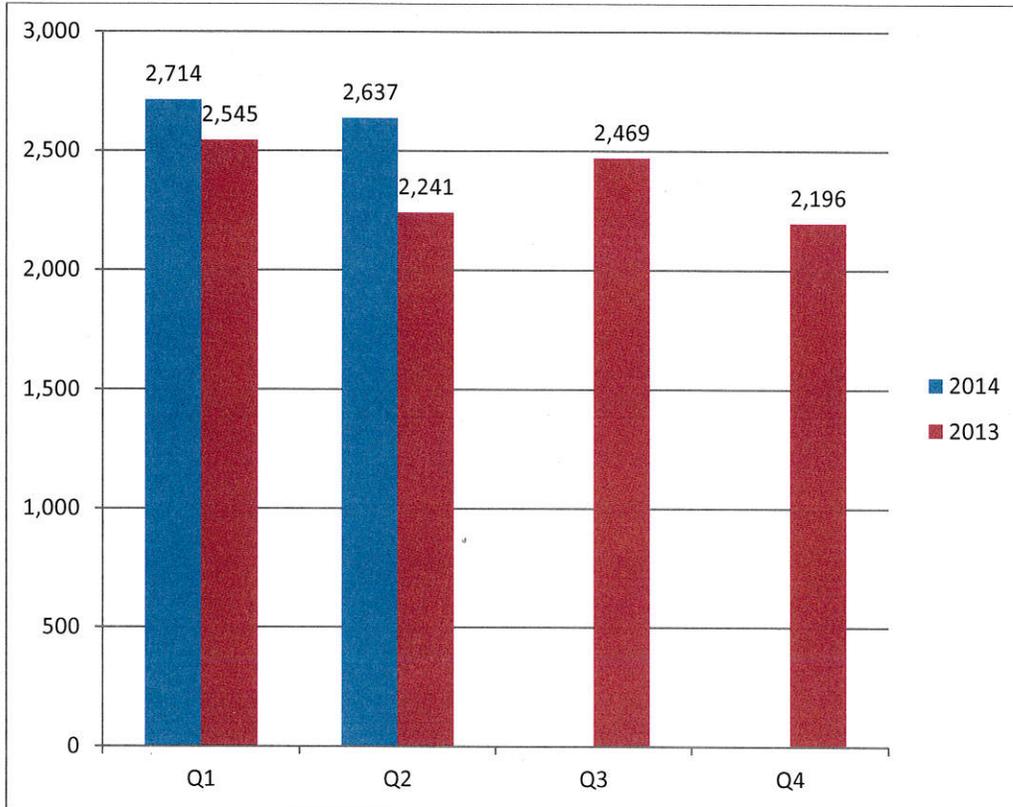


CDI - Tracking Sheet of California Low Cost Auto Insurance Key Data Points 2014
 Updated 7/14/14, Contact: Durriya Syed, (916) 492-3418, Durriya.Syed@insurance.ca.gov

2014	Jan	Feb	March	April	May	June	Q1 Totals	Q2 Totals	Q3 Totals	Q4 Totals	2014 Totals	% +/- from Previous Year (through same month)
# of Interested Customers:												
Website hits on CDI contractor (mylowcostauto.com)	14980	13137	16261	14485	15039	18424	44378	47948			92326	5%
Websites hits CDI (insurance.ca.gov/lowcost)	22387	20956	20680	18136	16693	18561	64023	53390			117413	3%
<u>Total Customer Inquiries</u>	<u>37367</u>	<u>34093</u>	<u>36941</u>	<u>32621</u>	<u>31732</u>	<u>36985</u>	<u>108401</u>	<u>101338</u>			<u>209739</u>	<u>4%</u>
# Who Started/Completed Eligibility Quiz:												
Calls to CAARP hotline	1015	1053	1019	887	958	1170	3087	3015			6102	-24%
Website hits to the CAARP Quiz (aipso.com/lowcost)	16087	15448	15218	13838	13774	14857	46753	42469			89222	15%
<u>Total Quizzes Taken/Started</u>	<u>17102</u>	<u>16501</u>	<u>16237</u>	<u>14725</u>	<u>14732</u>	<u>16027</u>	<u>49840</u>	<u>45484</u>			<u>95324</u>	<u>12%</u>
As % of interested	45.8%	48.4%	44.0%	45.1%	46.4%	43.3%	46.0%	44.9%			45.4%	8%
# of Eligible Customers:												
CAARP Hotline - Deemed Eligible	484	559	573	507	558	661	1616	1726			3342	-26%
Web Quiz - Deemed Eligible	3336	3283	3145	2880	2775	2921	9764	8576			18340	-18%
<u>Total Customers Eligible</u>	<u>3820</u>	<u>3842</u>	<u>3718</u>	<u>3387</u>	<u>3333</u>	<u>3582</u>	<u>11380</u>	<u>10302</u>			<u>21682</u>	<u>-20%</u>
As % of those who took/started the quiz	22.3%	23.3%	22.9%	23.0%	22.6%	22.3%	22.8%	22.6%			22.7%	-28%
# Who Visited Agent/Broker:												
Total Customers Who Visited an Agent/Broker	1251	927	1074	988	881	926	3252	2795			6047	-18%
Number who left without buying	380	392	414	357	344	369	1186	1070			2256	4%
<u>Total Who Considered Buying</u>	<u>1631</u>	<u>1319</u>	<u>1488</u>	<u>1345</u>	<u>1225</u>	<u>1295</u>	<u>4438</u>	<u>3865</u>			<u>8303</u>	<u>-13%</u>
As % of those eligible	42.7%	34.3%	40.0%	39.7%	36.8%	36.2%	39.0%	37.5%			38.3%	8%
As % of those took/started the quiz	9.5%	8.0%	9.2%	9.1%	8.3%	8.1%	8.9%	8.5%			8.7%	-22%
# Who Purchased Insurance:												
Number bought CLCA policy	826	869	1019	944	830	863	2714	2637			5351	12%
Number bought policy other than CLCA	45	58	55	44	51	63	158	158			316	-20%
<u>Total Auto Insurance Policies Purchased</u>	<u>871</u>	<u>927</u>	<u>1074</u>	<u>988</u>	<u>881</u>	<u>926</u>	<u>2872</u>	<u>2795</u>			<u>5667</u>	<u>9%</u>
As % of those who considered buying	53.4%	70.3%	72.2%	73.5%	71.9%	71.5%	64.7%	72.3%			68.3%	26%
# for every 1 policy purchased	1.9	1.4	1.4	1.4	1.4	1.4	1.5	1.4			1.5	20%
As % of those eligible	22.8%	24.1%	28.9%	29.2%	26.4%	25.9%	25.2%	27.1%			26.1%	36%
# for every 1 policy purchased	4.4	4.1	3.5	3.4	3.8	3.9	4.0	3.7			3.8	27%
As % of those took/started the quiz	5.1%	5.6%	6.6%	6.7%	6.0%	5.8%	5.8%	6.1%			5.9%	-2%
# for every 1 policy purchased	19.6	17.8	15.1	14.9	16.7	17.3	17.4	16.3			16.8	-2%
NOTE: This spreadsheet combines the numbers reported by CAARP, and the numbers reported by CDI's outreach and advertising contractor & CDI's website into one useful spreadsheet.												
HIGHLIGHTS:												
*In general, about half the people interested take a quiz, and almost 1 in 4 are eligible (22.7%). Of those eligible, about 2 out of every 5 (38.3%) go to visit an agent/broker. Once there the conversion rate is very high (68.3% avg but over 70% last 5 months), for every 1.5 visitors there is a purchase.												
*Total quizzes taken have gone up by 12%, but only via web (15%), and less are deemed eligible versus last year, down 20%. Despite less people going to visit an agent/broker, down 18%, the number of policies purchased are up by 9% so agents/brokers getting better at selling CLCA to the customers they see. Goal should be to get more interested parties to initiate the purchasing process by encouraging them to take a quiz, as 1 in every 17 people (5.9%) who do so end up buying.												

Comparison of CLCA Policies Bought Per Quarter in 2014 & 2013



Quarter	2014	2013
Q1	2,714	2,545
Q2	2,637	2,241
Q3	0	2,469
Q4	0	2,196

CDI - Tracking Sheet of California Low Cost Auto Insurance Key Data Points 2013
 Updated 1/14/14, Contact: Durriya Syed, (916) 492-3418, Durriya.Syed@insurance.ca.gov

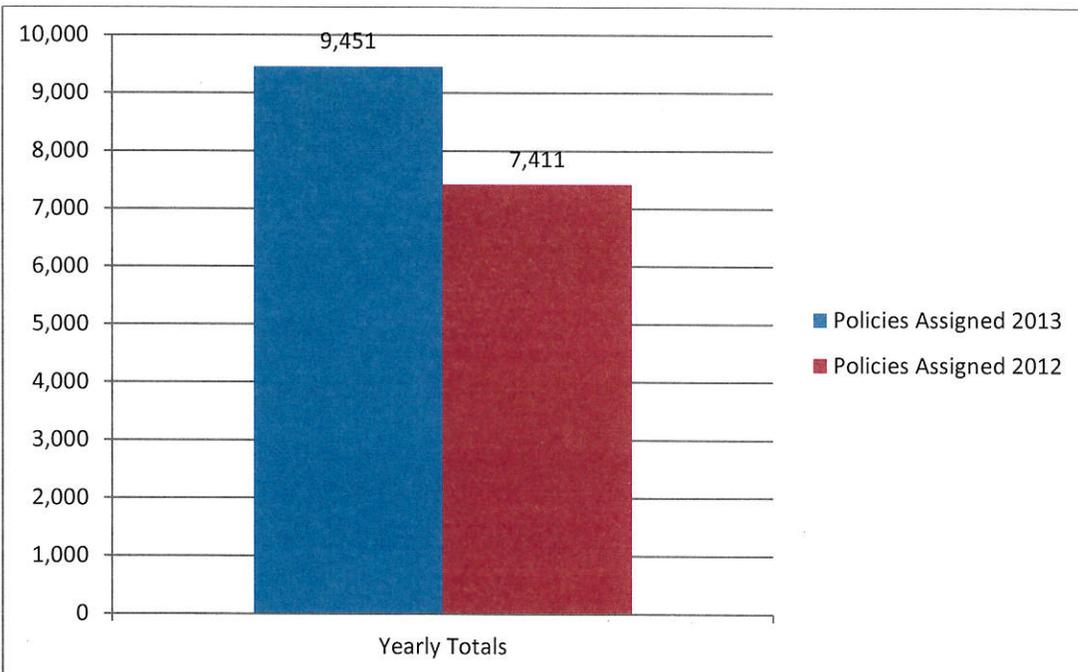
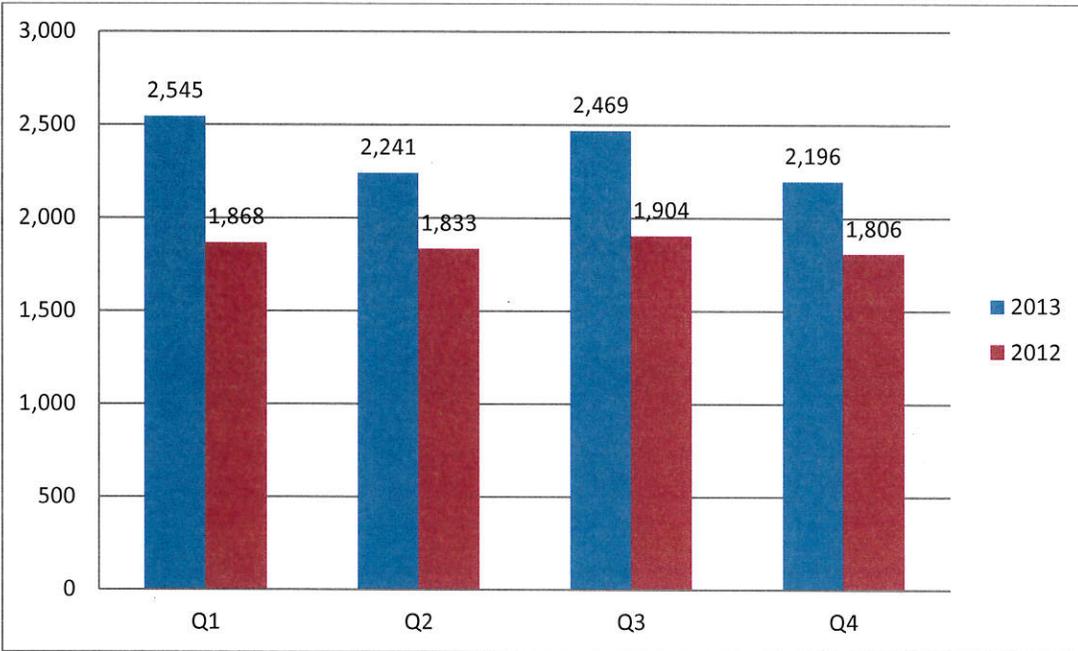
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
	2013	Letter	Jan	Feb	March	Q1	April	May	June	Q2	July	Aug	Sep	Q3	Oct'13	Nov'13	Dec'13	Q4	2013 Totals	Q1 % +/-	Q2 % +/-	Q3 % +/-	Q4 % +/-	2013 % +/- from 2012	
1	INTERESTED # of Interested Customers	A	1,565	1,338	1,463	4,366	1,338	1,168	1,163	3,670	1,398	1,220	1,180	3,808	1,054	821	922	2,792	14,631	-12%	-31%	-14%	-29%	-21.6%	
2	Calls to CAARP hotline	B	32	35	57	144	72	70	98	240	79	64	59	202	59	33	38	130	718	-92%	-92%	-90%	-89%	-81.2%	
3	Inquiries from consumers via SMS Text	C	15,603	14,277	16,903	46,783	14,019	13,751	13,360	41,130	16,824	13,877	13,596	44,297	14,935	10,782	9,722	35,439	167,649	7%	-44%	27%	23%	-7.1%	
4	Website hits on CDI contractor (mylowcostauto.com)	D	14,024	12,931	13,451	40,416	12,251	12,389	12,295	36,935	14,267	12,270	14,673	41,210	11,876	10,077	11,149	33,102	151,653	134%	311%	531%	134%	223.0%	
5	Website hits CAARP (alps.com/lowcost)	E	20,369	18,579	20,957	59,305	18,476	18,021	18,277	54,774	20,492	20,636	22,389	63,517	18,991	16,085	16,362	51,438	229,034	16%	3%	33%	17%	17.3%	
6	Website hits CDI (insurance.ca.gov/lowcost)	F	51,613	47,160	52,231	151,004	46,156	45,400	45,193	136,749	53,060	48,067	51,907	153,034	46,915	37,798	42,000	126,713	567,500	28%	-5%	60%	38%	26.2%	
7	ELIGIBLE # of Eligible Customers	G	929	765	811	2,505	759	657	620	2,036	760	702	697	2,189	619	478	525	1,622	8,322	-8%	-31%	-15%	-28%	-20.0%	
8	CAARP Hotline - Deemed Eligible	H	4,230	3,687	3,874	11,971	3,487	3,580	3,435	10,502	4,070	3,610	4,286	11,966	3,495	3,099	2,400	8,994	43,433	91%	351%	519%	374%	249.1%	
9	Web Quiz - Deemed Eligible	I	5,159	4,632	4,885	14,476	4,246	4,237	4,055	12,538	4,830	4,312	4,983	14,125	4,114	3,577	2,925	10,616	51,755	62%	138%	138%	216%	155%	
10	Total Customers Eligible	J	10%	10%	9%	10%	9%	9%	9%	9%	9%	9%	10%	9%	9%	9%	7%	8%	9%	9%	25%	150%	98%	85%	79.5%
11	TRIED TO BUY # of Customers Who Visited Agent/Broker	K	838	801	906	2,545	780	759	702	2,241	825	836	808	2,469	733	671	742	2,186	9,451	35%	22%	30%	22%	27.6%	
12	Number bought CLCA policy	L	89	63	67	219	57	52	69	178	57	56	52	165	58	42	40	140	702	62%	33%	27%	4%	31.7%	
13	Number bought policy other than CLCA	M	415	354	408	1,177	340	326	356	1,001	391	169	426	988	360	307	265	932	4,098	93%	32%	75%	55%	61.4%	
14	Total Customers Who Visited an Agent/Broker	N	1,342	1,218	1,381	3,941	1,177	1,137	1,106	3,420	1,273	1,061	1,298	3,692	1,201	1,020	1,047	3,258	14,251	51%	25%	39%	29%	35.9%	
15	Total bought vs visited broker (K-L/N)	O	69%	71%	79%	70%	71%	71%	70%	71%	69%	64%	67%	73%	70%	70%	75%	71%	71%	71%	-8%	-2%	-7%	-8%	-8.0%

NOTE: This spreadsheet combines the numbers reported by CAARP, and the numbers reported by CDI's outreach and advertising contractor & CDI's website into one useful spreadsheet.

- 21 Key Statistics from YTD 2012 to YTD 2013
- 22 223% Increase in CAARP Website Hits
- 23 248% Increase in Web Quiz Deemed Eligible
- 24 60% Increase in Web Quiz Deemed Eligible
- 25 80% Increase in Eligible vs Customer Inquiries
- 26 125% Increase in number of policies bought



CLCA Policies bought 2012 and 2013



CDI - Tracking Sheet of California Low Cost Auto Insurance Key Data Points
Updated 01/18/13, Contact: Durriya Syed, (916) 492-3418, Durriya.Syed@insurance.ca.gov

2012	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
INTERESTED													
# of Interested Customers													
Calls to CAARP hotline	1,847	1,670	1,434	1,462	2,218	1,653	1,482	1,581	1,366	1,580	1,188	1,160	18,641
Inquiries from consumers via SMS Text	531	530	849	932	1,192	746	694	727	698	639	480	113	8,131
Website hits on mylowcost.com	11,225	9,981	22,507	33,391	25,678	14,189	11,687	12,101	11,002	10,777	9,639	8,373	180,550
Website hits on CAARP	7,149	6,132	4,012	2,831	3,387	2,766	2,426	1,995	2,114	2,298	2,499	9,345	46,954
Websites hits on Insurance.ca.gov/lowcost	17,796	13,046	19,429	18,448	19,009	15,810	15,660	15,899	16,331	15,547	13,950	14,359	195,284
Total Customer Inquiries	38,548	31,359	48,231	57,064	51,484	35,164	31,949	32,303	31,511	30,841	27,756	33,350	449,560
ELIGIBLE													
# of Eligible Customers (given agents name/phone)													
CAARP Hotline - Deemed Eligible	1,054	961	659	827	1,175	931	826	911	798	880	710	668	10,400
CAARP/mylowcost/auto Web Quiz - Deemed Eligible	2,775	2,364	1,140	766	840	724	702	658	573	585	645	668	12,440
Total Customers Eligible	3,829	3,325	1,799	1,593	2,015	1,655	1,528	1,569	1,371	1,465	1,355	1,336	22,840
TRIED TO BUY													
# of Customers Who Visited Agent/Broker													
Number bought CLCA policy	613	593	662	604	641	588	668	645	591	581	634	591	7,411
Number bought policy other than CLCA	42	49	44	48	49	37	42	56	32	31	49	54	533
Number who left without buying	182	200	229	228	277	255	196	169	201	203	159	240	2,539
Total Customers Who Visited an Agent/Broker	837	842	935	880	967	880	906	870	824	815	842	885	10,483
GRAND TOTAL: Customers who bought CLCA or Other Insurance due to CLCA advertising	665	642	706	652	690	625	710	701	623	612	683	645	7,944

NOTE: This spreadsheet combines the numbers reported by CAARP, and the numbers reported by CDI's outreach and advertising contractor & CDI's website into one useful spreadsheet. While the numbers on this spreadsheet represent a best estimate of what happened in the past, the numbers beginning April 2012 are more reliable than the numbers before that date.