



Allstate Canada survey shows 21% of Canadians would accidentally break the law and not report a collision to insurance provider

TORONTO, ON— August 9, 2011— Canadians are buying their insurance policies without understanding what coverage is actually in them, and Allstate Insurance Company of Canada (Allstate Canada) cautions that this may lead to Canadians not having the protection they need if the unexpected happens.

The Get to Know Your Insurance survey commissioned by Allstate Canada, and released today, reveals that 71 per cent of Canadians admit they are not very familiar with their home insurance policies. The survey also found an astonishing 13 per cent of people surveyed did not know if their home or tenant insurance covered them for damage caused by a fire, a basic coverage included in all home and tenant policies.

“What is clear from our survey is that Canadians are purchasing home and car insurance without taking steps to understand what they are getting,” says Saskia Matheson, spokesperson for Allstate Canada. “While we understand insurance policies may not offer the most entertaining read, if people are not fully aware of what their coverage entitles them to or the process to make a claim, then they may not get the full benefits of the coverage when they need it most.”

To encourage Canadians to better understand their insurance policies, Allstate Canada has launched its Get to Know Your Insurance campaign at goodhandsadvice.ca/learnmore. The website offers worksheets, guides, definitions and videos to help homeowners and drivers reduce the gaps in their knowledge about their insurance policies and to feel more confident in their protection.

“Almost all insurance purchases are mandated, whether by the government for cars or by mortgage lenders for homes. Our concern is that some people may be purchasing policies because they have to, without putting complete thought into what they may need some day,” says Matheson. “We don’t expect Canadians to become insurance experts, after all, that’s what we’re here for, but our customers do tell us that the more they know about their insurance, the more confident and prepared they feel when an incident does occur.”

The survey, conducted by Leger Marketing, revealed that car insurance policies are as misunderstood by Canadians as home policies. Nearly a quarter of all Canadians (21 per cent) say that after a collision they would simply fix the damage to their car and then mail the invoice to their insurance company. It is the law, however, that you must report an accident within 24 hours to your insurance provider. Also, when asked about their car insurance, only 33 per cent of Canadians say they are very familiar with their policy, while 54 per cent admit they are only somewhat familiar and 13 per cent are either not very familiar or not familiar at all.

Key Findings — Car Insurance

- Almost a quarter of Canadians (24 per cent) say they don't know if they are covered for damage they cause in a car collision. This is standard coverage for all car insurance policies.
- Surprisingly, of the 24 per cent who say they don't know if they have this type of coverage, 12 per cent claim to be very familiar with the specifics of their car insurance
- 79 per cent of Canadians say they are covered for specific damage to their vehicle, but 48 per cent of these people also say they don't know if they are covered for cracks to their windshield. Yet, specified damage coverage automatically includes coverage for cracked windshields.
- 54 per cent do not know if they are covered if they have a car collision while they were driving in the United States, but all Canadian auto policies will cover collisions that take place in the United States.
- 35 per cent of Canadians aged 18–34 don't know if their car insurance would pay for damage or injury they caused in a collision, a basic coverage of all car insurance, compared to 15 per cent of Canadians aged 55–64 who say the same.

Key Findings — Home Insurance

- 45 per cent of Canadians say they are unsure or do not know if they are insured if someone slips on ice on their property.
- Only 18 per cent know that if they cause accidental damage to a friend's home that they are covered through their home insurance policy.
- 29 per cent of 18–34 year olds can't say if their home or tenant insurance covers them for damages caused by a fire compared to just five per cent of Canadians aged 55–64 who are unsure.

More findings from the Get to Know Your Insurance survey, as well as insurance myths explained are available at goodhandsadvice.ca/learnmore.

Allstate Canada advises Canadians get to know their insurance by reviewing their policies thoroughly, using the information provided on goodhandsadvice.ca/learnmore, and contacting their insurance agent with questions. An insurance agent will also guide clients through the process of filing a claim so they can feel more confident about what to expect when the unexpected happens and in receiving the coverage provided by their policy. Allstate Canada also recommends reviewing insurance policies when life undergoes a major change, such as on the birth of a baby or when adding a teen driver to an auto policy. “Your insurance coverage should change as you move through different stages of your life to ensure it best suits your needs and the needs of your family at all times,” says Matheson.

To download Allstate Canada's Get to Know Your Insurance education materials, including a Homeowner's Checklist, Easy-to-understand Insurance Definitions and three Life Stages Guides, or to watch Allstate Canada's Get to Know Your Insurance videos, visit goodhandsadvice.ca/learnmore.

Allstate Canada Agents will also be hosting educational events in their communities this fall and into 2012 to help Canadians learn more about their insurance. To find out about community events in your area, visit allstate.ca to contact your local Allstate Canada agency.

Methodology

The survey was conducted by Leger Marketing between Monday, March 14, and Wednesday, March 16, 2011, using Leger Marketing's online panel, LegerWeb. A sample of 1514 Canadians, 18 years of age or older were surveyed. A probability sample of the same size would yield a margin of error of +/-2.5%, 19 times out of 20. In order to qualify, respondents needed to have home, tenant, and/or car insurance.

About Allstate Insurance Company of Canada

Allstate Insurance Company of Canada is one of Canada's leading producers and distributors of home and auto insurance products. "The Good Hands Network®" enables consumers to contact Allstate Canada through one of 93 community-based Agencies, directly online at www.allstate.ca/ and through the Customer Contact Centre at 1-800-Allstate. Allstate Canada is committed to making a positive difference in the communities in which it operates and has partnered with organizations such as Mothers Against Drunk Driving (MADD Canada), Crime Stoppers, United Way and Junior Achievement. In 2010, Allstate Canada, in partnership with the National Hockey League Players' Association (NHLPA), created the Allstate All-Canadians program, a mentorship program designed to guide the next generation of Canada's hockey youth. Learn more at www.allstate.all-canadians.com/.

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For more information regarding the Get to Know Your Insurance campaign and survey or to speak with Saskia Matheson please contact:

Jennifer Fox
Thornley Fallis Communications
(416) 515-7517, ext. 350
fox@thornleyfallis.ca