



## **LGBTs Taking the Driver's Seat with Online Auto Insurance**

By [ChicagoPride.com](http://ChicagoPride.com)

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Survey says one-third of gays and lesbians would switch auto insurance if the new carrier offers domestic partner benefits to its employees

Washington, D.C. - When asked what reasons they might use for switching their auto insurance from one company to another, a third (33%) of self-identified gays and lesbians said that offering domestic partner benefits to its employees would be one of their top three reasons they would change providers and take their business to another insurance carrier.

The new nationwide survey of 2,514 U.S. adults, (ages 18 and over), of whom 303, self identified as gay or lesbian (which includes an over sample of lesbian, gay, bisexual and transgender adults), was conducted online between January 15 and 22, 2008, by Harris Interactive ® , a global market research and consulting firm, in conjunction with Witeck-Combs Communications, Inc., a strategic public relations and marketing communications firm with special expertise in the GLBT market.

The survey also highlights the finding that gays and lesbians are twice as likely as heterosexuals to purchase their automotive insurance online. One in six (17%) of gays and lesbians said they purchased their primary automotive insurance online compared to only 8 percent of heterosexuals. Further, over four in ten (42%) gays and lesbians are likely to purchase their primary auto insurance through a company agent as compared to and 35 percent for heterosexuals.

When it comes to life insurance, far fewer gays and lesbians report having life insurance coverage than heterosexuals. According to the survey, almost half of gay and lesbian adults (49%) have no life insurance policies whereas just under one third (32%) of heterosexuals claim to have none.

"Because gay and lesbian couples most often do not have equal legal protections and safeguards as do married heterosexuals, it is extremely important for them to ensure their loved ones are provided for in case of accidents and death. Also, with the growing trend in the number of gays and lesbians starting families, there is a clear opportunity for financial and insurance providers as well as financial advisors to help gays and lesbians intelligently plan for their future," said Wesley Combs, president of Witeck-Combs Communications.

The survey also found that gays and lesbians fall behind in the category of homeowner's or renter's insurance, with only 59 percent claiming to have this type of insurance compared to 70 percent of heterosexuals.

Of the respondents who said they do have homeowner's or renter's insurance, more gays and lesbians (46%) said they purchased their primary insurance through a company agent than did heterosexuals (37%).

*\*Source: Press release via Witeck-Combs Communications.*