

2014-2015 OUTREACH CAMPAIGN REVIEW

Market Research Review – Consumer Awareness

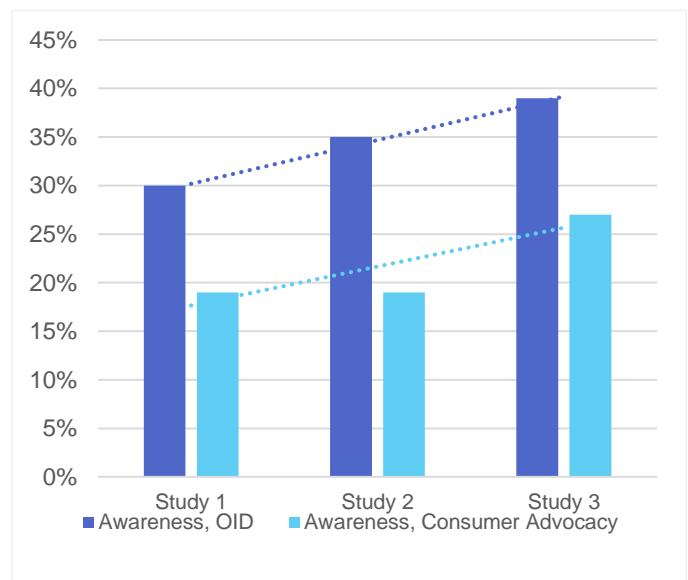
This summary is informed by three rounds of market research; a benchmark study in March 2014, an evaluation of the first year of the campaign in December 2014, and a final evaluation of the campaign in December 2015.

Each of these studies surveyed a group of 600 Oregonians with a demographic and regional diversity reflective of the state’s population. *A smaller ad testing study with 400 respondents was conducted after new ads launched in July, 2015. That survey included some awareness questions, but it is not included in this summary which is a comparable study-to-study comparison.*

Consumer Awareness, Insurance Division & Consumer Advocacy Unit

Overall, there was a 30% increase in awareness following our 20 months of advertising and outreach, with a rise from 30%, to 35% to 39% awareness of the Insurance Division across the three primary studies.

In addition to awareness of the Insurance Division, we tested for awareness of the Consumer Advocacy Unit, which had a baseline of 19% in 2014. This number rose to 27% at the final study, an increase of 42%.

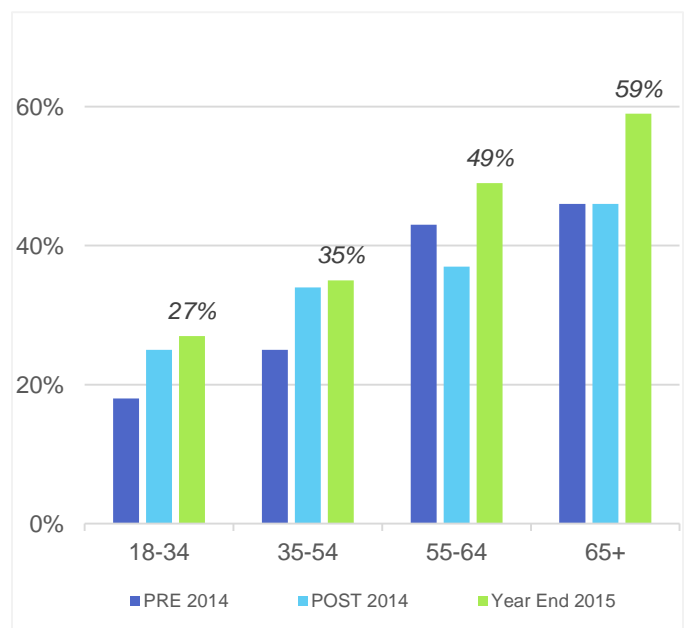


Consumer Awareness, by Demographics

In sum, the market research studies demonstrate a consistent increase in awareness of the Insurance Division across nearly each demographic.

Age

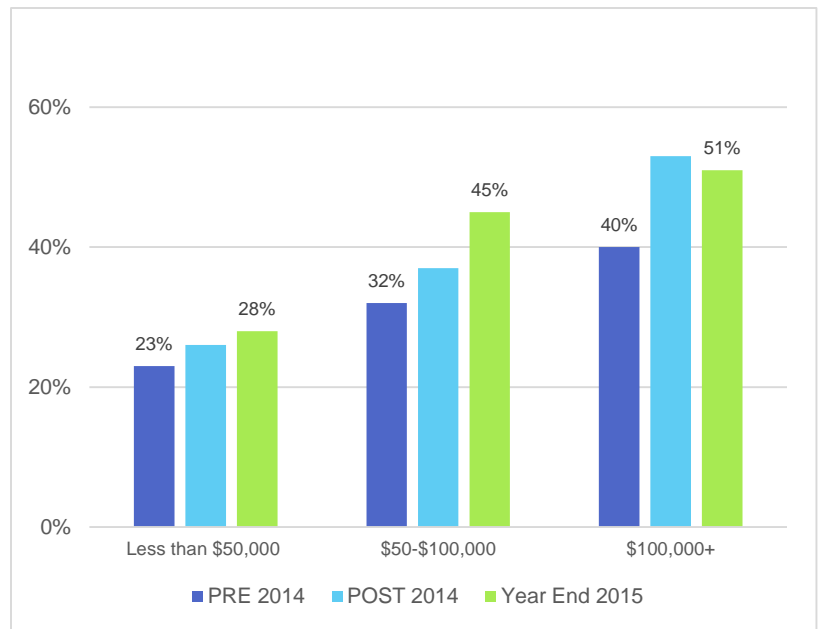
Broken down by age, we see the most significant increase in awareness among those ages of 18 and 34, with an increase of 50%. Oregonians between the ages of 35 and 54 increased their awareness of the Insurance Division by 40%. Seniors age 65 and older begin with the highest level of awareness (46%), however they still rose by 28%.



Income

Each income bracket saw a rise in awareness, with the largest increase attributed to households earning between \$50,000 and \$100,000 (41%). Households earning less than \$50,000 increased by 22%, however this segment began with the lowest level of awareness, at 23% total.

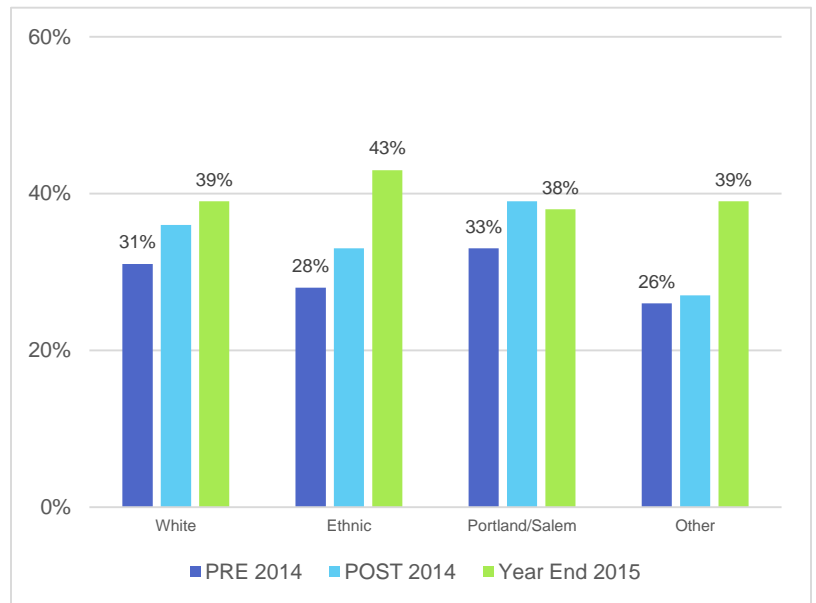
Lower income audiences are always more difficult to reach. There was targeted effort to reach this group, and the steady increase over the course of the campaign indicates that it is possible to move the needle. Continued outreach to this population would be beneficial.



Ethnicity & Location

When broken down by ethnicity and location, we find two of the most important and significant increases in awareness – among non-white Oregonians, and among Oregonians living outside of the Portland/Salem metro areas.

Over the course of the campaign, Awareness of the Insurance Division among non-white Oregonians rose from 28% to 42% - an increase of 54%. Additionally, awareness among Oregonians living outside of Portland and Salem rose by 50%.



Gender

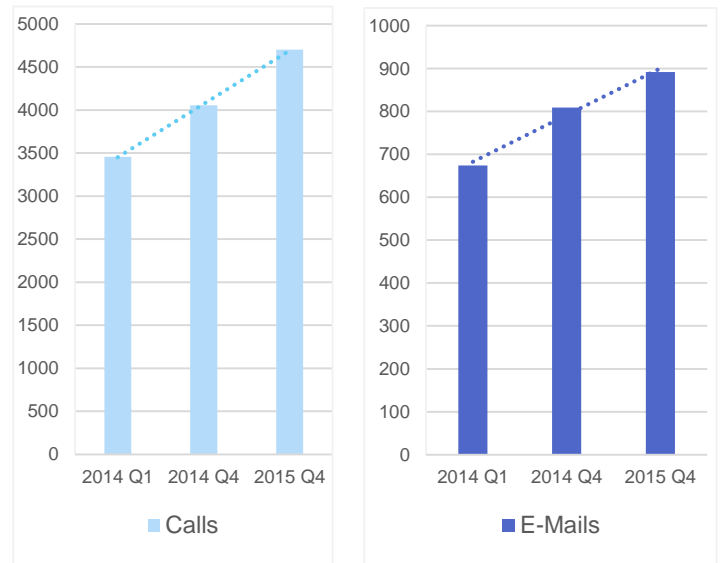
Men started and ended with a higher level of awareness than women, beginning with 37% and ending with 45%, an increase of 22%. But the increase in awareness among women rose 32% over the campaign, from 25% to 33%.

Community Contact Review

E-Mail & Phone Contacts

Given that a primary goal of the outreach campaign was to increase awareness of the Oregon Insurance Division's Consumer Advocacy Division, an important metric to gauge our success is the number of actual contacts made to the Division.

As demonstrated in the chart on the right, both e-mail and phone call contacts to the Division steadily increased throughout the campaign; **Phone Calls by 33%** and **E-Mails by 32%** from the beginning of the campaign (Q1, 2014, and the end; Q4, 2015).



Web Traffic

An additional campaign goal was to drive traffic to the Insurance Division Website. Fish Marketing and the Division collaborated to improve website content, look and feel, and navigation with a goal of providing users clear information and potentially reducing the need for a phone call or e-mail contact to the Division.

	Total New Visits to Insurance Division Website:	289,254
	Total Visits from Facebook Advertising:	32,418
	Total Visits from Search & Banner Advertising:	109,898
	Total First-Time Visitors due to Online Advertising:	80,490

New Complaints

An additional metric is the number of complaints filed by consumers over the course of the campaign. As illustrated on the following chart, the number of complaints fluctuated over the course of the campaign, with an overall 10% increase from the beginning of 2014 to the end of 2015.

The campaign messaging was careful not to suggest wrongdoing by insurance companies or invite complaints, but rather provide a resource for questions. A significant increase in e-mail/phone contacts and web traffic and a modest increase in complaints may indicate consumer confusion is a bigger issue than errors.

