



CALIFORNIA STATEWIDE SURVEY
August 8-10, 2004
800 Likely Voters, Margin of Error: +/- 3.46 Percent

With five being very important and one being not important at all, how important is it to you personally to have enough home insurance to cover the cost of replacing your home and the contents within should your home and belongings be totally lost?

<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
71%	18%	6%	2%	2%

One a scale of one-to-five, with five being plenty and one being not nearly enough, do you believe you have sufficient home insurance to cover the total loss of your home and its contents?

<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
35%	25%	19%	8%	9%

With five being very often and one being very seldom, how often do you believe you should update your home insurance to be sure you have sufficient insurance to cover your home and its contents?

<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
23%	25%	35%	7%	6%

Which of the following best represents when you last updated your home insurance policy?

- 20% Within the last six months
- 14% More than six months but less than a year
- 28% One-to-two years ago
- 13% Three-to-five years ago
- 28% More than five years ago
- 10% Don't know/Refused

Which best represents the last time you read your home owners insurance policy?

24%	Within the last six months
15%	More than six months but less than a year
22%	One-to-two years ago
11%	Three-to-five years ago
16%	More than five years ago
12%	Other/Don't know/Refused

Which of the following do you believe has the responsibility to make sure that your homeowner's insurance policy is kept current?

71%	It is your responsibility
19%	It is the responsibility of your insurance agent
7%	It is the responsibility of your insurance company
4%	Other/Don't know