

Financial Services Regulatory Authority of Ontario 2022 Consumer Research: Auto Insurance

May 2023 – Report

FSRA
Financial Services Regulatory
Authority of Ontario



**FORUM
RESEARCH**

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Methodology

Fieldwork dates	January 10 th – January 31 st , 2023
Sample	Ontario residents, aged 18+ who has auto insurance
Survey collection method	Online survey using computer-assisted web interviewing (CAWI)
Sample size	$N = 1,455$
Margin of error	+/- 2.57%

Notes:

- Respondents were screened to ensure all respondents are Ontario residents aged 18 and over with auto insurance.
- Because the survey was conducted online, the sample cannot be assumed to be truly random. A random sample of this size would have a margin of error of +/- 2.57%, 19 times out of 20.

Financial Vulnerability Classification

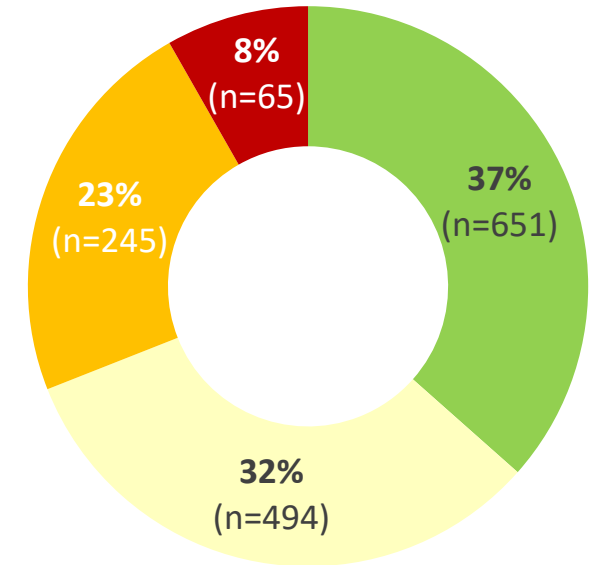
Financial vulnerability classifications were determined based on four categories: health, capability, life events, and resilience. Each of the category has between three to four vulnerability markers that were measured against the results gathered from the survey. This framework is guided by the vulnerability definition set by the UK Financial Conduct Authority issued on February 2021 for organizations on the fair treatment of vulnerable customers.

Health	At least one physical or mental health condition	An additional physical or mental health condition beyond the first	Physical or mental health condition(s) with a “somewhat significant” or “very significant” impact	
Capability	“Somewhat unconfident” or “completely unconfident” with numbers	“Somewhat unconfident” or “completely unconfident” with using computers and the internet	Low financial literacy (correctly answered 2 or fewer of 4 financial literacy questions)	
Life events	If they are providing help/financial support to someone in their household	If they are providing help/financial support to someone not in their household	Experienced an impactful life event this year	
Resilience	Feel that keeping up with household expenses is a “heavy burden”	Household income that is under \$40k or is highly variable	Feel that their non-mortgage debt is a heavy burden	Only enough savings to last less than a week if main source of household income was lost

Vulnerability Classification

Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category. Classifying respondents based on their level of vulnerability allows for better insights on interpreting the results of the study. Further **details** on the vulnerability questions can be found in the Vulnerability section of this report.

Level of Vulnerability	Overall Vulnerability
High Vulnerability	7 or more markers across all four categories
Moderate Vulnerability	4 to 6 markers
Slight Vulnerability	2 or 3 markers
Low/No Vulnerability	One or zero markers



- Low/No Vulnerability
- Moderate vulnerability
- Slight vulnerability
- High vulnerability

KEY FINDINGS

Key Findings

Respondents most commonly purchase their auto insurance from an insurance broker. *(Slide 11)*

- 7 in 10 were satisfied with the overall experience dealing with the broker/agent the last time they purchased their auto insurance. Those with low/no vulnerability were significantly more likely to be satisfied compared to those with moderate vulnerability. *(Slide 12)*
- For most respondents, the broker or agent they worked with to purchase their last auto insurance provided them with adequate information to make informed decisions. *(Slide 13)*
- 2 in 3 say they currently have discounts on their auto insurance. The most common types of discounts they have include excellent driving history, winter tire, and multi-policy products. *(Slide 14 & 15)*

Almost half shop for auto insurance less often than once a year. *(Slide 16)*

- Those with low/no vulnerability are significantly more likely to shop for auto insurance less often than once a year compared to the other vulnerability groups. *(Slide 16)*
- When purchasing auto insurance, about 6 in 10 say they sometimes or always compare different insurance products. *(Slide 17)*
- 4 in 10 say they get a better rate when they change their auto insurance provider. However, a quarter said they do not get a better rate, and another quarter do not know if they get a better rate or not. *(Slide 18)*
- Most respondents have renewed their auto insurance with the same insurer. Meanwhile, almost half considered switching auto insurance providers and 3 in 10 changed auto insurance providers.

More respondents have made an auto insurance claim than have not made a claim. *(Slide 27)*

- Half of the respondents made a claim to repair or replace their car. In contrast, about a third have never made a claim because they have never been involved in an accident. *(Slide 27)*
- For those who have made a claim, 6 in 10 say they were satisfied with the process, with those with low/no vulnerability being more likely to be satisfied compared to those with moderate or high vulnerability. *(Slide 29)*

Key Findings

Low price followed by clear pricing with no surprises are the most important factors to respondents when purchasing or renewing auto insurance. *(Slide 32)*

- 8 in 10 respondents think that their auto insurance price should be based on driving history, followed by 2 in 3 saying claims history. Marital status and gender were least commonly selected as factors that auto insurance price should be based on.
- When asked to rank the importance of various factors during an auto claims process, 1 in 3 ranked “access to clear instructions about what to do immediately after an accident has occurred” as the number one top factor. *(Slide 40)*

Most respondents have never made or considered making a complaint against an auto insurance provider. *(Slide 43)*

- Those with low/no, slight, and moderate vulnerability are less likely to make a claim compared to those with high vulnerability. *(Slide 43)*
- For those who have made a complaint or considered making a complaint, the most common reason is about the claim process, followed by delay in settlement. *(Slide 45)*
- 7 in 10 respondents who made a claim said their complaint was resolved, while a quarter said it was not. Furthermore, only half were satisfied with how the complaint was handled. *(Slide 47, 48, & 49)*
- Only 3 in 10 say they are confident they know where to make a complaint against a provider. About 4 in 10 say they are not confident. *(Slide 44)*

Trend Analysis Findings (Auto Insurance Survey: 2020 vs 2023)

Auto Insurance Shopping

- In 2020, more respondents said they switched car insurance providers (48% in 2020 compared to 30% in 2023). *(Slide 19 & 20)*
- Of those who have changed or considered changing providers, the most common reason is because they found a less expensive insurance plan from another provider. This was also the top reason in 2020 *(Slide 21 & 23)*
- For those who have renewed/remained with the same provider, the main reason is because they are satisfied with their insurance policy. In 2020, the most common reason was also because they are happy with their car insurance policy *(Slide 24 & 26)*

Auto Insurance Claims

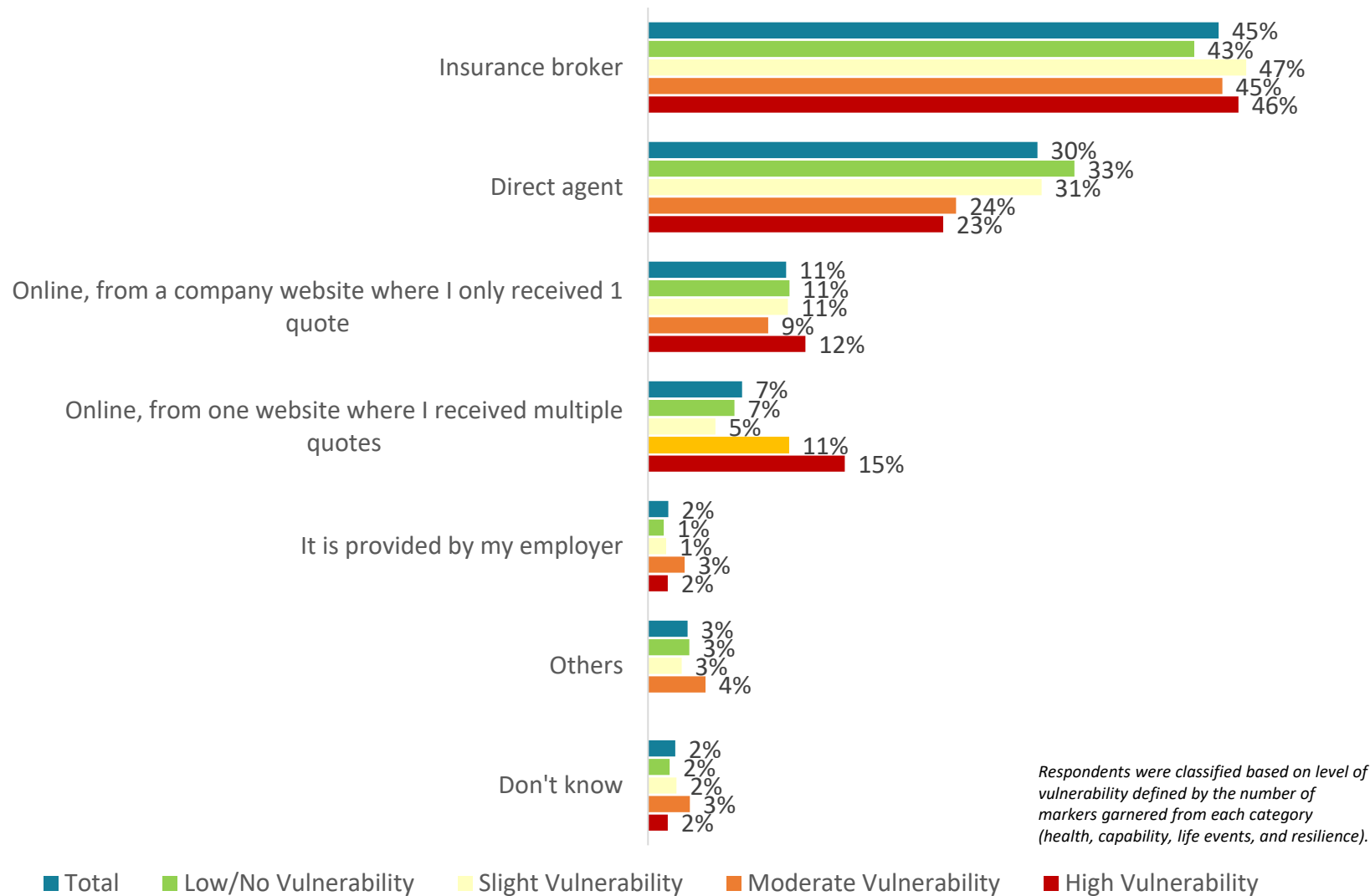
- When comparing 2020 and 2023 results, the same proportion of respondents said they have never made a claim because they have never been involved in an accident. However, the proportion of respondents who said they made a claim to repair/replace their car or because they were injured decreased from 60% in 2020 to 53% in 2023. *(Slide 28)*
- For respondents who did not make a claim and dealt with the accident themselves, the most common reason is because they are worried it will increase the cost of their insurance, followed by thinking it is not worth it since their deductible is too high. *(Slide 30)* In 2020, the top reason was because they didn't think it was worth it since their deductible was too high, followed by being worried that it would increase the cost of their auto insurance in the future. *(Slide 31)*

Auto Insurance Purchase/Renewal

- Similarly in 2020, the most important factors when purchasing or renewing auto insurance was best value-for-money insurance plans followed by clear pricing with no surprises. *(Slide 34)*
- The proportion of respondents who said it should be based on gender decreased from 26% in 2020 to 10% in 2023 *(Slide 35, 36, & 37)*
- Almost half would consider the option to have their premiums based on how far they drive in order to pay a lower premium. This is a slight increase from 42% in 2020 to 48% in 2023. Consideration of using electronic tracking has decreased from 41% in 2020 to 28% in 2023. *(Slide 38 & 39)*
- When it comes to coverage priorities, unlimited coverage for all required medical treatment and rehabilitation that is not covered by OHIP was most commonly ranked as number one by respondents. However, in 2020 the top ranked coverage priority was the ability to seek additional compensation by suing another driver if they've been injured in a car accident where they are not at fault. *(Slide 41 & 42)*

DETAILED FINDINGS

Auto Insurance Purchase



Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

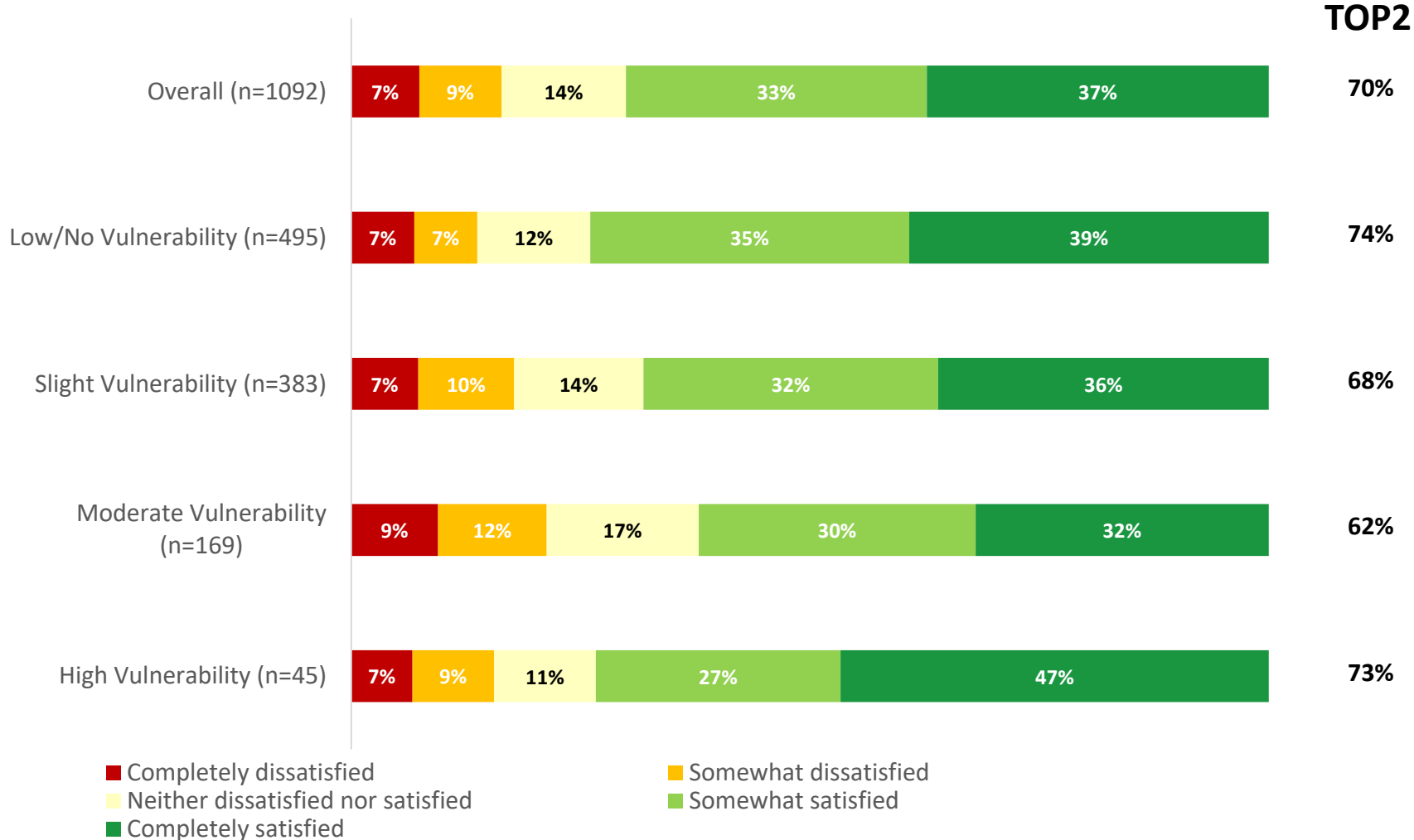
- In general, approximately 45% of people purchased their auto insurance from an insurance broker. The following groups are significantly more likely to purchase from an insurance broker:
 - Individuals aged 55 to 64 years (52%) compared to individuals aged 25 to 34 years (41%) and 65 to 74 years (38%).
 - Individuals who identify as non-visible minorities (47%) compared to those who identify as visible minorities (39%).
- This is followed by purchasing it from a direct agent (30%). The following groups are more inclined to reach out to an agent to purchase:
 - Those individuals in the 45 and above age group (34%-40%) compared to those in the 18 to 24 age range (18%).
 - Individuals who have retired from their employment (37%) compared to those employed full time (29%).

T3A. Where do you usually purchase your auto insurance?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight vulnerability n=494, Moderate vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Overall Experience of Dealing with a Broker or Agent



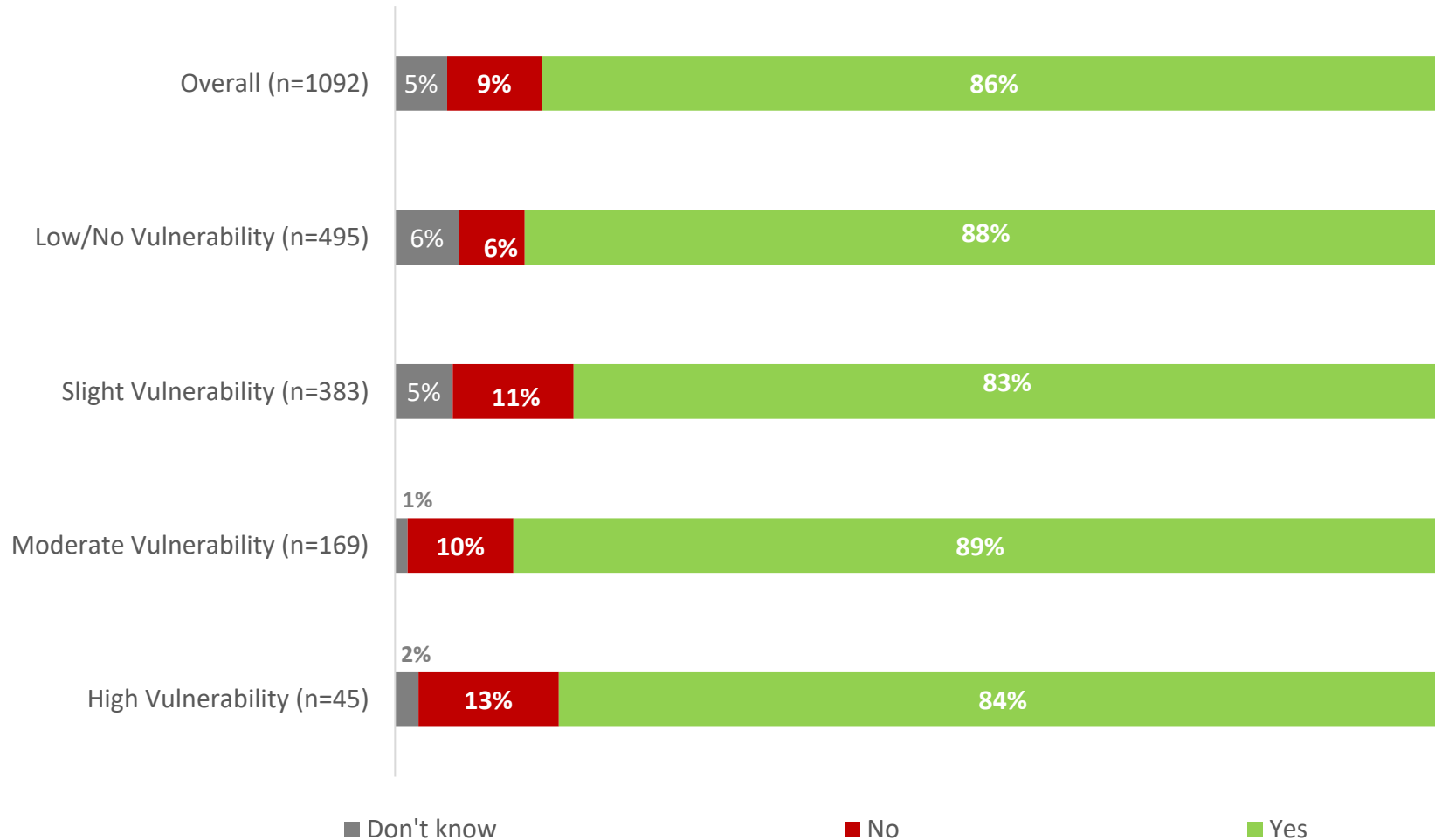
TOP2

- Overall, 7 in 10 people (TOP2: 70%) are satisfied with their experience dealing with a broker or agent for their auto insurance purchase. Groups that have a significantly more positive experience with their broker are as follows:
 - Individuals with low/no financial vulnerability (TOP2: 74%) compared to those with moderate financial vulnerability (TOP2: 62%).
 - People with a household income of \$150,000 and above (TOP2: 75%) compared to those with a household income between \$40,000 and less than \$60,000 (TOP2: 64%).
- Moreover, individuals who exhibit a significantly higher rate of dissatisfaction with their experience dealing with a broker or agent when purchasing auto insurance belong to the following groups:
 - Those with moderate financial vulnerability (BTM2: 21%) in contrast to those with low financial vulnerability (BTM2: 14%).
 - Those who earned their diploma on secondary (high) school (BTM2: 21%) compared to those who completed their bachelor's degree (BTM2: 12%).

T3B. Thinking about the last time you purchased your auto insurance with a broker or agent, how satisfied were you with the overall experience of dealing with the broker or agent?
 Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).
 Framework: Respondents who purchased their auto insurance with an insurance broker or direct agent

Experience of Dealing with a Broker or Agent

Brokers/agent provided adequate information to make informed decision



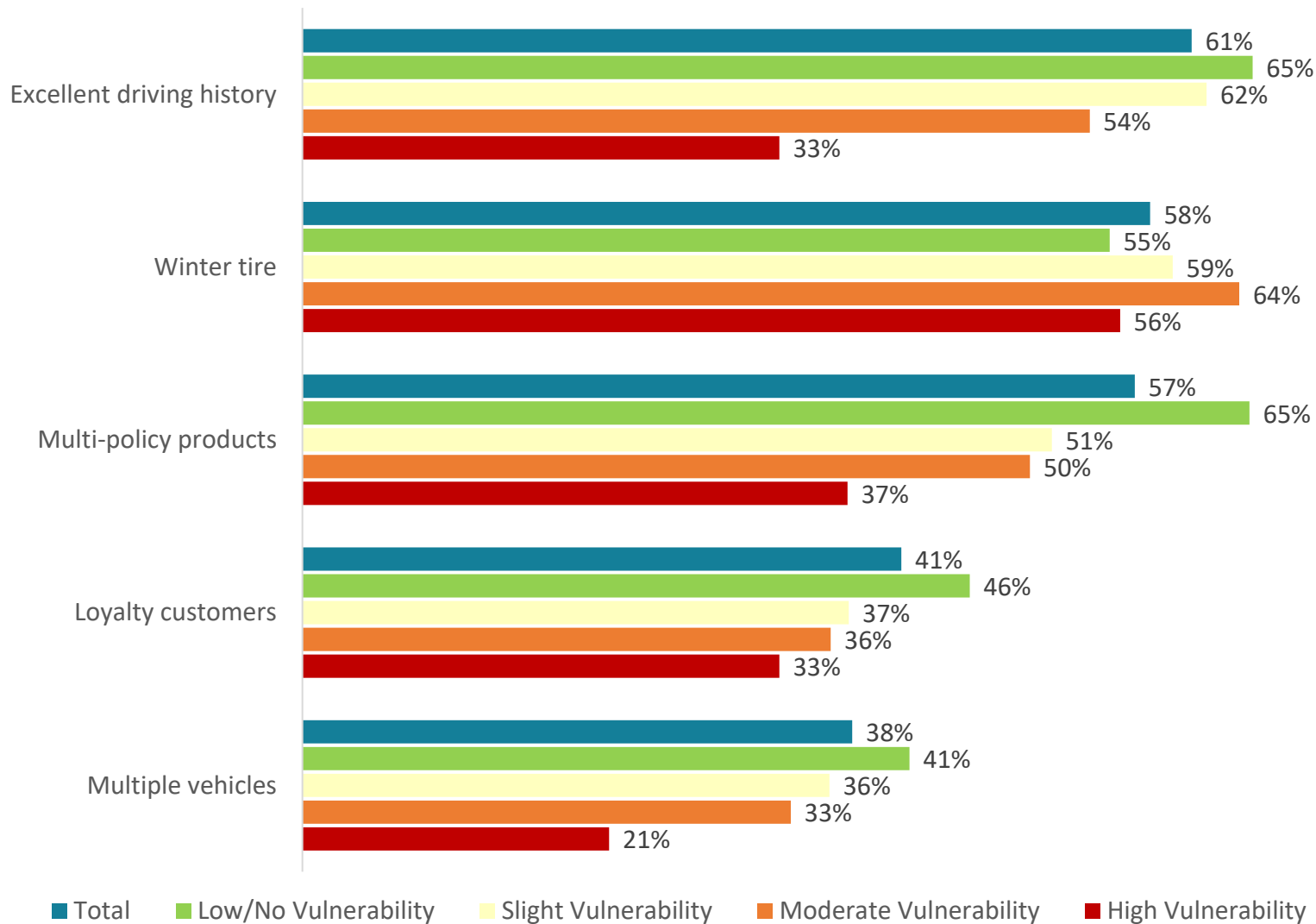
- In general, 6 in 7 people (86%) reported that their broker or agent provided them with adequate information for them to make informed decisions about their auto insurance purchase. The following groups are significantly more likely to say this:
 - Individuals aged 55 to 64 (89%) compared to individuals aged 35 to 44 (83%).
 - Those who identify as non-visible minorities (88%) compared to those who identify as visible minorities (83%).
 - Those who earned their secondary (high) school diploma or equivalent (93%) compared to those who earned a certificate below bachelor's degree, a bachelor's degree, and professional/graduate degree (82%-87%).
 - Individuals who are retired (90%) compared to those who are employed full time (84%).
- Only 1 in 10 (9%) said they were not provided with adequate information to make informed decisions. The following groups are significantly more likely to say this:
 - Those who are slightly vulnerable (11%) compared to those who are the least vulnerable (6%).
 - Individuals who identify as visible minorities (13%) compared to those who identify as non-visible minorities (7%).

T3C. Still thinking about the last time you purchased your auto insurance with a broker or agent, did they provide you with adequate information to make informed decisions?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who purchased their auto insurance with an insurance broker or direct agent

Types of Auto Insurance Discounts



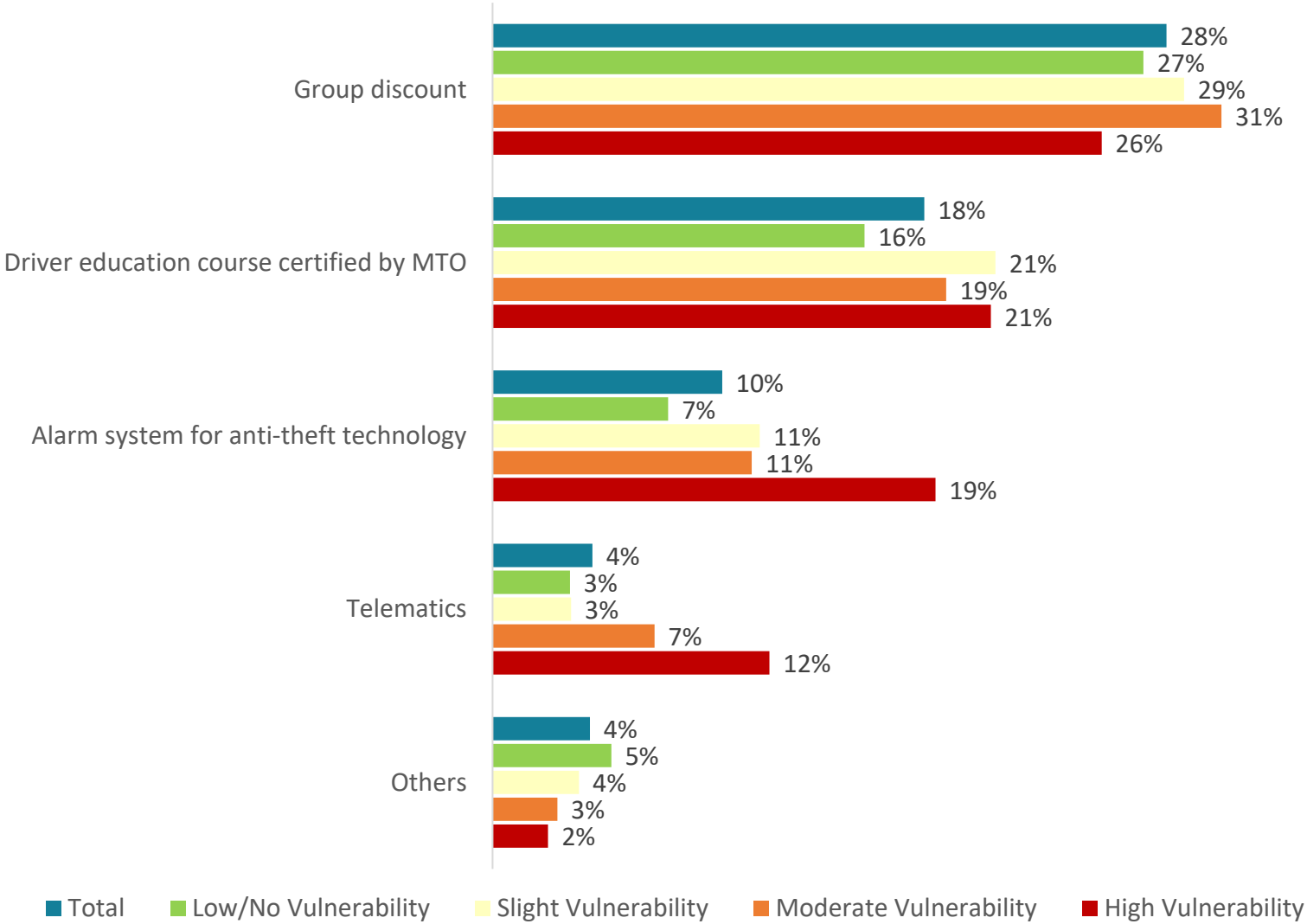
- In general, the top three types of discounts are excellent driving history (61%), winter tires (58%), and having multi-policy products (57%).
- The following groups are significantly more likely to receive discounted auto insurance due to excellent driving history:
 - People with low/no (65%), slight (62%), and moderate (54%) vulnerability compared to people with high vulnerability (33%).
 - Individuals aged 45 and above (60-78%) compared to individuals aged 18 to 44 (33-49%).
 - Those who identify as non-visible minorities (65%) compared to those who identify as visible minorities (50%).

T5. What type of discounts do you have on your auto insurance? Select all that apply.

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight vulnerability n=494, Moderate vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have discounts on auto insurance

Types of Auto Insurance Discounts (con't)



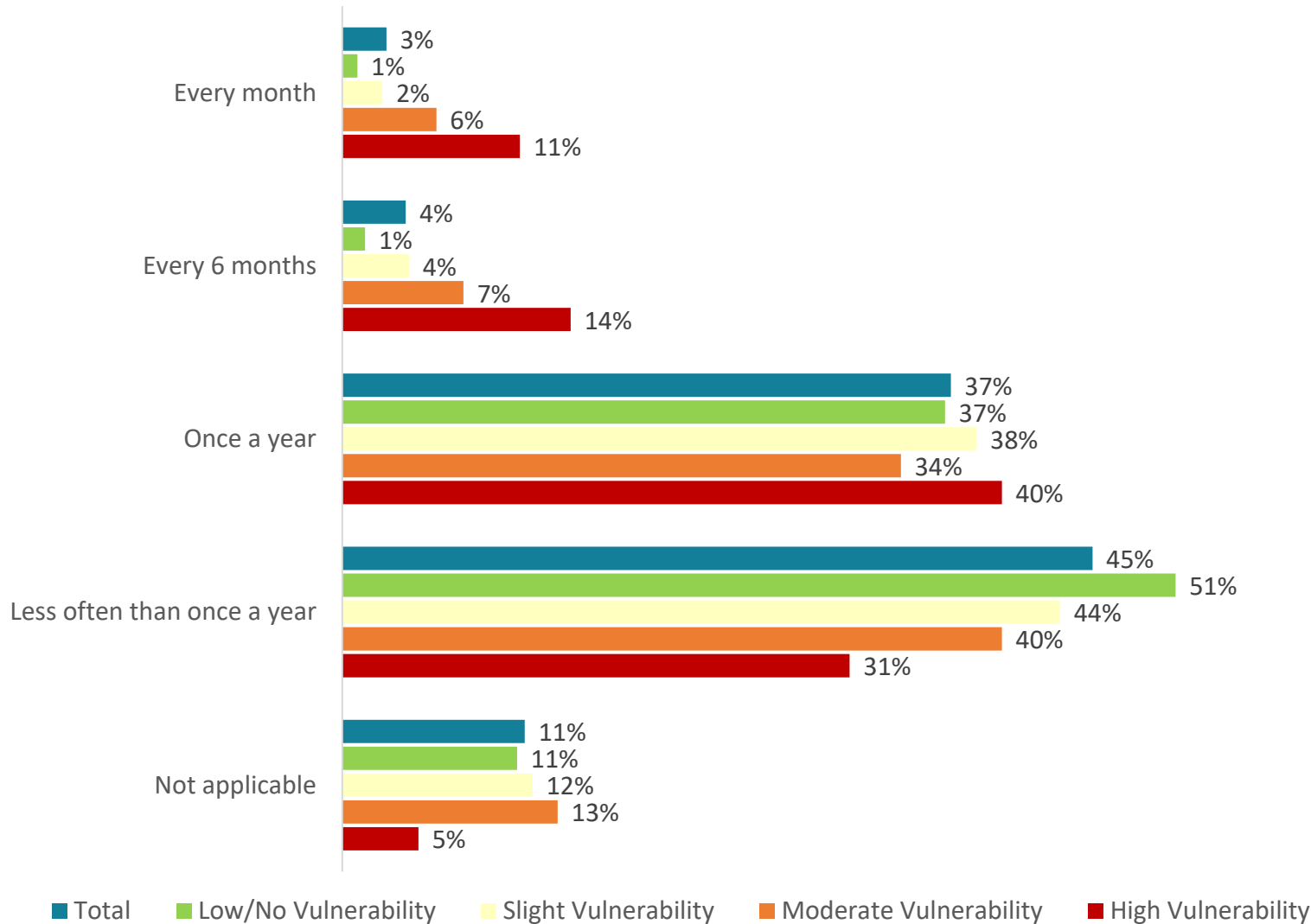
- The least common type of discount individuals have is telematics (4%).

T5. What type of discounts do you have on your auto insurance? Select all that apply.

Sample size: Total n=954, Low/No Vulnerability n=461, Slight vulnerability n=303, Moderate vulnerability n=147, High Vulnerability n=43; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have discounts on auto insurance

Frequency of Auto Insurance Shopping



- Overall, 45% of people shop for auto insurance less often than once a year. The following are significantly more likely to shop for auto insurance less frequently than once a year:
 - Those with low/no vulnerability (51%) compared to those with slight (44%), moderate (40%), and high (40%) vulnerability.
 - People aged 45 to 64 (51-52%) compared to people aged 18 to 44 (36-42%).
 - Those with household income \$100,000 or more (51%) compared to \$20,000 or less (34%) and \$60,000 to \$100,000 (40%-41%).
 - Those who identify as non-visible minorities (51%) compared to those who identify as visible minorities (33%).
- In 2020, 18% of respondents said they shopped for car insurance policies online in the past year.*

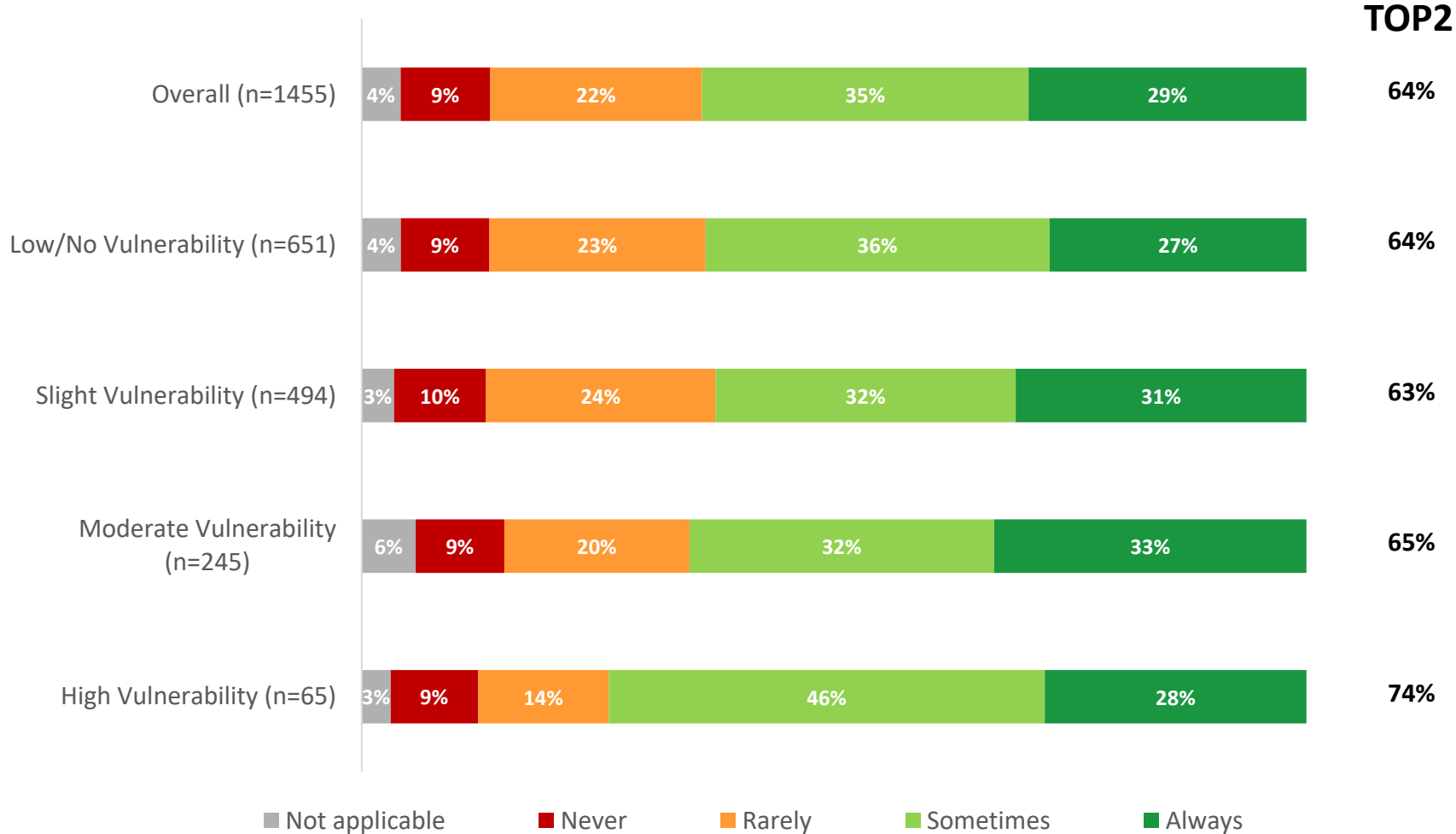
*Note: Survey question in 2020 asked “In the past year, have you (check all that apply)...”

T6a. Which of the following best describes how often you shop for auto insurance?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability (n=245), High Vulnerability (n=65); Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Comparing Different Insurance Providers



- Overall, around 2 in 3 people (TOP2: 64%) do compare different insurance providers when purchasing auto insurance. The following are significantly more inclined to compare different insurance providers when purchasing auto insurance:
 - Individuals aged 18 to 44 (TOP2: 68%-77%) compared to those aged 55 and above (TOP2: 51%-56%).
 - Men (TOP2: 67%) compared to women (TOP2: 61%).
 - Visible minorities (TOP2: 77%) compared to non-visible minorities (TOP2: 59%).
 - Those who are employed and unemployed (TOP2: 64%-71%) compared to those who are retired (TOP2: 51%).
- In 2020, 16% of respondents said they considered switching car insurance providers and sought competitive quotes for car insurance.*

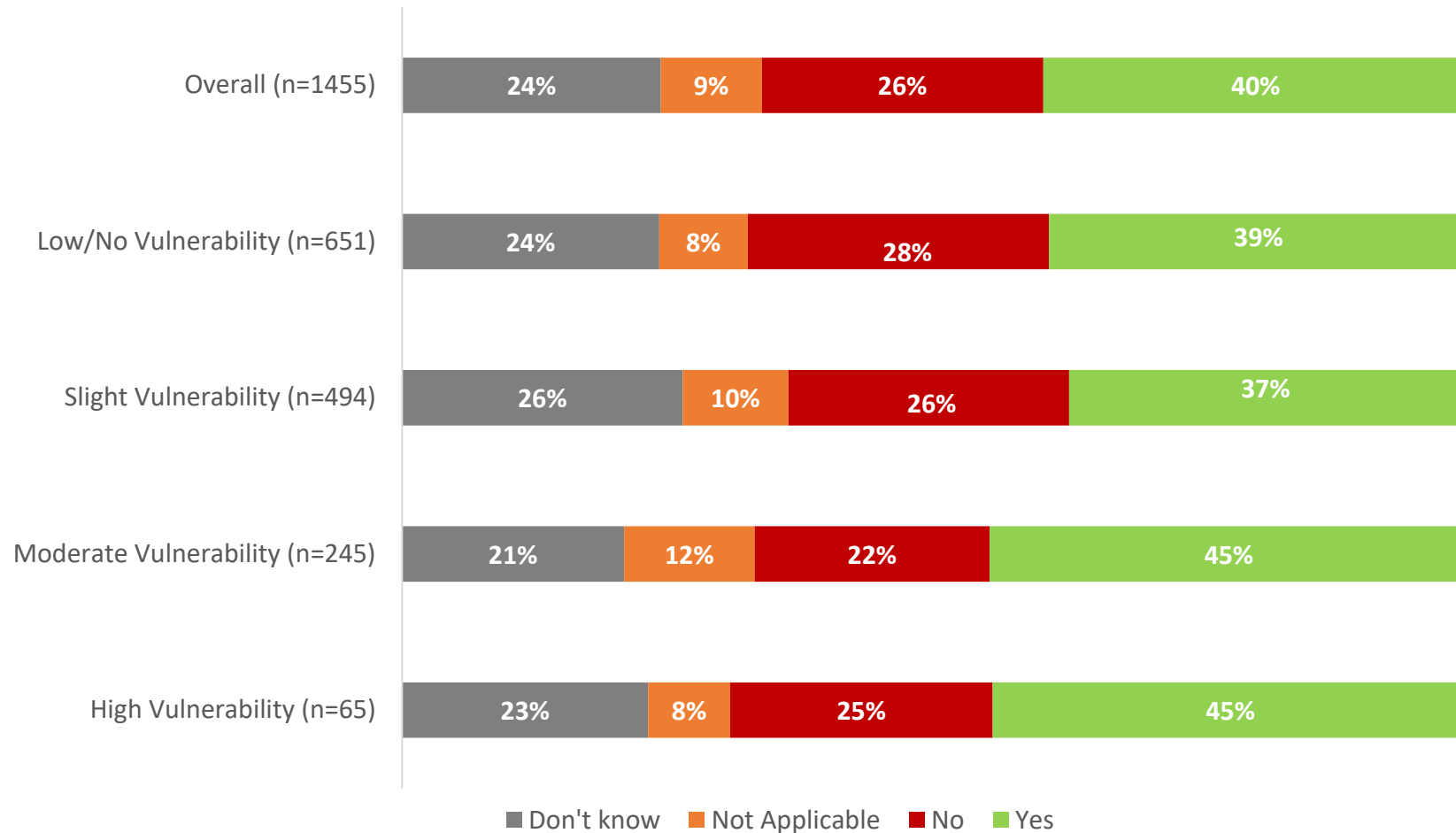
*Note: Survey question in 2020 asked “In the past year, have you (check all that apply)...”

T6b. When purchasing auto insurance, how frequently do you compare different insurance providers?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Rate Comparison: Changing Auto Insurance Provider



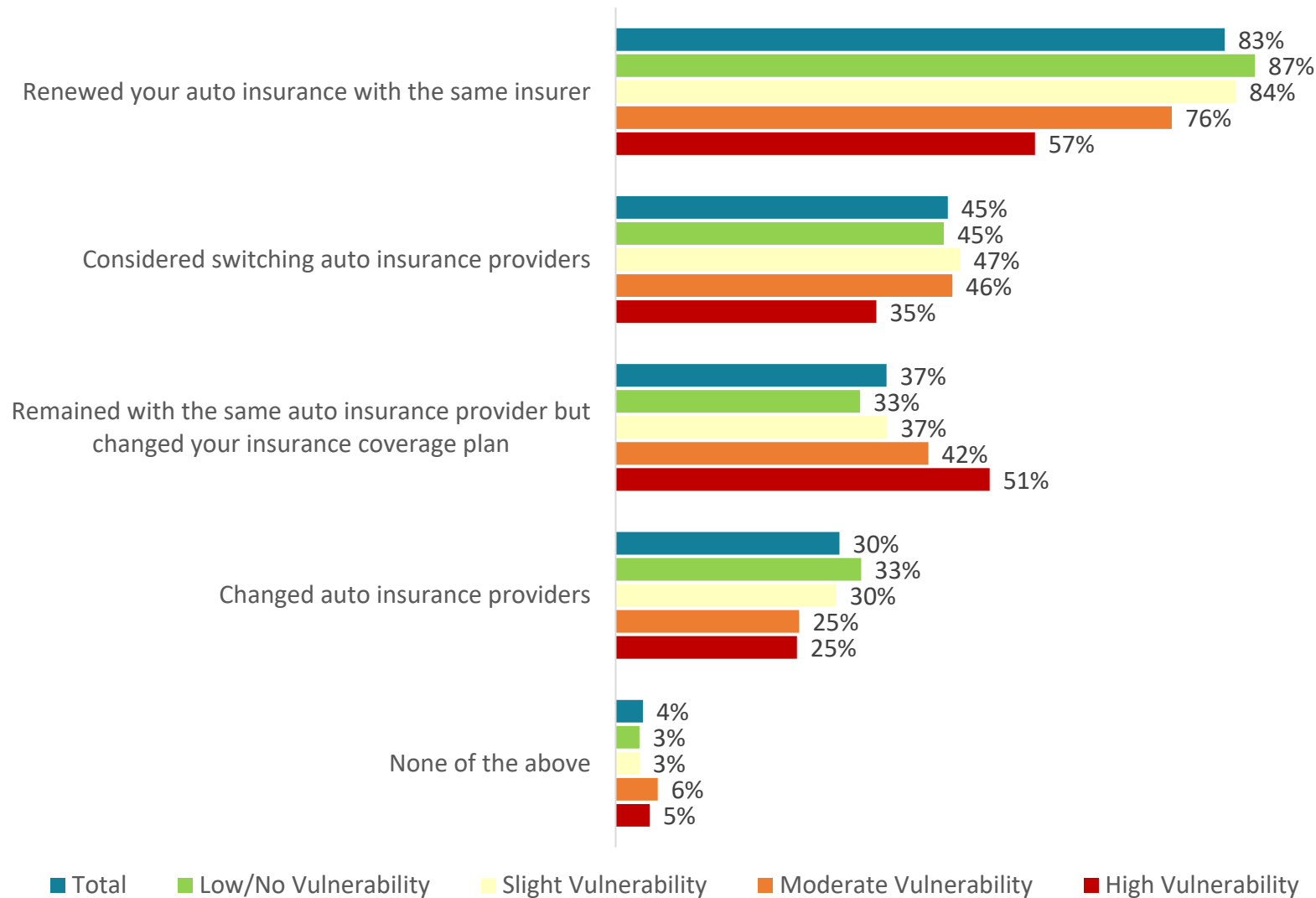
- In general, 2 in 5 people (40%) reported that they got better rates when they changed their auto insurance provider. The following respondents are significantly more likely to get better rates when they change their auto insurance provider:
 - Individuals aged 25 to 54 (43%-48%) compared to those aged 65 to 74 (21%-30%).
 - Men (43%) compared to women (37%).
 - Those who identify as visible minorities (46%) compared to those who identify as non-visible minorities (38%).
 - Those employed full-time (46%) or self-employed (40%) compared to those who are retired (30%).
 - Those with a certificate below bachelor's degree (42%) or with a bachelor's degree (44%) compared to those with a secondary school diploma (31%).
- On the other hand, around 1 in 4 people (26%) reported that they did not get better rates when they changed their auto insurance provider.
- Another quarter (24%) said they did not know.

T7. In your experience, do you get a better rate when you change your auto insurance provider?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Renewal or Changing Auto Insurance



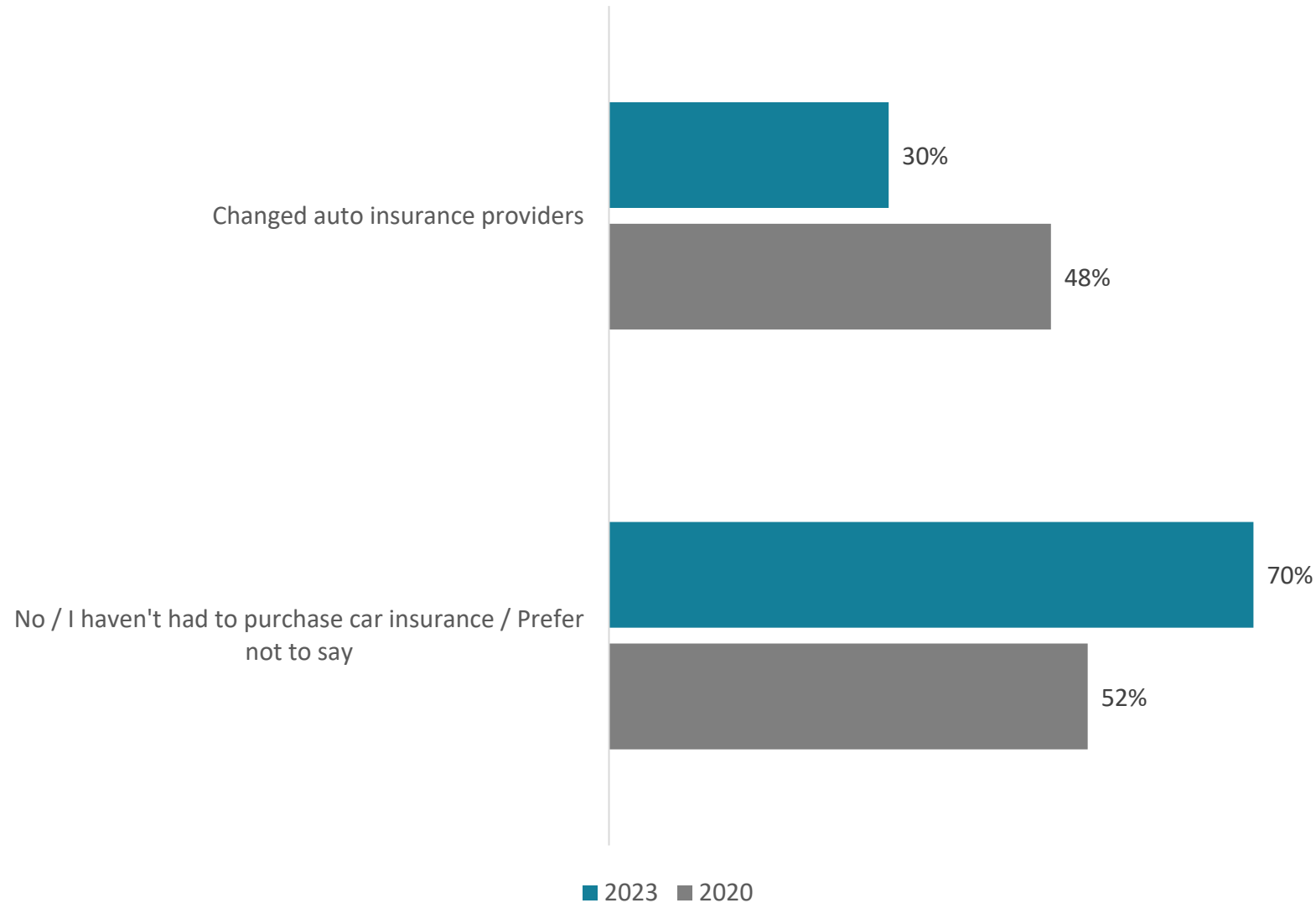
- Around 4 in 5 people (83%) said they have renewed their auto insurance with the same insurer. The following are significantly more likely to have done this:
 - People with low/no (87%), slight (84%), and moderate (76%) financial vulnerability compared to people with high financial vulnerability (57%).
 - Individuals aged 45 and above (87%-92%) compared to individuals aged 44 and below (69%-78%).
 - Those who are self-employed (93%) or retired (91%) compared to those who are employed full-time, employed part-time, unemployed, and students (71%-80%).
 - Those with household income \$40,000 or higher (80%-93%) compared to less than \$20,000 (59%).
- On the other hand, 45% reported that they considered switching auto insurance providers.
- Lastly, 3 in 10 people (30%) changed their auto insurance provider in the past.

T8. In the past, have you ever done the following? Select all that apply.

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability (n=245), High Vulnerability (n=65); Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Renewal or Changing Auto Insurance (Comparison between 2023 & 2020 survey results)



- 3 in 10 people (30%) said they changed their auto insurance provider in the past. This is a decrease from 2020, where 48% said they have switched car insurance providers.

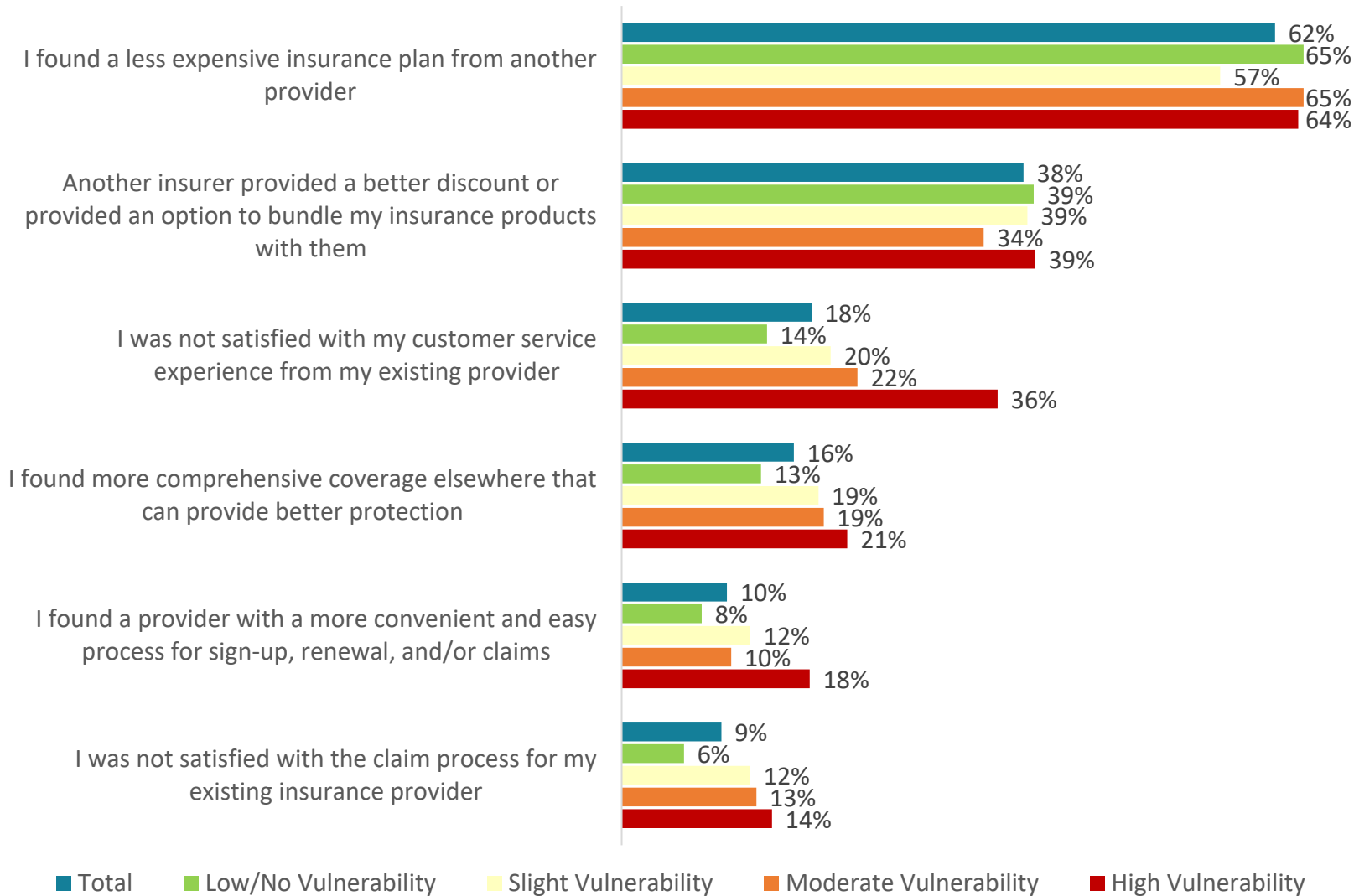
T8. In the past, have you ever done the following? Select all that apply.

Sample size: 2023 Total n=1455, 2020 Total n=1119

Framework: Total sample

*Note: Survey question in 2020 asked "Have you ever switched car insurance providers?" with answer options: Yes / No / I haven't had to purchase car insurance / Prefer not to say

Reasons for Changing of Auto Insurance



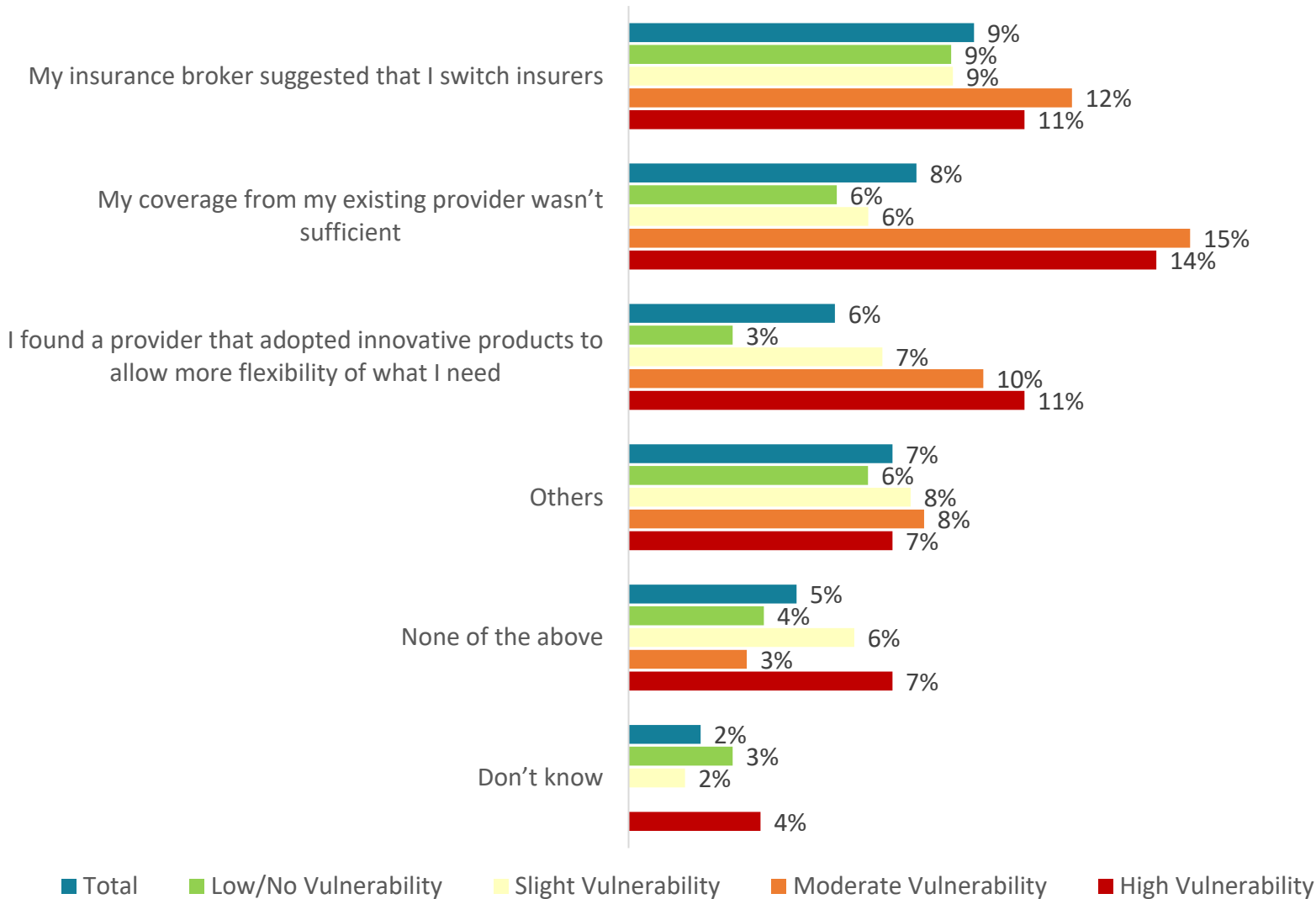
- Overall, the top reasons for considering changing or changing auto insurance include finding a less expensive insurance plan from another provider (62%) and discovering a better discount from another insurer (38%).
- Individuals with low/no financial vulnerability (65%) are significantly more likely to consider changing or change their auto insurance due to finding a less expensive insurance plan, compared to those with slight financial vulnerability (57%).

T9. Why did you consider changing/change auto insurance providers. Select all that apply.

Sample size: Total n=770, Low/No Vulnerability n=355, Slight Vulnerability n=262, Moderate Vulnerability n=125, High Vulnerability n=28; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who considered changing or changed auto insurance provider

Reasons for Changing of Auto Insurance (con't)



- The following rounds up the reported reasons why people considered changing or changed their auto insurance providers.

T9. Why did you consider changing/change auto insurance providers. Select all that apply.

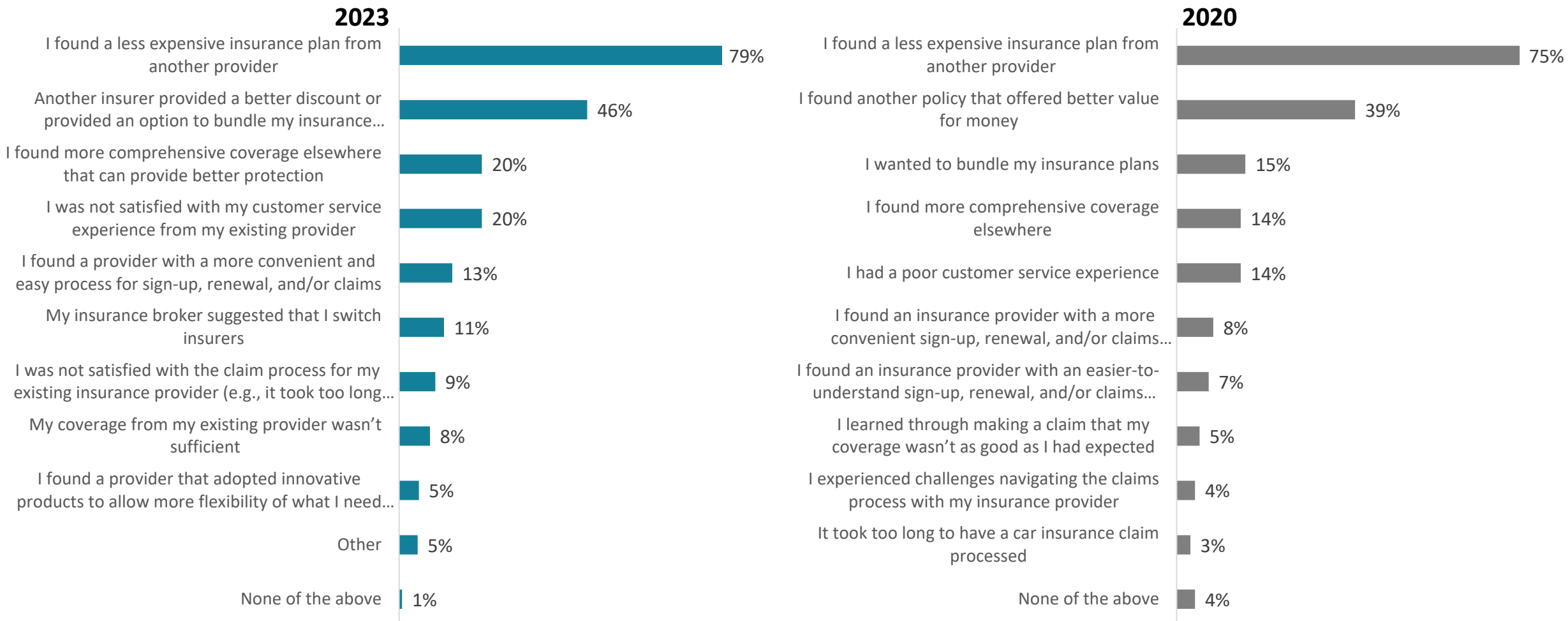
Sample size: Total n=770, Low/No Vulnerability n=355, Slight Vulnerability n=262, Moderate Vulnerability n=125, High Vulnerability n=28; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who considered changing or changed auto insurance provider

Reasons for Changing Auto Insurance

(Comparison between 2023 & 2020 survey results)

The top reasons why individuals changed their auto insurance provider were similar in 2023 and 2020: they found a less expensive insurance plan, or they found a better discount elsewhere / found a policy that offered better value for money.



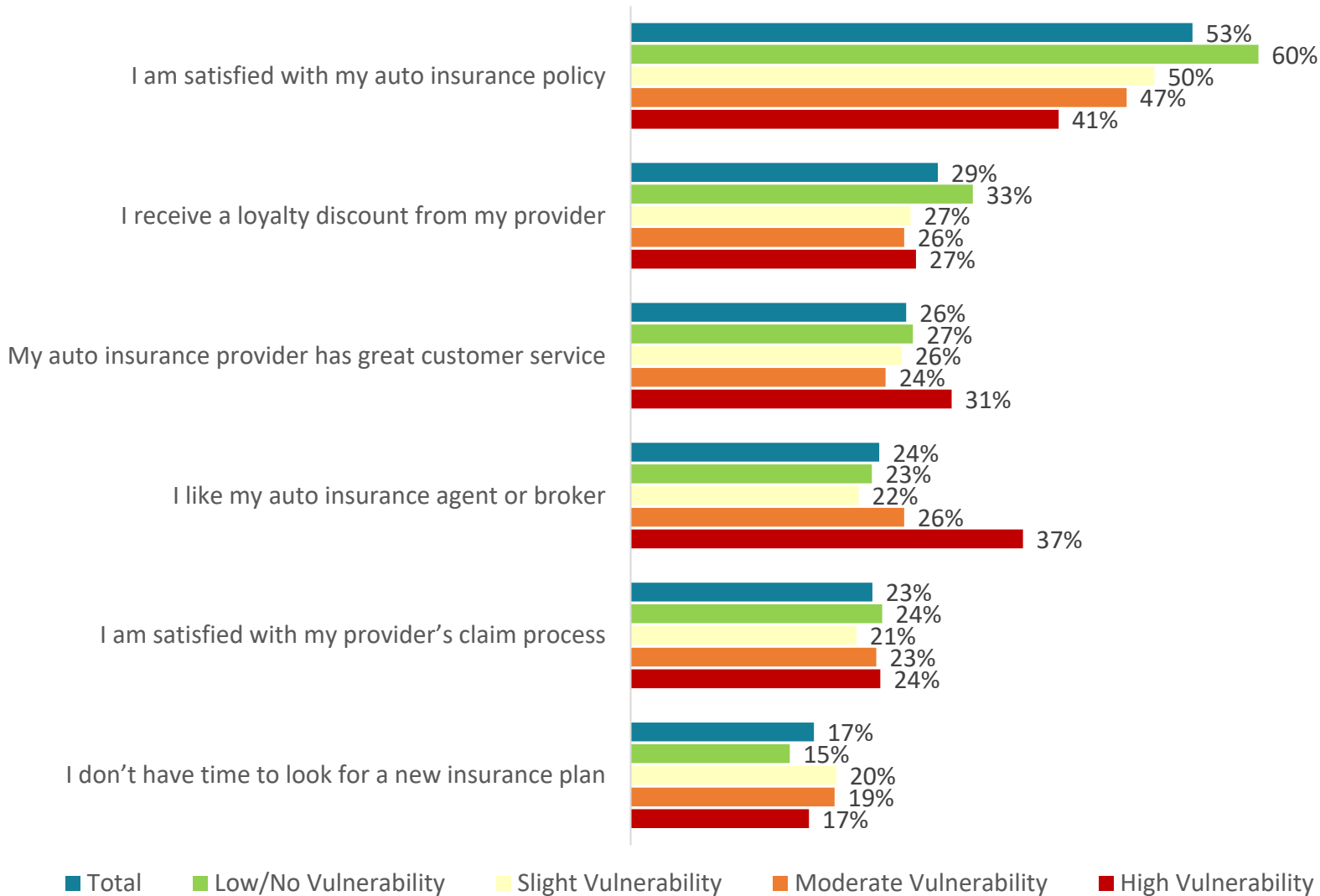
T9. Why did you change/switch auto insurance providers. Select all that apply.

Sample size: 2023 Total n=442, 2020 Total n=537

Framework: Respondents who changed/switched auto insurance provider

Note: For comparison purposes, respondents who considered changing auto insurance providers have been excluded from analysis

Reasons for Staying with the Same Providers



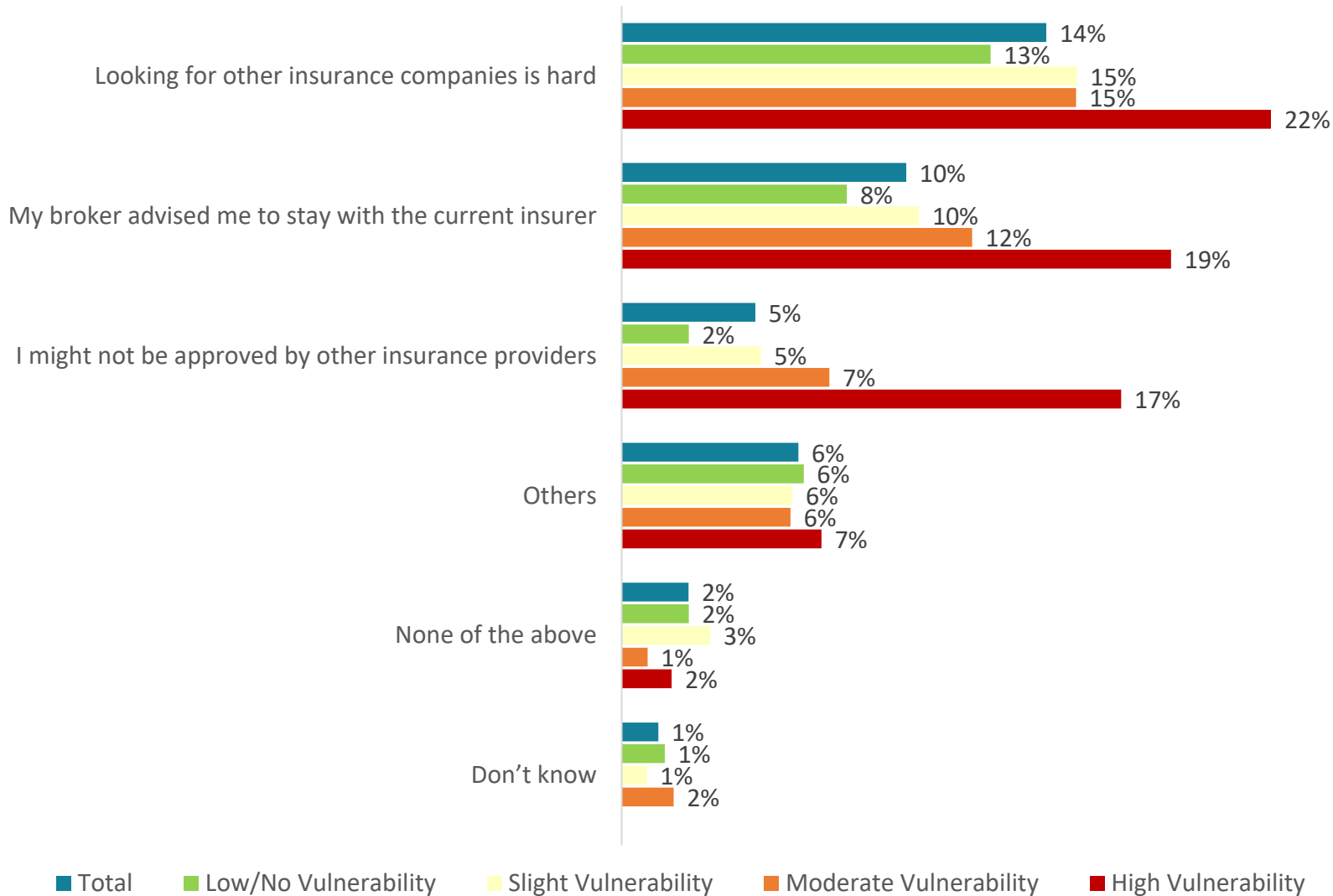
- In general, half of the respondents (53%) reported staying with their current auto insurance provider because they are satisfied with their policy. The following groups are significantly more likely to stay with their current auto insurance provider because they are satisfied with their policy:
 - People with low/no vulnerability (60%) compared to people with slight (50%), moderate (47%), and high (41%) vulnerability.
 - Individuals aged 65 and above (70%) compared to those aged 18 to 54 (42-51%).
 - Those who are retired (71%) compared to those who are employed and unemployed (47%-51%).
 - Those with household income \$20,000 to \$60,000 and \$80,000 or higher (51%-58%) compared to less than \$20,000 (33%).
 - Non-visible minorities (57%) compared to visible minorities (46%).
- Meanwhile, around 3 in 10 people (29%) reported staying with their current provider because of the loyalty discount that they received.

T10. Why did you stay with the same provider?/Why did you stay with the same provider after considering switching auto insurance providers? Select all that apply.

Sample size: Total n=1367, Low/No Vulnerability n=615, Slight Vulnerability n=466, Moderate Vulnerability n=227, High Vulnerability n=59; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who renewed/remained with same insurer/considered changing

Reasons for Staying with the Same Provider (con't)



- Those with high vulnerability are significantly more likely to stay with the same provider for the following reasons:
 - Their broker advised them to stay with the current insurer (19%) compared to those with low/no vulnerability (8%).
 - Might not be approved by other insurance providers (17%) compared to those with low/no (2%) or slight (5%) vulnerability.

T10. Why did you stay with the same provider?/Why did you stay with the same provider after considering switching auto insurance providers? Select all that apply.

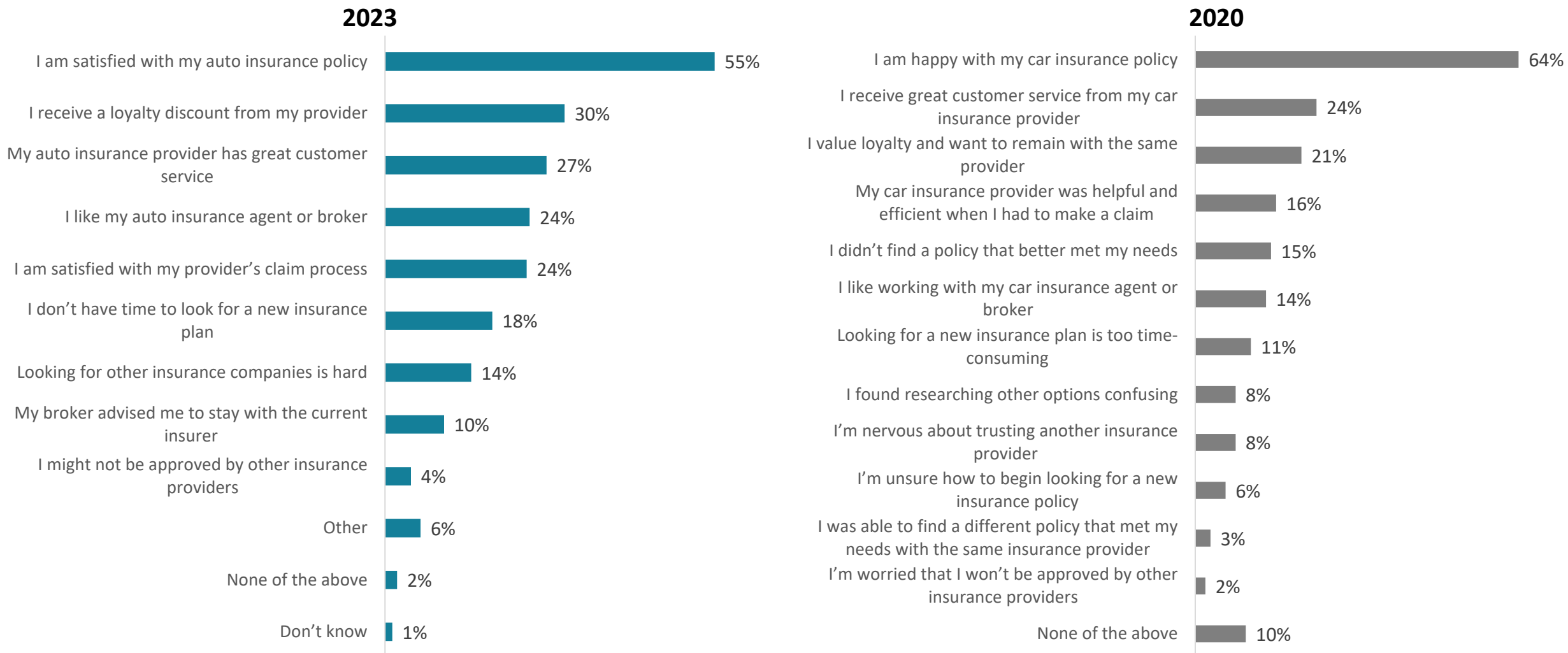
Sample size: Total n=1367, Low/No Vulnerability n=615, Slight Vulnerability n=466, Moderate Vulnerability n=227, High Vulnerability n=59; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who renewed/remained with same insurer/considered changing

Reasons for Staying with the Same Provider

(Comparison between 2023 & 2020 survey results)

The top reason why people stay with the same provider were similar in 2023 and 2020: they are satisfied/happy with their policy.



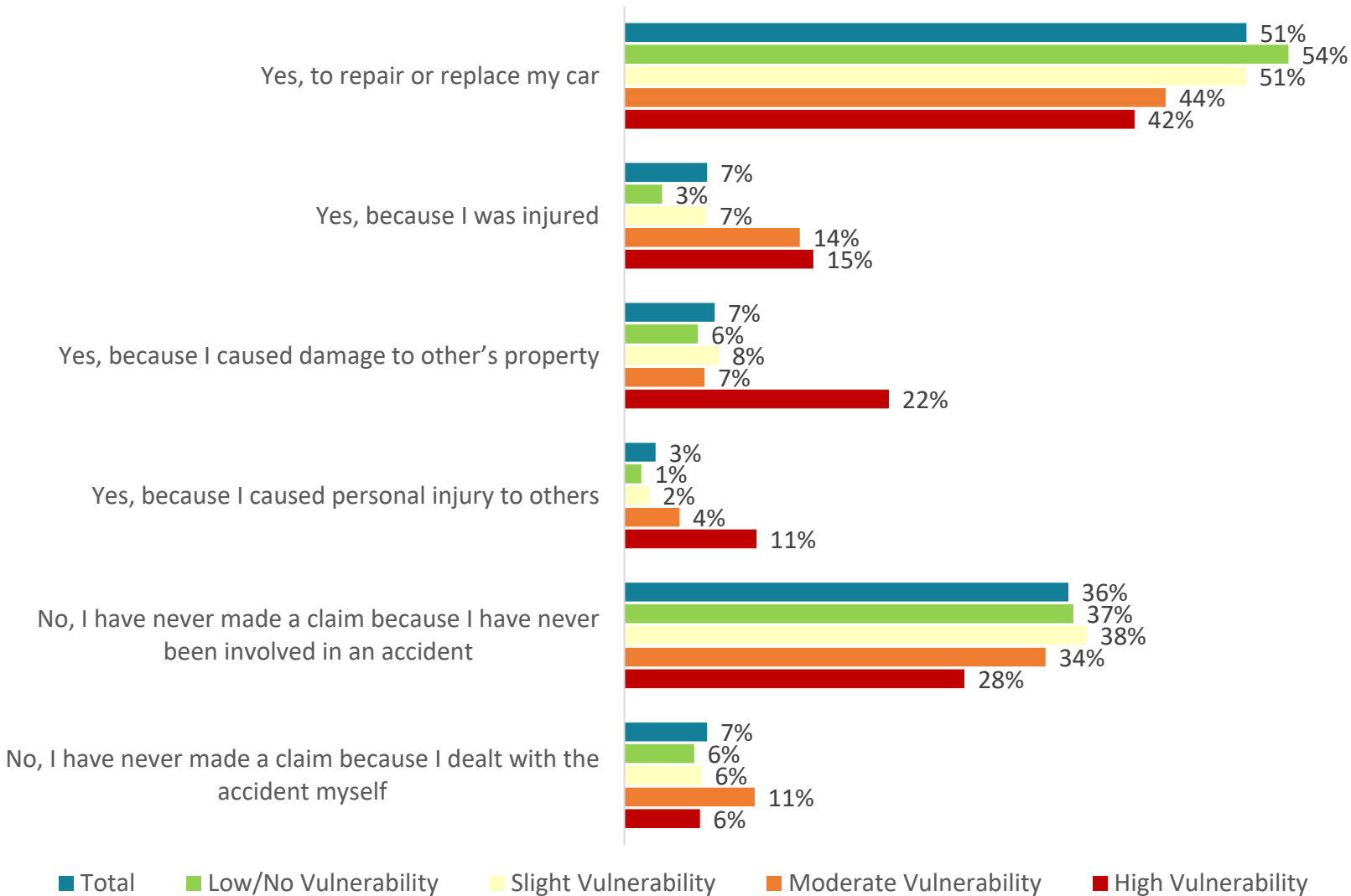
T10. Why did you stay with the same provider? Select all that apply.

Sample size: 2023 Total n=1312, 2020 Total n=430

Framework: Respondents who remained with the same auto insurance provider

Note: For comparison purposes, for the 2023 data, only respondents who said they renewed their auto insurance with the same insurer or remained with the same auto insurance provider were included in the analysis

Auto Insurance Claims



- Overall, approximately half of the respondents (51%) mentioned that they made an auto insurance claim to either repair or replace their car. The following are significantly more likely to say this:
 - People with low/no financial vulnerability (54%) compared to people with moderate financial vulnerability (44%).
 - Individuals aged 55 and above (59%-73%) compared to those aged 18 to 44 (39%-43%).
 - Those who are retired (67%) compared to those who are employed, unemployed and students (37%-50%).
 - Those with household income of \$150,000 or more (57%) compared to \$60,000 or less (39%-46%).
 - Those who identify as non-visible minorities (55%) compared to those who identify as visible minorities (40%).
- On the other hand, around 1 in 3 people (36%) reported that they did not make an auto insurance claim as they never had been involved in an accident. The following are significantly more likely to say this:
 - Those aged 18-54 (40%-45%) compared to 55+ (14%-31%).
 - Women (40%) compared to men (32%).
 - Visible minorities (42%) compared to non-visible minorities (34%).
 - Those who are employed and students (37%-47%) compared to those who are retired (23%).

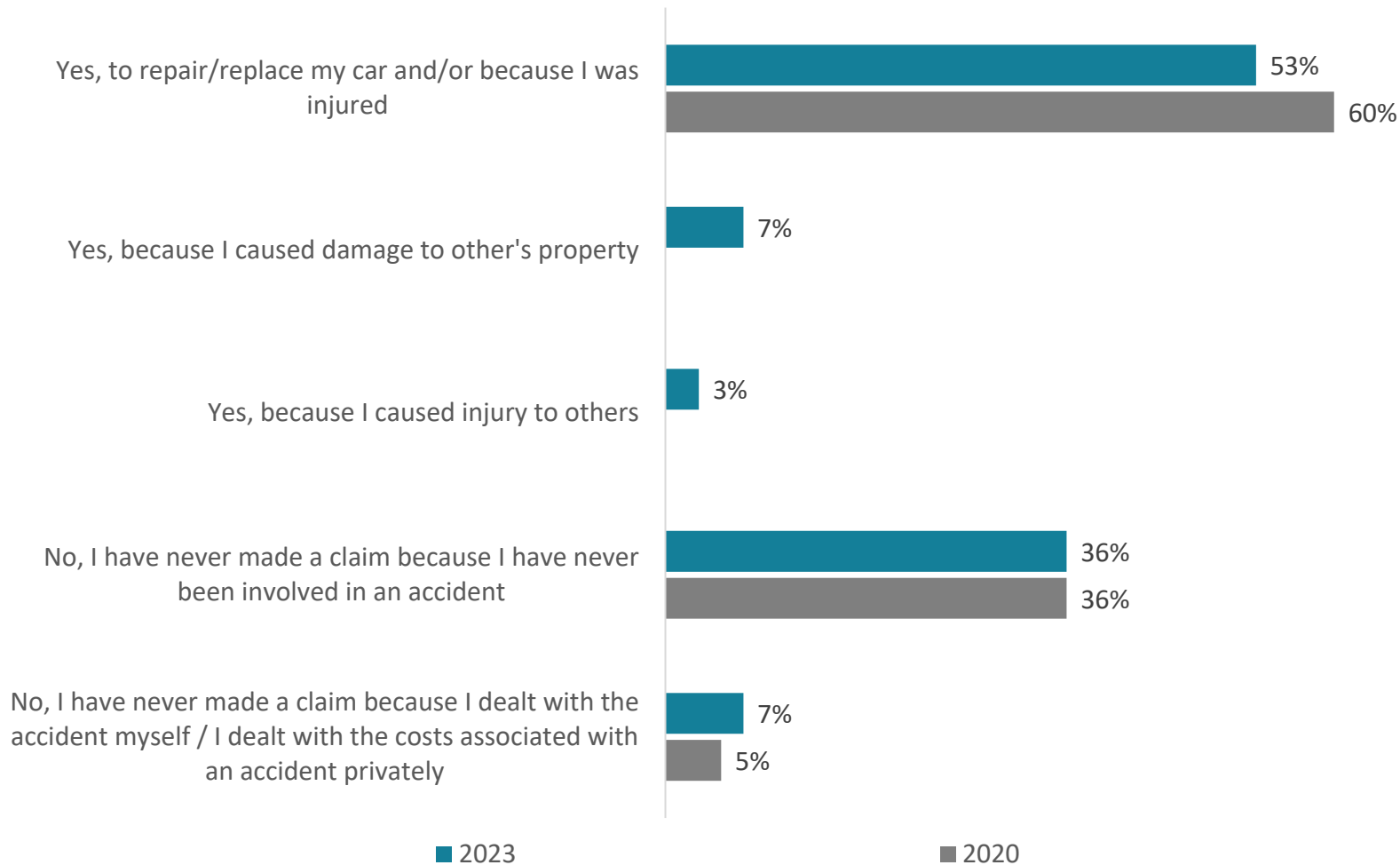
T11. Have you ever made an auto insurance claim? Select all that apply.

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Auto Insurance Claims

(Comparison between 2023 & 2020 survey results)



- In 2023, 1 in 2 (53%) mentioned that they made an auto insurance claim to either repair/replace their car or because they were injured. A decrease from 2020, where 60% said this.
- The same proportion of respondents said they have never made a claim because they have never been involved in an accident (36%).

T11. Have you ever made an auto insurance claim? Select all that apply.

Sample size: 2023 Total n=1455, 2020 Total n=943

Framework: Total sample

Note: Responses from individuals who answered "No, because I do not hold car insurance" and "I prefer not to say" in 2020 were excluded from the analysis for comparison purposes. Answer options "Yes, to repair/replace my car," "Yes, because I was injured," and "Yes, to both repair/replace my car and because I was injured" were combined for comparison purposes. In 2020, this was a single-select question but in 2023, this was a multi-select question.

Overall Experience with Auto Insurance Claim Process



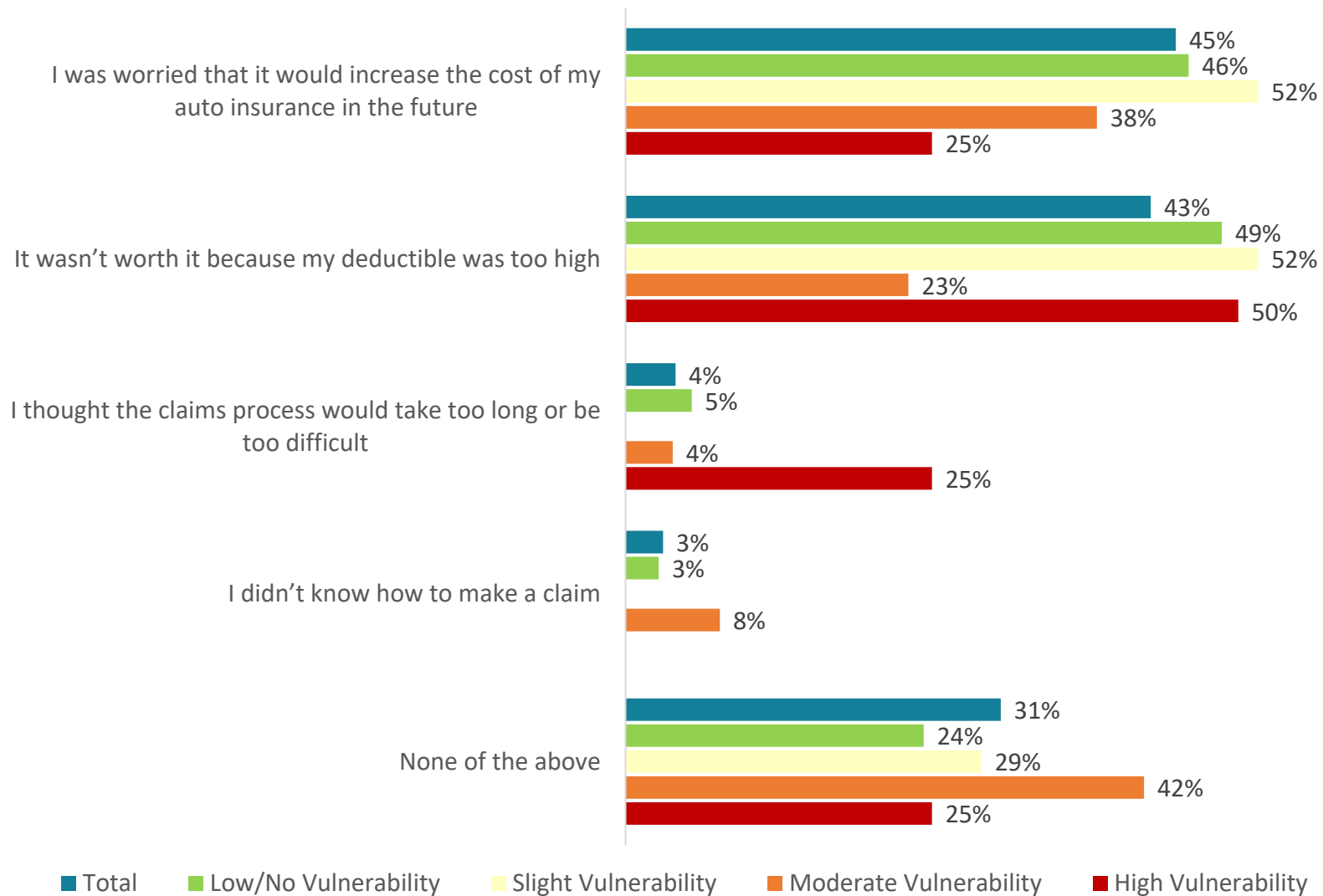
- Overall, 6 in 10 people (TOP2: 62%) are satisfied with their experience with the auto insurance claim process. The following groups expressed significantly higher satisfaction levels with their experience with auto insurance claim process:
 - Individuals with low/no financial vulnerability (TOP2: 69%) compared to those with moderate and high financial vulnerability (TOP2: 51%).
 - People earning \$100,000 to \$150,000 (TOP2: 70%) compared to those earning \$20,000 to \$40,000 (TOP2: 55%).
- On the other hand, people earning \$20,000 to \$40,000 (BTM2: 33%) exhibit a significantly higher rate of dissatisfaction with their experience with auto insurance claim in contrast to those earning \$100,000 to \$150,000 (BTM2: 19%).

T12. How satisfied were you with your claim process?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have made an auto insurance claim

Refusal to go Through Auto Insurance Claim Process



- For individuals who did not make an auto insurance claim and resolved the accident on their own, the primary reasons were concern with a potential increase in their auto insurance cost in the future (45%) and the belief that it was not worthwhile due to a high deductible (43%).

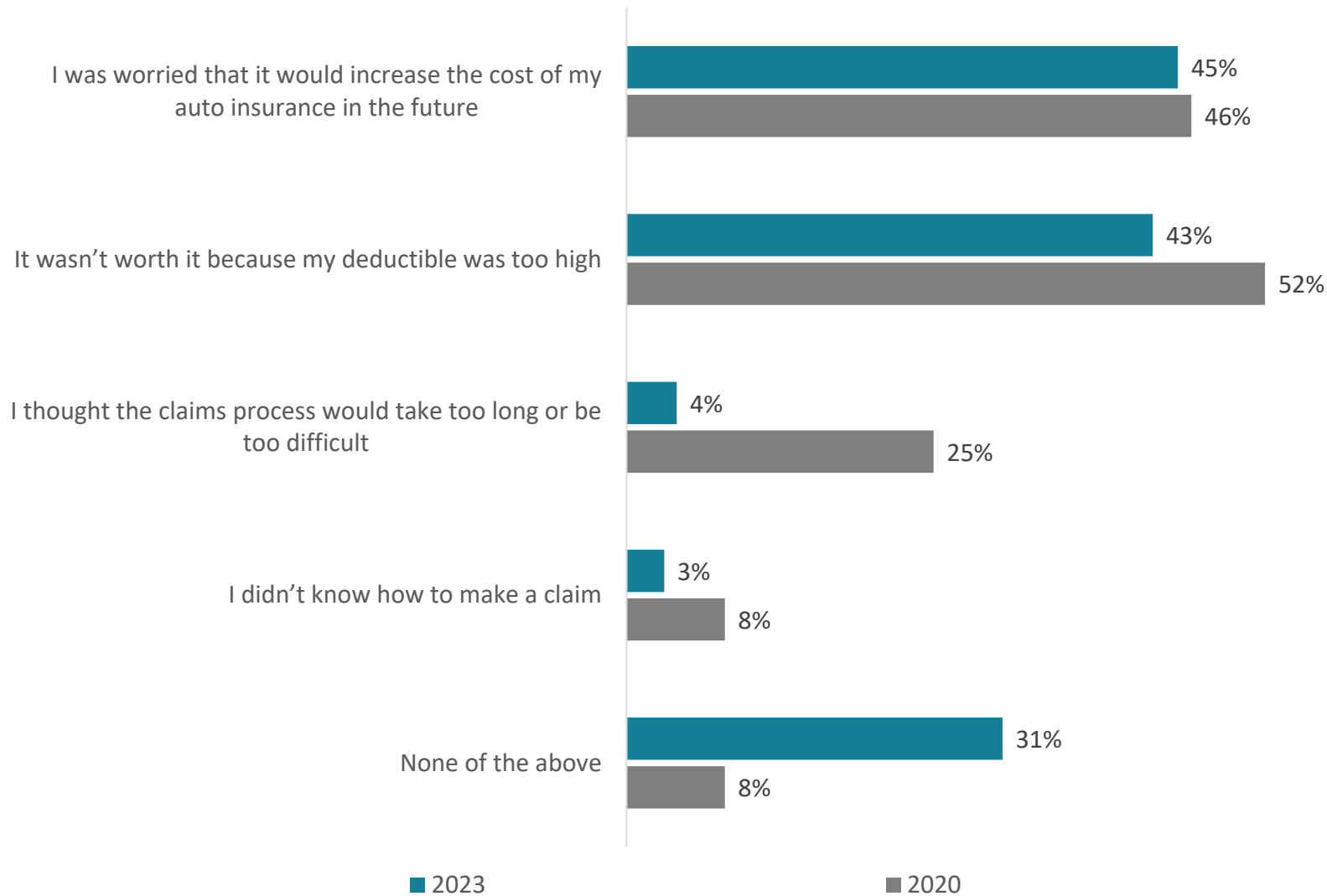
T13. Why did you not make a claim? Select all that apply.

Sample size: Total n=98, Low/No Vulnerability n=37, Slight Vulnerability n=31, Moderate Vulnerability n=26, High Vulnerability n=4; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have not made a claim and dealt with the accident themselves

Refusal to go Through Auto Insurance Claim Process

(Comparison between 2023 & 2020 survey results)



- In 2020, the top two reasons were also the same: the belief that it was not worthwhile due to a high deductible (52%) ranked first, followed by the concern with a potential increase in their auto insurance cost in the future (46%).

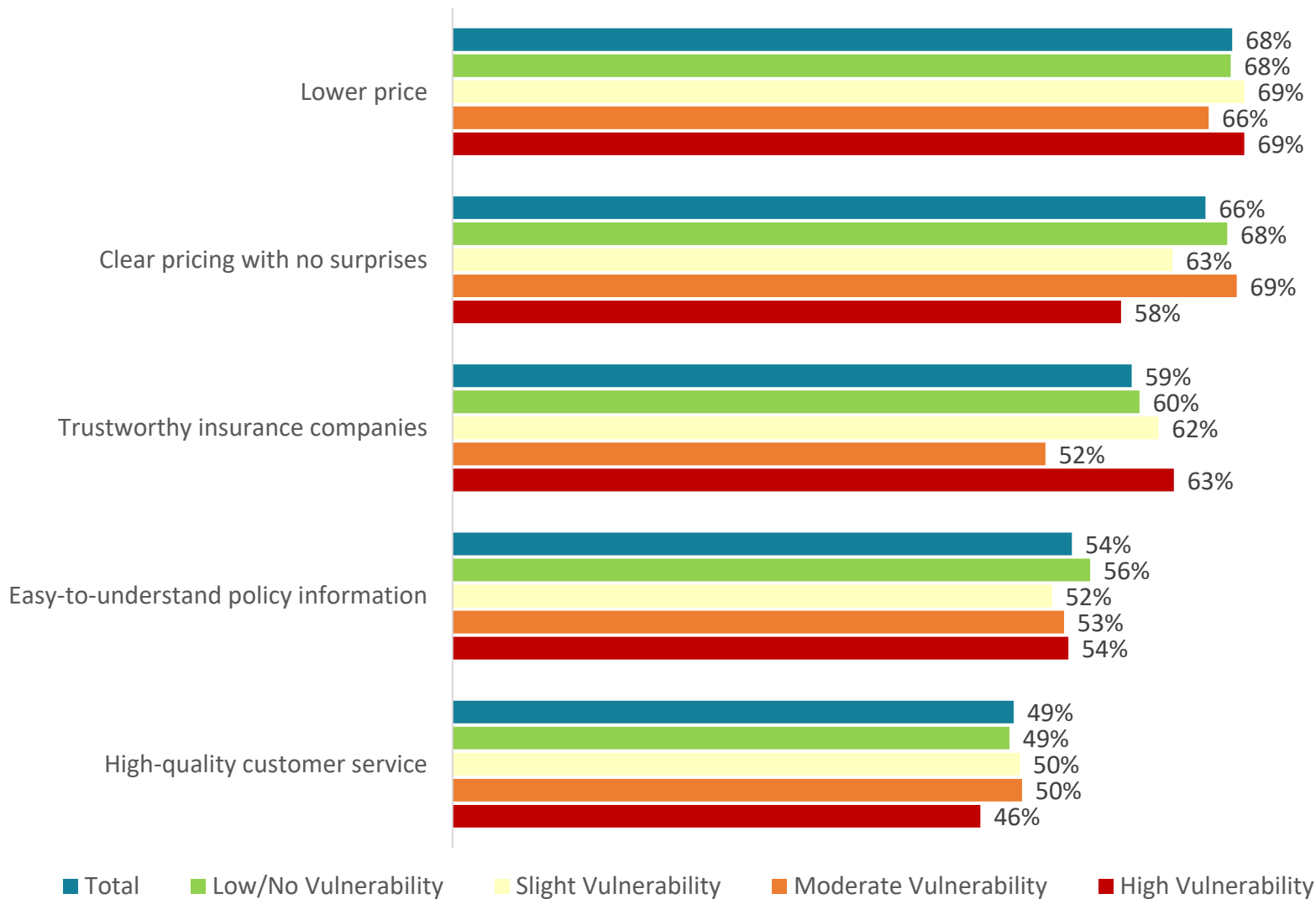
T13. Why did you not make a claim? Select all that apply.

Sample size: 2023 Total n=98, 2020 Total n=257

Framework: Respondents who have not made a claim and dealt with the accident themselves

(2020 Questions "I thought the claims process was too complicated" & "I thought the claims process would take too long" were combined for this analysis)

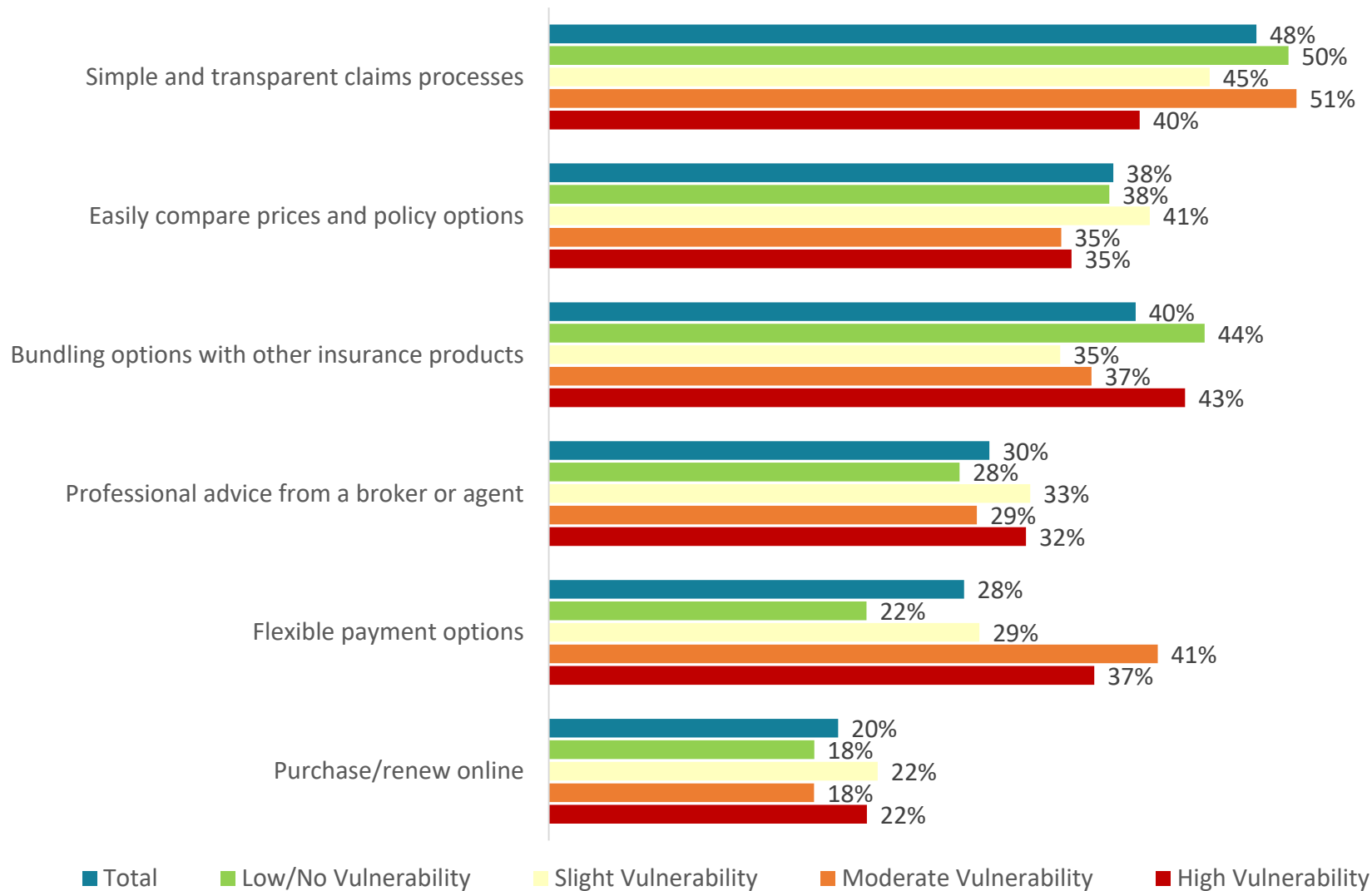
Important Factors Related to Auto Insurance Purchase/Renewal



- In general, the top five most important factors to people when purchasing or renewing auto insurance are: lower price (68%); clear pricing with no surprises (66%); trustworthy insurance companies (59%); easy-to-understand policy information (54%); and high-quality customer services (49%).
- The following groups are significantly more likely to have selected lower price as an important factor:
 - Those aged 18-64 (67%-75%) compared to those aged 65+ (51%-55%).
 - Those employed full-time, employed part-time, and unemployed (71%-75%) compared to those who are retired (57%).
 - Those with household income of \$40,000-\$80,000 and \$100,000-\$150,000 (70%-72%) compared to \$80,000 to \$100,000 (62%).
- Those who are employed full-time or part-time (66%-69%) are significantly more likely to say clear pricing with no surprises compared to those who are self-employed (55%).

T16a. When purchasing or renewing auto insurance, which FIVE factors are most important to you? Must select 5
 Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).
 Framework: Total sample

Important Factors Related to Auto Insurance Purchase/Renewal (con't)

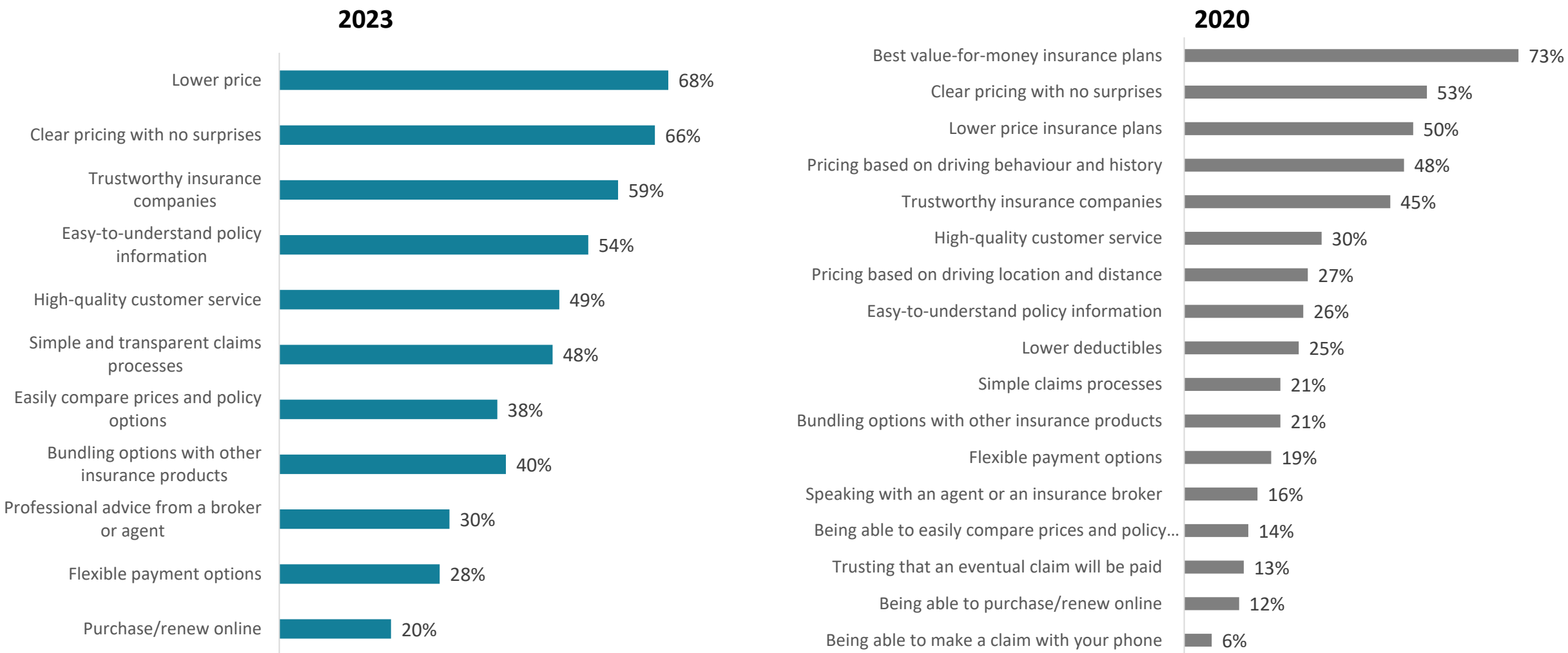


- The following factors were less commonly selected as an important factor to respondents: professional advice from a broker/agent (30%); flexible payment options (28%); purchase/renew online (20%).

T16a. When purchasing or renewing auto insurance, which FIVE factors are most important to you? Must select 5
 Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).
 Framework: Total sample

Important Factors Related to Auto Insurance Purchase/Renewal (Comparison between 2023 & 2020 survey results)

The most important factor when purchasing or renewing auto insurance is lower price (68%) in 2023 and best value-for-money insurance plans (73%) in 2020.



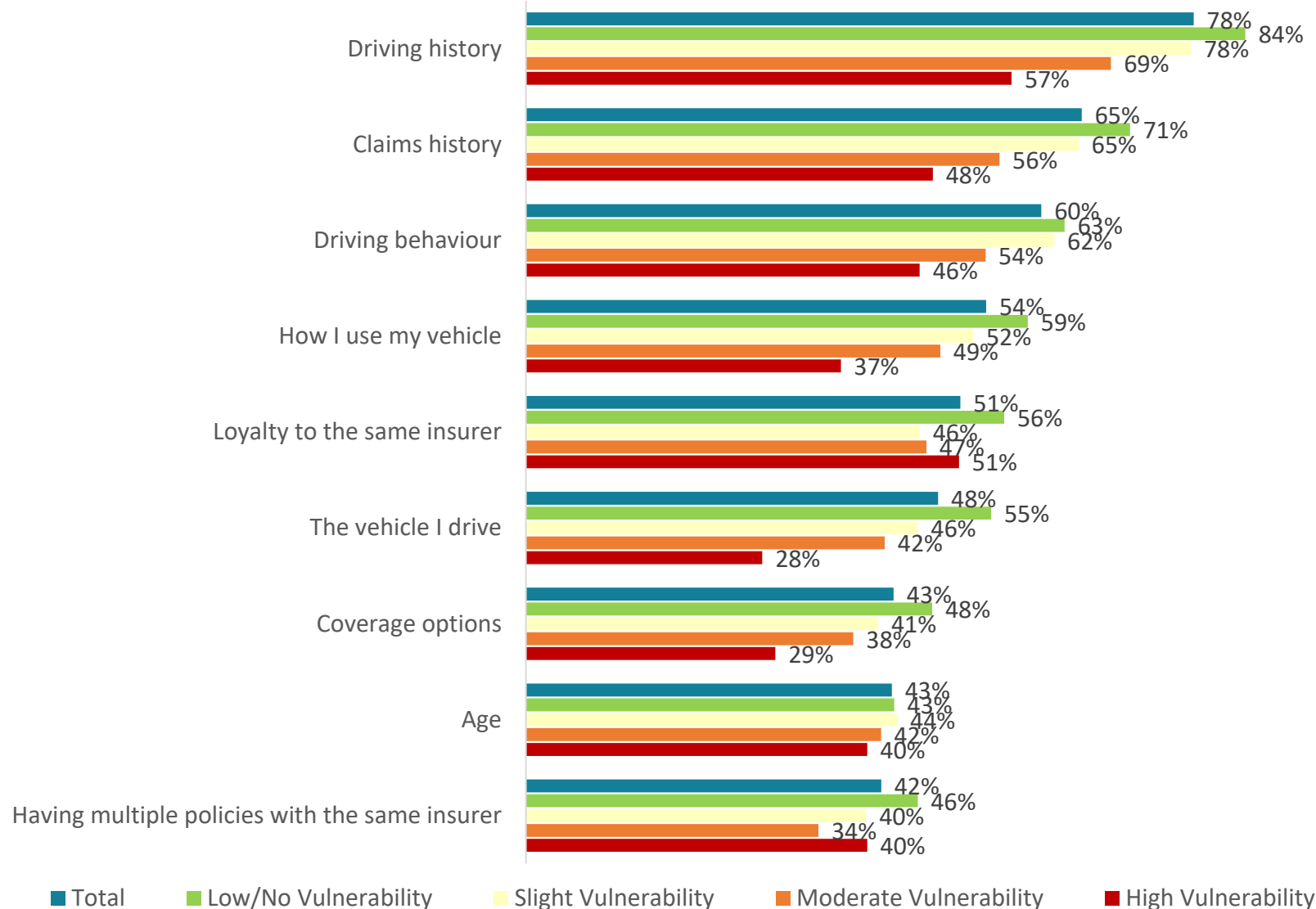
T16a. When purchasing or renewing auto insurance, which FIVE factors are most important to you? Must select 5

Sample size: 2023 Total n=1455, 2020 Total n=1060

Framework: Total sample

*Note: Answer options provided in 2020 and 2023 were not exactly the same.

Auto Insurance Pricing Context



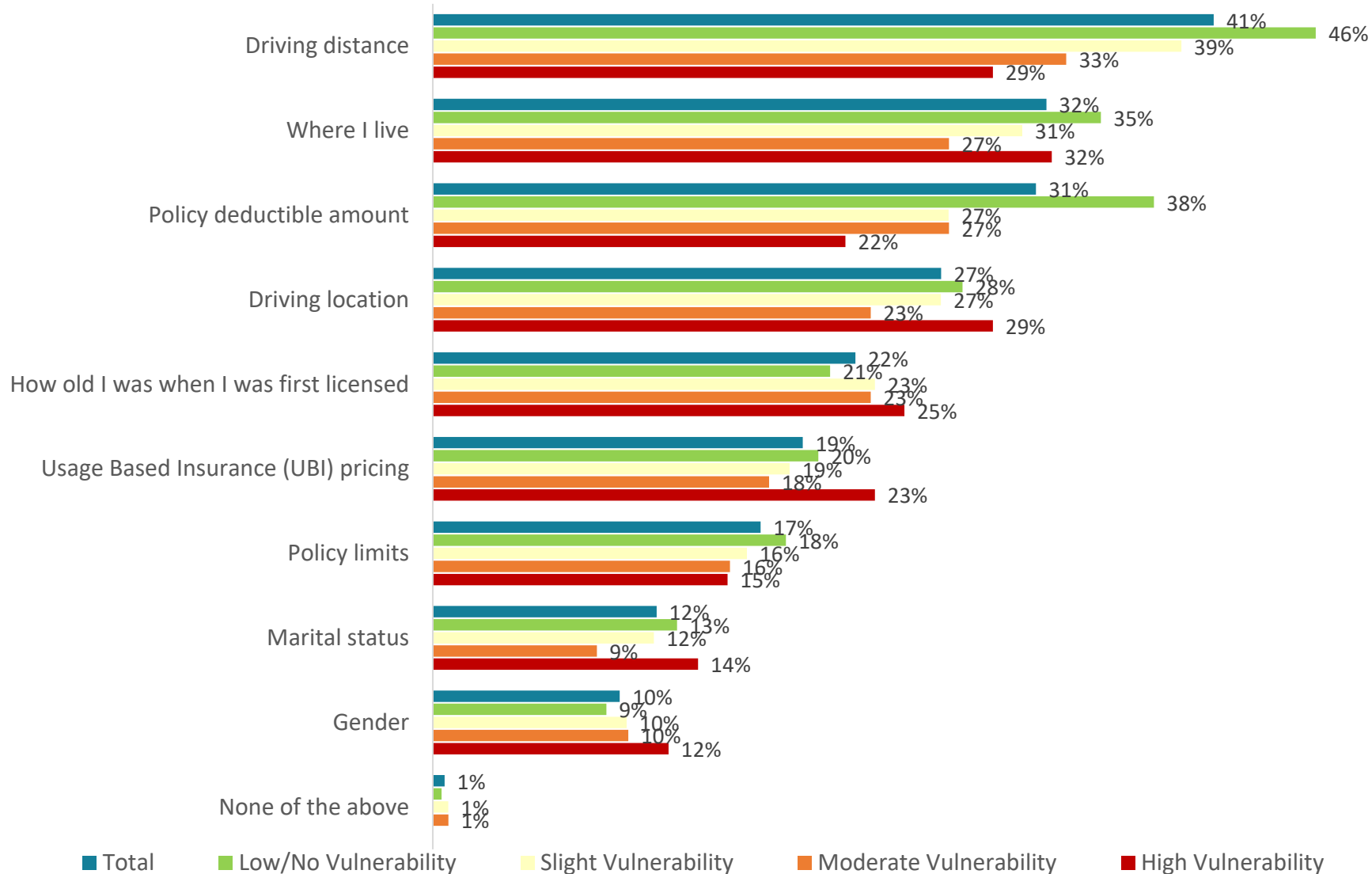
- Overall, the majority of people (78%) consider driving history as the top factor that auto insurance price should be based on. This is followed by claims history (65%) and driving behavior (60%). The following groups are significantly more likely to consider these factors as the factor that auto insurance price should be based on:
 - People with low/no (84%) and slight (78%) financial vulnerability compared to people with moderate (69%) and high (57%) financial vulnerability for driving history.
 - People with low/no (71%) and slight (65%) financial vulnerability compared to people with moderate (56%) and high (48%) financial vulnerability for claims history.
 - People with low/no (63%) and slight (62%) financial vulnerability compared to people with moderate (54%) and high (46%) financial vulnerability for driving behaviour.

T16b. Which of the following do you think your auto insurance price should be based on? Please select all that apply.

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Auto Insurance Pricing Context (con't)



- Policy limits (17%), marital status (12%), and gender (10%) were least commonly selected as factors that auto insurance price should be based on.

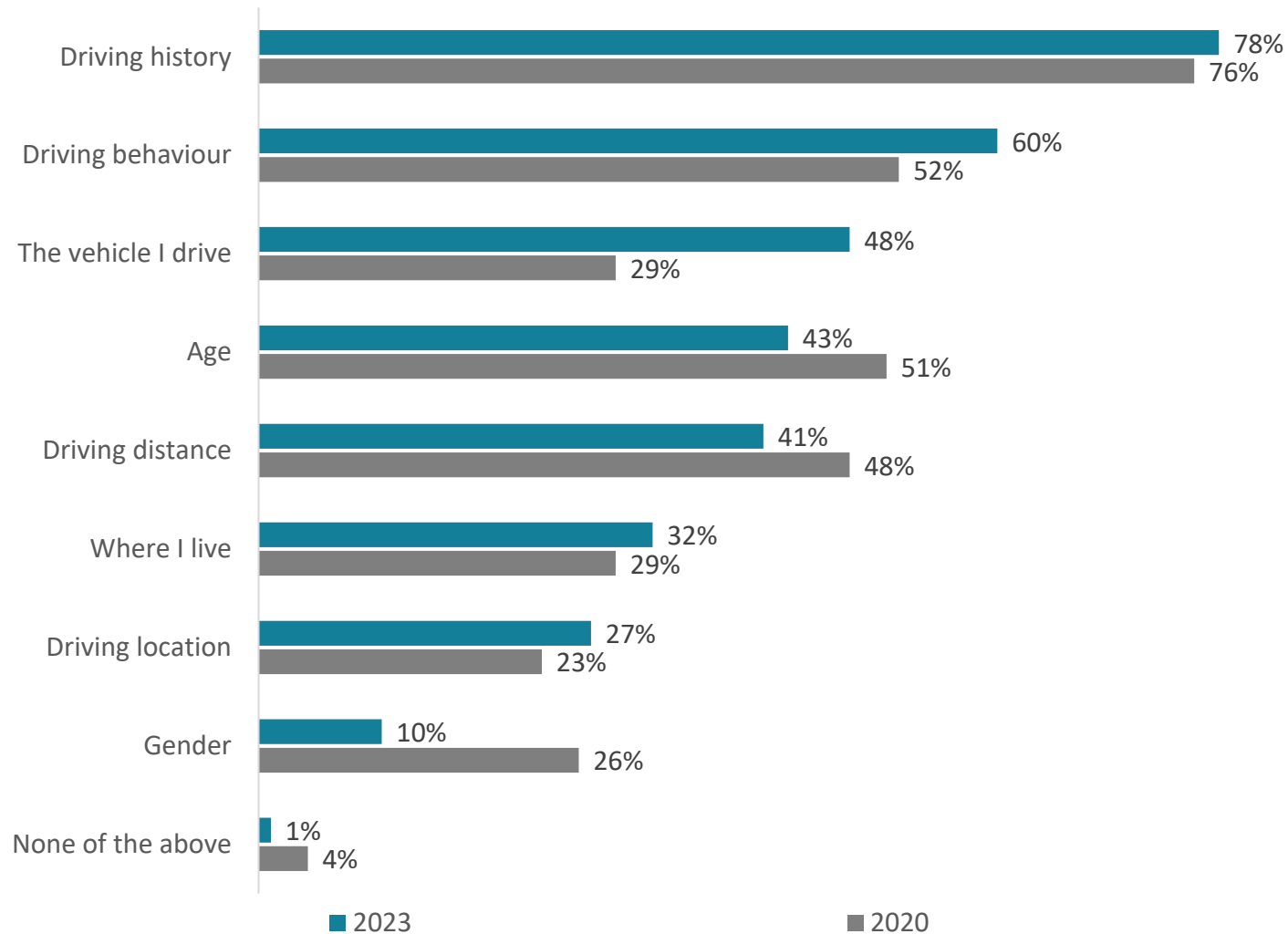
T16b. Which of the following do you think your auto insurance price should be based on? Please select all that apply.

Sample size: Total n=1455, Low/No Vulnerability, n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Auto Insurance Pricing Context

(Comparison between 2023 & 2020 survey results)



- In 2023, a larger proportion of respondents reported that auto insurance should be based on the following factors compared to the responses in 2020: driving history (76% in 2020 vs. 78% in 2023), driving behaviour (52% in 2020 vs. 60% in 2023), the vehicle they drive (29% in 2020 vs. 48% in 2023), where they live (29% in 2020 vs. 32% in 2023), and driving location (23% in 2020 vs. 27% in 2023).
- On the other hand, there has been a decline in the percentage of respondents who believe that the following factors should determine the auto insurance price: age (51% in 2020 vs. 43% in 2023), driving distance (48% in 2020 vs. 41% in 2023), and gender (26% in 2020 vs. 10% in 2023).

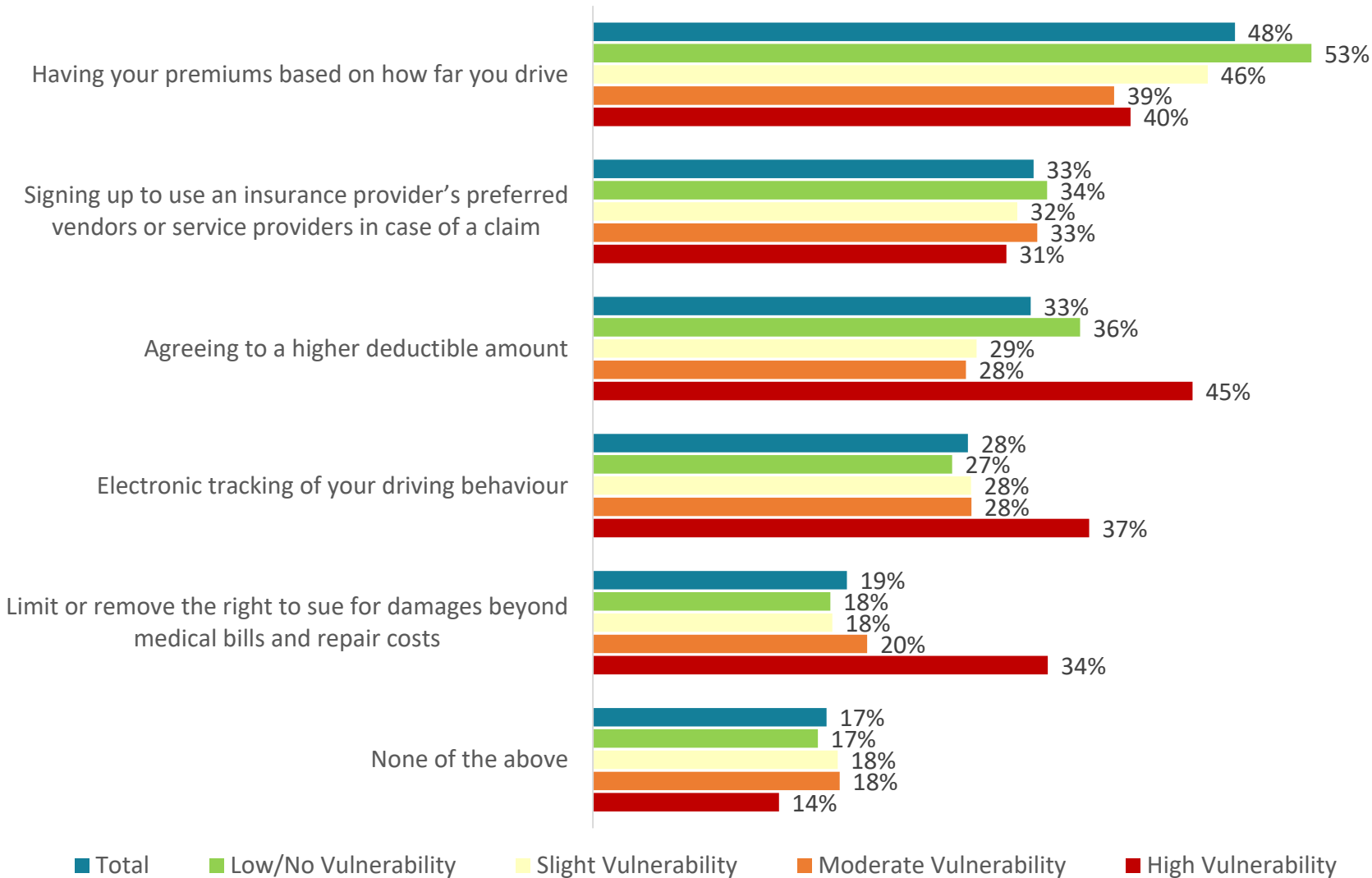
T16b. Which of the following do you think your auto insurance price should be based on? Please select all that apply.

Sample size: 2023 Total n=1455, 2020 Total n=1056

Framework: Total sample

Note: Responses that do not have a comparable response in 2023 and 2020 been excluded from the visualization. In 2020, the question asked: What factors should insurance companies be allowed to consider when determining the prices of people's car insurance premiums? (check all that apply)

Options Considered to Pay Lower Premium

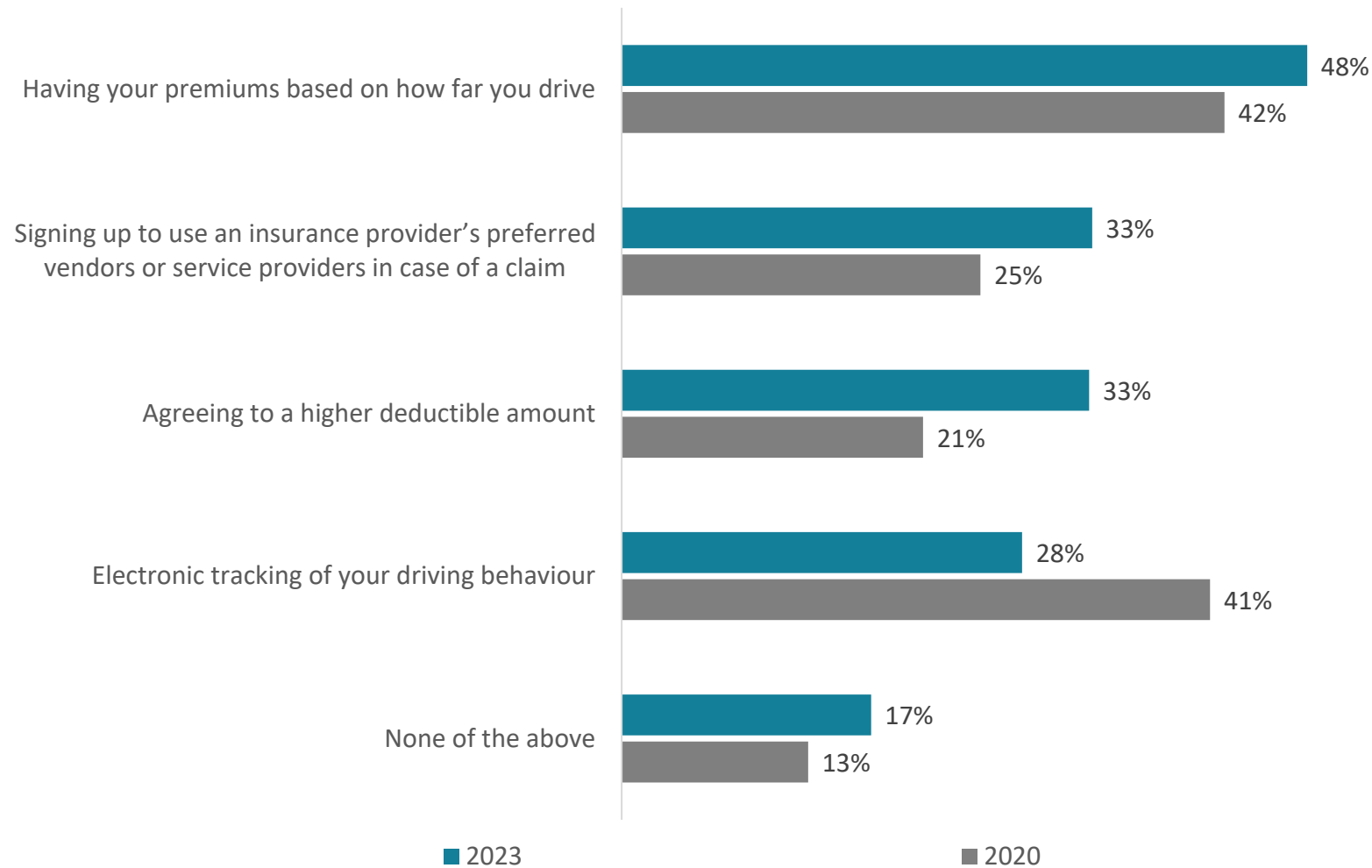


- Around half of the respondents (48%) indicated that having their premiums based on the distance they drive is the most favorable option to consider in order to pay a lower premium on their auto insurance. The following demographic groups are significantly more likely to choose this option in order to pay a lower premium:
 - People with low/no financial vulnerability (53%) compared to people with slight (46%), moderate (39%), and high (40%) financial vulnerability.
 - People aged 45 and above (49-73%) compared to those aged 44 and below (30-39%).
 - Non-visible minorities (51%) compared to visible minorities (42%).

T17. A number of different factors influence the price of a driver's auto insurance policy. Which of the following options would you consider in order to pay a lower premium? Select all that apply.
 Sample size: Total n=1455, Low/No Vulnerability, n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).
 Framework: Total sample

Options Considered to Pay Lower Premium

(Comparison between 2023 & 2020 survey results)



- In 2023, a larger proportion of respondents reported that they would consider the following options in order to pay a lower premium compared to the responses in 2020: having your premiums based on how far you drive (42% in 2020 vs. 48% in 2023), signing up to use an insurance provider's preferred vendors or service providers in case of a claim (25% in 2020 vs. 33% in 2023), and agreeing to a higher deductible amount (21% in 2020 vs. 33% in 2023).
- On the other hand, there has been a decline in the percentage of those who would consider electronic tracking of driving behaviour to pay a lower premium (41% in 2020 vs. 28% in 2023).

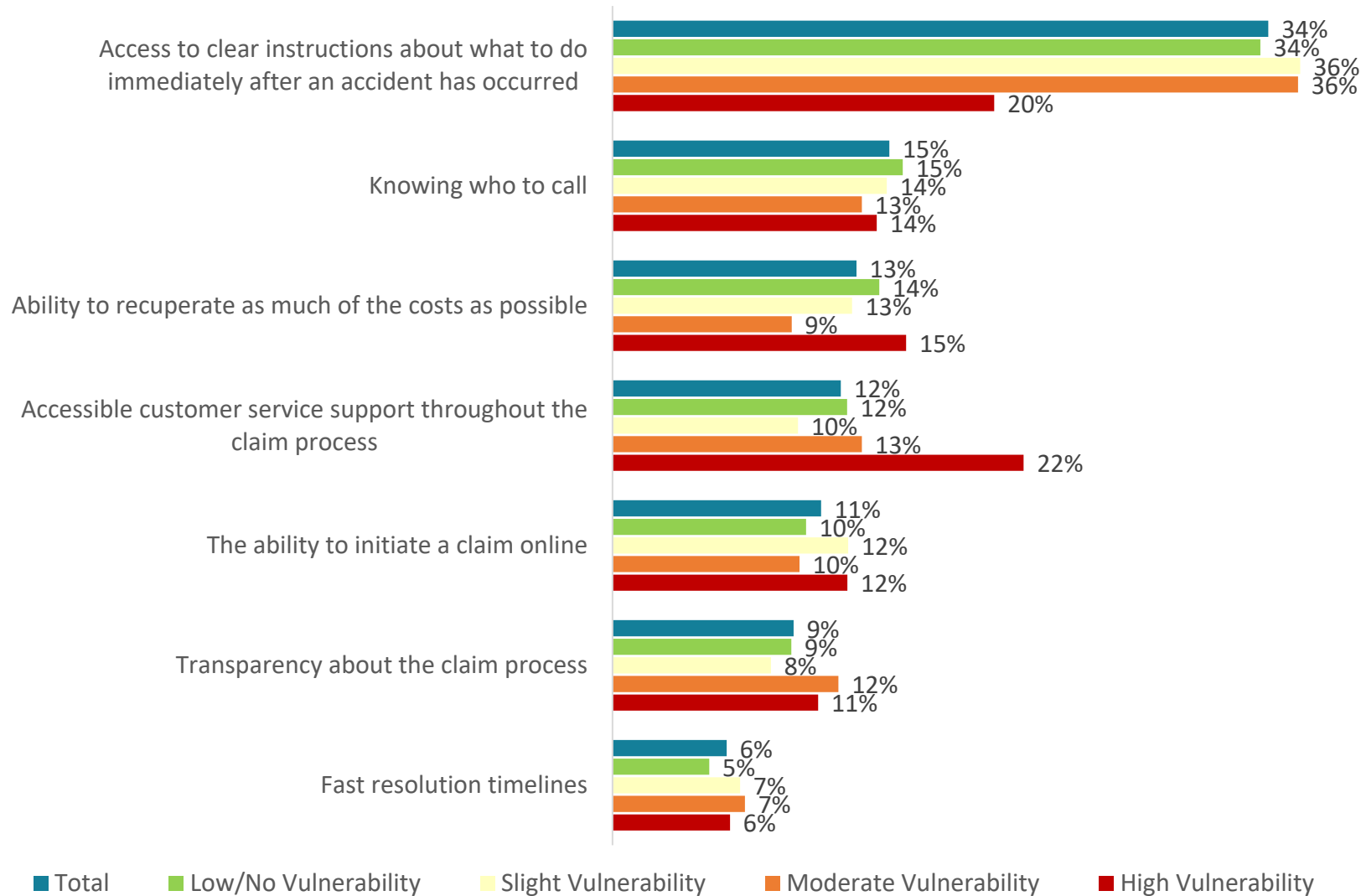
T17. A number of different factors influence the price of a driver's auto insurance policy. Which of the following options would you consider in order to pay a lower premium? Select all that apply.

Sample size: 2023 Total n=1455, 2020 Total n=1056

Framework: Total sample from 2023 & 2020 surveys

Note: Responses that do not have a comparable response in 2023 and 2020 been excluded from the visualization. In 2020, the question asked: A number of different factors influence the price of a driver's car insurance policy. Which of the following options would you consider in order to pay a lower premium? (check all that apply)

Most Important Factor During an Auto Insurance Claims Process (Top Rank)



- Overall, 1 in 3 people (34%) ranked “access to clear instructions about what to do immediately after an accident” as the most important factor during an auto insurance claim process.
- The following groups are significantly more likely to rank “access to clear instructions about what to do immediately after an accident” as the most important factor during an auto insurance claim process:
 - Those who with low/no (34%), slight (36%), and moderate (36%) vulnerability compared to those with high vulnerability (20%).
 - People aged 18 to 24 (49%) compared to those aged 25 to 64 (28%-33%).
 - Those who are retired (40%) compared to those who are employed full time (32%) and unemployed (26%).
- In 2020, half (51%) ranked “access to clear instructions about what to do immediately after an accident has occurred” as the most important factor.*

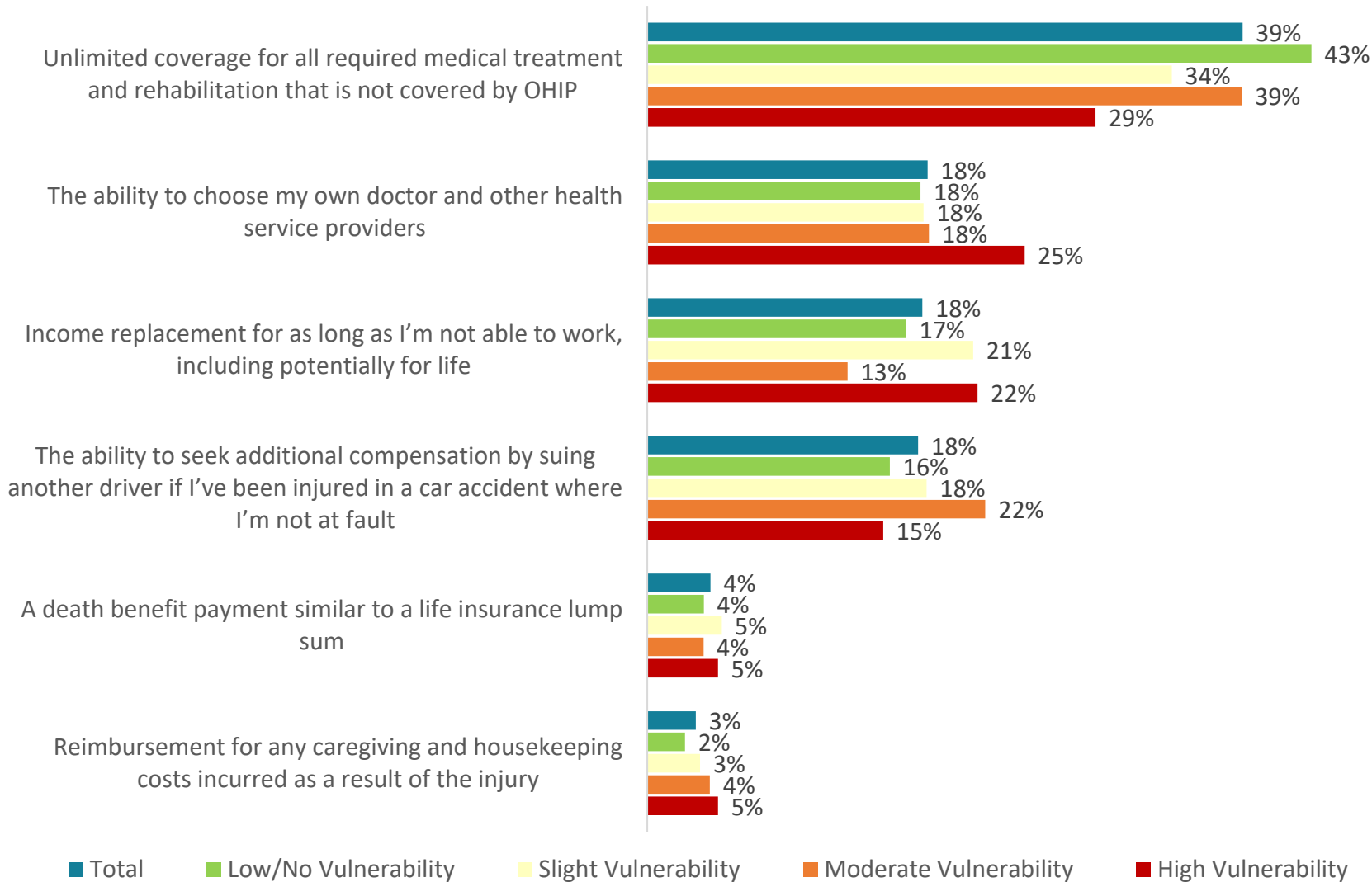
*Note: Survey question in 2020 did not include “Knowing who to call” response from 2023 survey, and survey question in 2023 did not include “Access to clear instructions for how to initiate a claim” response from 2020 survey. Thus, direct comparison cannot be done between 2023 and 2020.

T18. Which factors would be most important to you during an auto insurance claims process?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Most Important Coverage Priorities (Top Rank)



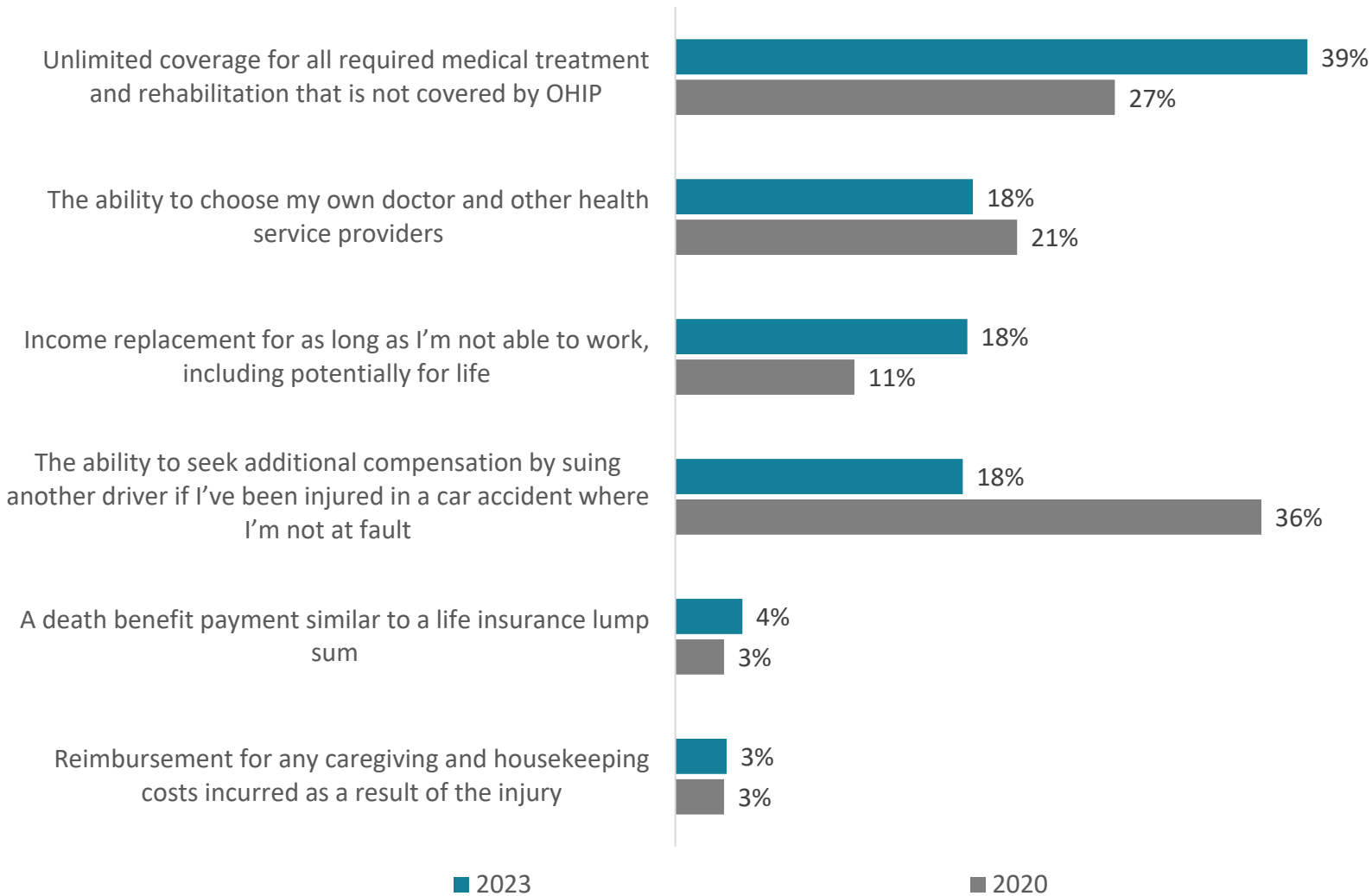
- In general, 39% of people ranked “unlimited coverage for all required medical treatment and rehabilitation not covered by OHIP” as the most important coverage priority if they were ever injured in a car accident.
- The following groups are significantly more likely to rank “unlimited coverage for all required medical treatment and rehabilitation not covered by OHIP” as the most important coverage priority if they were ever injured in a car accident:
 - Those with low/no vulnerability (43%) compared to those with slight (34%) or high (29%) vulnerability.
 - Those aged 55+ (46%-50%) compared to those aged 25-54 (31%-37%).
 - Those with household income of \$20,000+ (35%-46%) compared to less than \$20,000 (21%).
 - Non-visible minorities (41%) compared to visible minorities (35%).
 - Those who are retired (52%) compared to those who are employed full-time, employed part-time, and unemployed (34%-36%).

T19. Which coverage priorities would be most important to you, if you were ever injured in a car accident?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

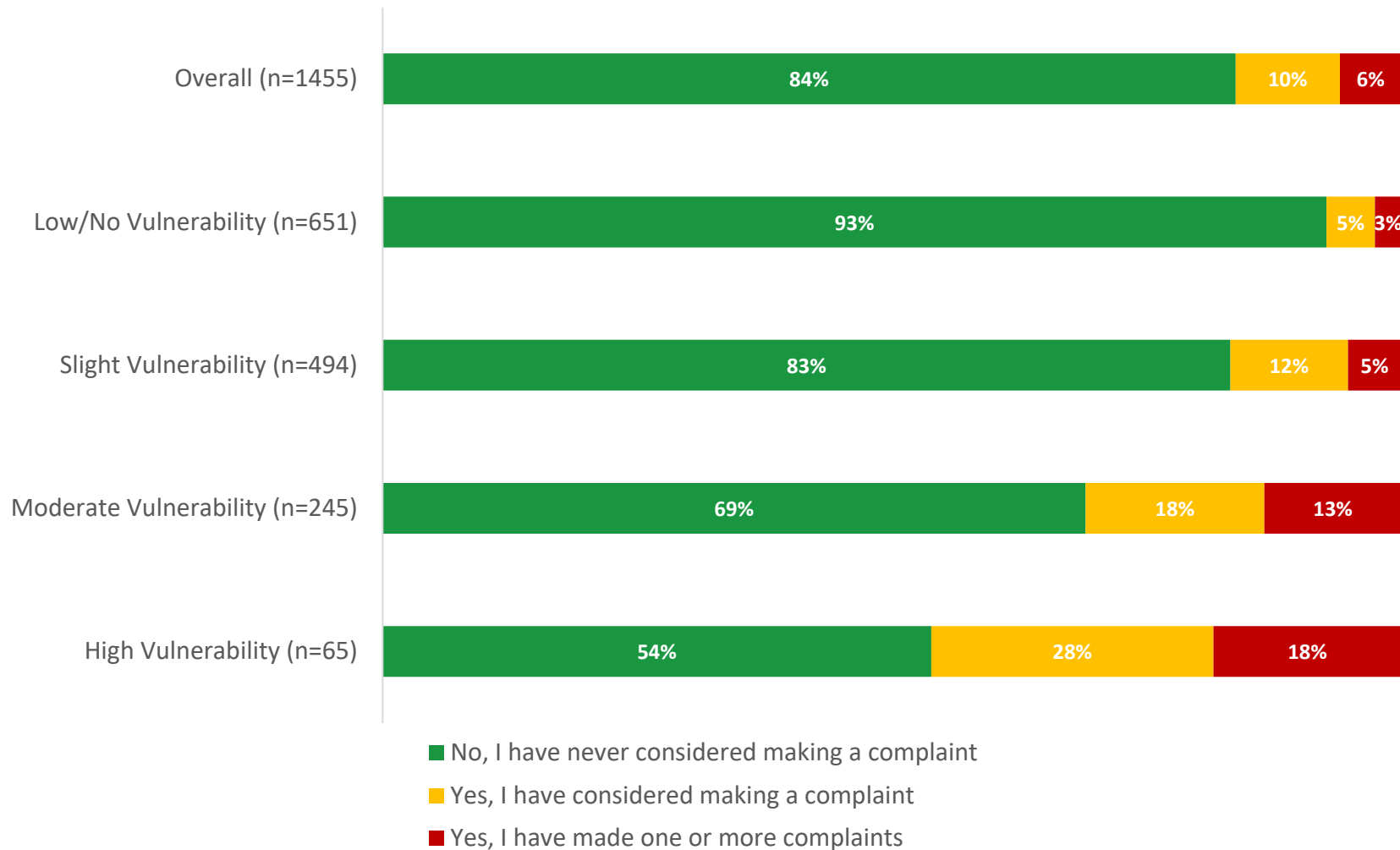
Most Important Coverage Priorities (Top Rank) (Comparison between 2023 & 2020 survey results)



- The top ranked coverage priority in 2020 (36%) was “the ability to seek additional compensation by suing another driver if they’ve been injured in a car accident where they’re not at fault”. However, in 2023, there has been a change in priorities, with 39% reporting that their top ranked coverage priority is “unlimited coverage for all required medical treatment and rehabilitation that is not covered by OHIP”.

T19. Which coverage priorities would be most important to you, if you were ever injured in a car accident?
 Sample size: 2023 Total n=1455, 2020 Total n=1035
 Framework: Total sample

Complaint Against Auto Insurance Provider



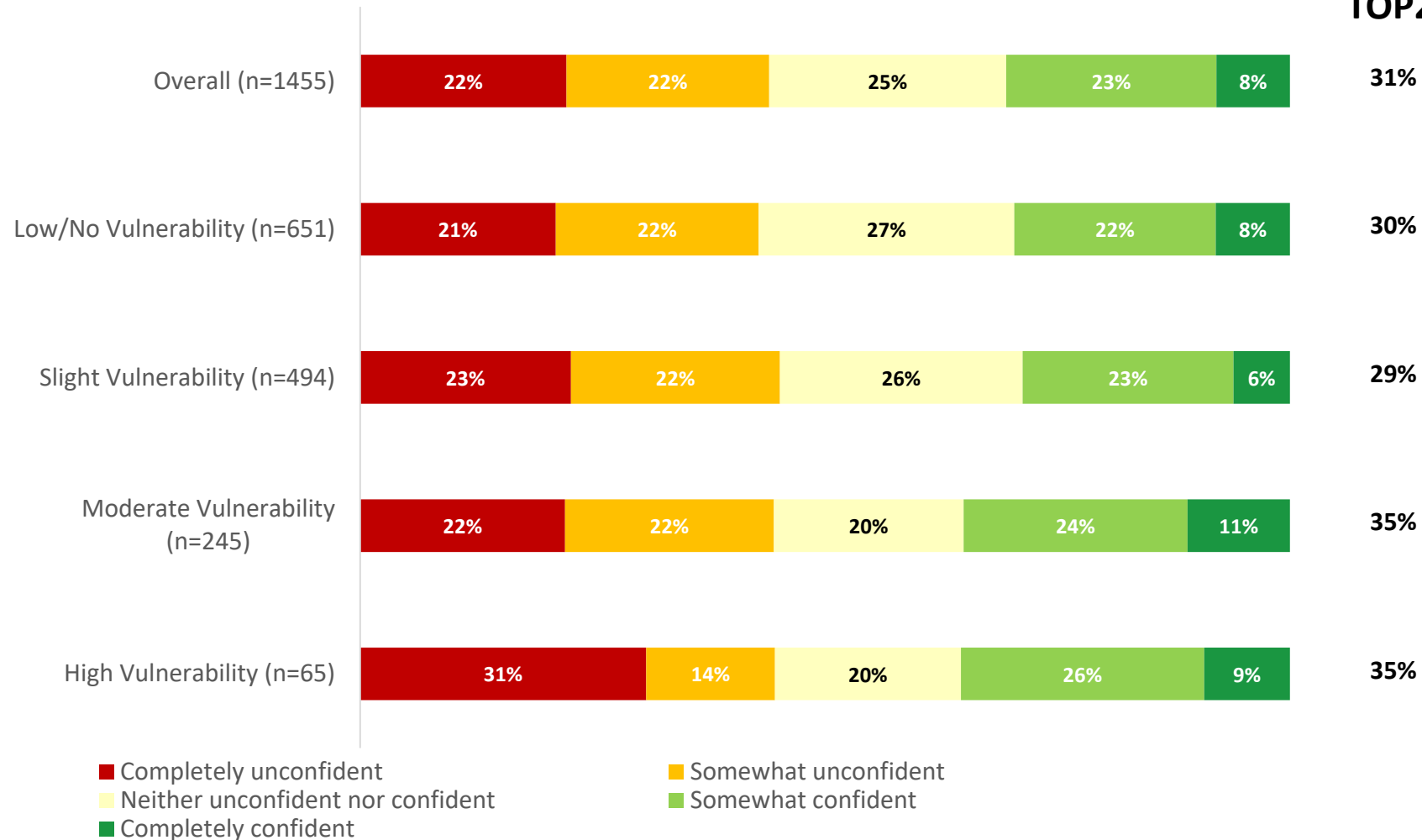
- Generally, 84% of people have never made or considered making a complaint against their auto insurance provider. The following groups are significantly more likely to say this:
 - People with low/no (93%), slight (83%), and moderate (69%) financial vulnerability compared to people with high financial vulnerability (54%).
 - Those aged 45+ (87%-93%) compared to those aged 18-34 (75%).
 - Women (87%) compared to men (80%).
 - Those who are retired (90%) compared to those working full-time or part-time (80%-81%).
 - Those with household income of \$100,000 to \$150,000 (89%) compared to \$20,000 to \$40,000 (85%) and \$60,000 to \$100,000 (79%).
 - Those who identify as non-visible minorities (85%) compared to those who identify as visible minorities (79%).
- On the other hand, 10% have considered making a complaint and 6% have made at least one complaint against their auto insurance provider.

T20. Have you ever made or considered making a complaint against any auto insurance provider?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Confidence in Auto Insurance Complaint Process



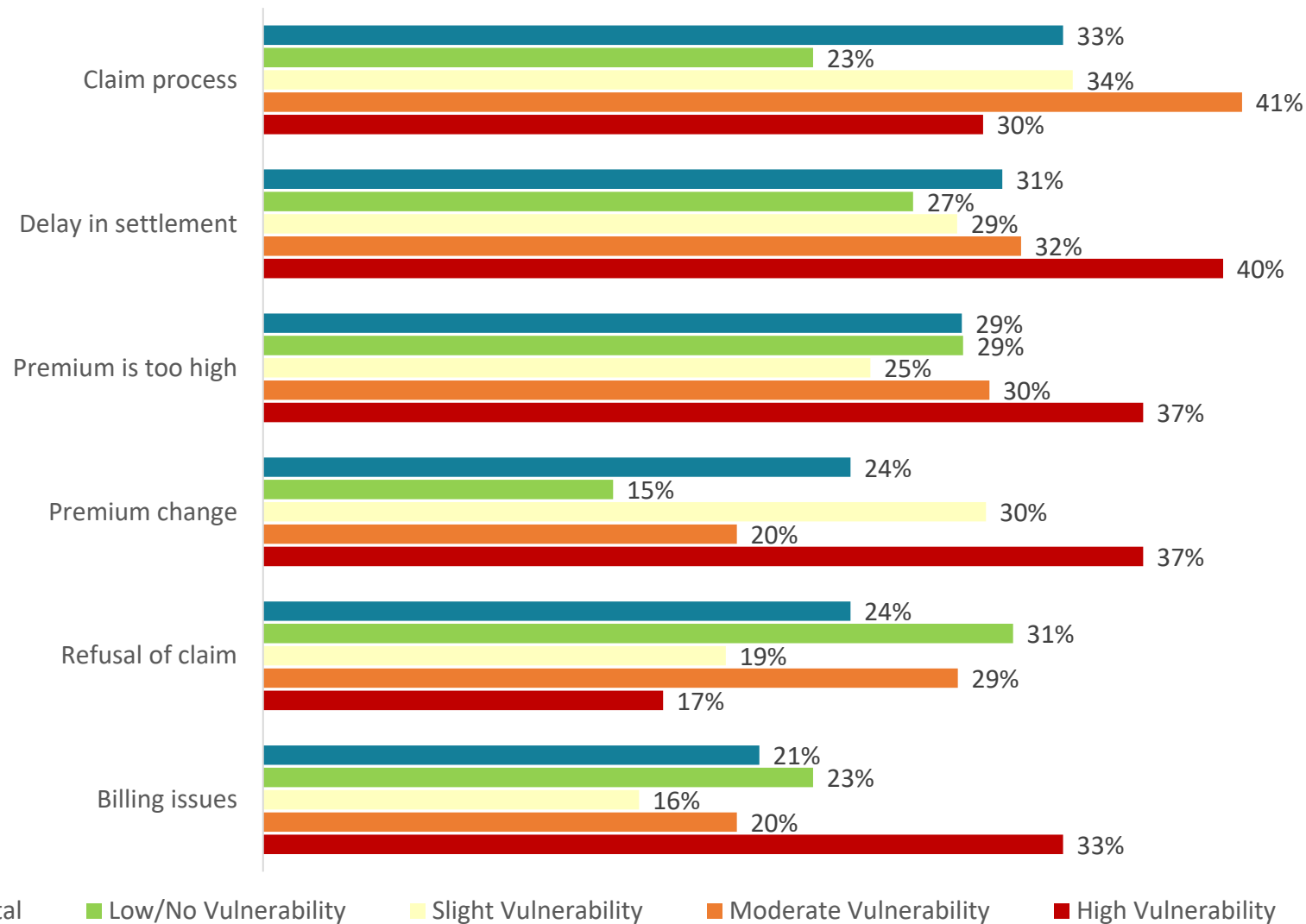
- Overall, around 4 in 10 people (BTM2: 44%) lack confidence in knowing where to file a complaint against their auto insurance provider. The following groups are significantly more likely to be unconfident:
 - Those aged 65-74 (BTM2: 49%) compared to those aged 18-24 (BTM2: 35%).
 - Those who are employed part-time, self-employed, and retired (BTM2: 49%-50%) compared to those who are unemployed (BTM2: 33%).
 - Those with household income of \$60,000 to \$80,000 and \$150,000+ (BTM2: 48%-49%) compared to less than \$20,000 (BTM2: 32%).
 - Those who identify as non-visible minorities (BTM2: 47%) compared those who identify as visible minorities (38%).
- Conversely, 3 in 10 people (TOP2: 31%) are confident in knowing where to file a complaint against their auto insurance provider.

T21. How confident are you that you know where to make a complaint against an auto provider?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Total sample

Complaints Against Auto Insurance Providers



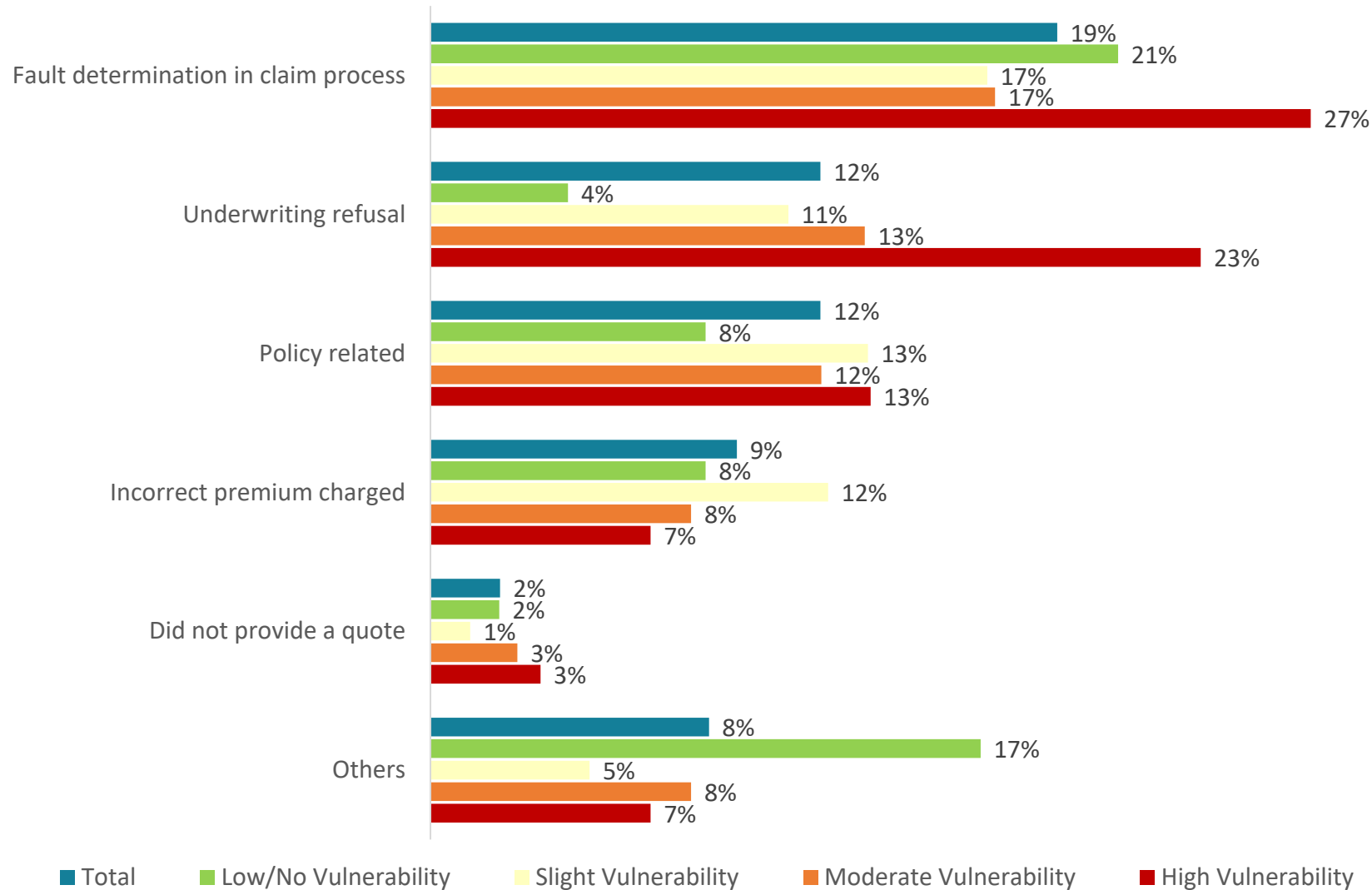
- Overall, the top reasons or issues that made people consider making a complaint against their auto insurance providers are the claim process (33%), settlement delay (31%), premium being too high (29%), change in premium (24%), and claims refusal (24%).

T22. What reasons or issues made you consider making a complaint against an auto provider?

Sample size: Total n=237, Low/No Vulnerability n=48, Slight Vulnerability n=83, Moderate Vulnerability n=76, High Vulnerability n=9; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have considered making/made a complaint against any auto insurance provider

Complaints Against Auto Insurance Providers (con't)



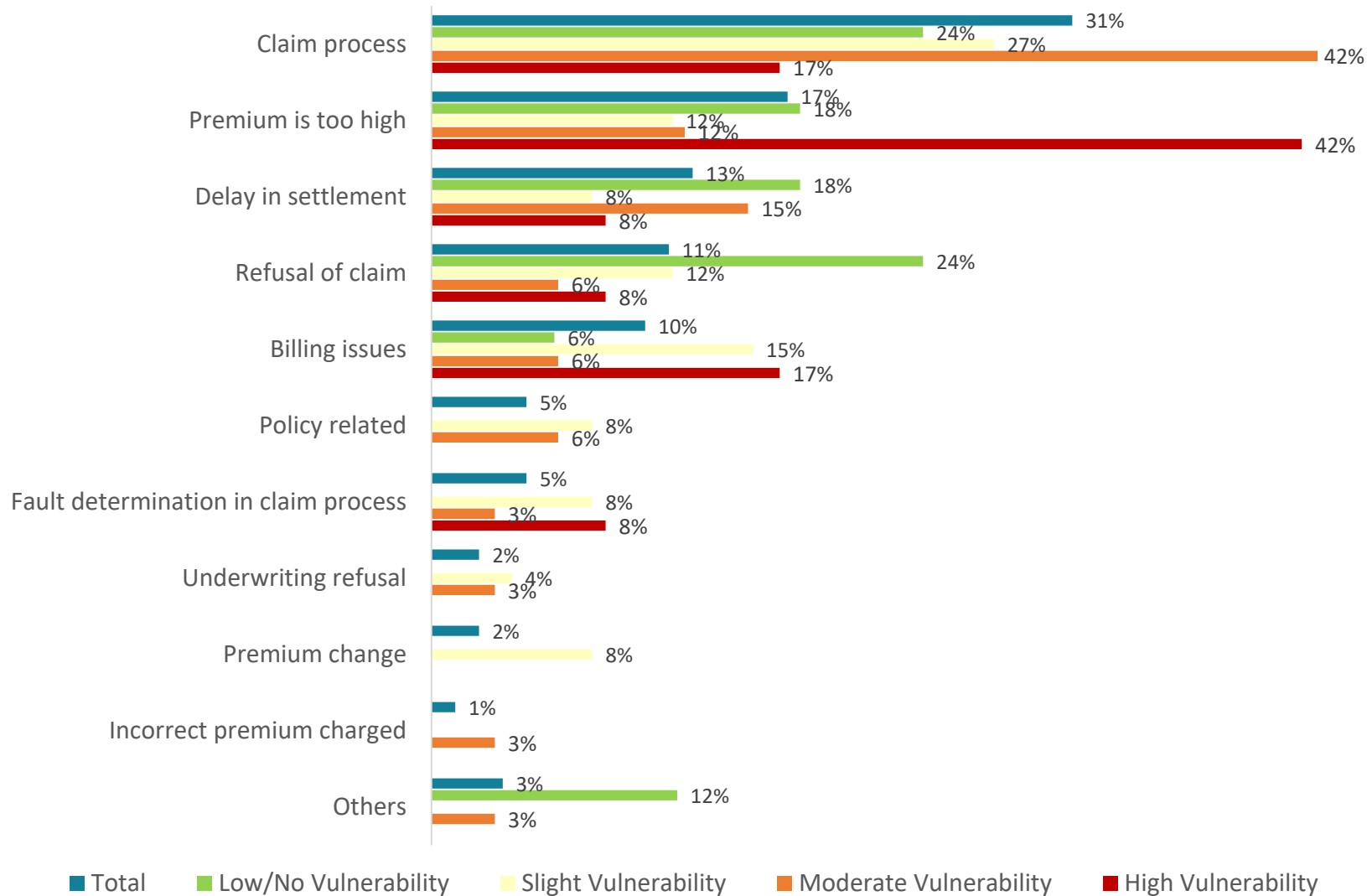
- Less commonly mentioned reasons or issues that made respondents consider making a complaint include incorrect premium charged (9%) and not providing a quote (2%).

T22. What reasons or issues made you consider making a complaint against an auto provider?

Sample size: Total n=237, Low/No Vulnerability n=48, Slight Vulnerability n=83, Moderate Vulnerability n=76, High Vulnerability n=9; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have considered making/made a complaint against any auto insurance provider

Recent Complaints Against Auto Insurance Providers



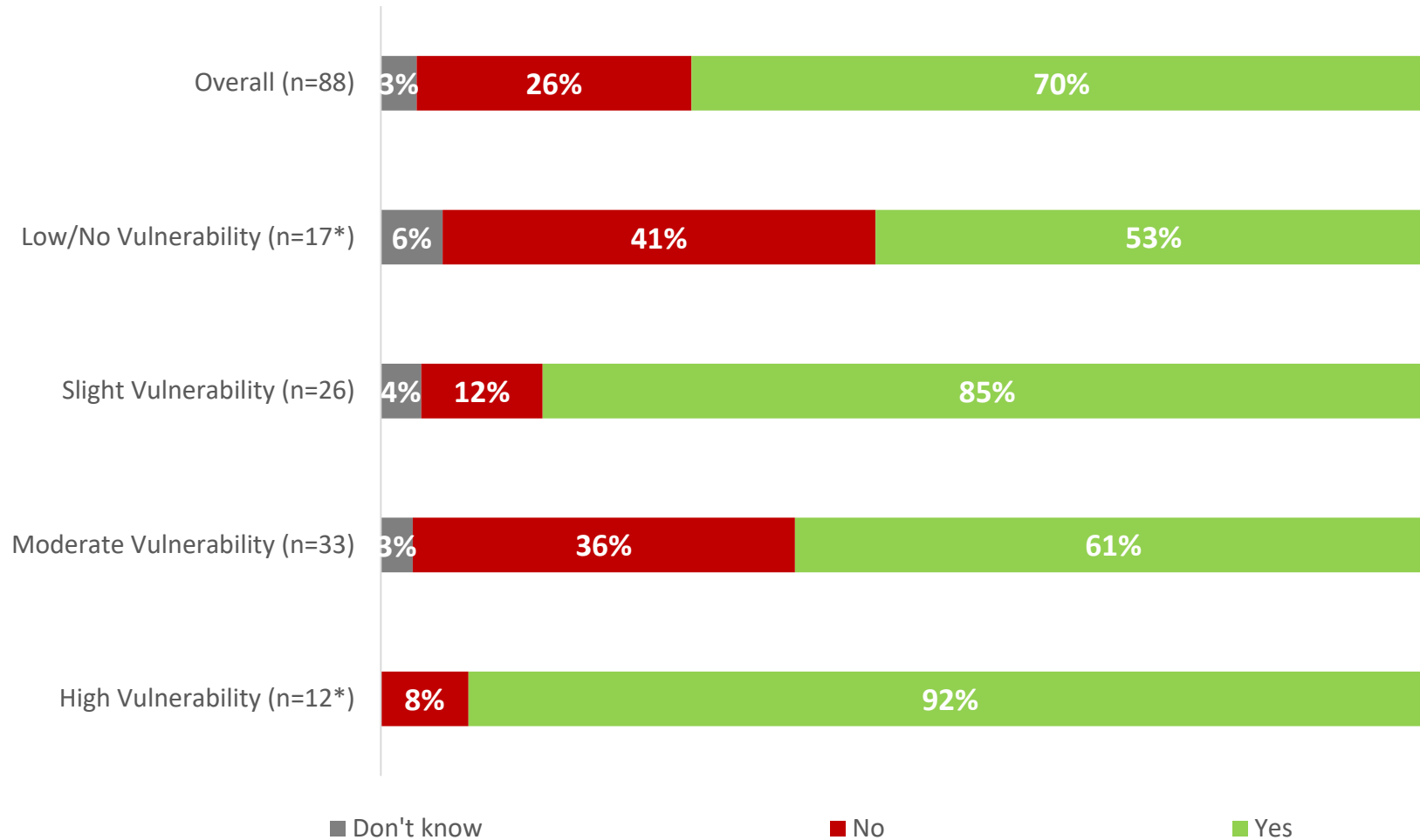
- Overall, the most common types of complaint are about the claim process (31%), premium being too high (17%), and settlement delay (13%),

T23. What was your most recent complaint about?

Sample size: Total n=88, Low/No Vulnerability n=17, Slight Vulnerability n=26, Moderate Vulnerability n=33, High Vulnerability n=12; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have made one or more complaints

Recent Complaint Resolution Status



- In general, 7 in 10 people (70%) reported that their complaint was resolved, while 1 in 4 people (26%) reported unresolved complaints.

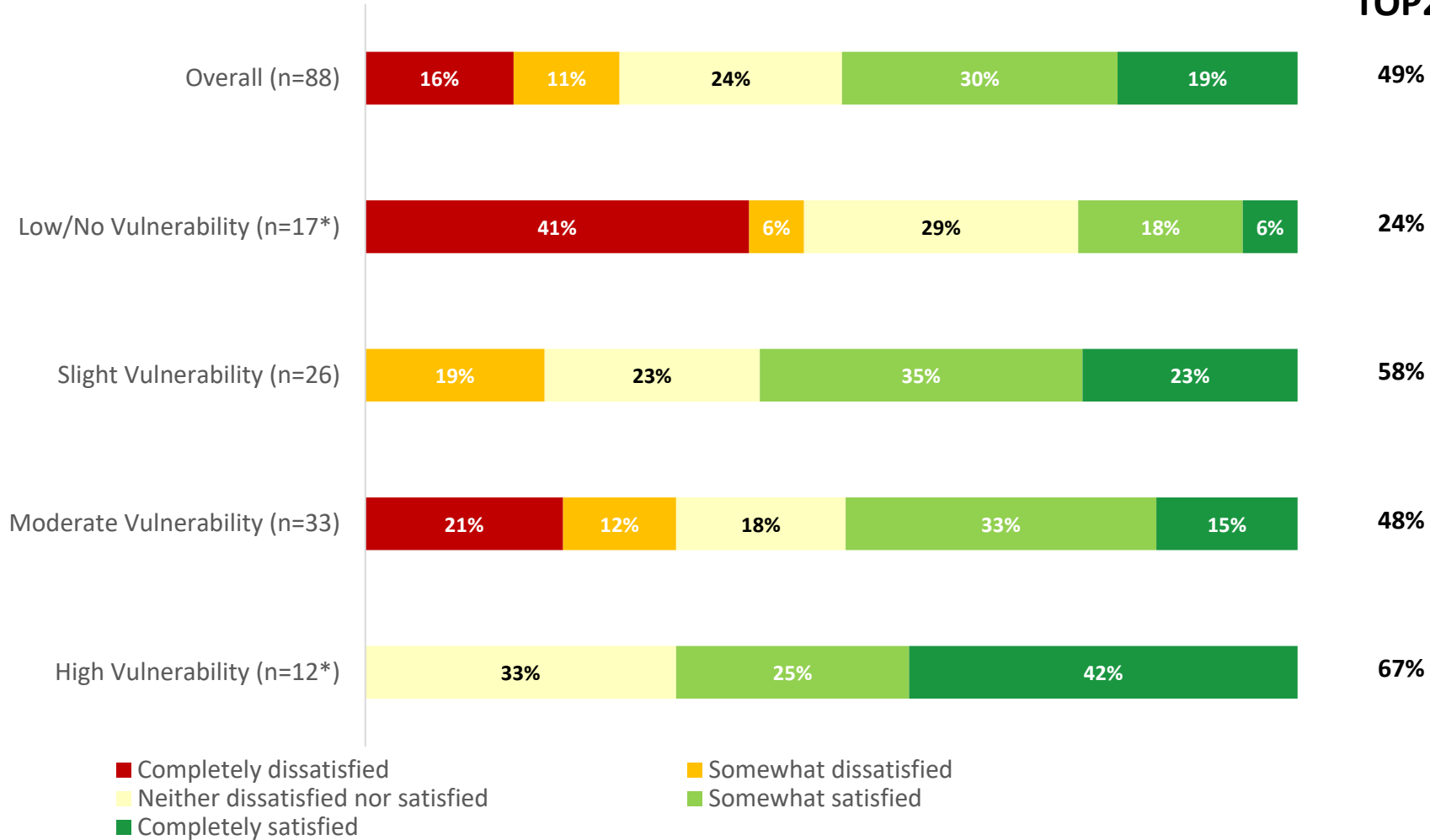
T24. Was your complaint resolved?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have made one or more complaints

*Note: Small sample size; interpret with caution

Satisfaction with Handling of Complaint



TOP2

- Approximately half of the people (TOP2: 49%) expressed satisfaction with how their complaint was handled, while 1 in 4 people (BTM2: 27%) were dissatisfied with the resolution process.

T25. How satisfied were you with how your complaint was handled?

Sample size: Shown in chart above; Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Framework: Respondents who have made one or more complaints

Note: Small sample size; interpret with caution

APPENDIX A: TECHNICAL NOTES

Interpreting this Report

TOP2 / BTM2 Groupings

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” whereas a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “*Where do you go to get your financial advice, if at all? Please select all that apply.*”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

Interpreting this Report

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments (level of vulnerability, age, gender, visible minorities, education, employment, and income) are reported on each slide in the Detailed Findings, when statistical differences exist and when appropriate. Statistically significant differences between vulnerability segments have also been shown in vulnerability break out slides.

58%
(A)

Denotes the percentage which is significantly higher (at the 95% confidence level) than the segment with the corresponding letter. Each segment is denoted with letters (e.g., A, B, C, etc.). If the letter “A” appears under the response of a certain segment, this indicates that the response of that segment is significantly higher than the response of the segment denoted with the letter “A”. Note that due to sample sizes, it is possible for one segment to be different from another segment, yet not be statistically significantly different.

Question Framework

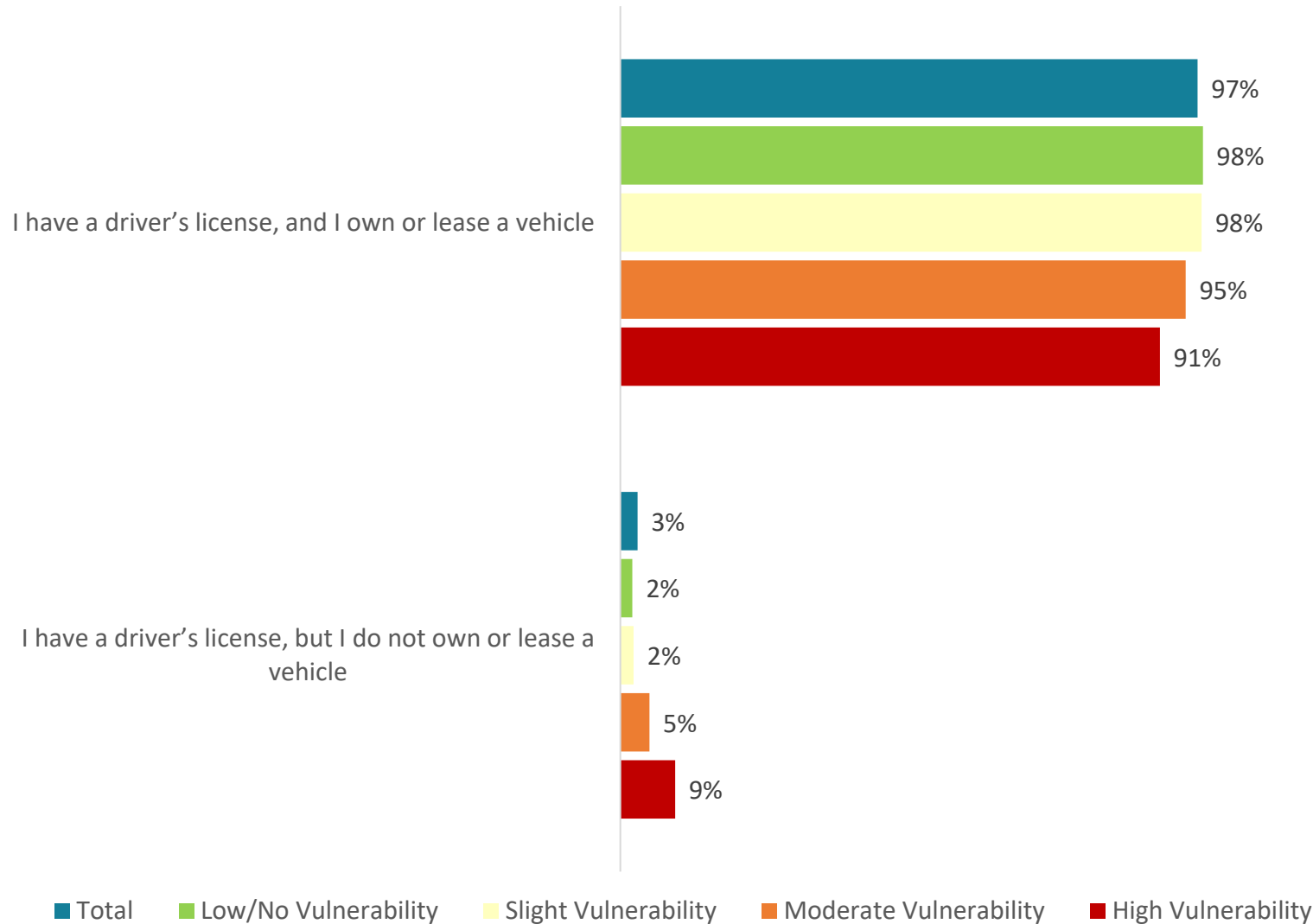
The footnote on each page indicates the related question from the survey questionnaire, the sample framework used in the analysis, and the sample size of the related data.

Small sample size

Note that footnotes have been added to small sample sizes (defined as $n < 30$) in the report, and caution should be exercised when interpreting these results. Additionally, significant differences between demographic segments with small sample size are not flagged.

APPENDIX B: OTHER DETAILED FINDINGS

Driver's License and Vehicle Ownership Status



- Overall, most people (97%) with a driver's license own or lease a vehicle. The following are significantly more likely to own or lease a vehicle on top of having a driver's license:
 - Those with low/no vulnerability (98%) compared to those with high vulnerability (91%).
 - People aged 55 to 64 (99%) compared to people aged 25 to 34 (96%).
 - Males (98%) compared to females (96%).
 - Non-visible minorities (98%) compared to visible minorities (95%).
 - People with a household income of \$60,000 and over (98%-99%) compared to people with a household income between \$40,000 to less than \$60,000 (94%).
- Only a few people (3%) have a driver's license but do not own or lease a vehicle.

T1. Which of the following best describes your situation?

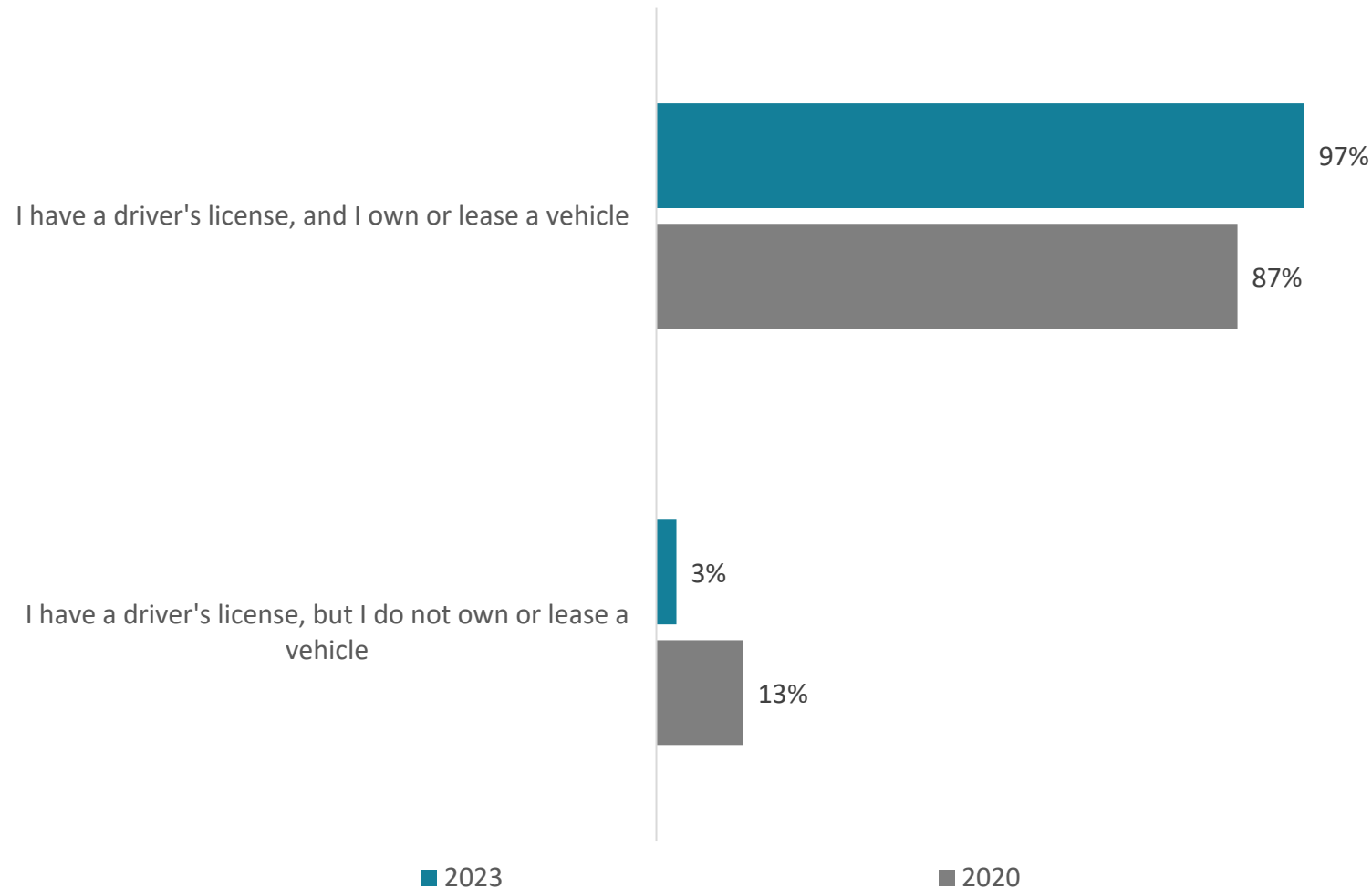
Sample size: Total n=1455, Low/No Vulnerability n=651, Slight vulnerability n=494, Moderate vulnerability n=245, High Vulnerability n=65

Framework: Total sample

Respondents were classified based on level of vulnerability defined by the number of markers garnered from each category (health, capability, life events, and resilience).

Driver's License and Vehicle Ownership Status

(Comparison between 2023 & 2020 survey results)



- The percentage of people who have a driver's license and own or lease a vehicle increased from 87%* in 2020 to 97% in 2023. On the other hand, people who have a driver's license but do not own or lease a vehicle decreased from 13%* in 2020 to 3% in 2023.

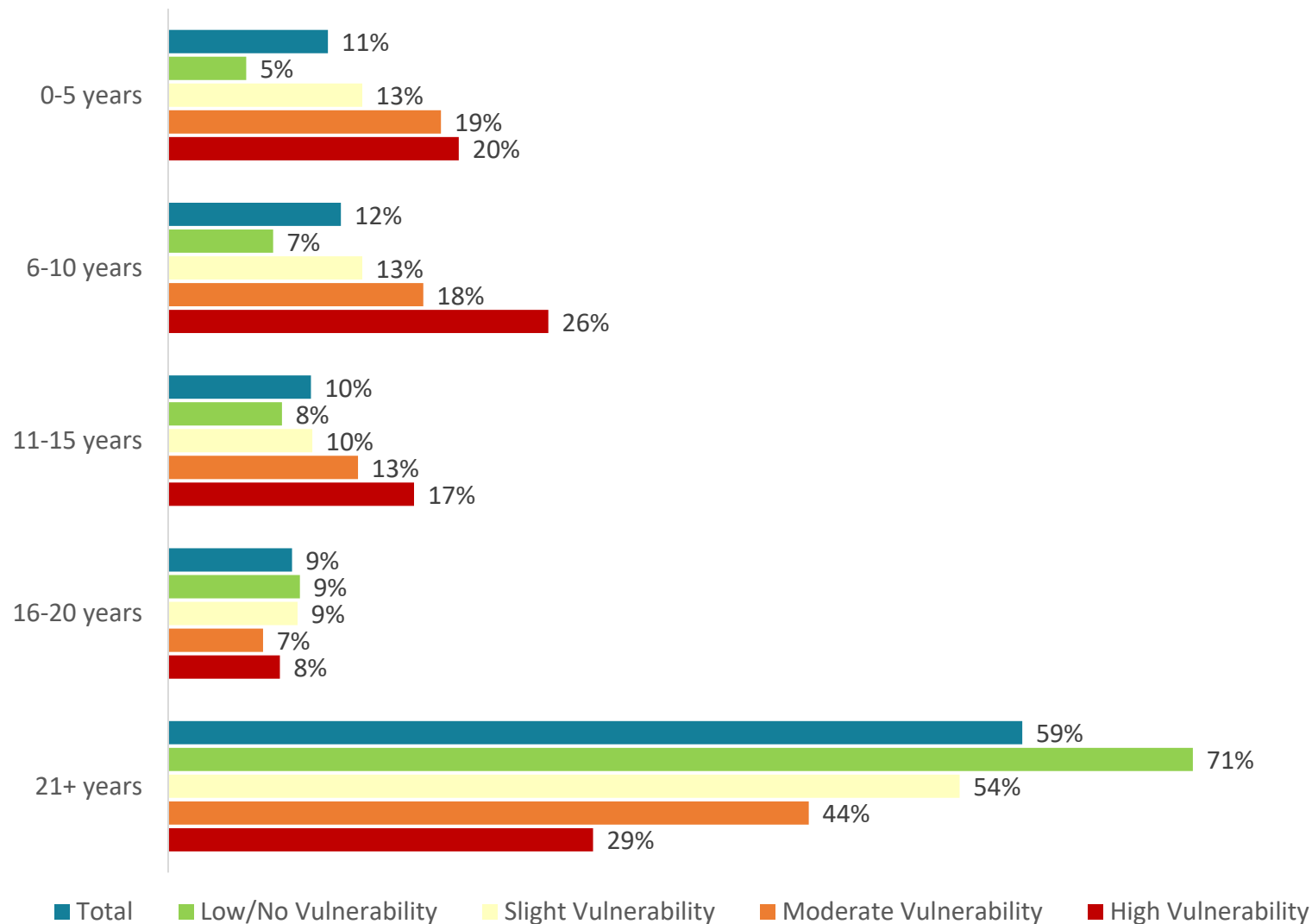
T1. Which of the following best describes your situation?

Sample size: 2023 Total n=1455, 2020 Total n=985

Framework: Total sample

*Note: Responses from individuals who answered "I don't have a driver's license" in 2020 were excluded from the analysis for comparison purposes

Length of Driver's License Ownership



- Almost 3 in 5 people (59%) have held their driver's license for more than 21 years. The following groups are significantly more likely to have held their driver's license for more than 21 years.
 - Those with low/no (71%), slight (54%), and moderate (44%) vulnerability compared to high vulnerability (29%).
 - Men (62%) compared to women (57%).
 - People who earned a certificate or diploma for secondary school (65%) and apprenticeship (69%) compared to people who earned a certificate below bachelor's degree (56%) and bachelor's degree (54%).
- On the other hand, 1 in 10 people (11%) have held their driver's license for 0 to 5 years. The following have a significantly higher likelihood of falling into this category:
 - Individuals with slight, moderate, and high financial vulnerability (13-20%) compared to individuals with low/no vulnerability (5%).
 - Women (12%) compared to men (9%).
 - Visible minorities (24%) compared to non-visible minorities (5%).

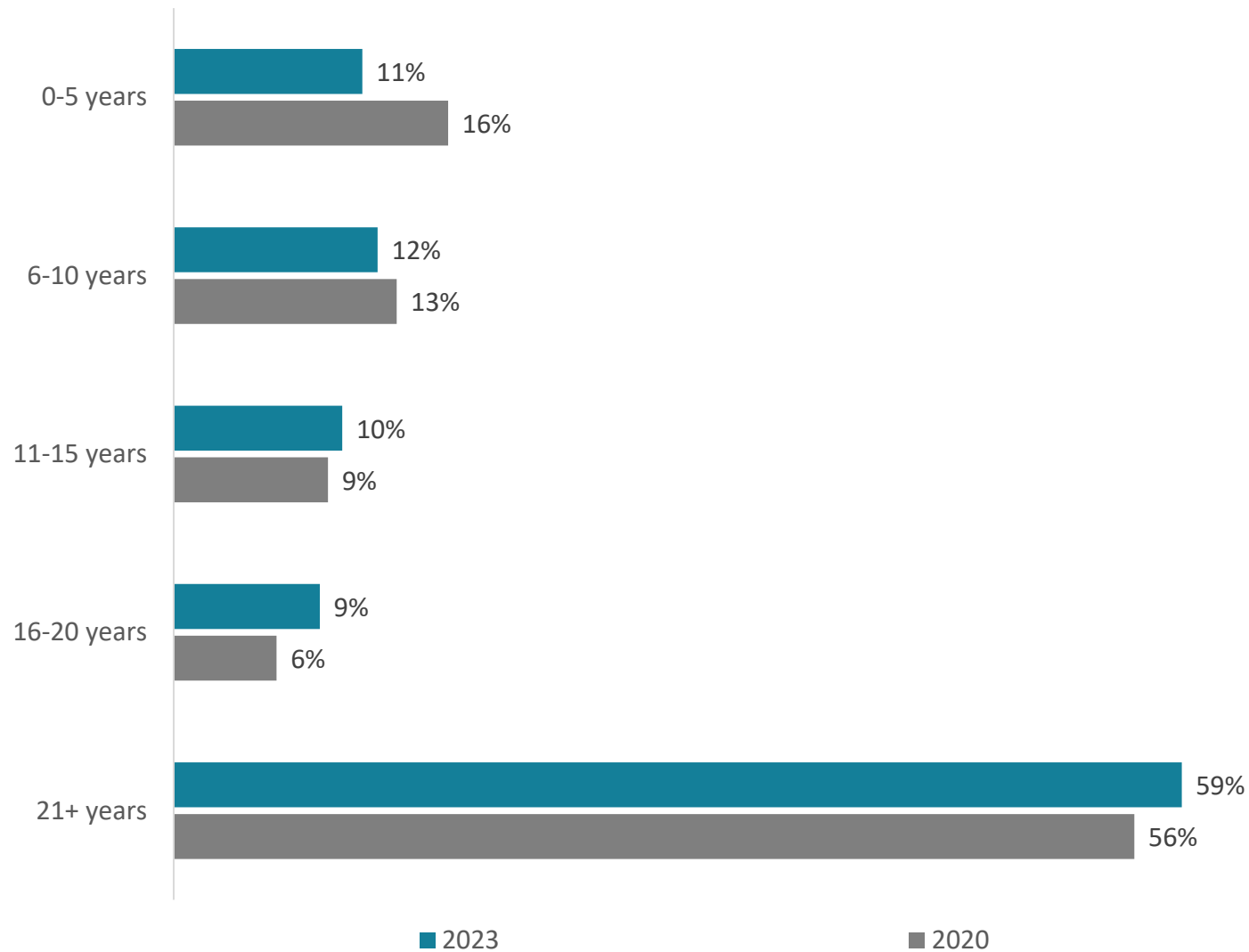
T2. How long have you held your driver's license?

Sample size: Total n=1455, Low/No vulnerability n=651, Slight vulnerability n=494, Moderate vulnerability n=245, High vulnerability n=65

Framework: Total sample

Length of Driver's License Ownership

(Comparison between 2023 & 2020 survey results)

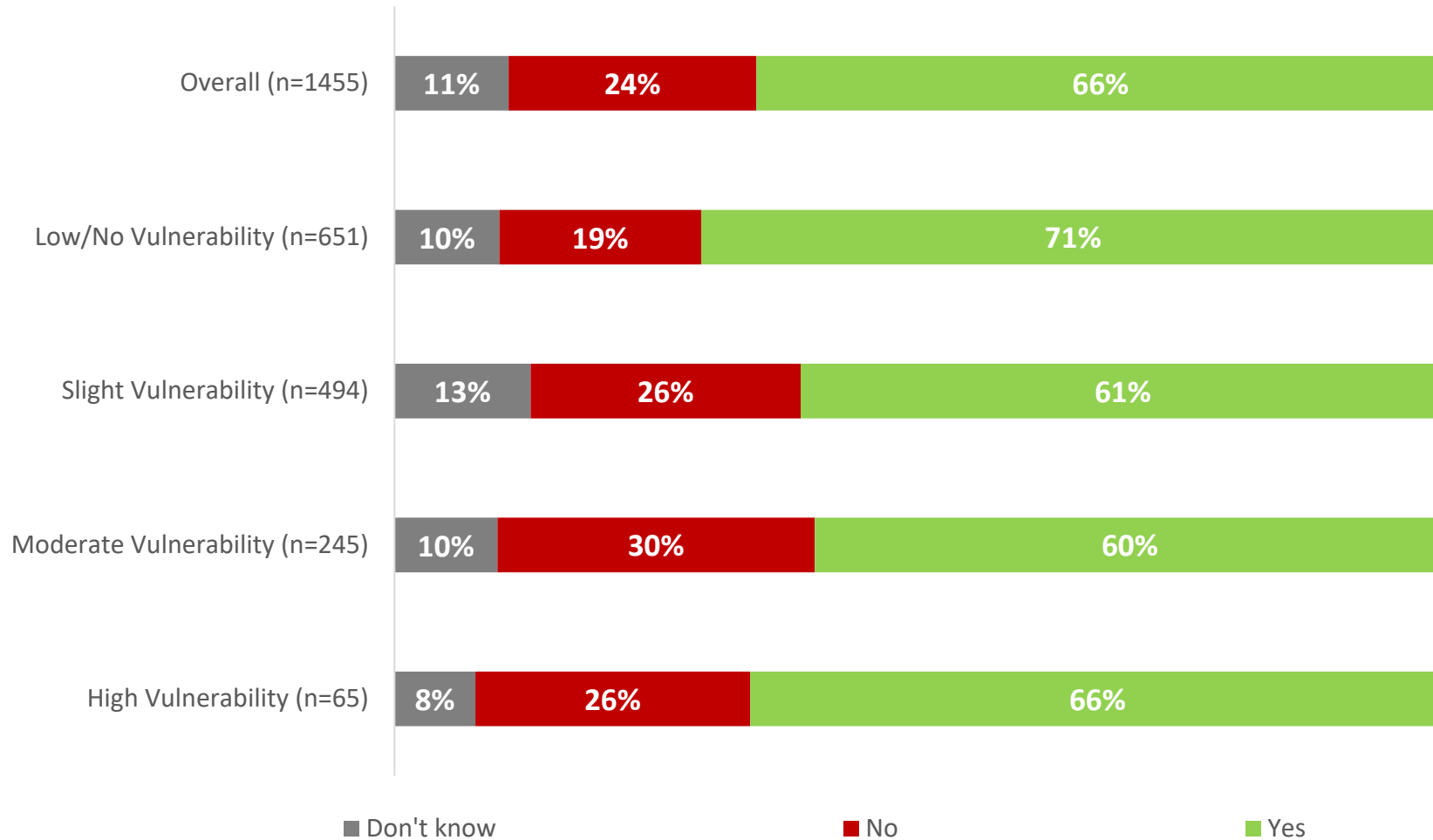


- From 2020 to 2023, driver's license holders of 21+ years increased from 56%* to 59%, while those with 0-5 years decreased from 16%* to 11%.

T2. How long have you held your driver's license?
Sample size: 2023 Total n=1455, 2020 Total n=981
Framework: Total sample

*Note: Responses from individuals who answered, "Prefer not to answer" and "Not applicable" in 2020 were excluded from the analysis for comparison purposes

Auto Insurance Discounts



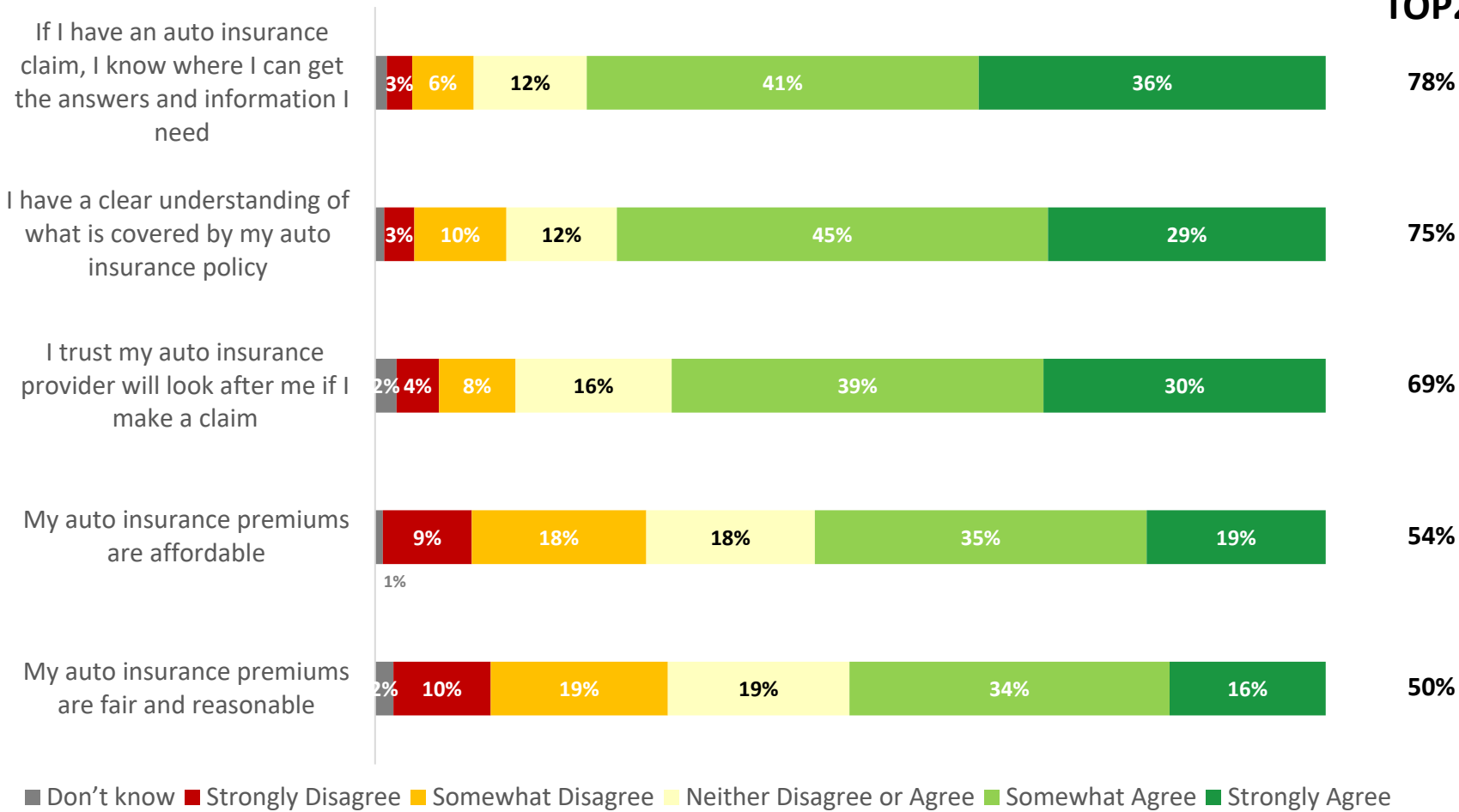
- Approximately 2 in 3 people (66%) reported that they currently have discounts on their auto insurance. The following are significantly more likely to say this:
 - People with low/no financial vulnerability (71%) compared to people with slight (61%) and moderate (60%) financial vulnerability.
 - Individuals aged 35 and above (62-80%) compared to individuals aged 18 to 34 (43%).
 - Individuals who are employed full time (66%), self-employed (65%), and retired (77%) compared to those employed part time (52%).
 - Individuals with a household income of \$80,000 and above (71%-73%) compared to those with a household income of below \$80,000 (57%-60%).
- On the other hand, 1 in 4 people (24%) reported that they do not currently have a discount on their auto insurance. Demographic groups that are less likely to have a discount include:
 - Individuals who are slightly (26%) and moderately (30%) vulnerable compared to those who are the least vulnerable (19%).
 - People between 18 to 54 years of age (29%-46%) compared to people between 55 to 64 years (16%).
 - Individuals employed full time (24%) and part time (33%) compared to those retired from their employment (12%).
 - Individuals with a household income between \$20,000 and less than \$80,000 (28%-31%) compared to those with a household income of \$100,000 and above (19%).

T4. Do you currently have any discounts on your auto insurance?

Sample size: Total n=1455, Low/No vulnerability n=651, Slight vulnerability n=494, Moderate vulnerability n=245, High vulnerability n=65

Framework: Total sample

Agreement with Various Auto Insurance Statements



- Almost 8 in 10 (TOP2: 78%) agree that they know where to get the information needed if they have an auto insurance claim. The following groups are significantly more likely to agree with this:
 - Those aged 55 and over (TOP2: 85%-88%) compared to those aged 44 and younger (TOP2: 64%-72%).
 - Those with household income greater than \$20,000 (TOP2: 75%-82%) compared to less than \$20,000 (TOP2: 57%).
 - Non-visible minorities (TOP2: 82%) compared to visible minorities (TOP2: 70%).
 - Those with a high school diploma (TOP2: 82%) compared to those with a professional/graduate degree (TOP2: 74%).
 - Those who are retired (TOP2: 89%) compared to those who are employed, unemployed, or students (TOP2: 57%-79%).
- Only half (TOP2: 50%) agree that their premiums are fair and reasonable. The following groups are significantly more likely to agree with this:
 - Non-visible minorities (TOP2: 52%) compared to visible minorities (TOP2: 45%).
 - Those with a high school diploma (TOP2: 56%) compared to those with a professional/graduate degree (TOP2: 46%).

T14a. To what extent do you agree with the following statements?

Sample size: 1455

Framework: Total sample

Agreement with Various Auto Insurance Statements (Vulnerability Classification – TOP2)

TOP2%	Total	Low/No Vulnerability (A)	Slight Vulnerability (B)	Moderate Vulnerability (C)	High Vulnerability (D)
If I have an auto insurance claim, I know where I can get the answers and information I need	78%	83% (B,C,D)	74%	73%	68%
I have a clear understanding of what is covered by my auto insurance policy	75%	80% (B,C)	72%	67%	72%
I trust my auto insurance provider will look after me if I make a claim	69%	73% (C)	68%	61%	65%
My auto insurance premiums are affordable	54%	56%	53%	49%	52%
My auto insurance premiums are fair and reasonable	50%	50%	51%	47%	58%

- Those with low/no vulnerability are significantly more likely to agree with the following:
 - Knowing where to get the answers and information they need if they have an auto insurance claim (TOP2: 83%) compared to those with slight, moderate, and high vulnerability (TOP2: 68%-74%).
 - Having a clear understanding of what is covered by their policy (TOP2: 80%) compared to those with slight and moderate vulnerability (TOP2: 67%-72%).
 - Trust that their auto insurance provider will look after them if they make a claim (TOP2: 73%) compared to those with moderate vulnerability (TOP2: 61%).

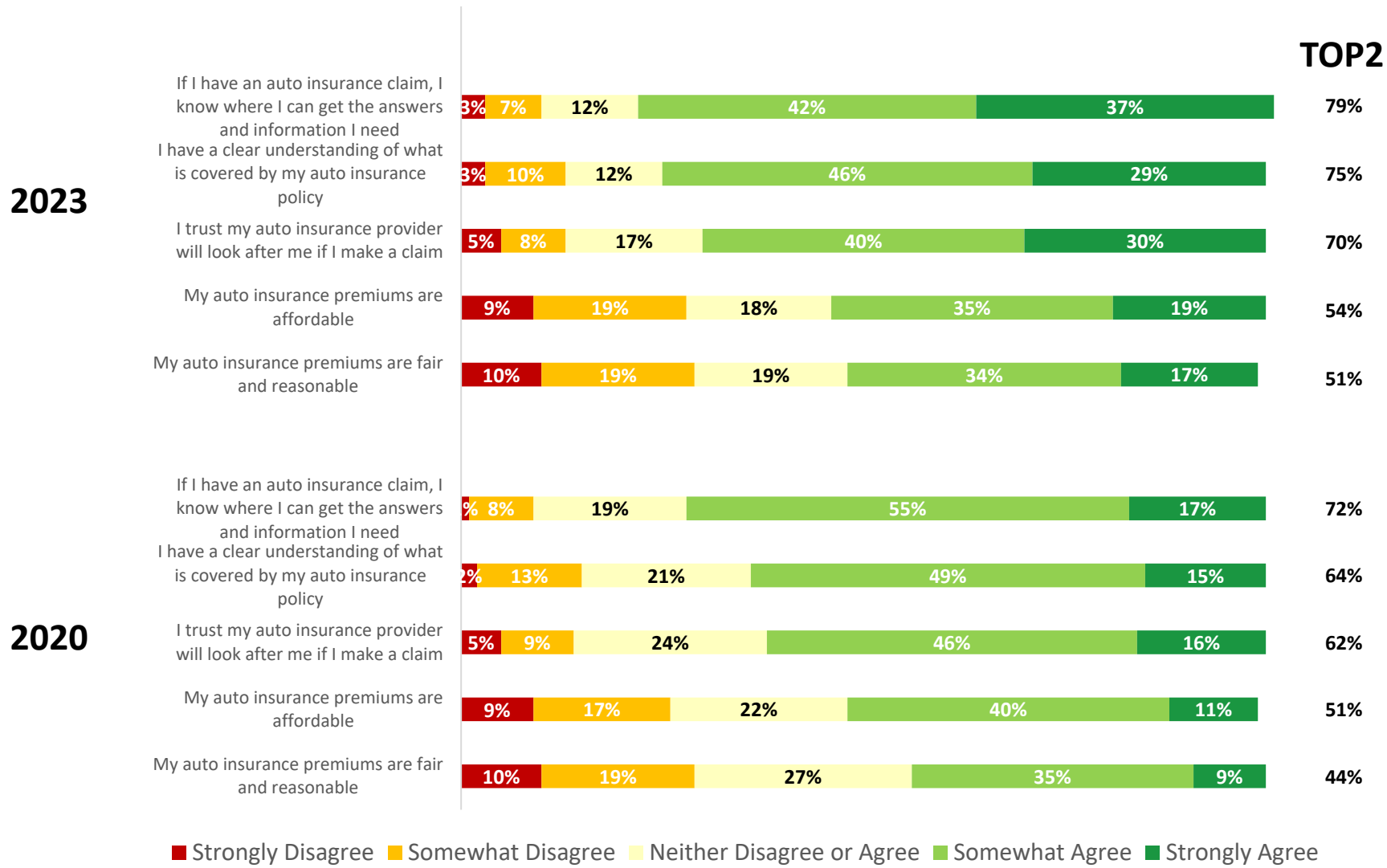
T14a. To what extent do you agree with the following statements?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65

Framework: Total sample

Agreement with Various Auto Insurance Statements

(Comparison between 2023 & 2020 survey results)



- In 2023, agreement with all 5 statements increased compared to 2020.

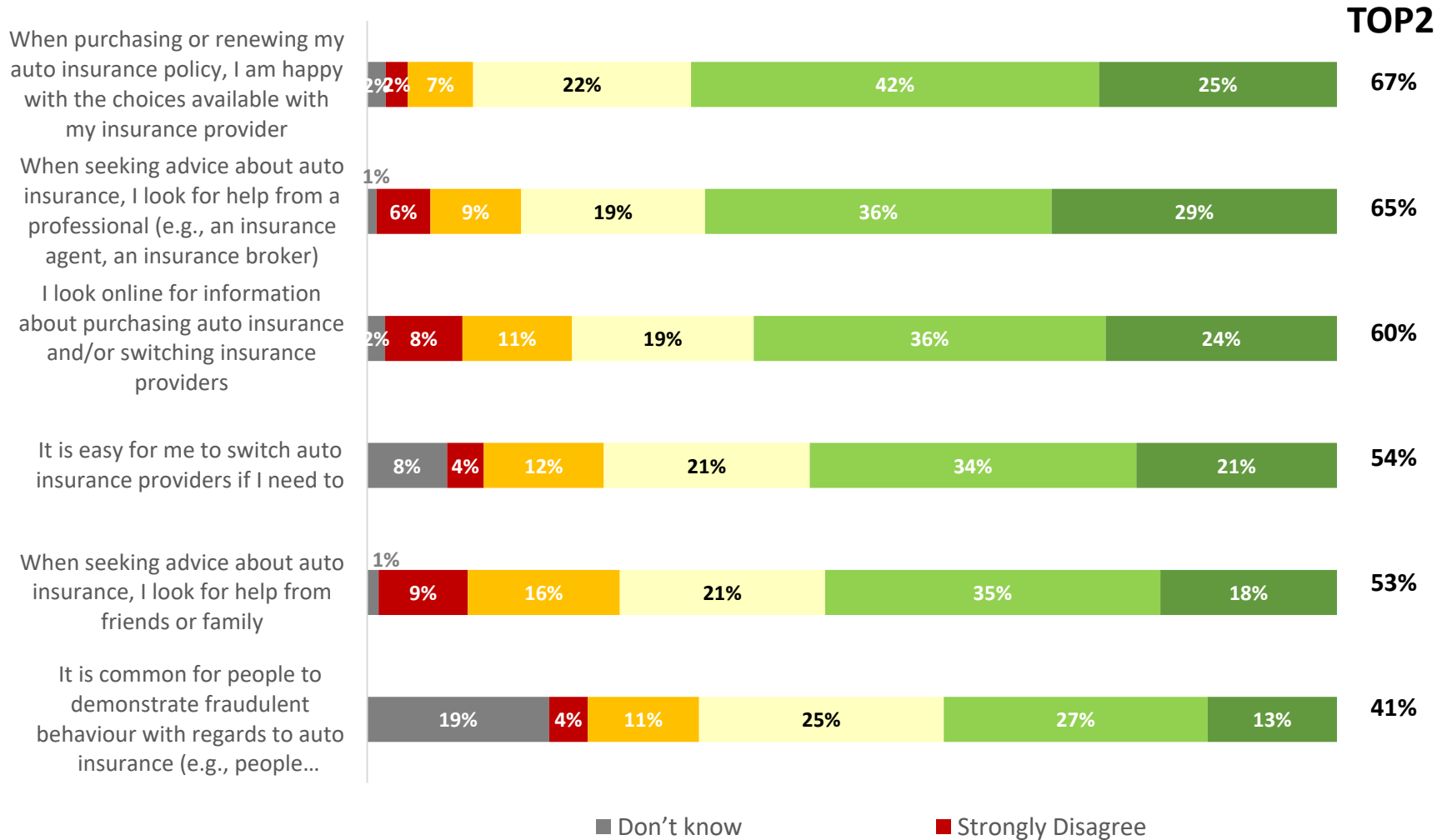
T14a. To what extent do you agree with the following statements?

Sample size: 2023 n=1422-1443; 2020 n=943-954

Framework: Total sample excluding Don't Know for 2023 survey and N/A for 2020 survey for comparison purposes

*Note: Likert scale for 2023 survey as shown above, Likert scale for 2020 survey as follows: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree

Agreement with Various Auto Insurance Statements



- 2 in 3 (TOP2: 67) agree that they are happy with the choices available when purchasing or renewing their auto insurance policy. The following are significantly more likely to agree:
 - Those aged 65 to 74 (TOP2: 73%) compared to those aged 18-24 (TOP2: 58%) and 35-44 (TOP2: 62%).
 - Non-visible minorities (TOP2: 69%) compared to visible minorities (TOP2: 61%).
 - Those who are retired (TOP2: 75%) compared to those who are employed full-time (TOP2: 64%).
- Only 1 in 4 (TOP2: 41%) agree that it is common for people to demonstrate fraudulent behaviour with regards to auto insurance. 1 in 5 (19%) said they don't know. Those who are significantly more likely to agree are:
 - Those aged 25-35 (TOP2: 46%) compared to those aged 65+ (TOP2: 34%-36%).
 - Those who are employed full-time or part-time (TOP2: 43%-46%) compared to those who are retired (TOP2: 33%).
 - Those with household income \$40,000-\$60,000 or \$100,000+ (TOP2: 42%-46%) compared to \$20,000-\$40,000 (TOP2: 31%).

T15a. To what extent do you agree with the following statements?

Sample size: 1455

Framework: Total sample

Agreement with Various Auto Insurance Statements (Vulnerability Classification – TOP2)

TOP2%	Total	Low/No Vulnerability (A)	Slight Vulnerability (B)	Moderate Vulnerability (C)	High Vulnerability (D)
When purchasing or renewing my auto insurance policy, I am happy with the choices available with my insurance provider	67%	71% (B,C)	64%	62%	60%
When seeking advice about auto insurance, I look for help from a professional (e.g., an insurance agent, an insurance broker)	65%	64%	66%	65%	72%
I look online for information about purchasing auto insurance and/or switching insurance providers	60%	60%	63% (D)	54%	65%
It is easy for me to switch auto insurance providers if I need to	54%	58% (C)	52%	49%	51%
When seeking advice about auto insurance, I look for help from friends or family	53%	47%	57% (A)	58% (A)	57%
It is common for people to demonstrate fraudulent behaviour with regards to auto insurance (e.g., people misrepresenting themselves when applying for auto insurance or making false claims)	41%	40%	41%	39%	55% (A,B,C)

- Those with low/no vulnerability are significantly more likely to agree with the following:
 - Being happy with the choices available (TOP2: 71%) compared to those with slight (TOP2: 64%) and moderate (TOP2: 62%) vulnerability.
 - It is easy to switch auto insurance providers if needed (TOP2: 58%) compared to those with moderate vulnerability (TOP2: 49%).
- Those with high vulnerability are significantly more likely to agree that it is common for people to demonstrate fraudulent behaviour with regards to auto insurance (TOP2: 55%) compared to those with low (TOP2: 40%), slight (TOP2: 41%), and moderate (TOP2: 39%) vulnerability.

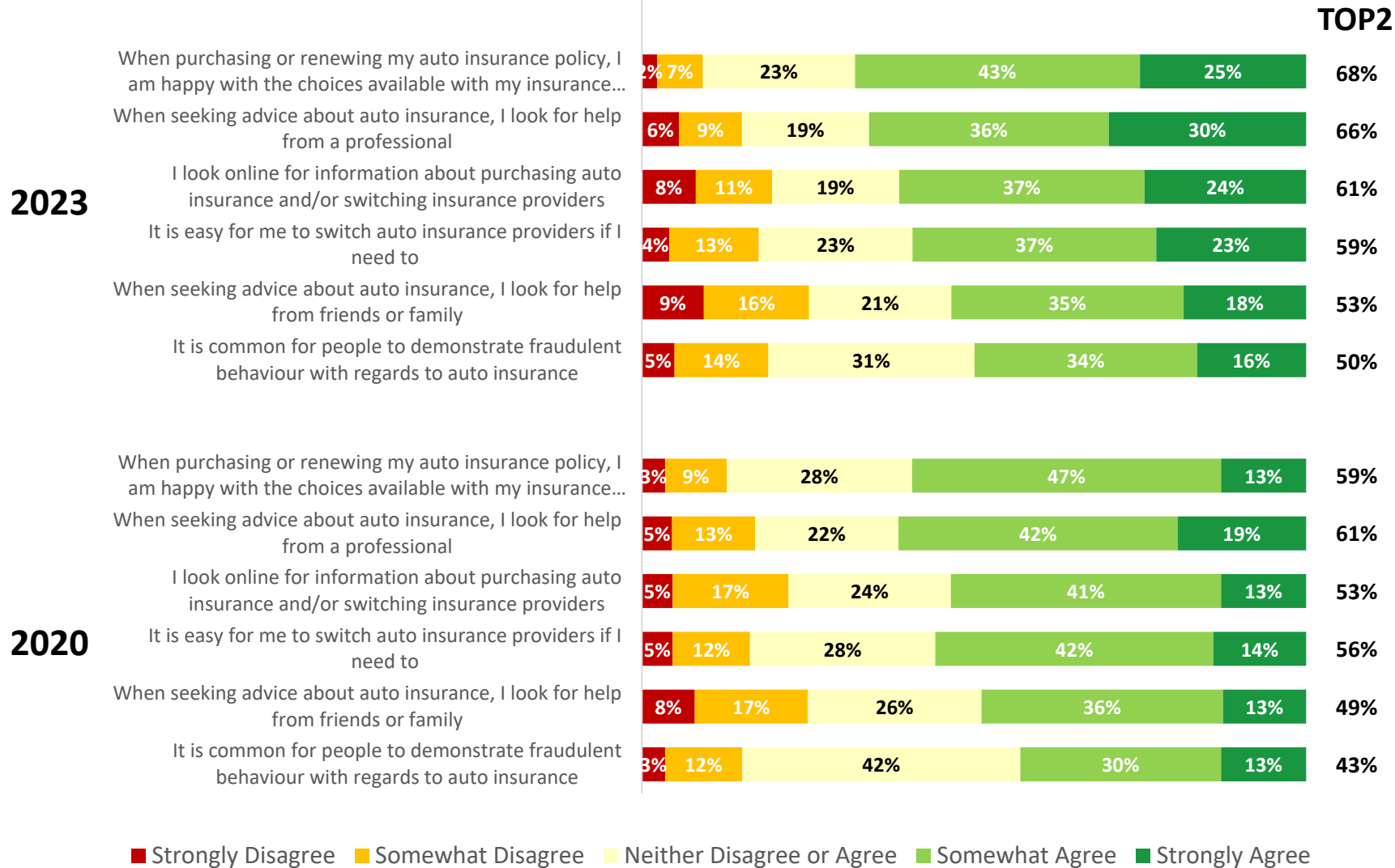
T15a. To what extent do you agree with the following statements?

Sample size: Total n=1455, Low/No Vulnerability n=651, Slight Vulnerability n=494, Moderate Vulnerability n=245, High Vulnerability n=65

Framework: Total sample

Agreement with Various Auto Insurance Statements

(Comparison between 2023 & 2020 survey results)



- In 2023, agreement with all 5 statements increased compared to 2020.

T15a. To what extent do you agree with the following statements?

Sample size: 2023 n=1182-1441; 2020 n=943-965

Framework: Total sample excluding Don't Know for 2023 survey and N/A for 2020 survey for comparison purposes

*Note: Likert scale for 2023 survey as shown above, Likert scale for 2020 survey as follows: Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, Strongly Disagree