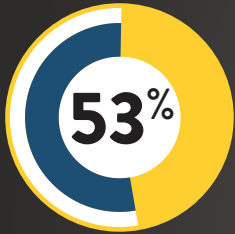




## SELECTIVE & HARRIS POLL SURVEY OF HIGH-VALUE HOLIDAY GIFTS & INSURANCE



**of US Homeowners and Renters Insurance policyholders<sup>1</sup>** say they purchased or received one or more valuable items (worth \$1,000 or more) during the 2020 holiday season. Some of these items include:



Electronics



Indoor/Outdoor  
Home Furnishings



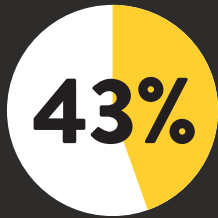
Jewelry



Exercise  
Equipment



Collectibles



**OF POLICYHOLDERS** DIDN'T UPDATE THEIR INSURANCE TO INCLUDE HIGH-VALUE ITEMS PURCHASED/RECEIVED DURING THE HOLIDAYS

NEARLY

1/3

**OF POLICYHOLDERS (29%)** ARE NOT AWARE THAT A HOME INSURANCE POLICY SHOULD BE UPDATED WHEN NEW, HIGH-VALUE ITEMS ARE ADDED TO A HOUSEHOLD.



**JUST UNDER 4 IN 10 (38%) POLICYHOLDERS UPDATED OR PLAN TO UPDATE** their policy to cover the high-value items purchased/received during the holidays and another **19%** say they are not sure if they did/will.



**MORE THAN HALF (52%) OF THE POLICYHOLDERS WHO DID/PLAN TO UPDATE** their insurance to include those valuable items work with an **independent or captive insurance agent**.

**POLICYHOLDERS AGED 35-44 ARE SIGNIFICANTLY MORE LIKELY TO UPDATE THEIR INSURANCE POLICY** to ensure the valuable items are properly insured **than their older and younger counterparts** (56% vs. 37% aged 18-34 and 28% aged 45+).



<sup>1</sup>References to "policyholders" means homeowners or renters insurance policyholders responding to this survey.

Survey Methodology: This survey was conducted online within the United States by The Harris Poll on behalf of Selective Insurance Company of America from December 28-30, 2020 among 2,057 U.S. adults aged 18+, among whom 1,790 who say that they have homeowners/renters insurance. Results were weighted for age within gender, region, race/ethnicity, household income, education, marital status and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including subgroup sample sizes, please contact Katelyn Leondi (katelyn.leondi@selective.com).