



## PEMCO Northwest Poll – Natural Disasters and Emergency Preparedness 2025

PEMCO Mutual Insurance commissioned this independent survey, conducted by Qualtrics, that asked Washington and Oregon residents questions about attitudes toward current Northwest issues. The sample size, 420 respondents in the Seattle Metro (King, Snohomish, Pierce Counties) region, 402 respondents in the Portland Metro (Multnomah, Marion, Clackamas, Washington Counties), and 383 respondents in the Spokane area (Spokane and Stevens Counties) yields an accuracy of +/- 5.0% respectively at the 95% confidence level. In other words, if this study were conducted 100 times, in 95 instances the data will not vary by more than the associated error range.

How likely do you think it is that there will be a major earthquake in the Pacific Northwest that causes serious damage to people and property in your lifetime?

Total 780		by metro 780		
eq_likelihood	2025	eq_likelihood	Seattle Metro	Portland Metro
very likely	38%	very likely	40%	37%
likely	44%	likely	43%	46%
unlikely	14%	unlikely	14%	14%
very unlikely	3%	very unlikely	4%	3%

What do you think will happen to the region’s critical infrastructures when the ‘big one’ hits?

Total 834		by metro 834		
infrastructure_impact	2025	infrastructure_impact	Seattle Metro	Portland Metro
Major impact	76%	Major impact	75%	76%
Moderate impact	20%	Moderate impact	20%	20%
Little or no impact	4%	Little or no impact	4%	4%

In the event of a major earthquake, how long do you think you’ll be without power, water, or access to essential businesses?

Total 834		by metro 834		
services_impact	2025	services_impact	Seattle Metro	Portland Metro
2+ weeks	25%	2+ weeks	24%	26%
a week	33%	a week	36%	31%
days	31%	days	29%	33%
hours	11%	hours	11%	10%



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## Do you have an emergency kit?

Total 819		by metro 819		
has_kit	2025	has_kit	Seattle Metro	Portland Metro
Yes	61%	Yes	63%	59%
No	39%	No	37%	41%

## How prepared are you for a natural disaster?

total 822		by metro 822		
preparation	2025	preparation	Seattle Metro	Portland Metro
Very prepared	19%	Very prepared	18%	21%
Somewhat prepared	42%	Somewhat prepared	44%	40%
Not too/Not prepared	39%	Not too/Not prepared	39%	40%

## Has your family established a designated place where everyone should meet in case of an emergency?

Total 647		by metro 647		
meeting_place	2025	meeting_place	Seattle Metro	Portland Metro
Yes	53%	Yes	52%	53%
No	47%	No	48%	47%