



Insure.com Survey Reveals Majority of Americans Not Prepared for an Emergency

September 18, 2019

Foster City, CA – September 18, 2019 – September is National Preparedness Month, but it seems that most Americans are unprepared for a potential emergency and they're not sure how to get prepared. That's according to a survey conducted by [insure.com](https://www.insure.com), a comprehensive resource for insurance information.

The new study on disaster preparedness found that only 25% of people have an emergency go-bag ready in case of a major event like a hurricane or tornado. The numbers are even lower for California, a state prone to wildfires and earthquakes, where just 21% said they have a go-bag.

The results are better for states more likely to suffer a hurricane, with 40% of Floridians, 30% of Texans and 28% of North Carolinians surveyed saying they have a go-bag.

The survey looked at what people consider to be the most important items in a go-bag, including:

- Water/non-perishable food – 34%
- First-aid kit – 13%
- Insurance and financial document – 12%
- Valuables, such as jewelry – 4%
- Clothing – 3%

The survey also provides tips on safe evacuation plans, who should have a go-bag and a full list of what should be in it.

Insure.com's senior consumer analyst, Penny Gusner, is the author of this study and can explain the report's findings and the context surrounding it. For more details, you can read an article overview of the report here: <https://www.insure.com/home-insurance/emergency-go-bag-survey>

###

About Insure.com

Insure.com is owned and operated by QuinStreet, Inc. (Nasdaq: [QNST](#)), a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. QuinStreet is committed to providing consumers and businesses with the information and tools they need to research, find and select the products and brands that meet their needs. Insure.com is a member of the company's expert research and publishing division.

For 35 years, [insure.com](https://www.insure.com) has served as a comprehensive consumer resource for insurance information, offering expert advice, articles, news, and tools about car, home, health, and life insurance. Consumers have access to free car insurance quotes and guidance on finding the right insurance policy, saving money and solving claims problems.

Website: <https://www.insure.com>

Twitter: [@InsureCom](https://twitter.com/InsureCom)

Facebook: <https://www.facebook.com/Insure>

Media Contact

Jacqueline Leppla

Sr. Director of Public Relations

775-321-3608

jleppla@quinstreet.com

[LinkedIn](#)

Or,

Liberty Communications for QuinStreet

Rick Judge, 415-429-5652

QuinStreet@libertycomms.com