

A national flood risk blind spot: 62% of Canadians are not concerned about flooding, and many have yet to take action

Intact Insurance has quick wins for homeowners to strengthen flood prevention this season

TORONTO, April 1, 2026 /CNW/ - Most Canadians aren't worried about flood, even though most major cities face them. Results from a new national survey¹ show that 62% of Canadians are not concerned about experiencing flooding in their home or community, despite 80% of major Canadian cities being partly built on or adjacent to floodplains², and flooding being the country's most frequent and costly natural hazard. With spring thaws accelerating flood risks, Intact Insurance is sharing practical, easy-to-implement tips to help Canadians prepare now and reduce their exposure.

"We understand it's hard to worry about flooding when life is already busy, and many people don't think it will happen to them. But with so many major Canadian cities in or near floodplains, a little preparation can go a long way. Simple steps like clearing gutters or testing your sump pump can help protect what matters most. With [KeepItIntact.ca](https://www.KeepItIntact.ca), we turn trusted guidance into easy, everyday actions so Canadians can feel more confident before the next big rain or snow melt", Mel Wright, Vice President and Head of Intact Insurance's "Keep It Intact" prevention program.

Spring into action: Flood-prevention tips to protect your home

Rapid snowmelt and rain can overwhelm blocked drains, and gutters, leading to pooled water near foundations, seepage into homes, and costly damage. A few preventive actions now can significantly reduce risk.

Top prevention tips:

- Clear gutters, downspouts, and storm drains so water can flow freely.
- Ensure water drains at least 2 meters from your foundation.
- Shovel snow at least 1-2 meters away from the foundation and correct drainage to prevent pooling.
- Clear snow and ice from basement window wells and exterior drains.
- Test or install a sump pump.
- Clean or install a backwater valve.
- Move valuables and important items off basement floors and/or into waterproof containers, where possible.

If evacuation is advised due to flood risks:

- Shut off the main water valve if safe to do so.
- Take photos or video of each room for insurance purposes.
- Bring insurance documents, identification, health cards, medications and a phone charger.
- Place important documents and valuables in a sealed, waterproof bag. Avoid walking or driving through floodwater.

Keep It Intact

In 2025, Intact launched a national prevention program called [Keep It Intact](https://www.KeepItIntact.ca). The program provides an array of tools, solutions, and practical advice to empower Canadians in protecting their properties. With many easily implemented and proven tips, homeowners can take proactive steps to help prevent or reduce damage from extreme weather.

The Jiffy app, helping homeowners protecting their home

With 20% of Canadians naming "finding it hard to secure reliable contractors" as one of their top three barriers to taking additional steps to protect their home against extreme weather, access to trusted professionals emerges as a notable challenge. [Jiffy](https://www.jiffy.ca) helps homeowners handle seasonal maintenance and make their homes more resilient to severe weather, by connecting them with vetted experts for on-demand home maintenance and repair services. Jiffy currently operates in the Greater Toronto Area (GTA), Ottawa, Calgary, Vancouver, Edmonton and Montreal.

For more prevention tips and seasonal checklists, visit [keepitintact.ca](https://www.KeepItIntact.ca).

About Intact Financial Corporation

Intact Financial Corporation (TSX: IFC) is a global provider of property and casualty insurance founded on core values and a belief that insurance is about people, not things. Intact's success is fueled by its 32,000 employees worldwide who embody the company's purpose: to help people, businesses and society prosper in good times and be resilient in bad times. To achieve its ambitions, Intact seeks to ensure customers are its advocates, its people are engaged and the company is one of the most respected.

Intact is the largest provider of property and casualty insurance In Canada and has successfully exported its strengths across North America, the UK, and Europe. Its growing commercial and specialty solutions network now spans over 150 countries. With a customer-driven mindset, Intact has expanded its operations to include insurance distribution, restoration and prevention.

Intact solidifies its outperformance by leveraging its competitive advantages: global leadership in data and AI for pricing and risk selection; deep claims expertise and integrated supply chain network; and strong capital and investment management. Intact's total annual operating Direct Premiums Written has tripled over the last decade to \$25 billion.

Explore Intact's offerings at intactfc.com.

¹ Based on a survey from Léger commissioned by Intact Financial Corporation and conducted from March 13 to 16, 2026, among 1,639 Canadians aged over 18. Results were weighed to ensure representativeness by gender, age, region, language, and household composition. For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.43\%$, (19 times out of 20).

² "Why prepare for floods", [Government of Canada](#), March 23, 2026.

SOURCE Intact Financial Corporation

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