

Detailed Tables

Do you currently have auto insurance ?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Ontario respondents													
Unweighted Base	998	419	190	135	155	99	821	177	284	402	294	476	522
Weighted Base	998	419	190	135	155	100*	821	177	295	395	289	479	519
Yes	838 84%	319 76%	175 92%	118 88%	135 88%	91 91%	670 82%	168 95%	207 70%	349 88%	266 92%	404 84%	434 84%
No	159 16%	100 24%	15 8%	16 12%	18 12%	9 9%	151 18%	8 5%	88 30%	46 12%	23 8%	75 16%	85 16%
Don't know/Refused	1 0	0 -	0 -	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -

Do you currently have auto insurance ?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D - E/F/G

* small base

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Ontario respondents								
Unweighted Base	998	78	183	367	362	179	281	429
Weighted Base	998	78*	183	367	362	179	281	429
Yes	838 84%	55 70%	150 82%	309 84%	318 88%	115 64%	236 84%	396 92%
No	159 16%	23 30%	33 18%	58 16%	45 12%	65 36%	46 16%	34 8%
Don't know/Refused	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -

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Have you ever deliberately avoided making an auto insurance claim because you feared an increase in your insurance rates ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Yes	323 39%	128 40%	68 39%	39 33%	50 37%	38 42%	267 40%	56 33%	66 32%	162 47%	90 34%	172 43%	150 35%
No	513 61%	189 59%	107 61%	79 67%	86 63%	52 58%	401 60%	113 67%	140 68%	186 53%	176 66%	231 57%	282 65%
Don't know/Refused	2 0	2 1%	0 -	0 -	0 -	0 -	2 0	0 -	1 0	1 0	0 -	0 -	2 0

Have you ever deliberately avoided making an auto insurance claim because you feared an increase in your insurance rates ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-~\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Yes	323 39%	16 29%	54 36%	107 34%	146 46%	33 29%	72 30%	187 47%
No	513 61%	39 71%	97 64%	203 66%	169 53%	81 70%	164 70%	207 52%
Don't know/Refused	2 0	0 -	0 -	0 -	2 1%	1 1%	0 -	1 0

Detailed Tables

As you may know, most people must pay an auto insurance deductible each time they make a claim for loss or damage coverage, meaning that the insurance company will pay for the loss or damage, but the person making the claim needs to pay a fixed amount of the cost each time. The amount of the deductible varies from person to person, for some people it may be \$250 for others it may be \$1000. As a consumer, would you view it as a benefit if every year you did not make a claim for loss or damage your auto... ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Yes	758 90%	289 91%	155 89%	105 89%	124 92%	85 93%	601 90%	157 93%	187 90%	322 92%	235 89%	359 89%	399 92%
No	72 9%	26 8%	19 11% E	13 11% E	11 8%	3 3%	63 9%	9 5%	19 9%	25 7%	27 10%	39 10%	33 8%
Don't know/Refused	8 1%	4 1%	1 1%	0 -	0 -	3 3% CD	6 1%	2 1%	1 1%	3 1%	4 2%	5 1%	3 1%

As you may know, most people must pay an auto insurance deductible each time they make a claim for loss or damage coverage, meaning that the insurance company will pay for the loss or damage, but the person making the claim needs to pay a fixed amount of the cost each time. The amount of the deductible varies from person to person, for some people it may be \$250 for others it may be \$1000. As a consumer, would you view it as a benefit if every year you did not make a claim for loss or damage your auto... ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Yes	758 90%	51 93%	138 92%	278 90%	285 90%	104 90%	207 88%	367 93% F
No	72 9%	3 5%	9 6%	29 9%	31 10%	11 10%	26 11%	26 7%
Don't know/Refused	8 1%	1 2%	3 2%	2 1%	2 1%	0 -	3 1%	3 1%

Detailed Tables

Would you consider switching to an auto insurance provider that offered this 'Disappearing Deductible' ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Yes	690 82%	265 83%	140 80%	91 77%	118 87%	77 84%	548 82%	143 85%	175 84%	300 86%	205 77%	325 81%	365 84%
No	116 14%	42 13%	32 18%	21 18%	12 9%	9 10%	95 14%	21 12%	29 14%	39 11%	44 17%	65 16%	51 12%
Don't know/Refused	32 4%	12 4%	3 2%	6 5%	6 4%	5 6%	27 4%	5 3%	3 2%	10 3%	17 6%	13 3%	19 4%

Would you consider switching to an auto insurance provider that offered this 'Disappearing Deductible' ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-~\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Yes	690 82%	48 87%	124 82%	244 79%	271 85%	91 79%	191 81%	345 87%
No	116 14%	5 9%	20 13%	54 17%	36 11%	18 16%	35 15%	42 11%
Don't know/Refused	32 4%	2 4%	7 5%	12 4%	10 3%	6 5%	10 4%	8 2%

Detailed Tables

Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: I know how my auto insurance provider calculates my auto insurance rate ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Strongly agree	106 13%	35 11%	22 13%	19 16%	22 16%	8 9%	84 13%	22 13%	28 14%	32 9%	41 16% I	58 14%	48 11%
Somewhat agree	215 26%	89 28%	41 23%	34 28%	32 24%	20 22%	168 25%	47 28%	51 25%	90 26%	73 27%	105 26%	110 25%
Somewhat disagree	199 24%	71 22%	48 27%	30 25%	29 21%	21 23%	164 25%	35 21%	56 27%	77 22%	61 23%	90 22%	109 25%
Strongly disagree	294 35%	115 36%	61 35%	33 28%	46 34%	39 43% C	231 35%	63 37%	68 33%	140 40%	82 31% J	144 36%	151 35%
Don't know/Refused	24 3%	10 3%	3 2%	3 2%	6 4%	2 2%	22 3%	2 1%	4 2%	11 3%	9 3%	7 2%	17 4%
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	321 38%	123 39%	63 36%	53 44%	54 40%	29 31%	252 38%	69 41%	79 38%	122 35%	114 43% I	163 40%	158 36%
Disagree (Low2Box)	493 59%	186 58%	109 62%	63 53%	75 56%	60 66%	395 59%	97 58%	124 60%	216 62% J	143 54%	233 58%	260 60%

Detailed Tables

Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: I know how my auto insurance provider calculates my auto insurance rate ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Strongly agree	106 13%	9 16%	21 14%	39 13%	37 12%	22 19% G	32 14%	41 10%
Somewhat agree	215 26%	16 29%	36 24%	78 25%	83 26%	18 16%	55 23%	114 29% E
Somewhat disagree	199 24%	8 15%	29 19%	88 28% AB	71 22%	37 32%	55 23%	92 23%
Strongly disagree	294 35%	18 33%	58 38%	100 32%	119 37%	34 30%	87 37%	140 35%
Don't know/Refused	24 3%	4 7% C	7 5%	5 2%	8 2%	4 3%	7 3%	9 2%
TOPBOX & LOWBOX SUMMARY								
Agree (Top2Box)	321 38%	25 45%	57 38%	116 38%	120 38%	40 35%	87 37%	155 39%
Disagree (Low2Box)	493 59%	26 47%	87 58%	188 61%	190 60%	71 62%	142 60%	232 59%

Detailed Tables

When selecting an auto insurance policy how likely are you to shop around and compare prices from a variety of insurance providers ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

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		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Very likely	363 43%	147 46%	70 40%	46 39%	59 44%	40 45%	301 45%	62 37%	121 58% IJ	153 44% J	85 32%	173 43%	190 44%
Somewhat likely	173 21%	72 23%	37 21%	18 15%	25 18%	22 24%	134 20%	40 24%	39 19%	74 21%	56 21%	71 18%	102 24% K
Somewhat unlikely	112 13%	36 11%	24 14%	19 16%	18 13%	16 18%	87 13%	26 15%	19 9%	46 13%	46 17% H	67 17% L	45 10%
Very unlikely	183 22%	62 20%	42 24% E	35 29% AE	34 25% E	11 12%	144 21%	40 23%	28 14%	74 21% H	76 28% HI	88 22%	95 22%
Don't know/Refused	6 1%	2 1%	2 1%	1 1%	0 -	1 1%	5 1%	1 1%	0 -	3 1%	3 1%	5 1%	1 0
TOPBOX & LOWBOX SUMMARY													
Likely (Top2Box)	536 64%	219 69% C	107 61%	64 54%	84 62%	62 69% C	434 65%	102 61%	160 77% IJ	226 65% J	141 53%	244 60%	292 67% K
Unlikely (Low2Box)	296 35%	98 31%	66 38%	54 45% AE	51 38%	27 30%	230 34%	66 39%	47 23%	120 34% H	122 46% HI	155 38%	141 32%

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When selecting an auto insurance policy how likely are you to shop around and compare prices from a variety of insurance providers ?

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	TOTAL	EDUCATION				INCOME		
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Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Very likely	363 43%	16 29%	53 35%	135 43% A	157 50% AB	43 38%	101 43%	183 46%
Somewhat likely	173 21%	11 20%	31 20%	65 21%	66 21%	25 22%	48 20%	80 20%
Somewhat unlikely	112 13%	7 13%	24 16%	41 13%	40 13%	13 11%	29 12%	57 14%
Very unlikely	183 22%	20 36% CD	43 28% D	67 22%	52 16%	33 28% G	57 24%	73 18%
Don't know/Refused	6 1%	1 2%	0 -	2 1%	3 1%	1 1%	1 0	3 1%
TOPBOX & LOWBOX SUMMARY								
Likely (Top2Box)	536 64%	27 49%	84 56%	199 64% A	223 70% AB	68 59%	149 63%	263 67%
Unlikely (Low2Box)	296 35%	27 49% CD	67 44% D	108 35%	91 29%	46 40%	86 36%	129 33%

Detailed Tables

Still thinking about your current auto insurance policy, how satisfied are you in terms of the price of your policy ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G - H/I/J - K/L

* small base

		ONTARIO					REGION TYPE		AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	Urban	Rural	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Currently have auto insurance													
Unweighted Base	840	320	175	119	136	90	671	169	199	355	270	402	438
Weighted Base	838	319	175	118	135	91*	670	168	207	349	266	404	434
Very satisfied	170 20%	60 19%	30 17%	31 26%	31 23%	18 20%	135 20%	35 21%	54 26% I	49 14%	64 24% I	72 18%	98 22%
Somewhat satisfied	304 36%	120 37%	63 36%	45 38%	43 32%	34 38%	245 37%	59 35%	71 34%	128 37%	100 38%	133 33%	171 39%
Somewhat unsatisfied	187 22%	67 21%	45 26%	22 18%	37 27%	17 19%	145 22%	42 25%	39 19%	88 25%	56 21%	88 22%	99 23%
Very unsatisfied	176 21%	72 23%	37 21%	21 18%	25 18%	21 23%	143 21%	33 19%	44 21%	84 24% J	44 17%	109 27% L	67 15%
Don't know/Refused	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -
TOPBOX & LOWBOX SUMMARY													
Satisfied (Top2Box)	474 57%	179 56%	93 53%	76 64%	74 55%	52 58%	380 57%	94 56%	125 60% I	177 51%	164 62% I	206 51%	268 62% K
Unsatisfied (Low2Box)	363 43%	138 43%	82 47%	43 36%	62 45%	38 42%	288 43%	74 44%	82 40%	172 49% HJ	101 38%	197 49% L	166 38%

Detailed Tables

Still thinking about your current auto insurance policy, how satisfied are you in terms of the price of your policy ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

* small base

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G
Base: Currently have auto insurance								
Unweighted Base	840	55	151	310	318	115	236	396
Weighted Base	838	55*	150	309	318	115	236	396
Very satisfied	170 20%	11 20%	41 27% D	60 19%	56 18%	35 31% FG	35 15%	72 18%
Somewhat satisfied	304 36%	21 38%	49 32%	119 39%	113 36%	36 31%	95 40%	145 37%
Somewhat unsatisfied	187 22%	9 16%	33 22%	70 23%	74 23%	24 21%	53 22%	97 24%
Very unsatisfied	176 21%	13 24%	28 19%	60 19%	75 24%	20 17%	53 23%	82 21%
Don't know/Refused	1 0	1 2% CD	0 -	0 -	0 -	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY								
Satisfied (Top2Box)	474 57%	32 58%	90 60%	179 58%	169 53%	71 62%	130 55%	217 55%
Unsatisfied (Low2Box)	363 43%	22 40%	61 40%	130 42%	148 47%	44 38%	106 45%	179 45%