

The Wicked Problem: The Research Continues

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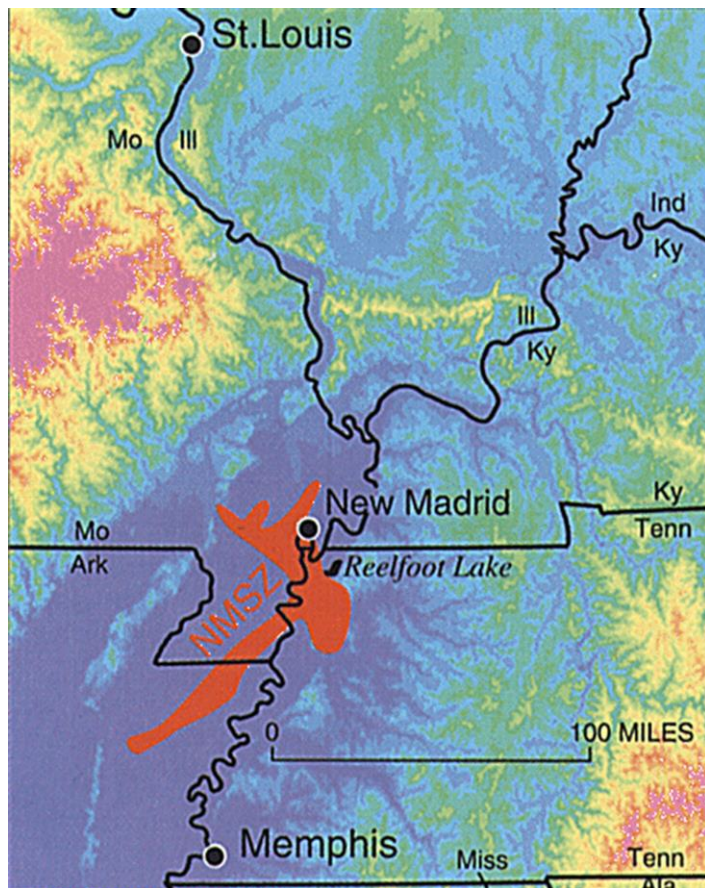
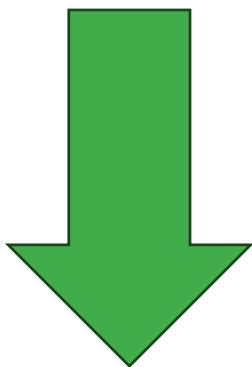
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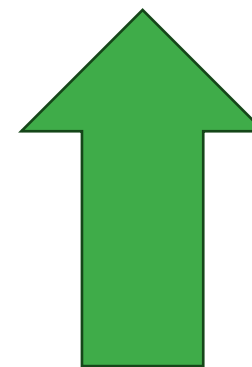


The Wicked Problem - The EQ Risk is Real:

**Earthquake
Insurance Coverage
Decreasing**



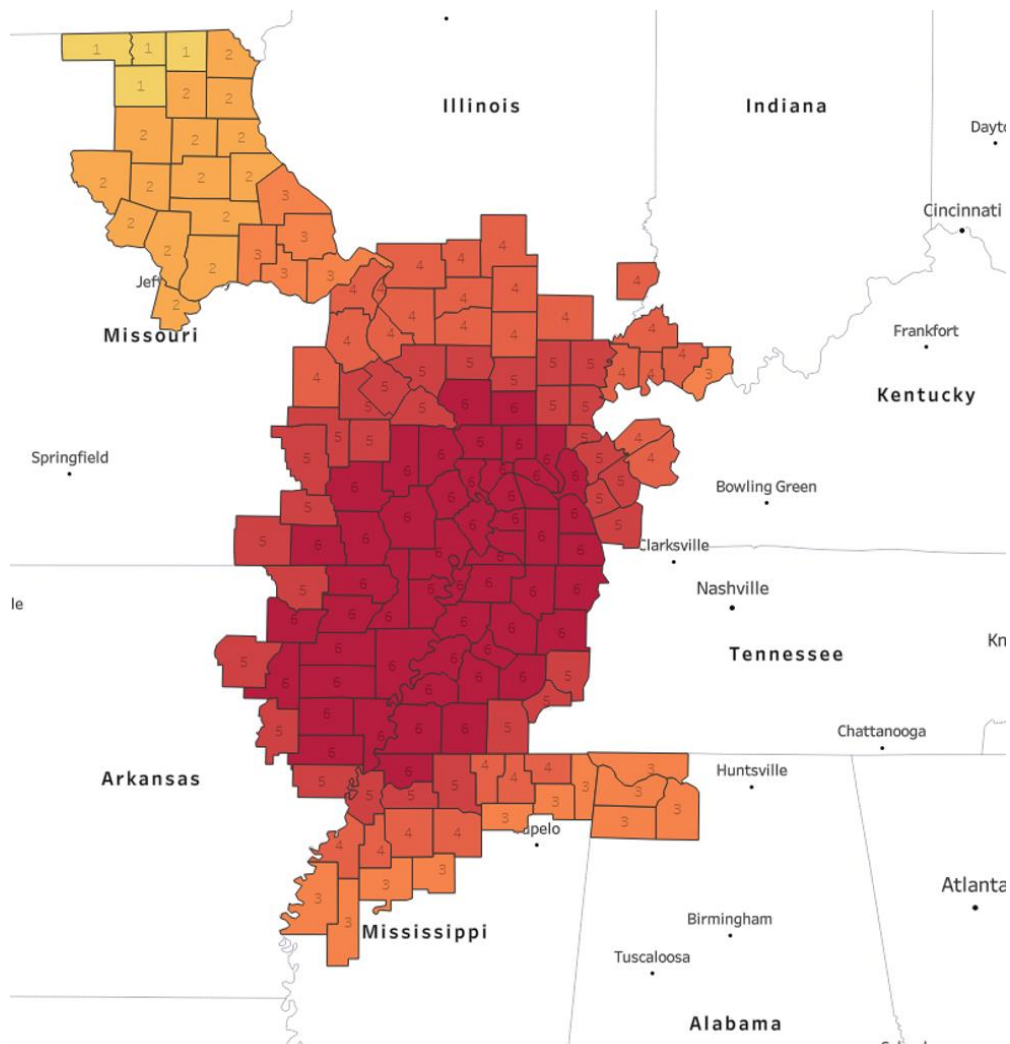
**Cost of Earthquake
Insurance Coverage
Increasing**





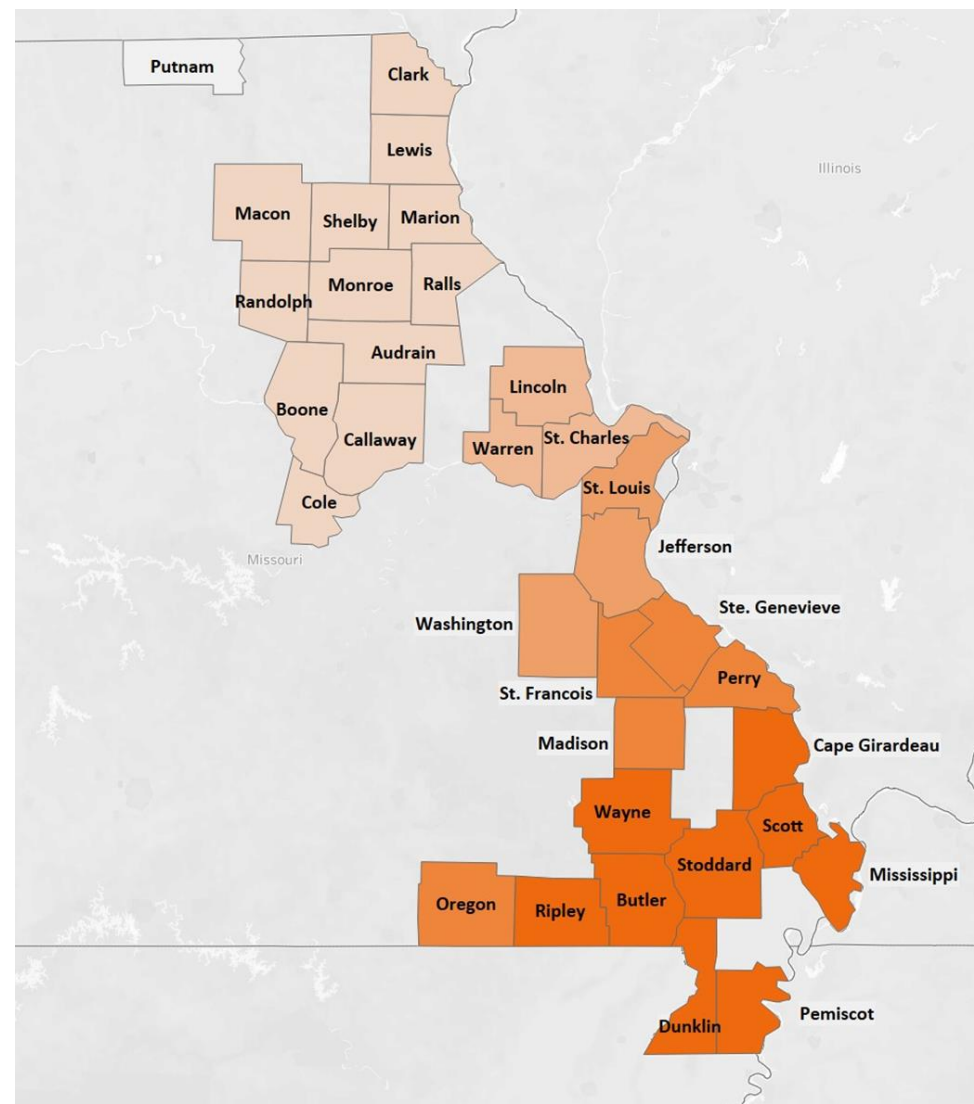
2022

NMSZ Regional survey of 1,200+ adults (homeowners & renters).



2023

Missouri NMSZ survey of 304 adults (homeowners and renters)





Key Findings from 2022 and 2023

Top predictors of earthquake insurance uptake



Using agents to help make insurance decisions



Sufficient information about earthquakes



Talking to friends and family



Cost

(as cost increases, uptake decreases)



Does a typical homeowners insurance policy cover the damage or loss caused by an earthquake?

Homeowners

2022

n=391

2023

n=215

No

45%

45%

I don't know

35%

Yes

55%

20%



Why did you buy Earthquake Insurance?

Homeowners

2022

n=119

2023

n=91

To manage the substantial damage and costs.	66%	68%
I live in a place that has earthquakes.	31%	40%
Insurance agent/company recommended it.	23%	29%
Family/friends recommended I get it.	18%	11%
I owe a significant amount on my mortgage.	14%	8%



Why don't you have earthquake Insurance ?

Homeowners

2022

n= 272

2023

n=124

I have not heard of it before.	31%	19%
Premium	22%	24%
Insurance for other risks is more important.	22%	27%
Don't need it.	15%	13%
Deductible	10%	13%
Not worth it	10%	9%
To hard to get.	7%	3%



Perceptions of Severity and Susceptibility:

Do you have earthquake insurance for homeowners?

Severity

No	Not Sure	Yes
3.9	4	4.2
4	4	4.4

Susceptibility

No	Not Sure	Yes
2.9	2.9	3.7
2.4	2.7	3.1

2022

2022

2023

2023



Survey Data Key Takeaways:

- Cost of insurance matters for insurance uptake (as expected) – but still so does the role of agents, having sufficient information, and talking with friends/family.

Earthquake coverage confusion persists:

- 35% of homeowners do not know that typical home insurance policy does not cover earthquakes.
- For those that did not purchase earthquake coverage, not knowing it is a separate insurance coverage is still a significant reason provided
- 30-40% of homeowners do not know the annual premium cost or deductible amounts



Findings Informed the 2022 and 2023 Missouri Are you Ready Campaign:

2022

Increased messaging that homeowner and renter insurance does not protect against earthquake damage.

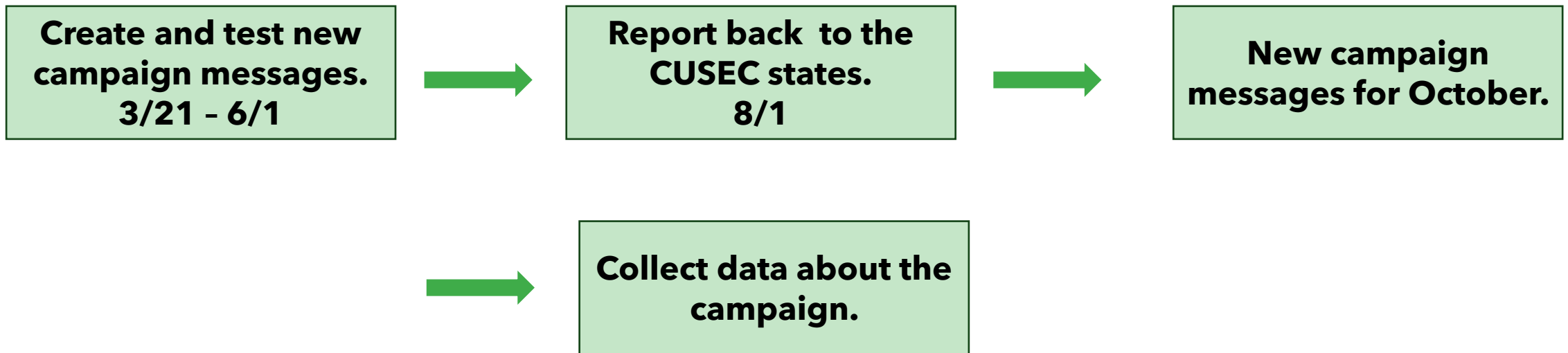
Added messaging that consumers should contact their insurance agents to talk about earthquake insurance.

2023

Messages included increased messaging about the affordability of earthquake insurance.



Continuing the work:





New campaign message



**Please use this link to
provide feedback.**



Questions and Comments:



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