

Insurance CLOUT - Ranking Variables - Trade Area

An Insurance CLOUT report is used to get an understanding of the insurance products and services in an area. It can be used to gauge demand for insurance products as part of trade area analysis. For example, an insurance provider may want to open a new location, or realign the territories of existing locations. This database can be used in conjunction with other databases (e.g., Pop-Facts Premier and Business-Facts) to get a sense of the population and businesses in the area. This report also includes information about purchase channels and attitudes towards insurance providers.

Trade Area: Hawaii — The Trade Area selected for analysis.

		Count	%	Base Count	Base %	% Pen	Index
Basics							
IPOP_C	CY Population	1,415,293	100.00	330,946,040	100.00	0.43	100
IHHLDC	CY Households	476,933	100.00	125,732,798	100.00	0.38	100
IAGHINCC	CY Aggregate Household Income	55,503,159,500	116,375.17	12,166,491,800,500	96,764.66	0.46	120
IAVGHINCC	CY Average Household Income	--	116,375.00	--	96,765.00	--	120
Automobile Insurance							
IC000540	CY Has Auto Insurance	453,166	95.02	118,046,585	93.89	0.38	101
ICA000502	CY Auto Insurance - Coverage - Car	377,904	79.24	95,443,167	75.91	0.40	104
IC000503	CY Auto Insurance - Coverage - Truck	96,942	20.33	25,610,433	20.37	0.38	100
IA0429C	CY Auto Insurance - Coverage - Truck or SUV	215,738	45.23	57,852,303	46.01	0.37	98
IC000504	CY Auto Insurance - Coverage - SUV	157,422	33.01	42,840,927	34.07	0.37	97
IAAU0122	CY Auto Insurance - Coverage - 1 Vehicle	287,077	60.19	76,698,486	61.00	0.37	99
IAAU0123	CY Auto Insurance - Coverage - 2 Vehicles	175,144	36.72	45,400,808	36.11	0.39	102
IAAU0124	CY Auto Insurance - Coverage - 3 Vehicles	54,357	11.40	12,822,481	10.20	0.42	112
IAAU0125	CY Auto Insurance - Coverage - 4 or More Vehicles	21,214	4.45	4,545,891	3.62	0.47	123

Benchmark: United States

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

In the trade area of Hawaii, 21,214 households have auto insurance coverage for 4 or more vehicles, which is 4.45% of total households in Hawaii. In comparison, 4,545,891 households in the benchmark (United States) have auto insurance coverage for the same number of vehicles, which makes up 3.62% of total households in the United States. Of the total number of households who have auto insurance for 4+ vehicles, less than a percent (0.47%) reside in Hawaii; this is the penetration rate. With an index of 123, households in Hawaii are more likely to have coverage for 4 or more vehicles compared to the rest of the United States.

Count: The total number of households in the trade area that have that specific product.
%: The percentage of households in the trade area that have that specific product. Note that the Average Household Income for the trade area also appears in this column.
Base Count: The number of households in the base area that have that specific product.
Base %: The percentage of households in the base area that have that specific product. Note that the Average Household Income for the base area also appears in this column.
% Pen: Of all households with that specific product, **% Pen** is the proportion that are present in the trade area.
Index: Measures if the households in the trade area are more or less likely to have that product when compared to the base area. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Index Colours:	<80	80 - 110	110+
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