

Four in Five Americans Would Pick Up the Phone if They Ran into Difficulties while Interacting Online with Insurance Companies



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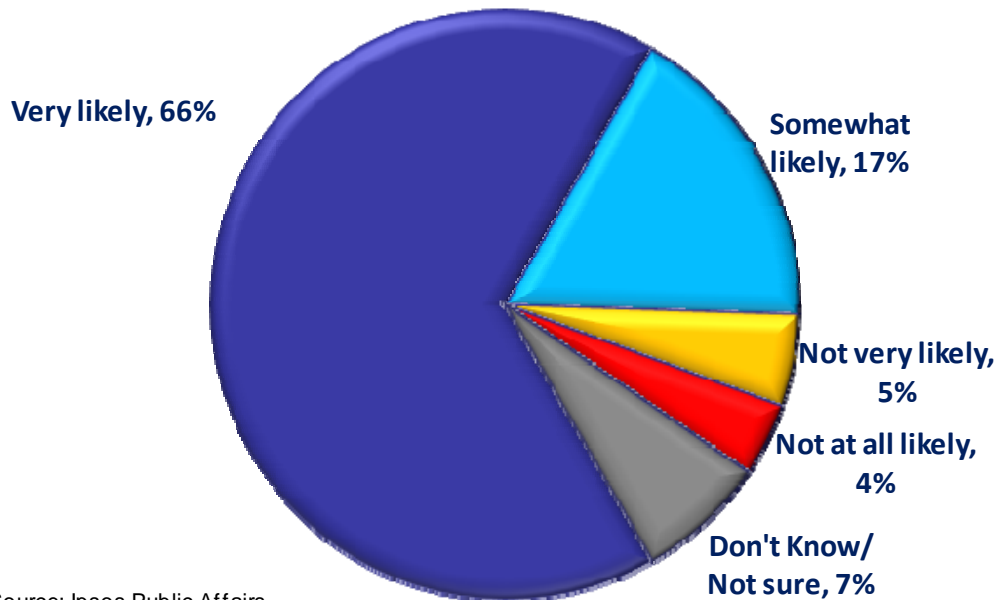
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Four in Five Americans Would Pick Up the Phone if They Ran into Difficulties while Interacting Online with Insurance Companies

New York, NY – A recent Ipsos Public Affairs poll conducted online among 1,005 U.S. adults on behalf of OpTier shows that most of them would call an insurance provider via telephone to resolve an issue if they ran into difficulties while trying to purchase an insurance policy or file an insurance claim online. Four out of five adults surveyed (83%) say they would be *at least* somewhat likely to phone the insurance provider to resolve the issue – including two thirds (66%) who say they would be *very likely* to do so.

If you were to attempt to purchase an insurance policy or file an insurance claim online and ran into difficulties, how likely would you be to phone the insurance provider to resolve the issue?



Source: Ipsos Public Affairs
Base: 1,005 adults interviewed online
Field date: May 06 – May 10, 2010

While majorities are likely to phone the insurance provider if they run into problems, certain groups are more prone to do so. Americans aged 35 and older would be more likely than those aged 18-34 to call the insurance provider if they experienced problems online. While just half (50%) of those 18-34 say they would be very likely to pick up the phone if they ran into difficulties, close to three quarters of those 35 and older would do so (73%).



Other segments of the population who would be more likely to place a call to their insurance provider include:

- Those with a college degree, as 89% of them would be at least somewhat likely to call, compared to 81% of those without a college degree.
- Those with a household income of \$50,000 or more, as 86% of them would be at least somewhat likely to call, compared to 79% of those with a lower income.
- Those who are married, as 86% of them would call compared to just 79% of those who are not married.

These are some of the findings of an Ipsos poll conducted May 6 - 10, 2010. For the survey, a national sample of 1,005 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data. A survey with an unweighted probability sample of 1,005 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

The study also found that close to one in five (18%) of the 1,005 Americans polled, have or plan to research or purchase health insurance online at some stage.

- Younger respondents are more likely to do so, as 25% of those aged 18 to 34 have or plan to do so at some point, compared to just 15% of those 35 or older.
- Similarly, those who are more educated are also more likely to research or purchase a health insurance policy online; 27% of college graduates report that they have already or plan to do so compared to just 15% of those without a college degree.

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