



Time & Life Building
1271 Avenue of the Americas, 15th Floor
New York, NY 10020

Interview dates: Sept 12-15, 2011
Interviews: 1,009 nationally; 182 in the Northeast

IPSOS Poll conducted for Reuters: September 12-15

Note: all results shown are in percentages unless otherwise labeled

These are findings from an Ipsos I-Rep Insurance Advisor poll conducted from Sept 12 to 15, 2011. For the survey, a nationally representative sample of 1,009 adults aged 18 from Ipsos' U.S. online panel was interviewed by Ipsos online. With a survey with an unweighted probability sample of this size, the results are considered accurate within 3 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. 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. These data were weighted to ensure that the sample composition reflects that of the actual U.S. population according to U.S. Census figures. Figures marked by an asterisk () indicate a percentage value of greater than zero but less than one half of a per cent. When figures do not sum to 100, this is due to the effects of rounding.*

FAVORABILITY OF THE INSURANCE INDUSTRY

1. Please indicate your overall opinion of the following industries and organizations.

Base: All respondents (n=1,009 in September; 1,015 in August)

	<u>TOTAL</u> Very/mainly favorable	<u>TOTAL</u> Very/mainly unfavorable	<u>TOTAL</u> Net (favorable- unfavorable)	<u>NORTHEAST</u> Very/mainly favorable	<u>NORTHEAST</u> Very/mainly unfavorable	<u>NORTHEAST</u> Net (favorable- unfavorable)
9/12-9/15	21	41	-20	26	39	-13
8/11-8/12	19	41	-22	25	35	-10



FAMILIARITY WITH INSURANCE COMPANIES

2. Please indicate how well you feel you know each of the following companies: Total “Know very well”, “Know a fair amount”, “Know just a little”, and “Heard of, but know nothing about.”

Base: All respondents (n=1,009 in September; 1,015 in August)

	% At Least Heard Of			
	<u>TOTAL</u> All companies measured ¹	<u>TOTAL</u> All Homeowners ¹	<u>NORTHEAST</u> All companies measured ¹	<u>NORTHEAST</u> All Homeowners ¹
9/12-9/15	70	70	69	69
8/11-8/12	70	70	70	71

¹Note: “All measured” is the average familiarity with 42 leading insurance companies. “All Homeowners” is the average of 21 Homeowners insurance companies among the 42 overall.

FAVORABILITY OF INSURANCE COMPANIES

3. Please indicate your overall opinion of each company, based on your own experience, or what you have seen or heard, or even just your general impression.

Base: All heard of (n=1,009 in September; 1,015 in August)

Average: All companies measured¹:

	<u>TOTAL</u> Very/mainly favorable	<u>TOTAL</u> Very/mainly unfavorable	<u>TOTAL</u> Net (favorable- unfavorable)	<u>NORTHEAST</u> Very/mainly favorable	<u>NORTHEAST</u> Very/mainly unfavorable	<u>NORTHEAST</u> Net (favorable- unfavorable)
9/12-9/15	25	9	16	28	9	18
8/11-8/12	24	8	16	21	8	13

Average: All Home insurance companies measured¹:

	<u>TOTAL</u> Very/mainly favorable	<u>TOTAL</u> Very/mainly unfavorable	<u>TOTAL</u> Net (favorable- unfavorable)	<u>NORTHEAST</u> Very/mainly favorable	<u>NORTHEAST</u> Very/mainly unfavorable	<u>NORTHEAST</u> Net (favorable- unfavorable)
9/12-9/15	25	8	17	29	7	22
8/11-8/12	25	8	17	22	8	14



¹Note: “All measured” is the average familiarity with 42 leading insurance companies. “All Homeowners” is the average of 21 Homeowners insurance companies among the 42 overall.

INCIDENCE OF DAMAGE TO HOME BY RECENT HURRICANES/TROPICAL STORMS

4. Did you suffer any damage to your home caused by the recent hurricanes/tropical storms Irene and/or Lee? SELECT ONE.

Base: All respondents	<u>Total</u>	<u>Northeast</u>
	<i>n=1,009</i>	<i>n=182</i>
Yes	4	12
No	95	88
Don't know	1	-

TYPE OF DAMAGE SUSTAINED AS A RESULT OF THE RECENT HURRICANES/TROPICAL STORMS

5. Which of the following type of damage to your home did you experience as a result of the recent hurricane/tropical storm? SELECT ALL THAT APPLY:

Base: All respondents	<u>Total</u>	<u>Northeast</u>
	<i>n=1,009</i>	<i>n=182</i>
Water damage (such as flooding or leaks)	3	10
Wind damage (such as trees falling on property)	2	4
Other	*	1
Not applicable/Not asked	96	88

INTENDED OR ACTUAL CONTACT WITH INSURANCE COMPANY REGARDING DAMAGE

6. Have you contacted your insurance company or agent regarding this damage? SELECT ONE.

Base: All respondents	<u>Total</u>	<u>Northeast</u>
	<i>n=1,009</i>	<i>n=182</i>
Yes, I have already contacted them	2	6
No, but I plan to do so soon	*	*
No, and I am not sure if I will do so	1	3
No, and I have no plans to do so	1	3
Not applicable/Not asked	96	88



PREVIOUS EXPERIENCE IN FILING A CLAIM FOR DAMAGE CAUSED BY A HURRICANE/TROPICAL STORM
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7. Before Irene and/or Lee, had you ever filed a claim for any damage to your home caused by a hurricane or tropical storm?

Base: All respondents	<u>Total</u>	<u>Northeast</u>
	<i>n=1,009</i>	<i>n=182</i>
Yes	8	12
No	91	87
Don't know/not sure	1	1