



2008 Polling Data

Q: When thinking about your homeowner insurance policy, please tell me which of the following you believe has the responsibility to make sure that your homeowner insurance policy is kept current.

- 61 percent – It is your responsibility
- 17 percent – It is the responsibility of your insurance agent
- 12 percent – It is the responsibility of your insurance company
- 5 percent – All

OTHER

- 5 percent – Don't know
- 1 percent -- Refused

By region, the polling results indicate the following:

	Homeowner Responsibility	Insurance Agent Responsibility	Insurance Company Responsibility	All	Don't Know	Refused to State
By County						
Los Angeles	57%	20%	16%	5%	1%	--
Orange	58%	19%	16%	4%	3%	--
San Bernardino	73%	9%	9%	1%	8%	--
By Media Market						
Los Angeles	60%	15%	16%	3%	6%	1%
San Diego	68%	18%	5%	6%	4%	--
Bay Area	58%	20%	9%	7%	6%	1%
Sacramento	66%	16%	8%	7%	2%	--
Central Valley	58%	20%	16%	5%	1%	--

The poll was conducted for IINC by Public Opinion Strategies September 21st – 24th with a margin of error of 3.46 percent.