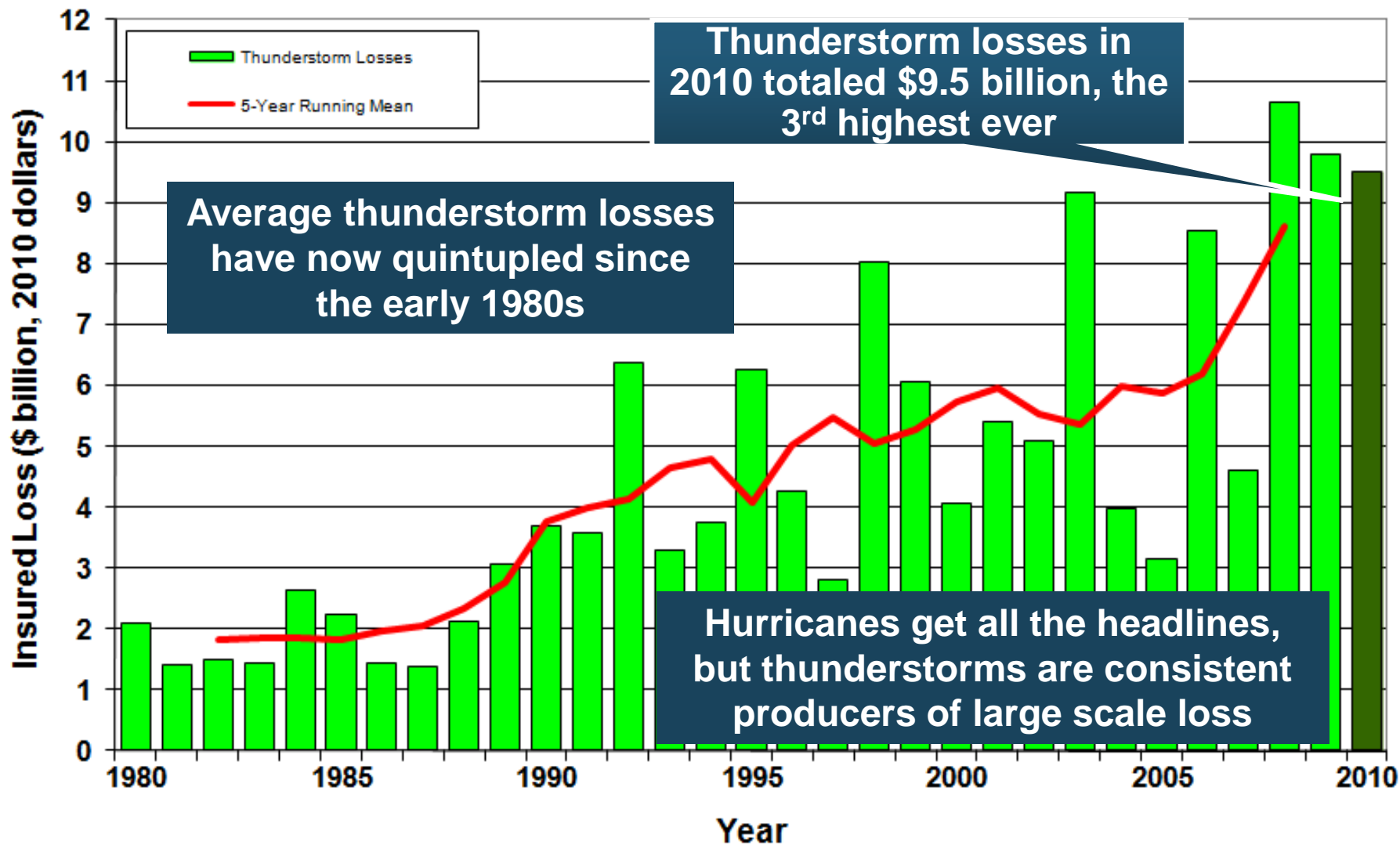
While it has been six years since a major hurricane hit FL, it has been only three years since Ike, the third most costly disaster

Natural Disasters in the United States, 1980 – 2010

Number of Events (Annual Totals 1980 – 2010)



U.S. Thunderstorm Loss Trends, 1980 – 2010 (Annual Totals)





There are three certainties in life:

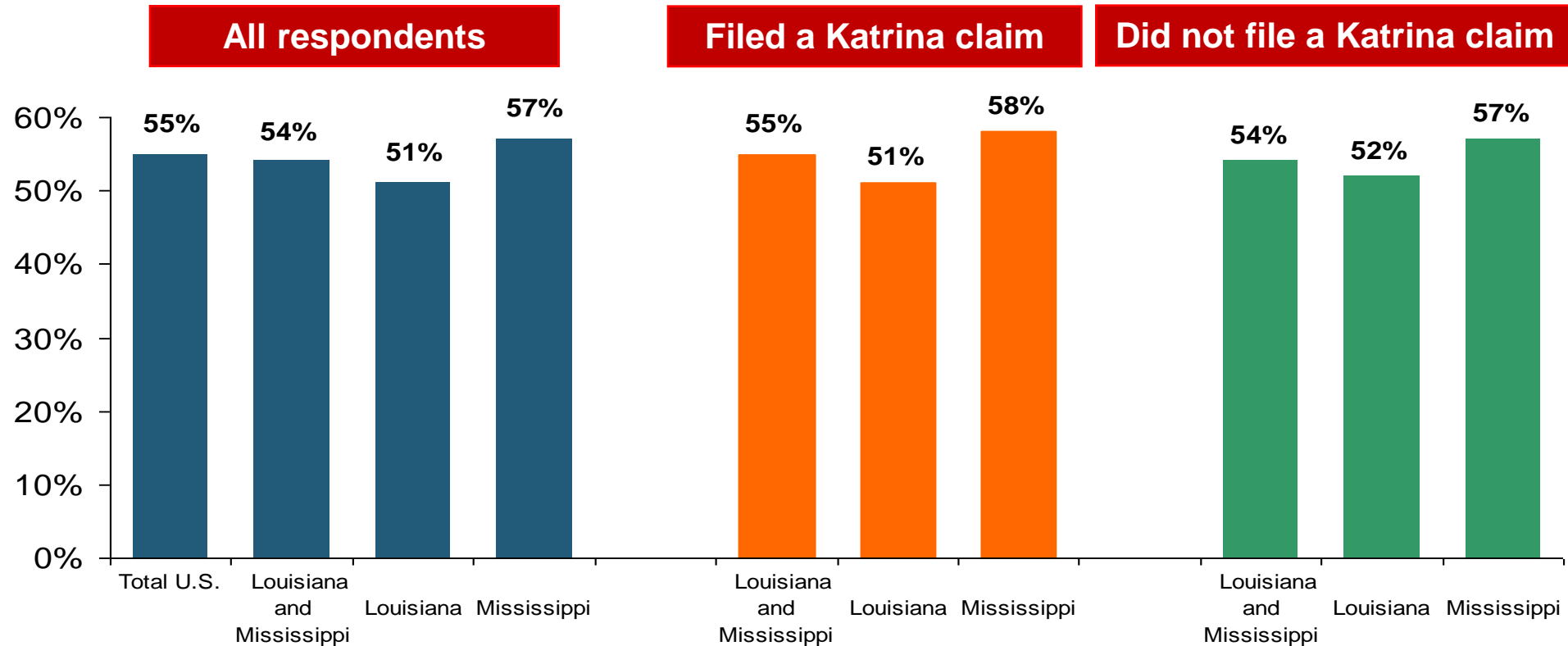
1. Death
2. Taxes
3. And, disasters



3. Level of Preparedness – Public Attitudes

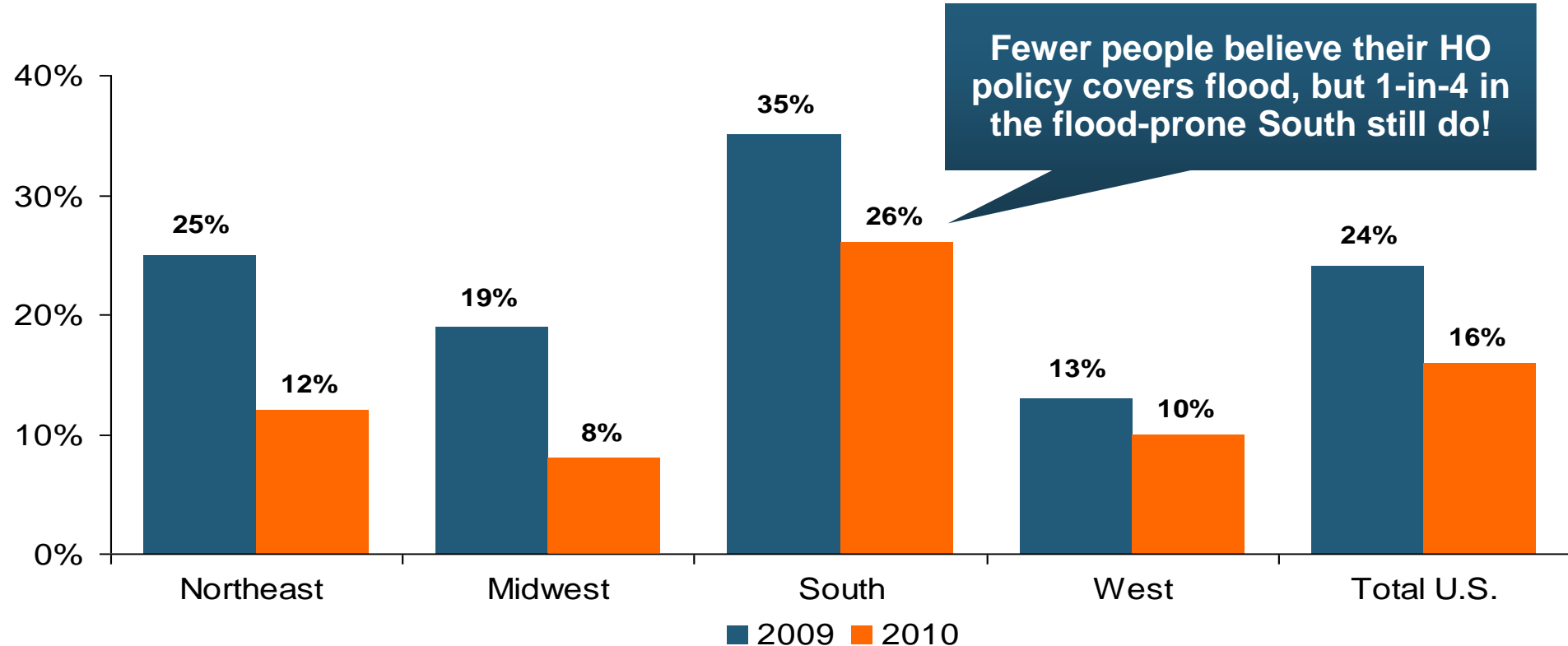
Consumer Poll: I.I.I. *Pulse* Survey of LA and MS Residents

Q. Will the government pay for damage to your home that is not covered in your homeowner's policy?



Consumer Poll: I.I.I. *Pulse* Survey

Q. Does your homeowners policy cover damage from flooding during a hurricane?
(Asked of those who have homeowners insurance.) Respondents answering “yes”.

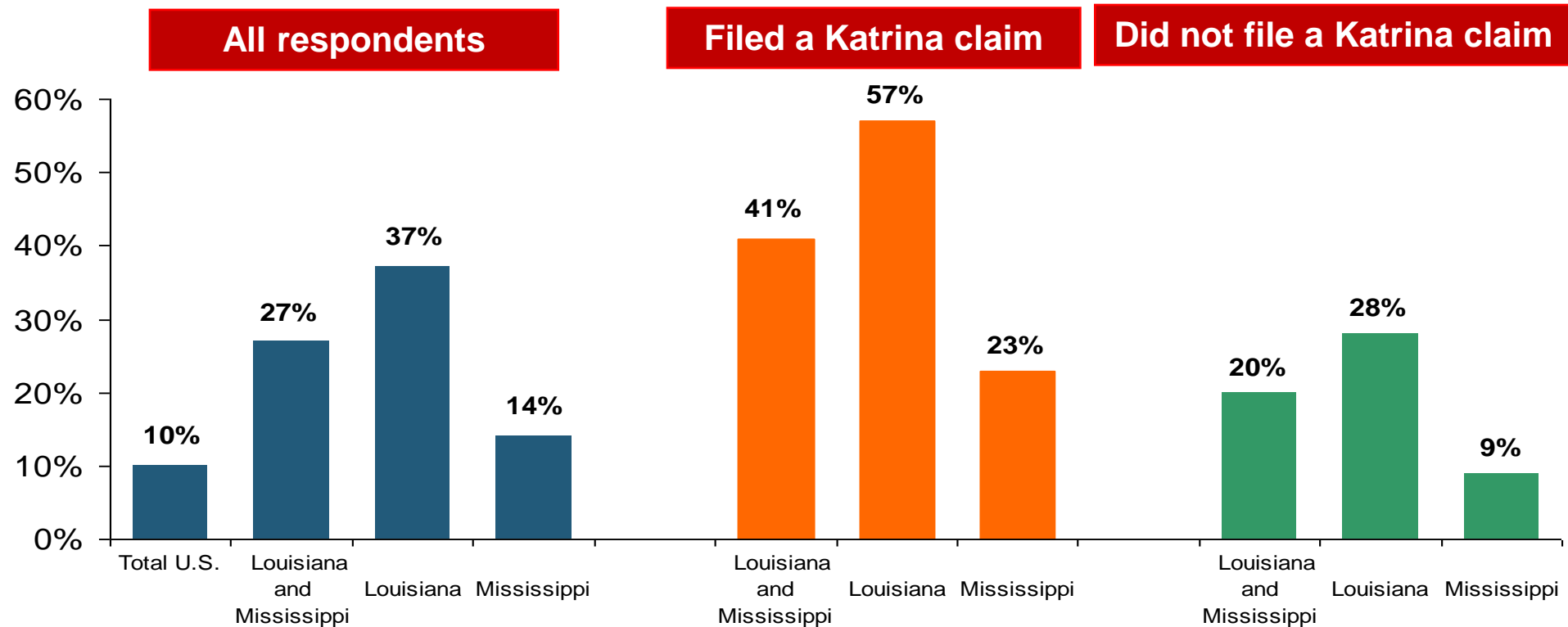


16% of Americans Believe Their Homeowners Policy Covers Damage From Flooding During a Hurricane, Compared With 24% a Year Ago, Down Eight Points

Consumer Poll: I.I.I. *Pulse* Survey

Q. Do you have a separate flood insurance policy?

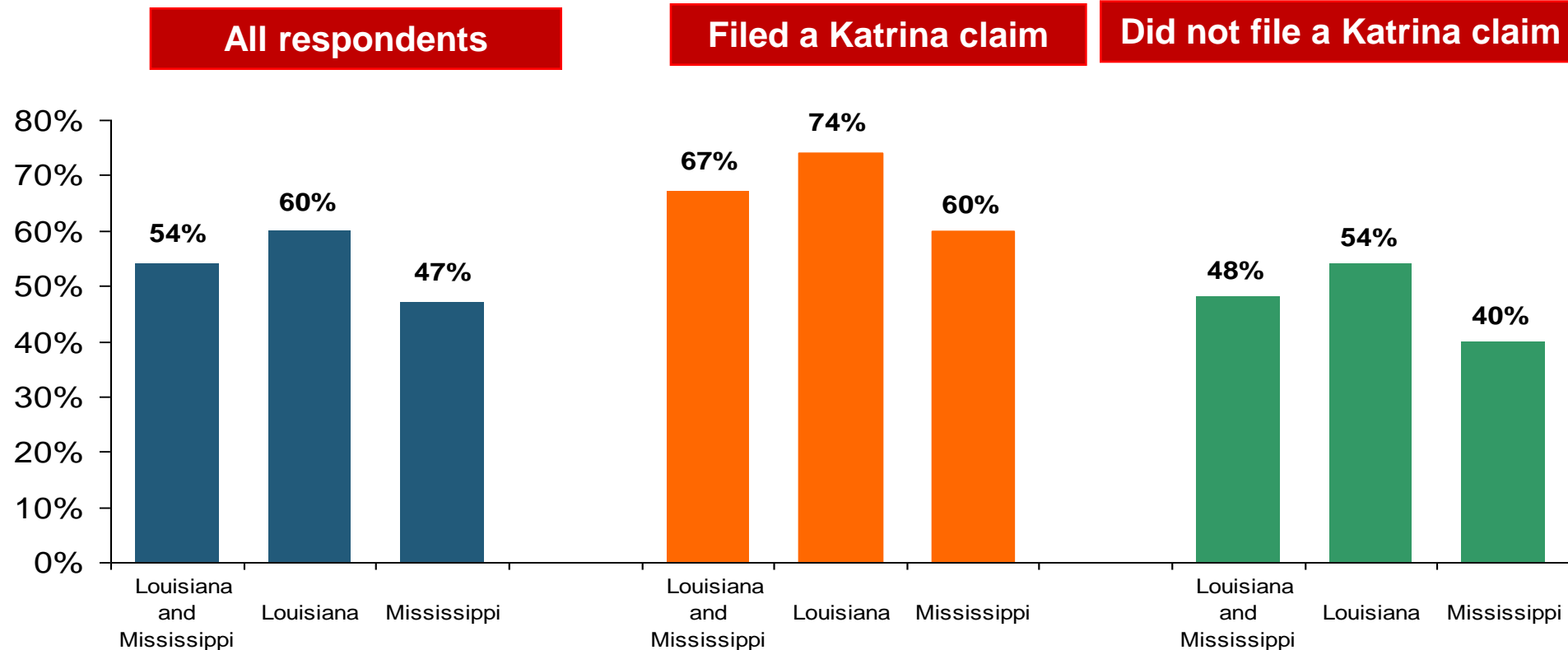
57% of Katrina Claimants in Louisiana and 23% in Mississippi Have a Flood Insurance Policy compared with 10% for the Nation as a Whole



Consumer Poll: I.I.I. *Pulse* Survey of LA and MS Residents

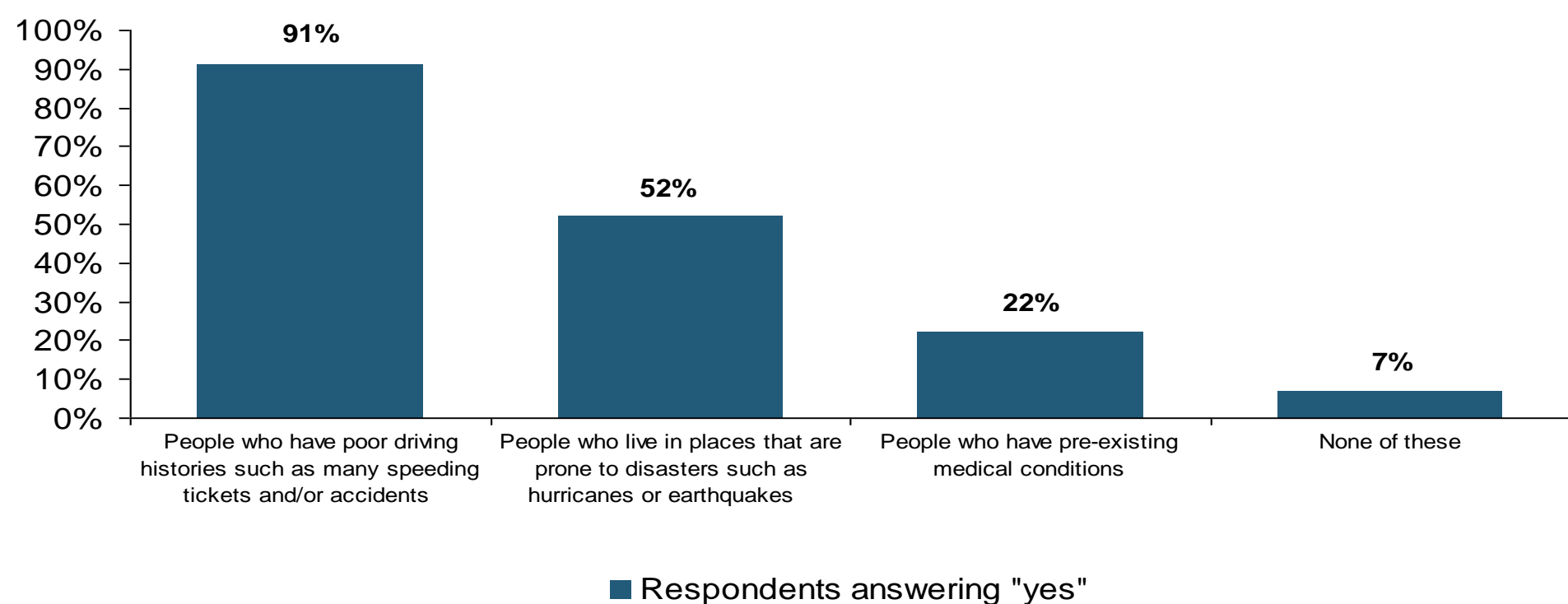
Q. Are you more prepared for a hurricane now than you were before Hurricane Katrina?
(Note: Question not asked in the U.S. poll.)

Katrina Claimants in Louisiana and Mississippi (67%) Say They Are More Prepared for a Hurricane Today Than Those Who Did Not File a Claim (48%)



Consumer Poll: I.I.I. *Pulse* Survey

Q. Should insurance companies be allowed to charge higher insurance premiums for...



Many People Believe the Cost of Insurance Should Reflect the Risks Over Which an Individual Has Some Control



4. Hurricane Preparedness

Develop an All-Risk Approach to Hurricane Preparedness

Key Message – You never really know what type of disaster will happen – so be prepared for all!

Four key ways consumers can protect themselves for a hurricane or other disaster:

1. Review your insurance before you need to file an insurance claim
2. Conduct a home inventory
3. Take steps to make your home disaster-resistant
4. Have an evacuation plan

1. Review your insurance before you need to file an insurance claim

- Everyone needs to have enough insurance to rebuild their home and replace all of their personal belongings.
- Find out what is and is not covered before you have a loss, and keep insurance up-to-date.
- Plan ahead for a hurricane deductible which exists in coastal states from Maine to Texas,
- Ask about flood and earthquake insurance.
- Those buying a home should understand know how much it will cost to insure a home before buying it.

2. Conduct a home inventory

- This is a detailed list of all your personal possession. It helps you:
 - Purchase the right amount of insurance
 - Identify specific items that may need a floater or endorsement.
 - File an insurance claim
 - Apply for disaster aid/or tax deductions for unreimbursed insurance losses.

3. Take steps to make your home disaster resident

- Residents need to understand the risks they face where they live and the steps necessary to save lives, reduce injuries and prevent property damage.
- The Insurance Institute for Business & Home Safety provides information on how to make structures safer. According to their research, it costs only \$3,000 to “fortify” a home against a hurricane.

4. Have an Evacuation Plan

- When a hurricane, wildfire or other disaster is imminent, advanced planning really matters. Decide ahead of time where you will go and how you will get there, and have more than one option. If you have pets, contact your veterinarian for a list of preferred boarding kennels and facilities or ask your local animal shelter if they provide emergency shelter or foster care for pets. Also identify hotels or motels outside of your immediate area that accept pets. For more information see [Protecting Your Pet During a Disaster](#).
- The I.I.I. also recommends practicing your evacuation plan by doing a test run: giving yourself just 10 minutes to pack up your family, pets and important items and get out—possibly for good. For a video on the subject, see [Ten Minute Challenge](#).

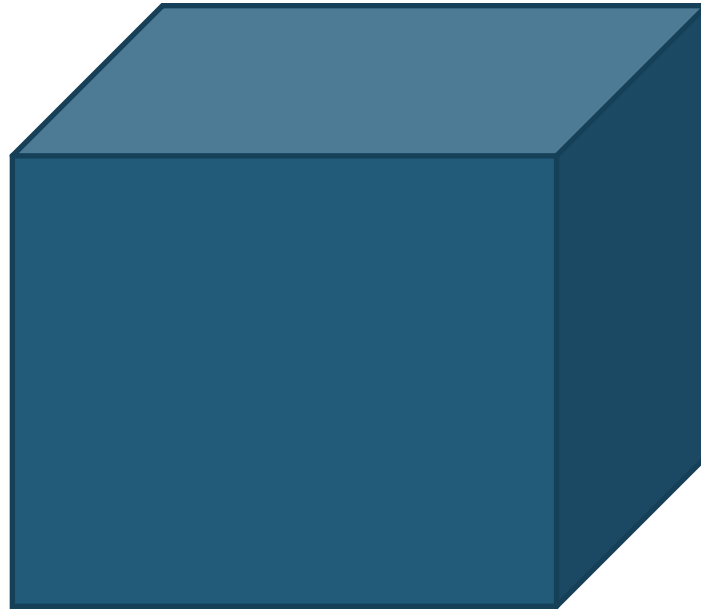


5. Communications Challenges and Strategies

- Convincing the public that the risk of a hurricane is real, despite the lack of a major hurricane in the last few years.
- The difficult economy may prompt some people to drop or reduce insurance coverage and not invest in both life saving and ultimately cost-effective mitigation.
- Lower housing values has created a number of “urban legends” about the amount of insurance needed to protect a home.
- Combat the notion, that disasters only happen to other people and that there is nothing that you can really do to protect yourself against a catastrophe.

- First, it is important to make consumers understand that it is not if there will be a disaster – it is when.
- Second, everyone should expect the unexpected and be prepared. (For instance, the tornado that struck Brooklyn, NY last summer, the earthquake in DC or the recent inland flooding)
- Provide consumers with the information they need so that they will know what needs to be done and give them the tools to know how to plan for a disaster.
- Use disasters as a news hook to get people to prepare in areas not directly effected by the catastrophe.

Time to Think Outside the Box

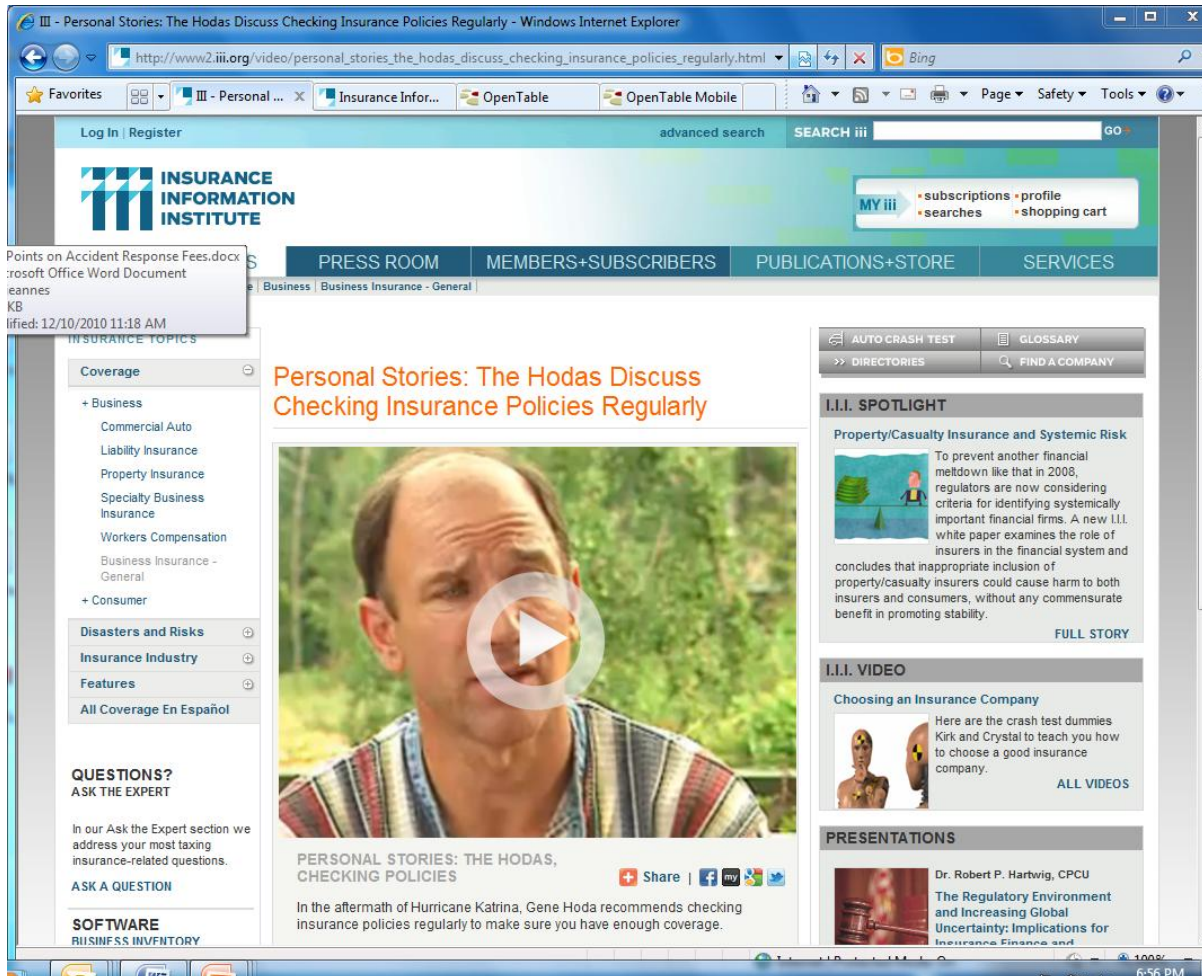


- We need to completely change the way society thinks about disaster preparedness.
- Being prepared for a disaster, must not be considered something that is good to do...but is necessary. In fact, society needs to view those who are not prepared as being completely unacceptable.
- Need to change perception like other successful initiatives such as drunk driving, smoking or seat belt campaigns.
- Media, governments, insurers, disaster safety experts, consumer advocates all need to work together.
- Create different programs for different audience – children, elderly, parents, pet owners will all need different approaches.

Communications Strategies – need to integrate both approaches

- Traditional media should be viewed as both a partner and a method of communications.
- It is still considered to be credible – especially to older Americans.
- Has the power to scare people into doing the right things
- Social media is growing in importance and credibility – especially among younger people.
- Before, during and after a major disaster it may be the primary method of communications for many people.

Telling Personal Stories...



The screenshot shows a web browser window displaying the Insurance Information Institute website. The main content area features a video player with a play button overlay. The video title is "Personal Stories: The Hodas Discuss Checking Insurance Policies Regularly". Below the video, there is a short paragraph: "In the aftermath of Hurricane Katrina, Gene Hoda recommends checking insurance policies regularly to make sure you have enough coverage." To the left of the video is a navigation menu with categories like "Coverage", "Disasters and Risks", "Insurance Industry", and "Features". To the right, there are sections for "I.I.I. SPOTLIGHT" (Property/Casualty Insurance and Systemic Risk), "I.I.I. VIDEO" (Choosing an Insurance Company), and "PRESENTATIONS" (The Regulatory Environment and Increasing Global Uncertainty).

Video



6. I.I.I. Hurricane and Disaster Preparedness Resources



MY iii

- subscriptions
- searches
- profile
- shopping cart

INSURANCE TOPICS

PRESS ROOM

MEMBERS+SUBSCRIBERS

PUBLICATIONS+STORE

SERVICES

Home |

INSURANCE TOOLS

Our handy insurance tools are for consumers, media, and industry insiders.

- >> DIRECTORY
- 🔍 FIND AN INSURANCE COMPANY
- 📖 GLOSSARY OF INSURANCE TERMS
- 🚗 AUTO CRASH TEST

EN ESPAÑOL

El Insurance Information Institute pone a su disposición los conceptos básicos necesarios para elegir y obtener protección para muchos de estos imprevistos que ponen en peligro la tranquilidad y las finanzas familiares.

[Temporada De Huracanes ¿Cómo Prepararse?](#)

[¿Qué Son Los Diferentes Tipos De Anualidades?](#)

[ALL COVERAGE EN ESPAÑOL](#)

PUBLICATIONS

Now it's easy for you to find all of our publications. We have everything from free consumer brochures, pamphlets and books and even downloadable versions of our publications that you can get right now online.



Insurance Handbook

A guide to the insurance industry for reporters, public policymakers.



WELCOME TO THE

Insurance Information Institute:

improving public understanding of insurance—what it does and how it works.

Member Company? [REGISTER](#)

User? [SUBSCRIBE](#)



iii spotlight

Regulation Modernization

JULY 20, 2010 | [FULL STORY](#)

Congress has approved a sweeping overhaul of financial services regulation. The Dodd Frank Wall Street Reform and Consumer Protection Act establishes the Federal Insurance Office (FIO), an entity that will report to Congress and the President on the insurance industry. For a summary of the new law, see the I.I.I.'s background paper on Regulation Modernization.

CONSUMERS

[Making Sure Your Home Is Properly Covered for a Disaster](#)

iii wire

Before Installing a Swimming Pool, Consider the Insurance and Safety Implications

With temperatures soaring, a pool might seem like a good idea, but it is important to educate yourself about water safety first.

JULY 08, 2010 | [FULL STORY](#)

[As You Head Out for Vacation, Protect Your Home and Your Identity Against Burglars](#)

[NFIP Policies Cover Property Damage Caused by Oil in Flood Waters](#)

[Review Your Homeowners Policy For Hurricane Deductibles](#)

blog > [TERMS+CONDITIONS](#)



[Buyers' Market Continues](#)
JULY 20, 2010

[Financial Services Reform: Just the Beginning](#)
JULY 19, 2010

[ALL BLOG POSTS](#)



HOMEOWNERS
+ RENTERS



AUTO



LIFE



BUSINESS

SEARCH >

Improving public understanding of insurance in Florida— what it does and how it works



STRAIGHT TALK

Blogging about insurance in Florida

[+](#) Share This Story



Sinkhole insurance and your options

AUGUST 16, 2010 |

Experts can predict the weather, but they can't predict **sinkholes**. We have more sinkholes in Florida than any other state, and some areas are more vulnerable to sinkholes, such as West Central Florida and Tampa Bay, and they open up when it is very dry or very wet. So, rainy season is hurricane season is sinkhole season.

[More](#)

MORE FROM THE STRAIGHT TALK BLOG

- Consumers benefit in fight against auto insurance fraud | AUGUST 13, 2010
- Sinkholes Sinking Citizens Insurance | JULY 30, 2010
- Got new stuff? Update your home inventory | JULY 26, 2010

INSURING FLORIDA WIRE

INSURANCE 101

Who regulates insurance companies?

Insurance is regulated by the states, with each state having its own set of statutes and rules. State insurance departments oversee insurer solvency, review market conduct, rule on requests for rate increases, among other things. Click on the link to learn more.

[FLORIDA OFFICE OF INSURANCE REGULATION](#)

SOFTWARE



BUSINESS
INVENTORY

Business Inventory Software

KNOW YOUR STUFF®
BUSINESS INVENTORY
Online inventory software specifically designed for businesses.

[MORE](#)



HOME
INVENTORY

Home Inventory Software

KNOW YOUR STUFF®
HOME INVENTORY
Online software to help you create a room-by-room inventory

[MORE](#)

I.I.I. VIDEO



Be A Responsible Dog Owner

Dogs may be man's best friend, but as an owner you are liable if your pet bites or attacks another person or animal.



[Press Room](#)

[Toll-Free Claims Numbers](#)

[Brochures](#)

[Current Disasters](#)

[Past Disasters](#)

[About](#)



Flickr



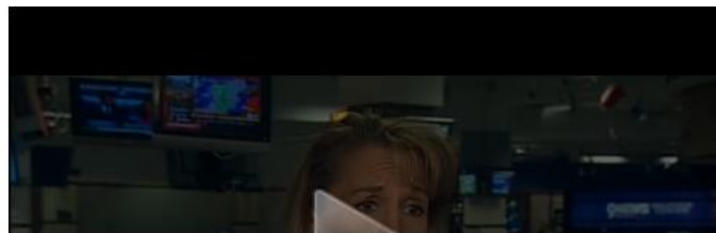
Software



CURRENT DISASTERS | **FOURMILE CANYON WILDFIRE**

September 10, 2010 at 6:57 pm - 0 Comments

VIDEO: What Fire Victims Need to Know About Insurance



Search



I.I.I. Links

[I.I.I. Directory](#)

[I.I.I. Disaster Preparedness](#)

[I.I.I. Glossary](#)

[I.I.I. Issues Updates](#)

[I.I.I. Natural Disasters](#)

[I.I.I. Videos](#)



Facts+Statistics

[Crime](#)

Each of the property crime categories tracked by the FBI dropped in 2009: motor vehicle theft (17.1 percent), larceny-theft (4.0 percent), and burglary (1.3 percent), according to the latest Uniform Crime Report.

For information

[click here >>](#)

Facts and Stats:

INSURANCE TOPICS

Coverage

+ Business

+ Consumer

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

Insurance Coverage En Español

CONSUMER

ANNUITIES

- ¿Qué es una anualidad?
- Sección de ayuda: Preguntas y respuestas
- ¿Cómo, cuándo y por qué considerar una anualidad como parte del panorama financiero?
- ¿Qué son los diferentes tipos de anualidades?
- ¿Cuáles son las diferencias entre una anualidad fija y una variable?
- ¿Cómo y dónde se adquiere una anualidad?
- ¿En qué se diferencian las anualidades de los seguros de vida?
- ¿Cuánto se debe invertir en una anualidad?
- ¿Cómo recibir las distribuciones o pagos de las anualidades?
- ¿Que son las diferencias entre anualidades diferidas y anualidades inmediatas, y qué es una anualidad vitalicia?
- DEFINICIONES BÁSICAS DE ANUALIDADES

AUTO INSURANCE

- ¿Cómo se hace un reclamo a su aseguradora de automoviles?
- ¿Cuáles son sus derechos cuando introduce un reclamo?
- ¿Cómo se determinan el valor y costo de reparación de su auto?
- ¿Puede su compañía de seguros requerirle el uso de cierto tipo de repuestos para reparar su auto?
- ¿Cuál es la diferencia entre una cancelación y la no renovación de una póliza?
- ¿Qué se incluye en un seguro de auto?
- ¿Qué factores influyen en el precio de una póliza de seguro de auto?
- ¿Se puede manejar legalmente sin seguro de auto?
- ¿Cómo influyen las leyes estatales de conducir a la hora de comprar seguro de auto?

Much of the consumer information on the site is also available in Spanish

Free Web-based Software



INSURANCE
INFORMATION
INSTITUTE

Know Your Stuff® HOME INVENTORY

Username (email):

Password:

[Forgot Password](#)

[2008 / 2009 KYS USER LOGIN](#)

[LOGIN](#)

Welcome

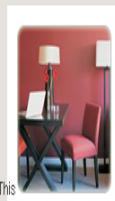
to Know Your Stuff® – Home Inventory, the Insurance Information Institute's free online home inventory software. This application makes creating and updating your home inventory easy and efficient. And with our free, secure online storage you will have access to your inventory anywhere, any time. You never know when a disaster may strike, but you can be prepared with an up-to-date home inventory.



Sign Up

Are you a new user?

[START NOW](#)



Guided Tour

Find out all about the features offered by Know Your Stuff® – Home Inventory and how to use them.

[VIEW](#) [Chat](#)



INSURANCE
INFORMATION
INSTITUTE

Know Your Stuff® BUSINESS INVENTORY

Username (email):

Password:

[Forgot Password](#)

[LOGIN](#)

[SHARE](#)

Welcome





to Know Your Stuff® Business Inventory, the Insurance Information Institute's online inventory software specifically designed for businesses. An up-to-date Business Inventory is an important component of disaster planning. It can help you:

- Purchase the right amount and type of insurance
- Substantiate property losses to make filing an insurance claim faster and easier

Know Your Stuff® – Business Inventory is a simple, affordable yet powerful and highly scalable application that makes creating, updating and keeping track of your business inventory easy and efficient. And with secure online storage you will have access to your inventory anywhere, any time.








- Only **\$9.95/ month**
- No hardware or support costs
- Hosted at Google and Integrated with Google Apps

		
<p>Facebook: Follow the I.I.I. on Facebook and become a fan to stay connected on breaking news and current insurance topics. Post comments, share opinions and stories.</p>	<p>YouTube: Watch online videos covering a wide range of insurance topics in the extensive I.I.I. video library. Post comments and embed videos to your company's website or blog.</p>	<p>Terms + Conditions blog: Claire Wilkinson's insurance industry blog provides timely information and discussion on contemporary insurance topics.</p>
<p>http://www.facebook.com/InsuranceInformationInstitute</p>	<p>http://www.youtube.com/user/iiivideo</p>	<p>http://www.iii.org/insuranceindustryblog/</p>

		
<p>I.I.I. Insurance Matters website: A site to help public policymakers better understand the unique role played by insurers in managing risk.</p>	<p>Insuring Florida website: An informative site focusing on insurance matters specific to Florida. Includes Lynne McChristian's "Straight Talk" blog.</p>	<p>Twitter: Follow one or all of the I.I.I. feeds to get timely information in your specific area of interest</p>
<p>http://www.iii-insurancematters.org</p>	<p>http://www.insuringflorida.org/</p>	<p> http://www.twitter.com/iiiorg</p>

Social Media Users/Traffic

- Facebook: +/- 300 likes
- Twitter: 1,560 followers
- YouTube: 392,224 total views
- T&C Blog: 4,045 page views in August 2010
- Insuring Florida blog: 159 page views in August 2010

-  http://twitter.com/Bob_Hartwig
-  <http://twitter.com/JeanneSalvatore>
-  <http://twitter.com/LWorters>
-  <http://twitter.com/ElianneGo>
-  http://twitter.com/III_Research
-  <http://twitter.com/InsuringFLA>
-  <http://twitter.com/IIIindustryblog>

“Point of Use” Podcasts



File Edit Controls View Store Advanced Help

iTunes

information institute Search iTunes Store

Podcasts Video Podcasts News & Politics Insurance Information Institute Podcast Sign In

Insurance Information Institute Podcast

webcast@multivu.com
 Category: News & Politics
 Language: English
 Free

WEBSITE
REPORT A CONCERN
TELL A FRIEND

LISTENERS ALSO SUBSCRIBED TO
 Insurance Marketing Mavericks Podcast
 Insurance Insight
 International Insurance
 LexisNexis® Insurance Legal News Podcast
 This Week in Business Insurance

PODCAST DESCRIPTION
 Insurance Information Institute Podcast

CUSTOMER REVIEWS
 Be the first to write a review

Name	Time	Artist	Release Date	Description	Price
1 How to File An Insurance Claim P...		webcast@multivu.com	7/14/2008	When Disaster Strikes, Do You Know What ...	Free <input type="button" value="GET EPISODE"/>
2 When Disaster Strikes, Do You K...		webcast@multivu.com	7/7/2008	Imagine this. A big storm comes through in t...	Free <input type="button" value="GET EPISODE"/>



MY iii

- subscriptions
- searches
- profile
- shopping cart

INSURANCE TOPICS

PRESS ROOM

MEMBERS+SUBSCRIBERS

PUBLICATIONS+STORE

SERVICES

[Home](#) | [Insurance Topics](#) | [Coverage](#) | [Consumer](#) | [Homeowners and Renters Insurance](#)

INSURANCE TOPICS

Coverage

+ Business

+ Consumer

Annuities

Auto Insurance

Claims Filing

Credit

Disability Insurance

Health Insurance

Homeowners and Renters Insurance

Life Insurance

Long-term Care Insurance

Safety and Mitigation

Specialty Insurance

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

I.I.I. Video - Homeowners and Renters Insurance

[EN ESPAÑOL](#) | [B-ROLLS](#) | [ALL VIDEOS](#)


Ask an Insurance Question

Common questions about insurance relating to college students, rental cars, updating your policy and more.

PLAY

GET EMBED CODE

YOUTUBE



Are You Underinsured?

Do you have enough insurance coverage to completely rebuild your home? Have you talked with your agent recently to update your policy? ... [Read More](#)

PLAY

GET EMBED CODE

YOUTUBE



Avoiding Insurance Mistakes

Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly ... [Read More](#)

PLAY

GET EMBED CODE

DOWNLOAD

YOUTUBE



Before Buying a Home

When it comes time to buy that dream house, the cost to insure it is often overlooked. The I.I.I. has created a checklist of important ... [Read More](#)

PLAY

GET EMBED CODE

YOUTUBE



Childproofing Your Home

Every year, five million infants and children are injured, sometimes even fatally, in their own homes. Find out how to

[AUTO CRASH TEST](#)
[GLOSSARY](#)
[DIRECTORIES](#)
[FIND A COMPANY](#)

I.I.I. SPOTLIGHT

Institute for Business & Home Safety Research Center



The Institute for Business & Home Safety has created a unique, state-of-the-art, multi-risk applied research and training facility in Chester County, South Carolina. This facility will significantly advance building science by

enabling researchers to more fully and accurately evaluate the impact of natural disasters on various residential and commercial construction materials and systems.

[FULL STORY](#)

I.I.I. VIDEO

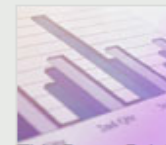
Avoiding Insurance Mistakes: Five Tips



Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly protect yourself.

[ALL VIDEOS](#)

PRESENTATIONS



Dr. Robert P. Hartwig, CPCU

Workers Compensation Insurance: The Role of State Funds, Market Trends and Economic Influences

This PowerPoint report reviews the role that state funds play in the workers compensation insurance market, noting that social policy, history, economics, insurance market forces and politics have all played important roles in the development of modern workers comp systems, state funds and their structure.

QUESTIONS? ASK THE EXPERT

In our Ask the Expert section we address your most taxing insurance-related questions.

ASK A QUESTION

SOFTWARE BUSINESS INVENTORY SOFTWARE



MY iii

- subscriptions
- searches
- profile
- shopping cart

INSURANCE TOPICS

PRESS ROOM

MEMBERS+SUBSCRIBERS

PUBLICATIONS+STORE

SERVICES

[Home](#) | [Insurance Topics](#) | [Coverage](#) | [Consumer](#) | [Homeowners and Renters Insurance](#)

INSURANCE TOPICS

Coverage

+ Business

+ Consumer

Annuities

Auto Insurance

Claims Filing

Credit

Disability Insurance

Health Insurance

Homeowners and Renters Insurance

Life Insurance

Long-term Care Insurance

Safety and Mitigation

Specialty Insurance

Disasters and Risks

Insurance Industry

Features

All Coverage En Español

QUESTIONS?

ASK THE EXPERT

In our Ask the Expert section we address your most taxing insurance-related questions.

ASK A QUESTION

SOFTWARE

BUSINESS INVENTORY SOFTWARE

Homeowners and Renters Insurance

[EN ESPAÑOL](#)

CONSUMER BASICS

- [What is homeowners insurance?](#)
(ARTICLE)
- [What is in a standard homeowners insurance policy?](#)
(ARTICLE)
- [Are there different types of policies?](#)
(ARTICLE)
- [What type of insurance do I need for a co-op or condo?](#)
(ARTICLE)
- [Does my homeowners insurance cover flooding?](#)
(ARTICLE)
- [What type of disasters are covered?](#)
(ARTICLE)
- [Can I own a home without homeowners insurance?](#)
(ARTICLE)
- [Can I get insurance if I rent my home?](#)
(ARTICLE)
- [How do I take a home inventory and why?](#)
(ARTICLE)
- [What's the difference between cancellation and nonrenewal?](#)
(ARTICLE)

BUYING A POLICY

- [How much homeowners insurance do I need?](#)
(ARTICLE)
- [Do I need special coverage for jewelry and other valuables?](#)
(ARTICLE)
- [I'm installing a pool—what kind of insurance do I need?](#)
(ARTICLE)
- [How do I pick an insurance company?](#)

AUTO CRASH TEST	GLOSSARY
DIRECTORIES	FIND A COMPANY

I.I.I. SPOTLIGHT

Institute for Business & Home Safety Research Center



The Institute for Business & Home Safety has created a unique, state-of-the-art, multi-risk applied research and training facility in Chester County, South Carolina.

This facility will significantly advance building science by enabling researchers to more fully and accurately evaluate the impact of natural disasters on various residential and commercial construction materials and systems.

[FULL STORY](#)

I.I.I. VIDEO

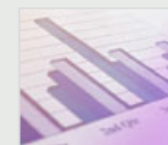
Avoiding Insurance Mistakes: Five Tips



Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly protect yourself.

[ALL VIDEOS](#)

PRESENTATIONS



Dr. Robert P. Hartwig, CPCU

Workers Compensation Insurance: The Role of State Funds, Market Trends and Economic Influences

This PowerPoint report reviews the role that state funds play in the workers compensation insurance market, noting that social policy, history, economics, insurance market forces and politics have all played important roles in the development of modern workers comp systems, state funds and their structure.



MY iii

- subscriptions
- profile
- searches
- shopping cart

INSURANCE TOPICS

PRESS ROOM

MEMBERS+SUBSCRIBERS

PUBLICATIONS+STORE

SERVICES

[Home](#) | [Insurance Topics](#) | [Disasters and Risks](#) | [Natural Disasters](#)

INSURANCE TOPICS

Coverage (+)

Disasters and Risks (-)

Climate Change

Crime

Disaster Preparedness

Highway Safety

Litigation

Natural Disasters

Terrorism

Insurance Industry (+)

Features (+)

All Coverage En Español

SOFTWARE

BUSINESS INVENTORY SOFTWARE

KNOW YOUR STUFF®
BUSINESS INVENTORY
Online inventory software
specifically designed for
businesses.

HOME INVENTORY SOFTWARE

KNOW YOUR STUFF®
BUSINESS INVENTORY
Online inventory software
specifically designed for
businesses.

UPDATES

[PRINT](#) | [EMAIL](#) | [DOWNLOAD PDF](#)
[AUTO CRASH TEST](#)
[GLOSSARY](#)
[» DIRECTORIES](#)
[FIND A COMPANY](#)

Catastrophes: Insurance Issues

THE TOPIC

OCTOBER 2010

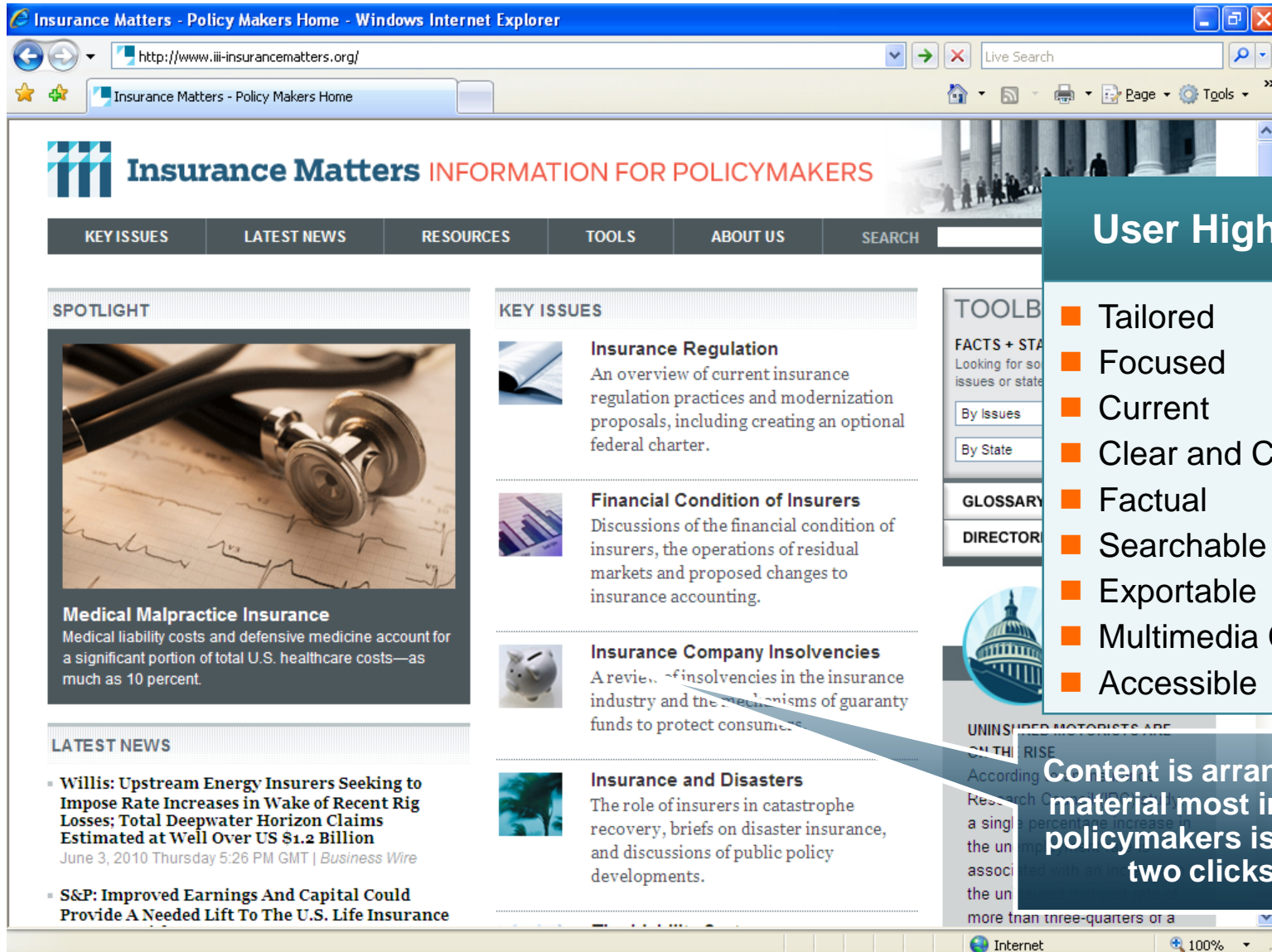
The term “catastrophe” in the property insurance industry denotes a natural or man-made disaster that is unusually severe. An event is designated a catastrophe by the industry when claims are expected to reach a certain dollar threshold, currently set at \$25 million, and more than a certain number of policyholders and insurance companies are affected.

Most major hurricane forecasters have predicted an active hurricane season in 2010, with more storms and more severe storms than average. Meteorologists say that ocean temperatures and other conditions are very conducive to hurricane formation even though the season got off to a slow start with just three storms as of mid-August. Activity has picked up since then and by the end of September, the season had produced 13 storms, of which seven were hurricanes.

Even though no major hurricanes hit the U.S. mainland in 2009, catastrophe losses still totaled \$10.8 billion, according to ISO’s Property Claim Service unit (PCS), due in part to the large number of damaging thunderstorms. By contrast, insured catastrophe losses for 2008 totaled \$27.0 billion. While this does not come close to the \$62.3 billion for 2005, the year of hurricanes Katrina and Rita, it was the third most costly in the last decade. Losses for 2007, also a year of little hurricane activity in the U.S., were \$6.5 billion.

Meanwhile, the magnitude of the damage caused by Katrina and the potential damage hurricanes Rita and Wilma might have caused had they not weakened from intense Category 5 hurricanes is still reverberating, five years later. Many insurers have reduced the number of policyholders they insure in high-risk areas and added hurricane deductibles to property

Policymakers website: InsuranceMatters



User Highlights

- Tailored
- Focused
- Current
- Clear and Concise
- Factual
- Searchable
- Exportable
- Multimedia Content
- Accessible

Content is arranged so that material most important to policymakers is just one or two clicks away

Print Publications



Insurance Information Institute Online

www.iii.org

*Thank you for your time
and your attention!*

Download at www.iii.org/presentations

<http://twitter.com/JeanneSalvatore>

