

HIPPO WINTER HOME DAMAGE SURVEY



Summary of key findings



42% of homeowners cite protecting their homes from damage as the main motivation for preparing for winter, while **34%** aim to maintain comfort during the season.



24% of homeowners wait until repair costs reach \$500 before taking action, and **15%** delay until costs exceed \$1,000, despite being aware of potential damages.



Homeowners who are preparing for winter typically focus on heating system maintenance (**35%**), draining water lines (**30%**), and checking smoke detectors (**30%**).



36% of homeowners spent more than \$500 on winter repairs, with **21%** paying over \$1,000, highlighting the financial importance of winterizing your home.



56% of homeowners in the West North Central region have already started preparing, compared to only **30%** in the South Atlantic region, reflecting regional differences in readiness.



19% of homeowners have not insulated pipes, and **20%** haven't inspected their roofs, leaving critical areas vulnerable to winter damage.



In the East South Central region, **92%** of homeowners reported winter-related damage, with **31%** citing frozen or burst pipes, underscoring the risks even in warmer states.