

Insurance and the Economy Survey

In July 2008, the NAIC commissioned a study among adults 18 and older about how the current economy might or might not have affected how they approach some types of their insurance coverage. The Insurance and the Economy Survey was answered by 686 men and women.

Changes to insurance policies (reducing coverage, falling behind on payments, cancelling policies)

- Respondents were most likely to say that they have made a change to their auto insurance policy (8%). Blacks were more likely than whites to have made changes to their auto insurance policies, and 10% of Blacks have fallen behind on payments, compared with only 1% of Whites. Similarly, 9% of respondents reporting less than \$25,000 in household incomes have fallen behind on payments.
- 7% say they have made changes to their life insurance policy. Overall, 4% have cancelled their policies, but this proportion rises to 12% for respondents with household income of less than \$25,000.
- 6% say they have made changes to their homeowners' insurance policy. 4% have cancelled their policies, a proportion that rises to 9% in the South.
- 5% say they have made changes to their health insurance policy. Women are somewhat likely to report this (8%).

Reducing health care as a result of current economic conditions

- More than one-fifth (22%) say they have reduced the number of times they see the doctor. This is particularly true of women (30%), respondents aged 18-34 (38%), respondents with household incomes under \$25,000 (35%) and respondents in the South (33%).
- 11% say they have reduced the number of prescription medications they take or the dosage to make the prescription last longer. This is most often the case with respondents with household incomes under \$25,000 (20%).

This study was conducted in ICR's *EXCEL* Omnibus. *EXCEL* is a national, weekly telephone omnibus service designed to meet the standards of quality associated with custom research studies. The *EXCEL* survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics as contracted by participating companies.

Sample Design

Each *EXCEL* survey consists of 1,000 interviews, with 50% men and 50% women. *EXCEL* uses a fully-replicated, stratified, single-stage random-digit-dialing (RDD) sample of telephone households. Sample telephone numbers are computer-generated and loaded into on-line sample files accessed directly by the CRT system. Within each sample household, one adult respondent is randomly selected using a computerized procedure based on the "Most Recent Birthday Method".

Respondents answering questions in an *EXCEL* insert specifically designed for this survey were 686 men and women ages 18 and older.

Weighting

EXCEL is weighted to provide nationally representative and projectable estimates of the population ages 18+. The weighting process takes into account the disproportionate probabilities of household selection due to the number of separate telephone lines and the probability associated with the random selection of an individual household member. Following application of the above weights, the sample is post-stratified and balanced by key demographics such as age, sex, region, and education.

Margin of Error

Because this is a sample, and not an actual population, an associated margin of error applies. At a 95% level of confidence, the margin of error for this sample of 686 is +/- 3.7%. This essentially means that we can be 95% certain that, for any percentage result for the total sample, the "true" percentage is within 3.7 percentage points of that which is actually reported.

Significant Differences

Within this report, significant differences are reported at the 95% level of confidence.