



2024 Extreme Weather: Homeowner Perceptions and the Impact on Homes



The 2024 Extreme Weather Report explores homeowners' attitudes, perceptions, and concerns about extreme weather and its impact on their homes.

This poll was conducted by Morning Consult on behalf of Leaf Home between August 1, 2024, and August 9, 2024, among a sample of 2,203 homeowners in the United States.

Key Findings



Nearly half of U.S. homeowners impacted by weather damage were unprepared financially. Almost 60% found their insurance covered only some or none of the damage costs.



51% of homeowners have become more interested in making weather-related home improvements, yet only one-third have acted. High costs and focus on cosmetic updates are barriers.



70% of homeowners believe weather-proofing can boost their home's value, yet only a third have made related home improvements.

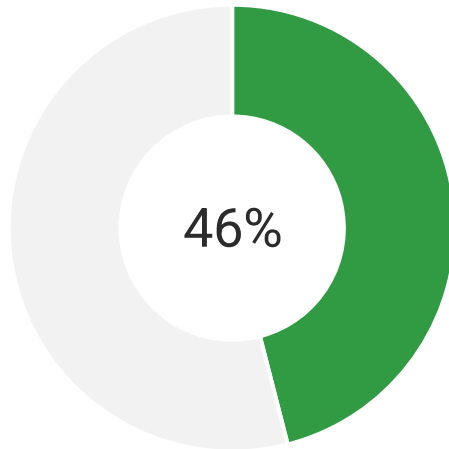


73% of homebuyers are willing to pay more for weather-proofed homes, yet only 53% of sellers have made these improvements.



66% of U.S. homes have suffered damage from extreme weather, primarily due to windstorms, thunderstorms, hail, flooding, and hurricanes.

Almost half of homeowners were financially unprepared for weather damage, and nearly 60% found their insurance covered only some or none of the costs of home repairs.

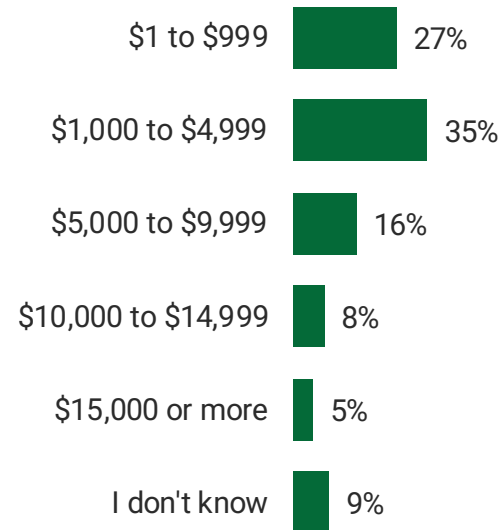


46% of homeowners were only **somewhat or not at all prepared** to cover the costs of damage caused by extreme weather

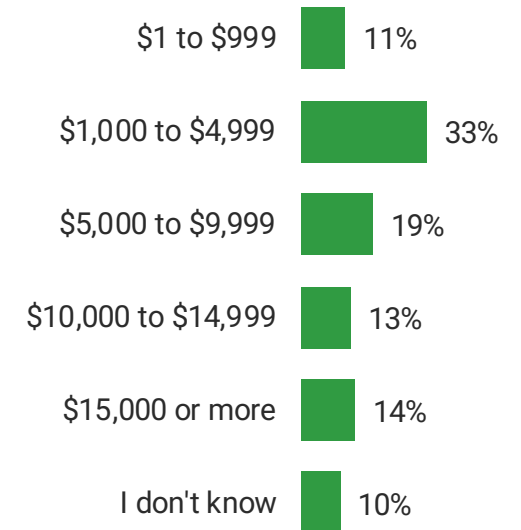
Differences between total paid out-of-pocket and total insurance coverage to repair damages to home from extreme weather



Total paid out-of-pocket

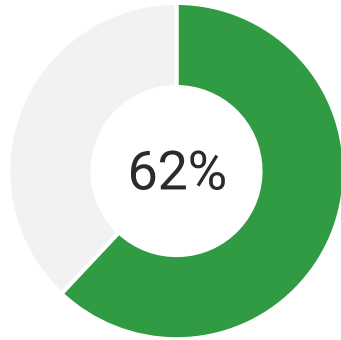


Total insurance provider paid



Six in ten (59%) homeowners say their **home insurance policy covered only some or none of the damage costs.**

62% of homeowners worry about rising insurance costs due to extreme weather, and nearly one-third have experienced premium increases as a direct result.

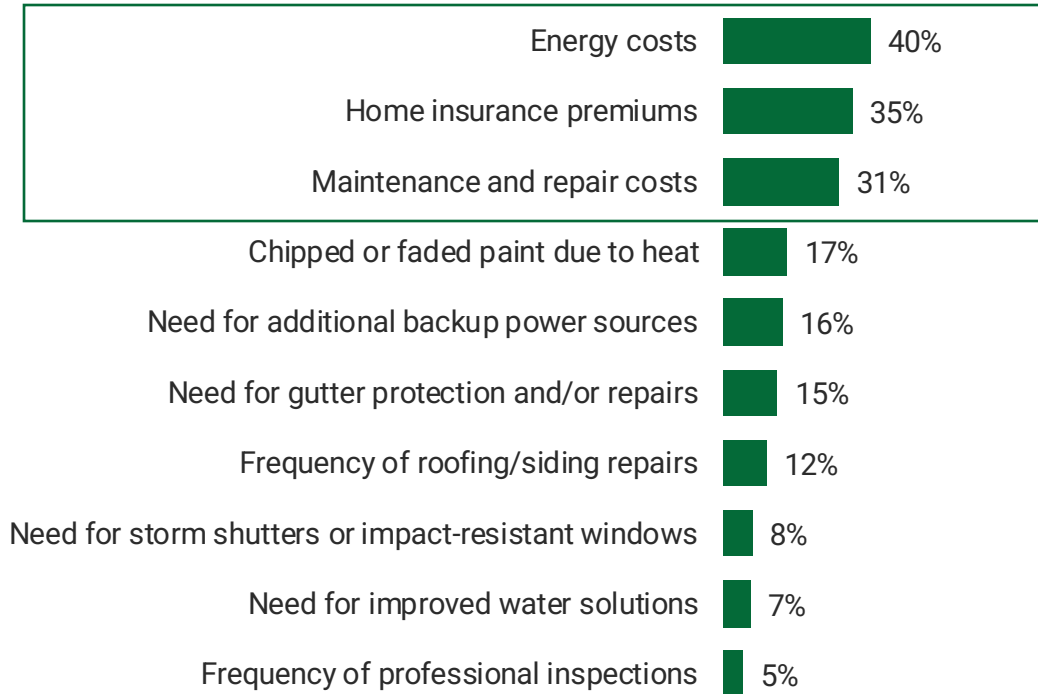


62% of homeowners are **concerned about increasing costs of their home insurance premiums as a result of extreme weather**



Less than half (49%) of homeowners do not know **which home improvements will decrease their home insurance policy cost.**

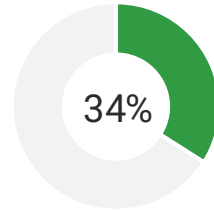
% of homeowners who experienced increases in the following due to extreme weather in the past five years



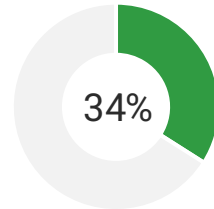
51% of homeowners say interest in making weather-related home improvements has increased over the past 24 months, yet only one-third have made an improvement.

51%

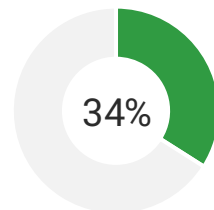
of homeowners agree that **their interest in making weather-related improvements to their home has increased within the past 24 months**



have made an improvement to their home to protect it against *future weather events*



are **planning to make** an improvement to their home to protect it against *future weather events*



have not and have no plans to make an improvement to their home to protect it against *future weather events*

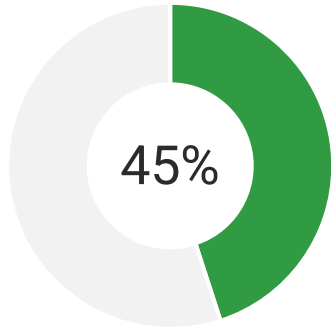
The top reason for preventing weather-related improvements in cost

Reasons preventing homeowners from protecting their home against future extreme weather events in the next 24 months

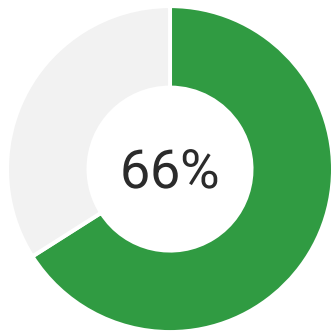
- 1 Cost is too high
- 2 Prioritizing other types of improvements (e.g., decorative, cosmetic, etc.)
- 3 Don't have the time to take on an improvement
- 4 Lack knowledge of necessary improvements
- 5 Can't find a trusted contractor OR Long wait time for home improvement work

Numbers add up to over 100% due to respondents being able to select both "Yes" and "Planning"

66% of U.S. homes have suffered damage from extreme weather, and 45% of homeowners believe their home is vulnerable to extreme weather.

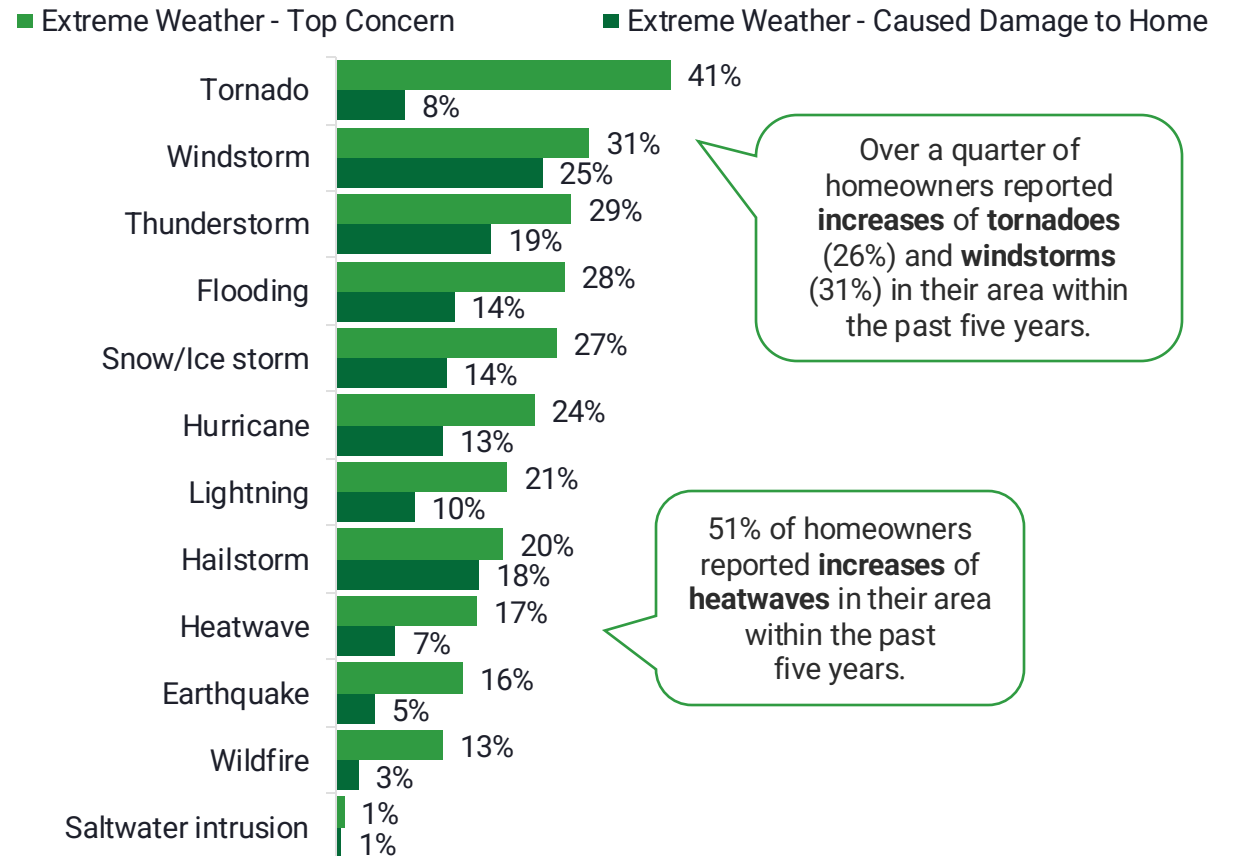


of homeowners **believe their home is currently vulnerable to extreme weather conditions**

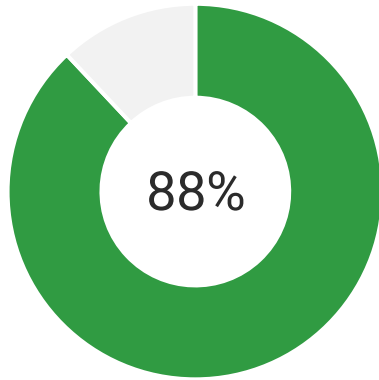


of homeowners say their **home has been damaged by an extreme weather event**

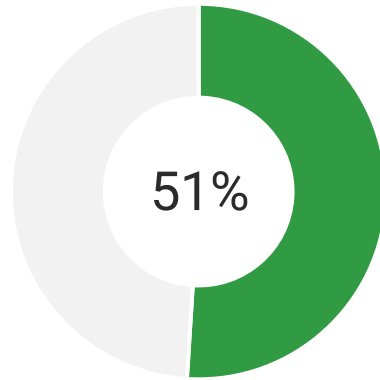
Homeowners are most concerned about tornadoes, but wind, thunder, and hailstorms are reported to have caused the most damage to homes.



88% of homeowners say it's important to weatherproof, yet only half are concerned about the impact of extreme weather on their home.



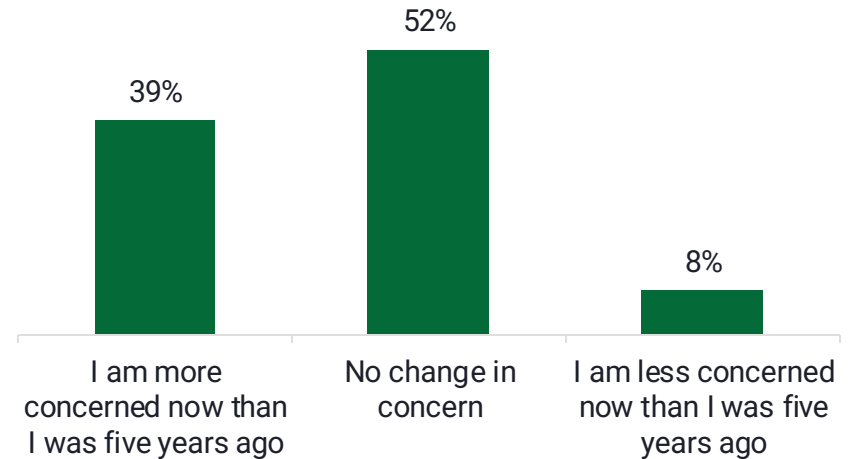
88% of homeowners say it's important to **make improvements to protect their home against extreme weather**



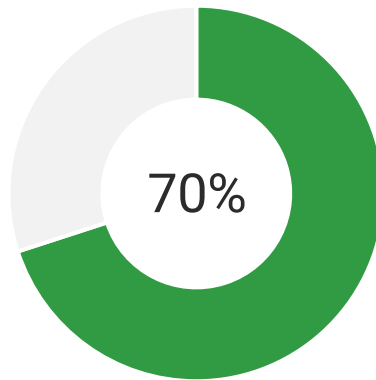
51% of homeowners are concerned about the **impact of extreme weather on their home's structure and systems**

Homeowners in the **South** (60%) are significantly more concerned about the **impact of extreme weather on their home** than homeowners in the Northeast (44%), Midwest (48%), and West (44%).

Concerns about extreme weather's impact on homes compared to five years ago



70% of homeowners believe weather-related improvements can boost their home's value, yet the top renovations planned are cosmetic updates.

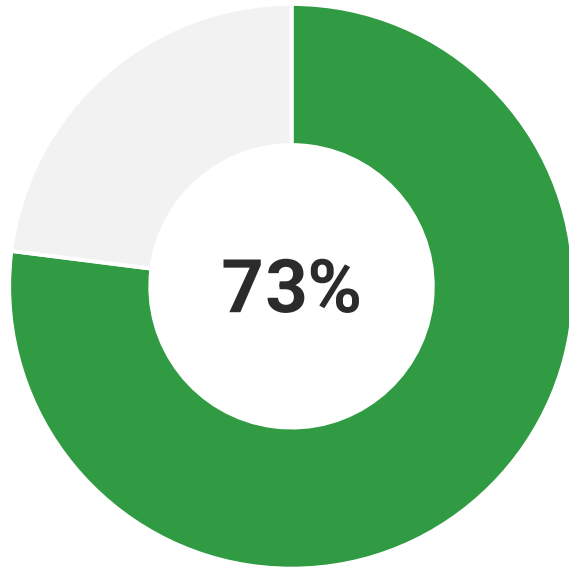


of homeowners agree that **making weather-related improvements to their home will make it more attractive to future potential buyers**

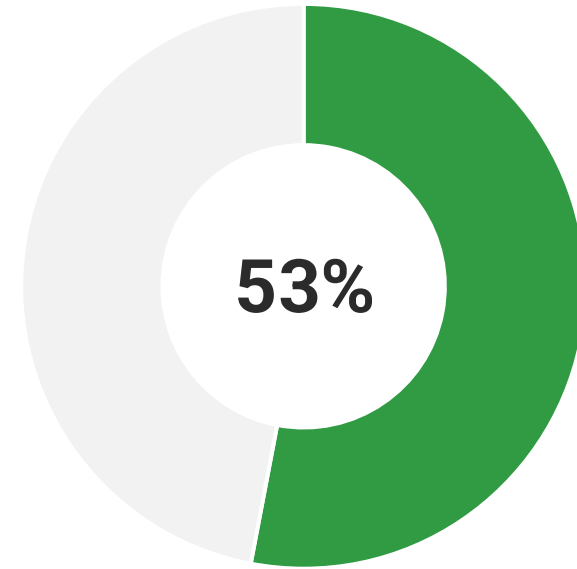
Top home improvements planned for the next 24 months

- 1 Interior paint job
- 2 Flooring update
- 3 Kitchen renovation
- 4 Full bathroom renovation

73% of homebuyers are willing to pay more for homes with weather-related improvements, yet only half of sellers have made these upgrades to increase their sale price.



of *homebuyers* are willing to pay more for a home that has weather-related improvements already made



of *sellers* have made weather-related improvements to their home to sell it at a higher price AND have seen an increase in the value of their home from making weather-related improvements

Background

METHODOLOGY

This poll was conducted by Morning Consult on behalf of Leaf Home between August 1, 2024, and August 9, 2024, among a sample of 2,203 homeowners in the United States. The interviews were conducted online, and the data were weighted to approximate a target sample of adults in each group based on gender, age, race/ethnicity, education, and region. Results from the full survey have a margin of error of +/- 2 percentage points.

USING THE DATA

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ABOUT LEAF HOME

Leaf Home is a home improvement products and services company in North America with more than 200 locations, providing gutter protection (LeafFilter), home safety products, water purification, windows and doors, kitchen and bath, and more. With more than 50% of consumers worried about the cost and effort of home maintenance, Leaf Home focuses on enhancing the safety, enjoyment, and comfort of homeowners and their families. Trusted by millions of homeowners across the U.S. and Canada, Leaf Home and its products have earned numerous awards and recognition from Good Housekeeping, Qualified Remodeler, Angi, Consumer Reports, This Old House, and more. Leaf Home has been consistently named one of the fastest-growing private companies by Inc. 5000 and recognized as a top employer nationally. For more information, visit <https://www.leafhome.com>.

