

To: Interested Parties

From: Global Strategy Group

Date: September 2023

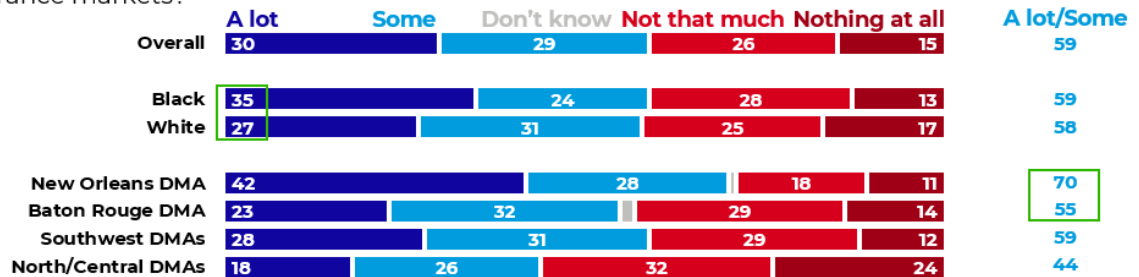
Re: POLL: Louisiana voters demand action on insurance crisis; prefer investments in weatherizing homes, subsidizing premiums, and reforming Louisiana Citizens to Donelon's plan

The insurance crisis is breaking through across Louisiana, and voters are calling out for government action to stabilize insurance markets and are adamant that the state should act, regardless of its location and historical exposure to hurricanes. Voters strongly support comprehensive and climate-conscious solutions proposed by housing advocacy groups and prefer an approach that weatherizes homes, subsidizes insurance premiums, and reforms Louisiana Citizens Insurance Corporation over the solution proposed by Insurance Commissioner Donelon, which doubled incentive programs to insurance companies, adding \$45 million in funding. This preference holds after voters are exposed to a simulated debate on the issue that includes language used by Donelon and other proponents of his plan.

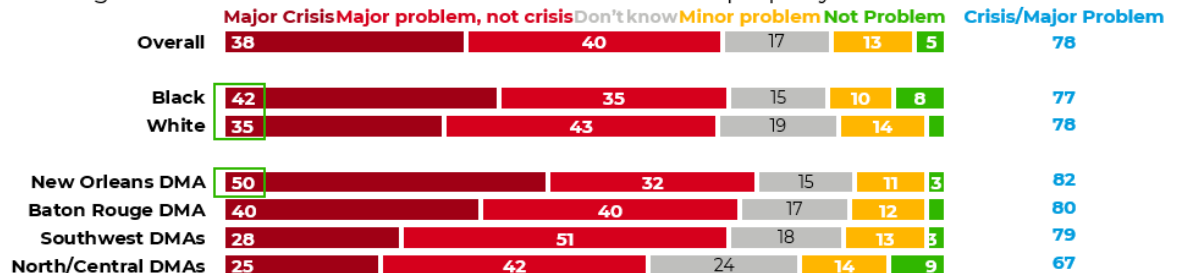
Key Findings

Louisiana's insurance crisis is a top-of-mind issue for voters. A majority of voters in every region except the North/Central DMAs report hearing a lot or some about issues with the state's insurance markets, with Black voters especially tapped in. And more than three-in-four across the state describe these issues as a crisis or major problem. Views that the situation is a crisis are highest in the Southeast part of the state, especially Orleans Parish.

How much have you seen, read, or heard in the last year about current issues with Louisiana's home and property insurance markets?

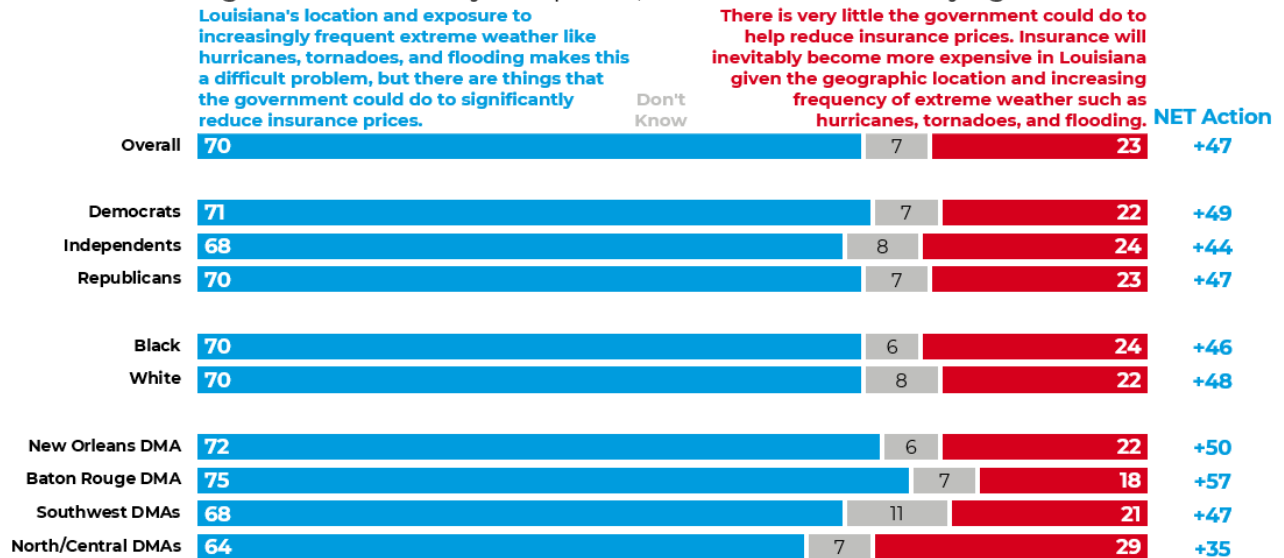


Which of the following best describes current issues with LA's home and property insurance markets?



Voters are eager for action to restore Louisiana's insurance markets and reject the notion that the government's options are limited because of the state's location and storm exposure. While they recognize the difficulties, voters demand serious government action, built for the long-term, to deal with the state's insurance crisis. Importantly, Democrats, independents, and Republicans alike disagree with critics who say there's nothing to be done and that insurance rate increases are inevitable.

Which of the following comes closest to your opinion, even if neither is exactly right?

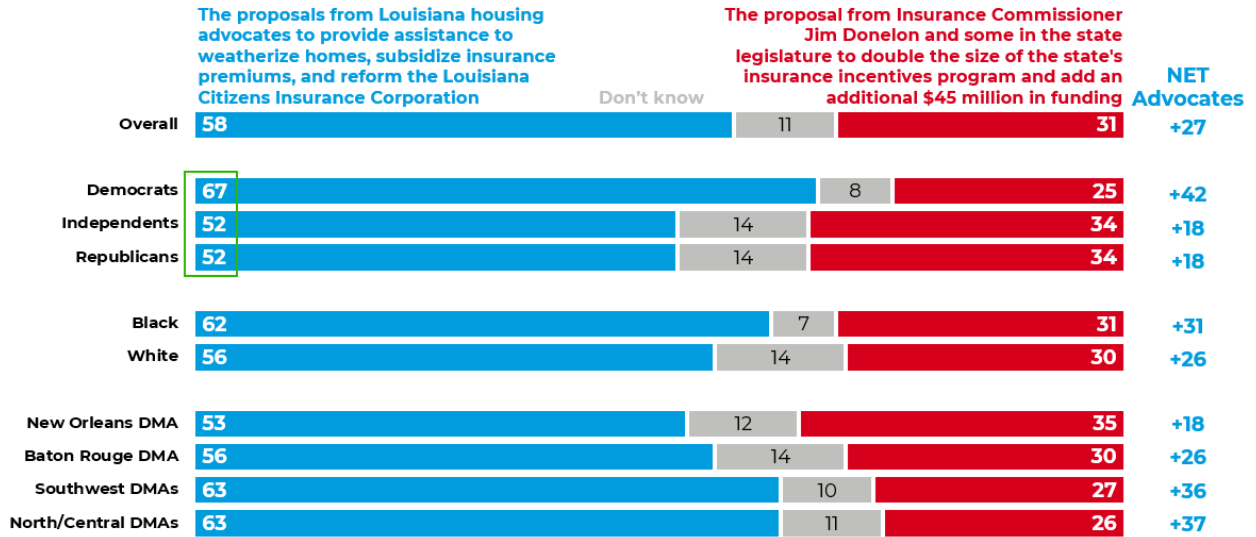


While voters are desperate for any solution to the insurance crisis, they strongly prefer real, long-term solutions to Band-Aids and bailouts. Voters inherently understand that, due to Louisiana's climate and location, severe weather is inevitable – and will lead to challenges for the state's insurance markets. But they are adamant that the government can take steps to improve the situation and they understand that the state needs long-term solutions that address the root cause of the problem. They are particularly open to partnering with private insurance companies to find solutions (57% strongly support), strengthening building codes to require more storm resilience (57%), and providing assistance to property owners to weatherize buildings (54%). While a narrow majority do support Donelon's plan to double the size of the insurance incentive program, support for the plan is much lower (and less intense, at just 19% strongly support) than the proposals of housing advocates.

Policies proposed in response to the current issues with Louisiana's insurance market	Support		NET Support			
	Support	Oppose	Overall	Dem	Ind	Rep
Partnering with private insurance companies to find solutions to help lower insurance rates for homeowners	84%	10%	+74	+70	+68	+81
Strengthening building codes to require that future homes and buildings are more resilient to storm damage	83%	11%	+72	+75	+70	+69
Providing assistance to help home and property owners weatherize their homes and buildings to make them more resilient to storm damage	81%	15%	+66	+66	+72	+61
Providing assistance to help low-and-moderate income home and property owners weatherize their homes and buildings to make them more resilient to storm damage	80%	14%	+66	+78	+68	+46
Reforming Louisiana Citizens Insurance Corporation, the state's insurer of last resort, to allow it to be more competitive in today's insurance market	72%	15%	+57	+51	+48	+69
Using federal stimulus funds to create a program that subsidizes insurance premiums for low-and-moderate income homeowners and landlords who provide affordable housing	70%	22%	+48	+66	+49	+24
Allowing Louisiana Citizens Insurance Corporation, the state's insurer of last resort, to compete with private insurance companies instead of requiring them to offer higher rates	68%	21%	+47	+43	+51	+51
<i>The plan to double the size of the insurance incentive program, adding an additional \$45 in funding</i>	51%	33%	+18	+21	+14	+16

When forced to choose between the approaches of Louisiana housing advocates and Insurance Commissioner Jim Donelon’s plan to double the incentive program, a strong majority of voters prefer the more comprehensive plan proposed by advocates. Majority support for these proposals extends across partisan, racial, and geographic lines, demonstrating clear and unequivocal support from Louisiana’s electorate for a more comprehensive approach to the state’s insurance crisis.

Which approach to the current issues with Louisiana’s insurance markets would you prefer?



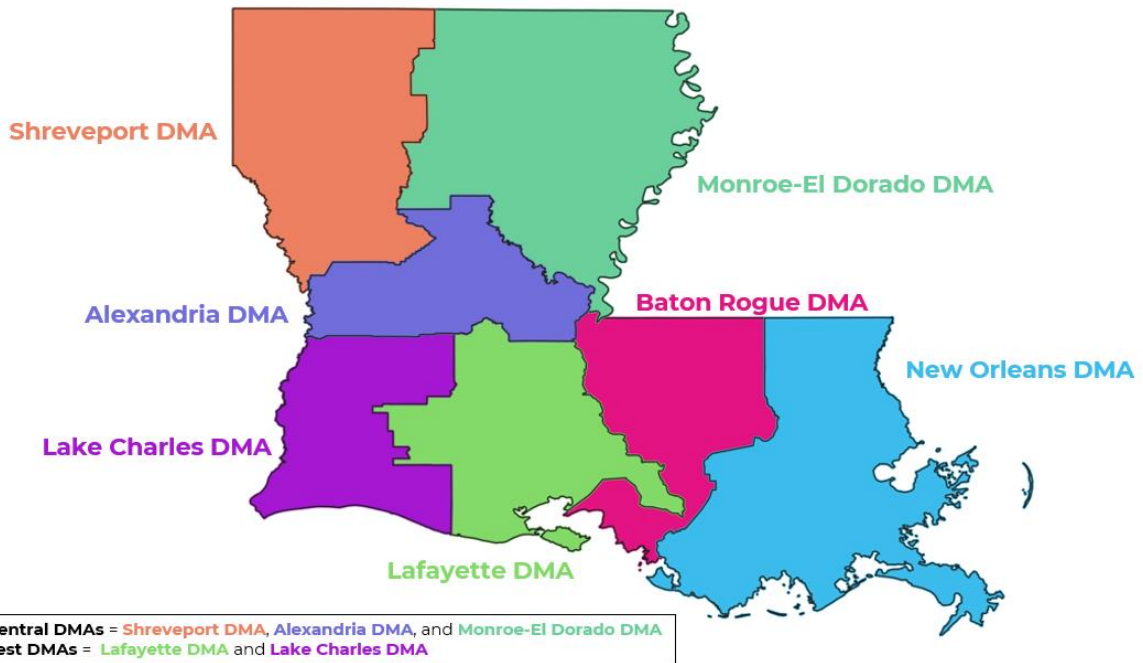
A simulated debate featuring messaging in support of both the Donelon incentive proposal and housing advocates' plans doesn't change voters' minds -- they remain firmly committed to a suite of solutions over Donelan's Band-Aid. After the debate, support for advocates’ proposals holds at +28 NET support (60% support vs. 32% oppose) over Donelan’s proposal. Voters see through the Donelon plan as inadequate to meet the needs of Louisianians, preferring instead to see long-term action that will address the challenge to Louisiana’s insurance markets head on by lowering premiums and investing in solutions.

ABOUT THE POLL

Global Strategy Group conducted a multi-channel (phone + online panel) survey of 800 registered voters in Louisiana, along with 400 additional interviews across key parishes of interest to achieve 1,200 total interviews with Louisiana voters between May 1 and May 7, 2023. The survey has a margin of error of +/- 3.5% at the 95% confidence level, while the margin of error on sub-samples is greater. Care has been taken to ensure the geographic, political, and demographic divisions of the population of Louisiana registered voters are properly represented.

Appendix

Louisiana Regions



Simulated Debate Language

Supporters of providing assistance to weatherize homes, subsidize insurance premiums, and reform Louisiana Citizens say that the proposal to add \$45 million to the insurance incentive program is nothing but a taxpayer-funded bailout for highly profitable out-of-state insurance corporations. There is no guarantee that reputable insurance providers will re-enter the Louisiana insurance market and no requirement that insurance companies lower their rates, even if they are getting millions of taxpayer dollars. Instead of bailing out big corporations, Louisiana should invest in real, long-term solutions that will strengthen communities, families, and businesses across the state.

Supporters of adding \$45 million in funding for the insurance incentive program say that the incentive program has a proven record of lowering rates and stabilizing our insurance market, dating back to Hurricanes Katrina and Rita. The additional \$45 million allocated to this program will be used to attract new companies to the Louisiana market, encourage existing companies to write new policies, and reduce Louisiana Citizens' customer rolls while stabilizing overall rates through competition. Already, ten companies have expressed interested in participating in the program.