



# **Presentation to the Geneva Association's 8<sup>th</sup> Chief Communications Officer's Meeting**

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# Presentation Outline

- Policymaker Education
- I.I.I. Insurance Pulse Findings
- I.I.I. Media Index

# Policymakers website: *InsuranceMatters*

Insurance Matters - Policy Makers Home - Windows Internet Explorer


http://www.iii-insurancematters.org/

Insurance Matters - Policy Makers Home

**Insurance Matters** INFORMATION FOR POLICYMAKERS

KEY ISSUES LATEST NEWS RESOURCES TOOLS ABOUT US SEARCH

**SPOTLIGHT**



**Medical Malpractice Insurance**  
Medical liability costs and defensive medicine account for a significant portion of total U.S. healthcare costs—as much as 10 percent.

**KEY ISSUES**

**Insurance Regulation**  
An overview of current insurance regulation practices and modernization proposals, including creating an optional federal charter.

**Financial Condition of Insurers**  
Discussions of the financial condition of insurers, the operations of residual markets and proposed changes to insurance accounting.

**Insurance Company Insolvencies**  
A review of insolvencies in the insurance industry and the mechanisms of guaranty funds to protect consumers.

**Insurance and Disasters**  
The role of insurers in catastrophe recovery, briefs on disaster insurance, and discussions of public policy developments.

**TOOLBOX**

FACTS + STATISTICS  
Looking for solutions to issues or state

By Issues  
By State

GLOSSARY  
DIRECTORY

**LATEST NEWS**

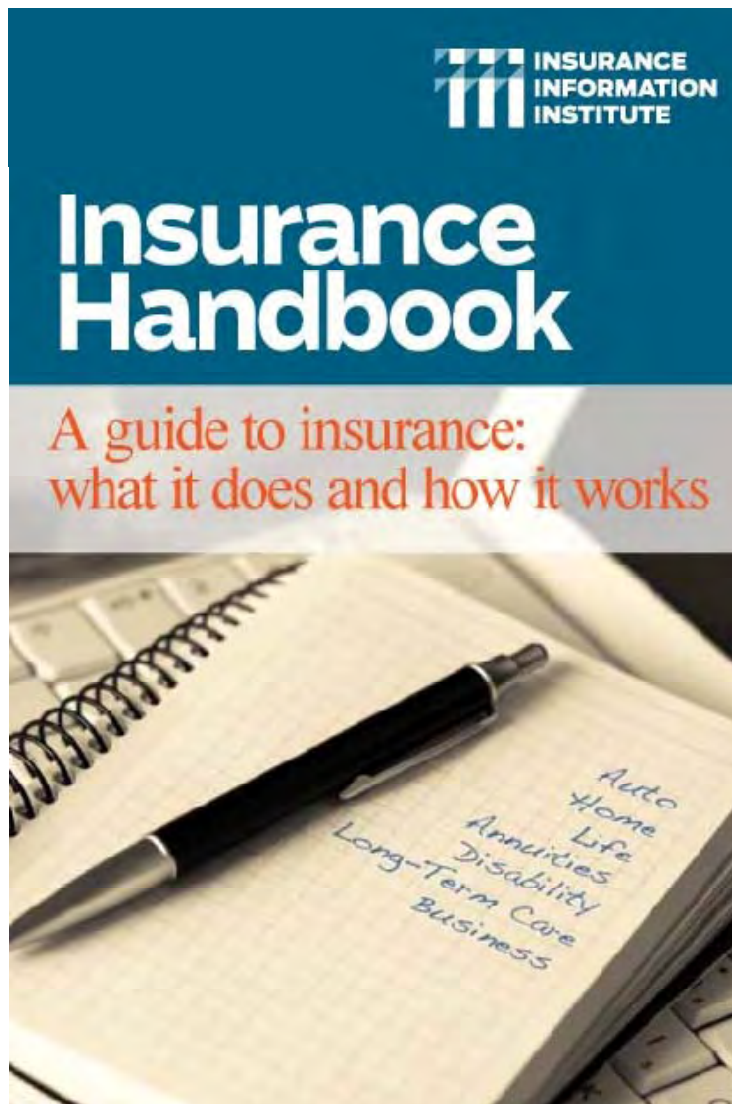
- Willis: Upstream Energy Insurers Seeking to Impose Rate Increases in Wake of Recent Rig Losses; Total Deepwater Horizon Claims Estimated at Well Over US \$1.2 Billion  
June 3, 2010 Thursday 5:26 PM GMT | Business Wire
- S&P: Improved Earnings And Capital Could Provide A Needed Lift To The U.S. Life Insurance

Internet 100%

## User Highlights

- Tailored
- Focused
- Current
- Clear and Concise
- Factual
- Searchable
- Exportable
- Multimedia Content
- Accessible

Content is arranged so that material most important to policymakers is just one or two clicks away



The new I.I.I. Insurance Handbook launched in 2010 provides vital information for a wide variety of audiences:

- Public Policymakers
- Reporters
- Regulators
- Students
- Insurance Company Employees
- Academics

## Insurance Pulse Highlights

- Favorability of auto and home insurers rebounded.
- Auto insurers were highest rated of all industries surveyed.
  - Favorability of banking recovered.
  - Ratings of financial services ranked lowest.
- Healthcare debate did not change public's opinion of auto and home insurers [no apparent spillover]

***Pulse is an Annual Telephone Survey the I.I.I. Has Commissioned Since 1968.***

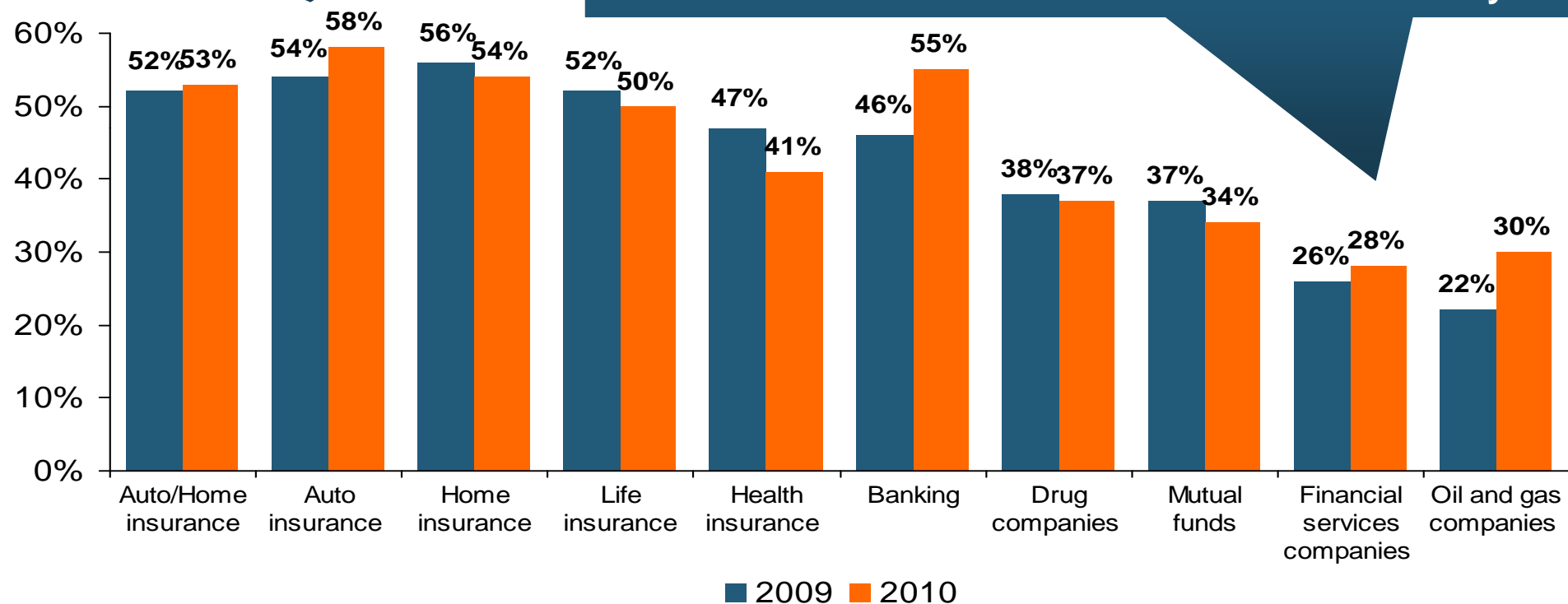
**2010 Survey of 1,006 Adults Conducted May 13-16, 2010**

# Consumer Poll: I.I.I. *Pulse* Survey

Percent of Public Rating Industry as Very or Mostly Favorable, 2009-2010

Auto insurers ranking highest of industries surveyed

Financial services ranked lowest of industries surveyed

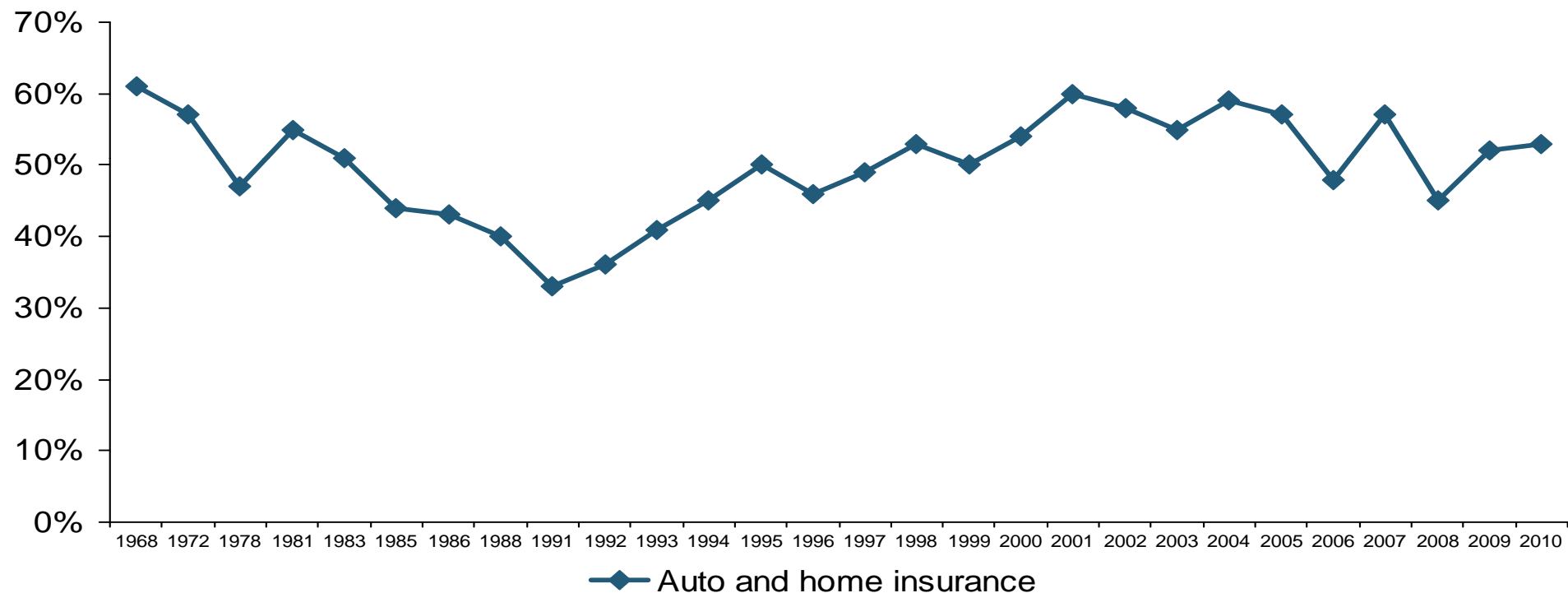


**Favorability of Auto and Home Insurers Held Steady  
between May 2009 and May 2010.**



# Consumer Poll: I.I.I. *Pulse* Survey

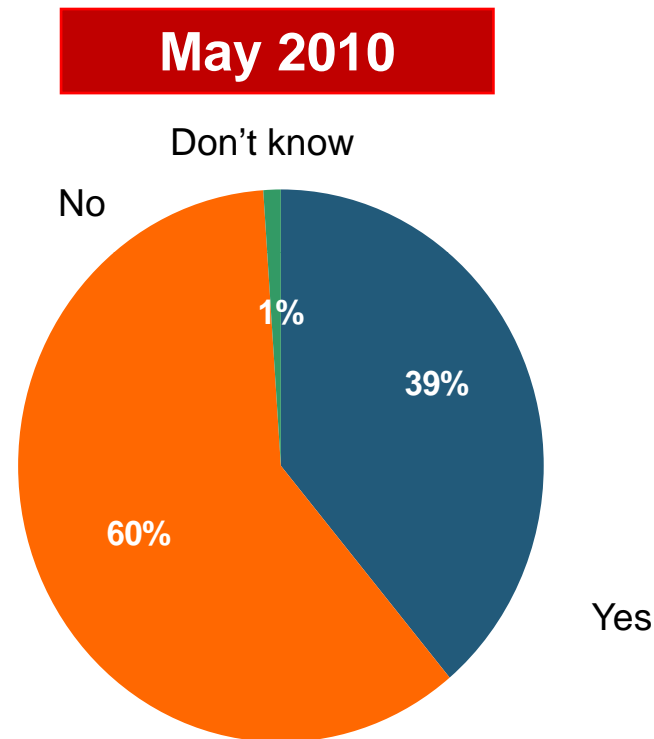
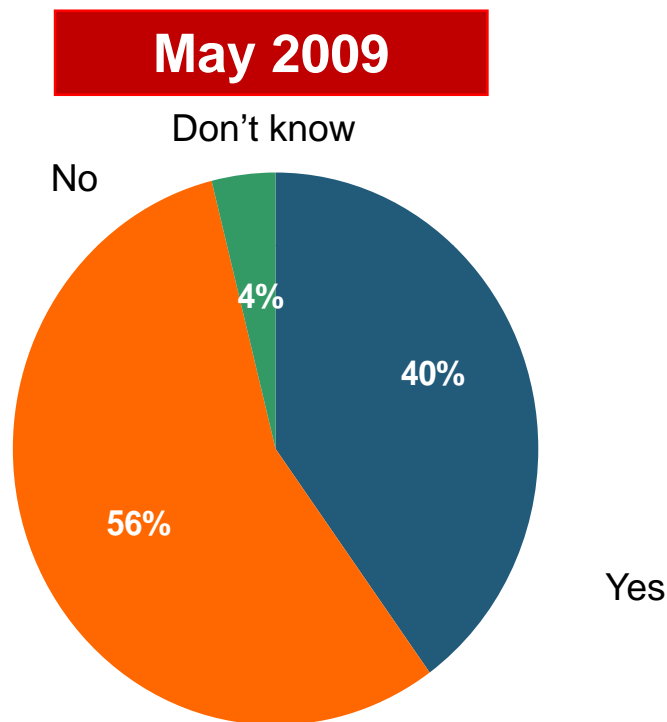
Percent of Public Rating Industry as Very or Mostly Favorable, 1968-2010



**Industry Standing With the Public Is Not Static  
But Changes Over Time**

# Consumer Poll: I.I.I. *Pulse* Survey

Q. Has the recent financial crisis prompted you to try to save money on your auto and/or home insurance?

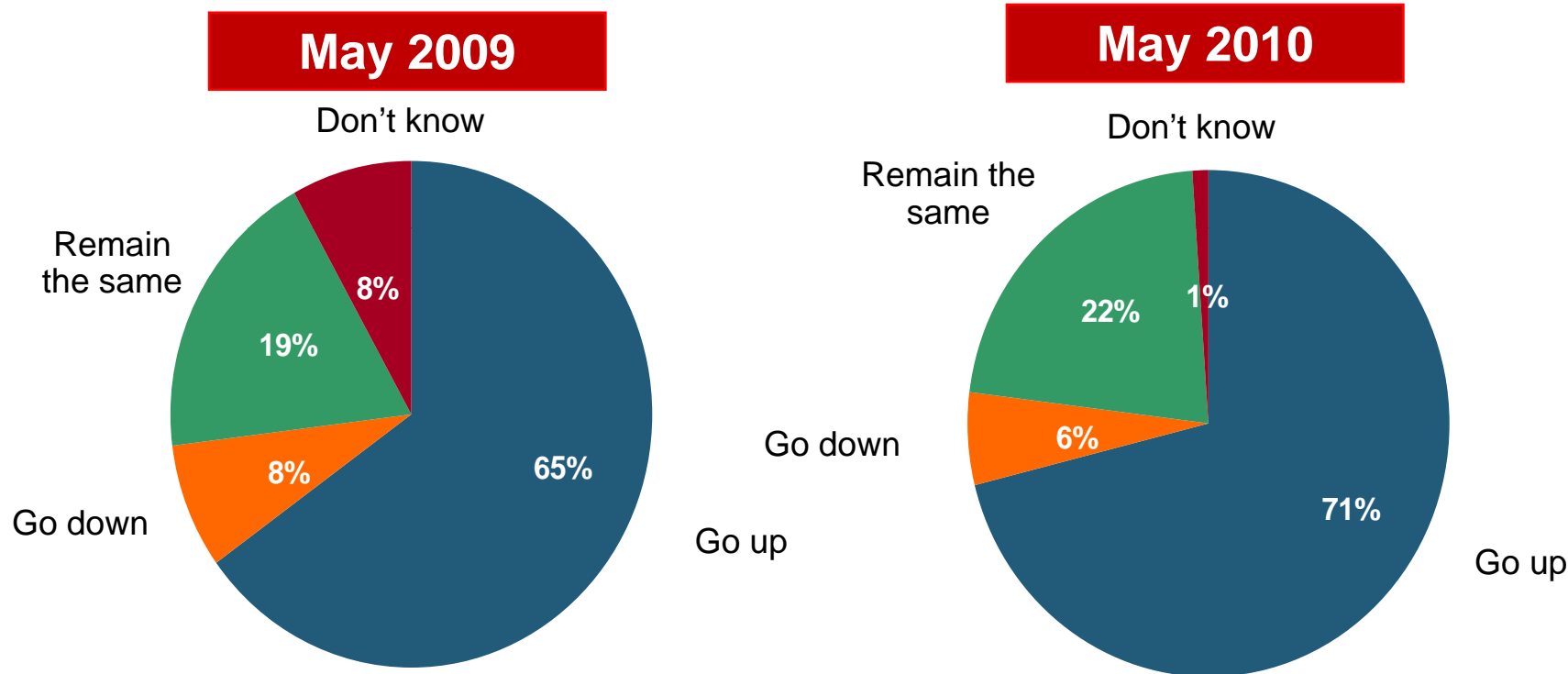


**About Two of Five Respondents Said They Tried to Save Money on Auto and/or Home Insurance because of the Financial Crisis, the Same Proportion as a Year Ago.**



# Consumer Poll: I.I.I. *Pulse* Survey

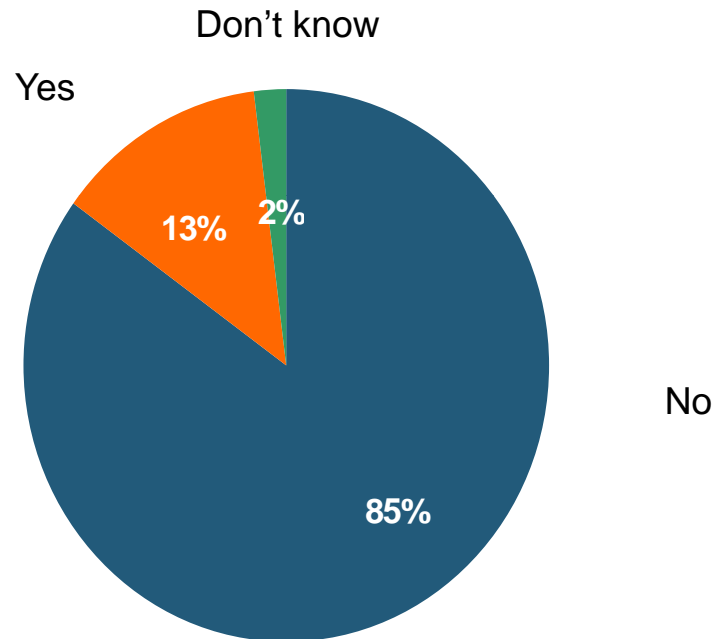
**Q. What do you think will happen to the price of insurance because of the financial crisis? Will it go up, go down or remain the same?**



**Seven Out of 10 Americans Think the Price of Insurance Will Go Up Because of the Financial Crisis**

# Consumer Poll: I.I.I. *Pulse* Survey

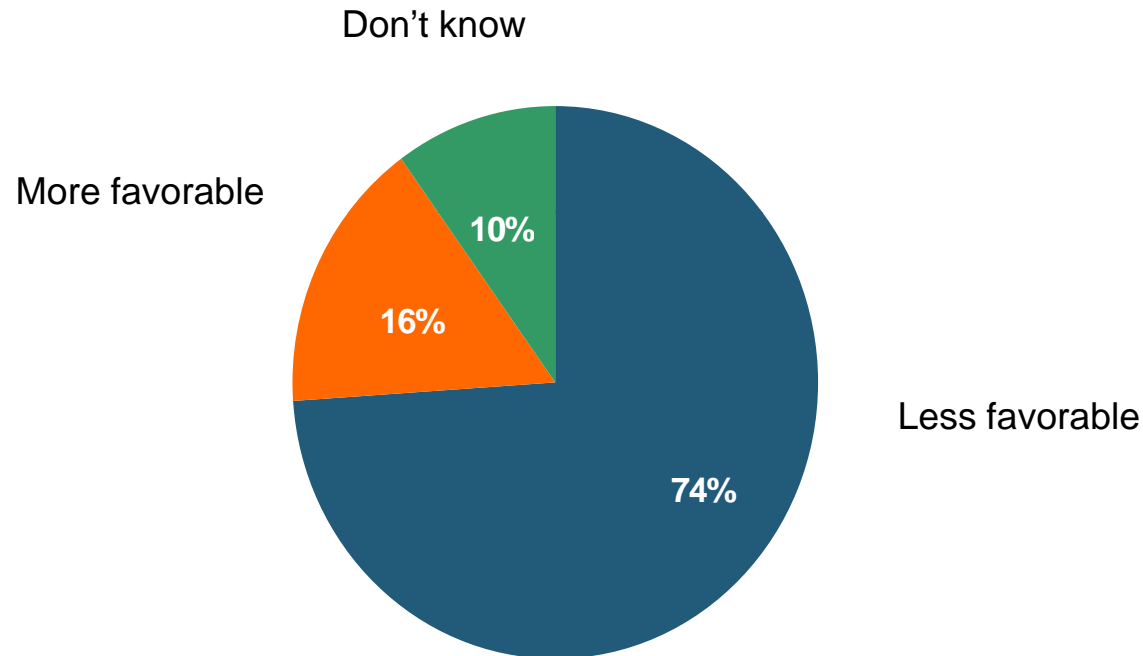
**Q. Has the debate over health insurance reform changed your opinion about auto and home insurance companies?**



**A Majority of Americans Have Not Changed Their Opinions of the Auto and Home Insurance Industry as a Result of the Debate Over Health Insurance Reform**

# Consumer Poll: I.I.I. *Pulse* Survey

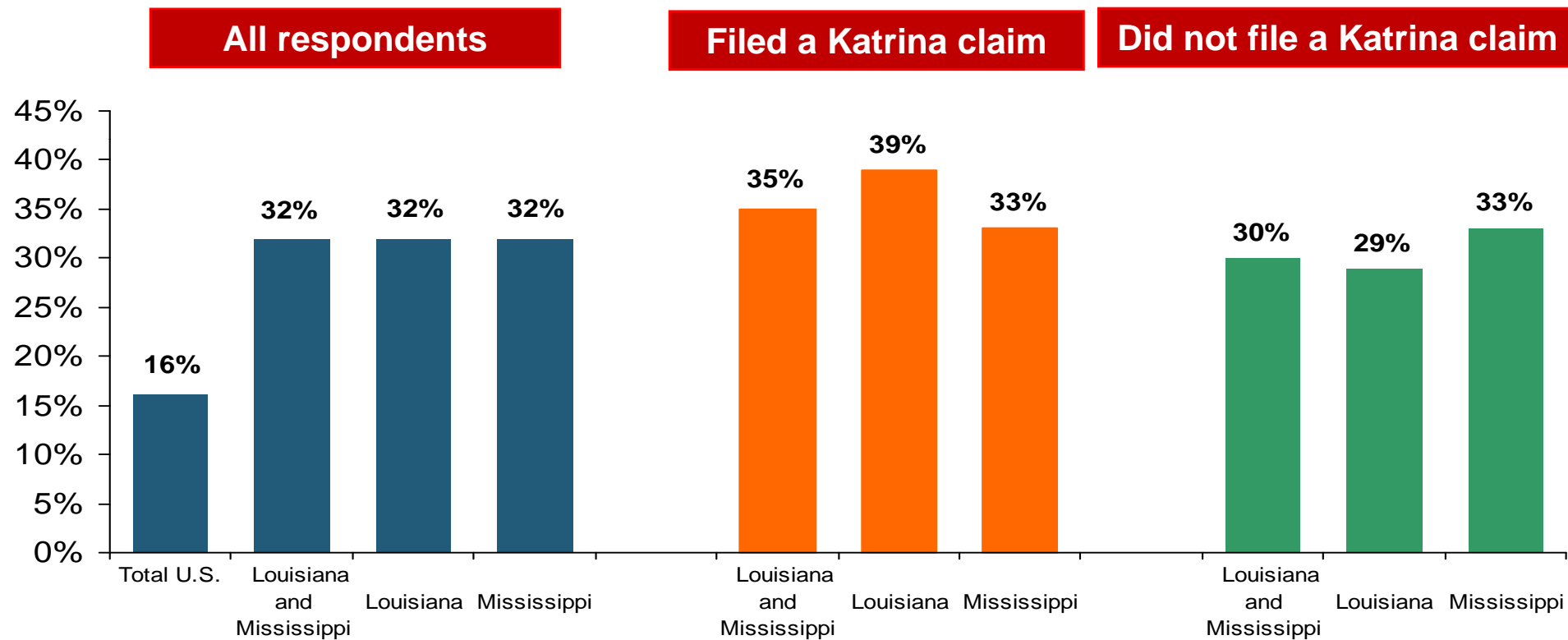
Q. Is your opinion of auto and home insurance companies now...



**Of the 13% of Respondents Who Said the Debate Had Changed Their Opinion About the Auto and Home Insurance Industry, Three-Quarters Said They Were Now Less Favorable**

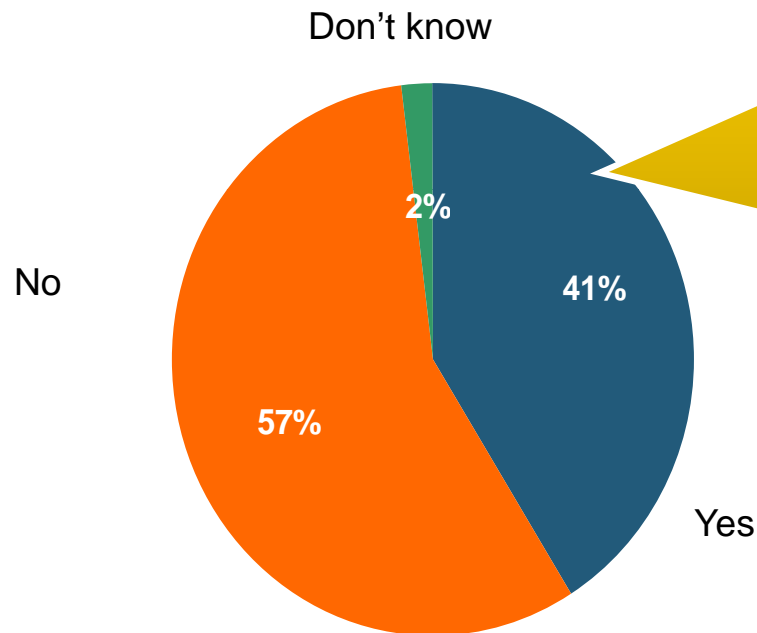
# Consumer Poll: I.I.I. *Pulse* Survey

**32 % of People in Louisiana and Mississippi Think Their Homeowners Policy Covers Damage from Hurricane-Related Flooding—Double the National Average.**



# Consumer Poll: I.I.I. *Pulse* Survey

**Q. Should people who live in the states with the highest unemployment rates be charged lower premiums for auto and home insurance?**

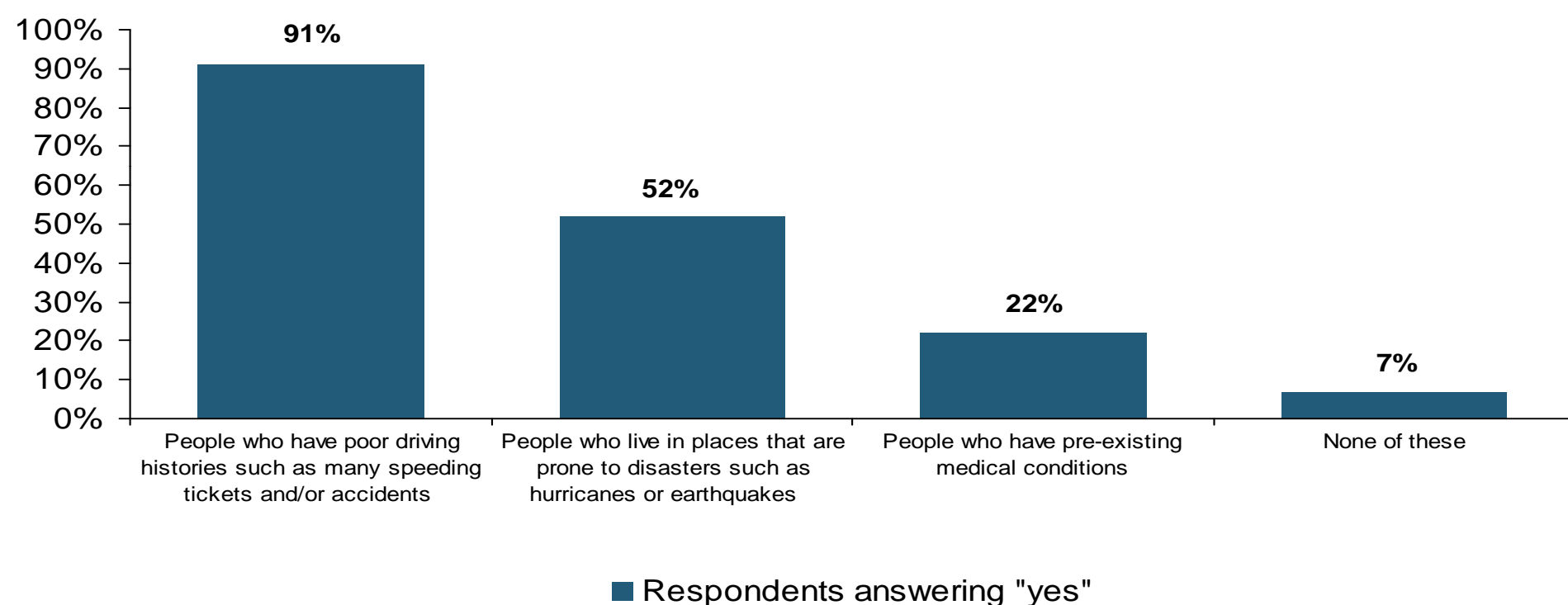


People believe that risk should be secondary to ability to pay. This suggests implicit support for economic subsidies, though it's unclear if people would support them

**About 40% of Americans Think That People Who Live in States Most Affected by the Recession Should Pay Less for Auto and Home Insurance**

# Consumer Poll: I.I.I. *Pulse* Survey

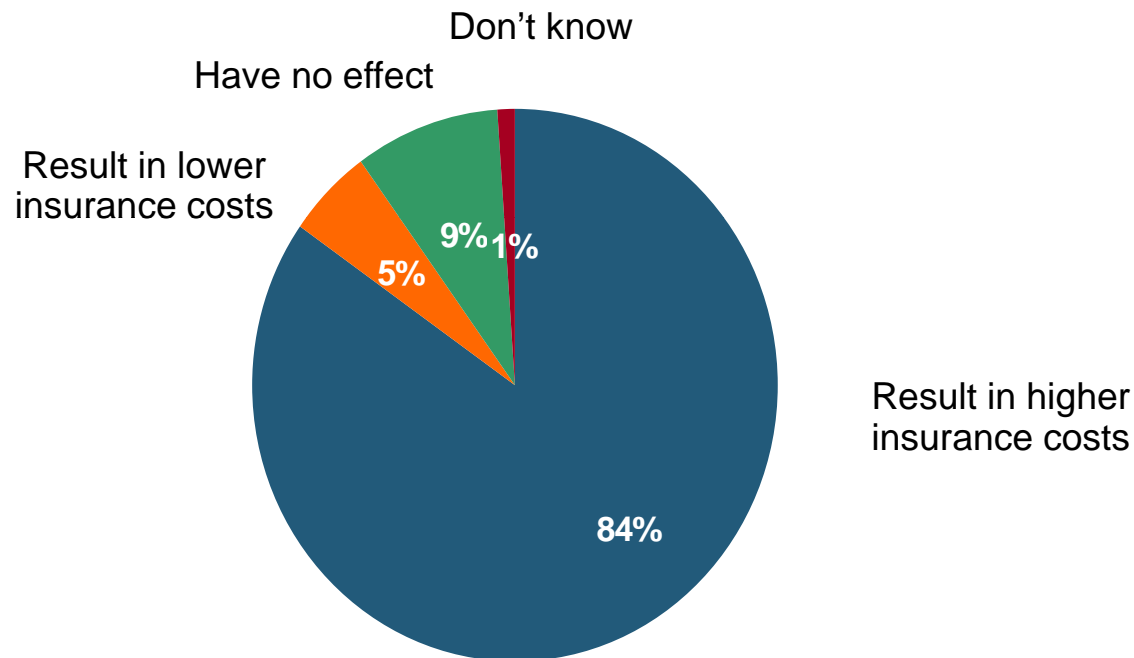
**Q. Should insurance companies be allowed to charge higher insurance premiums for...**



**Many People Believe the Cost of Insurance Should Reflect the Risks Over Which an Individual Has Some Control**

# Consumer Poll: I.I.I. *Pulse* Survey

**Q. What do you think the effect of MORE lawsuits being filed has on the cost of insurance for autos, homes and businesses? Do you think they...**

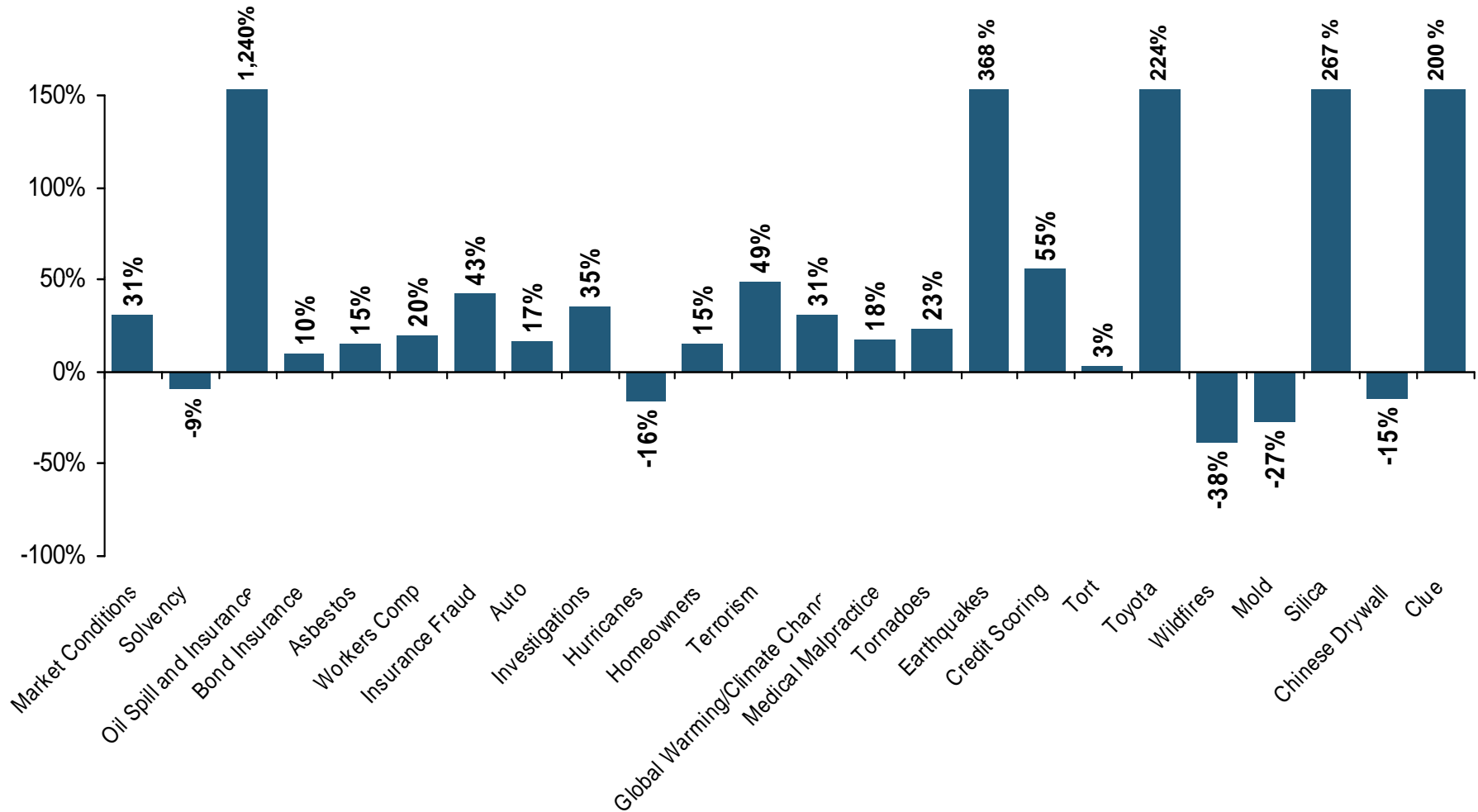


**Eight Out of 10 Americans Realize That Lawsuits Negatively Affect Insurance Prices**

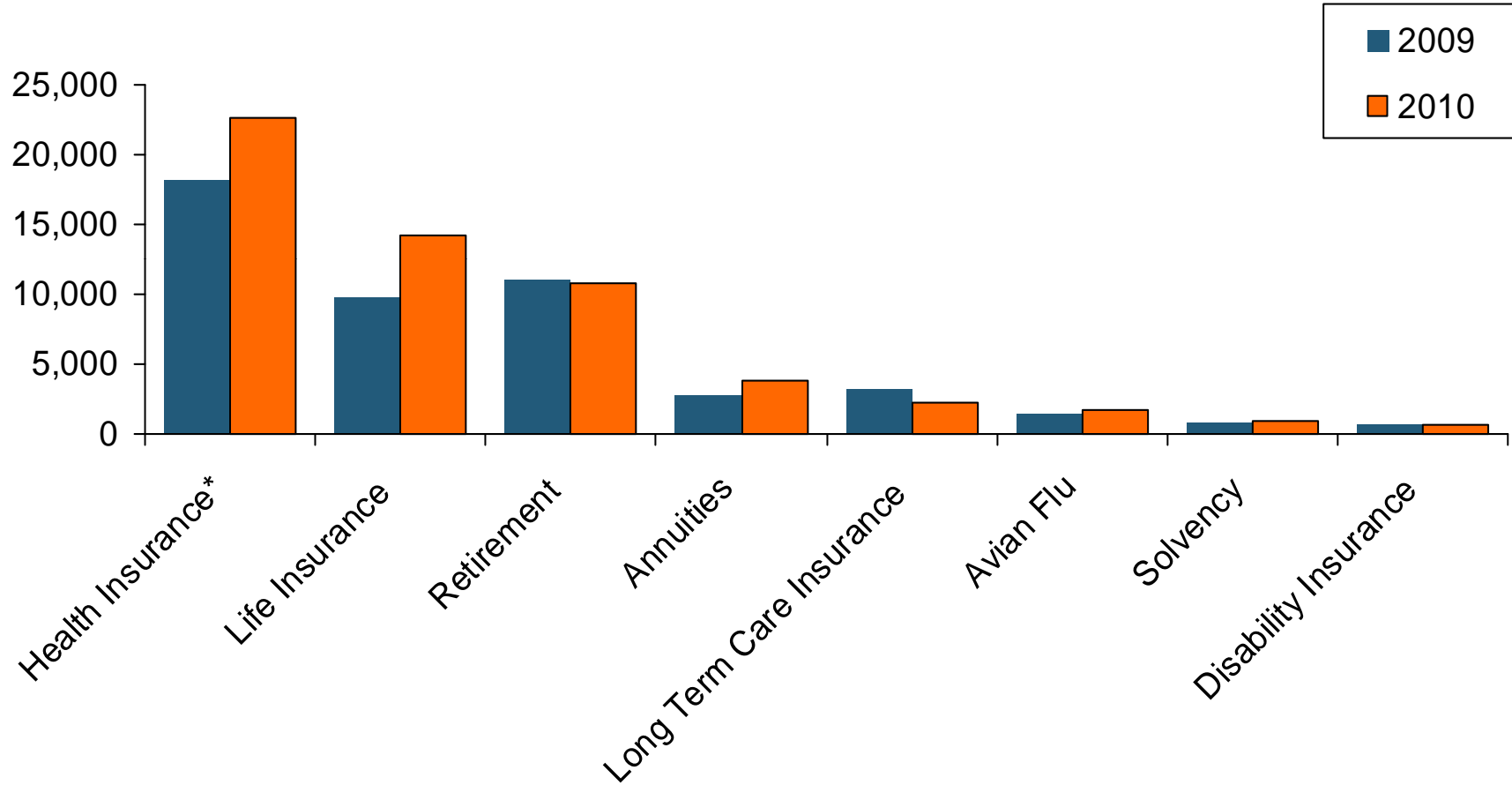


# I.I.I. Media Index, P/C, First Six Months 2009 vs First Six Months 2010

Percent increase/decrease from previous year



# I.I.I. Media Index, L/H, First Six Months 2009 vs First Six Months 2010



**Insurance Information Institute Online:**

**[www.iii.org](http://www.iii.org)**