
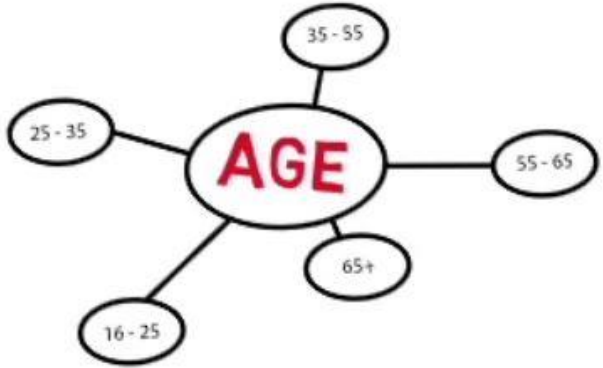


**THE TRUTH BEHIND
AUTO INSURANCE
INCOME DISCRIMINATION**

Eric S. Poe, Esq., CPA
CURE Auto Insurance

  **GENDER**

ACCIDENTS



? ? ?



ADDRESS

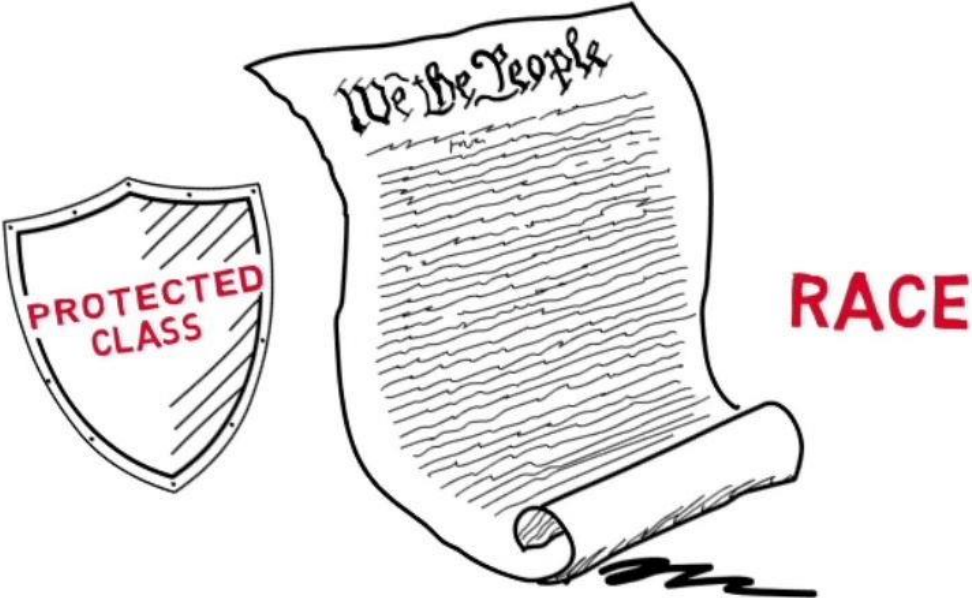
HOME OWNER



CREDIT SCORE



A Line is Drawn



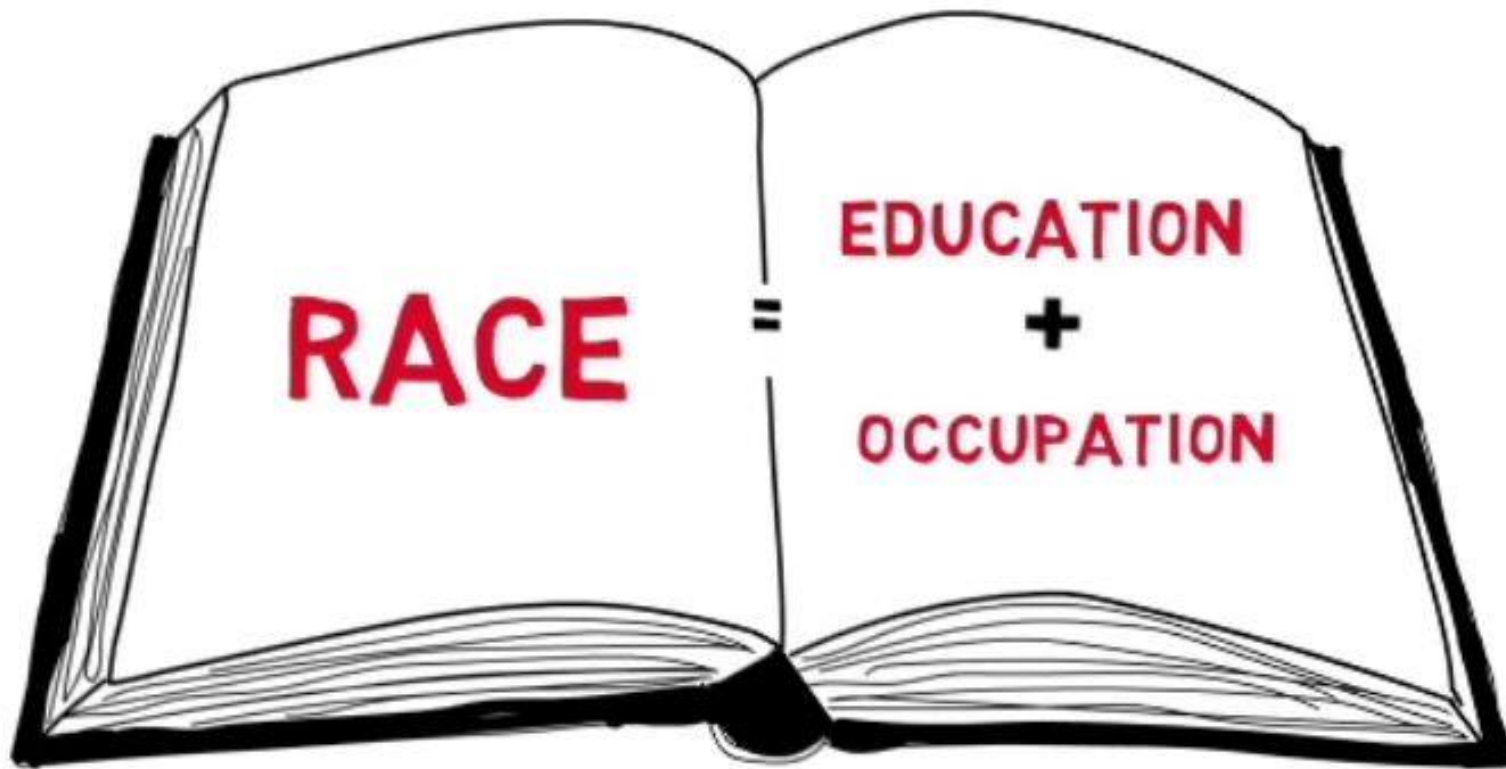
1964

NAIIC

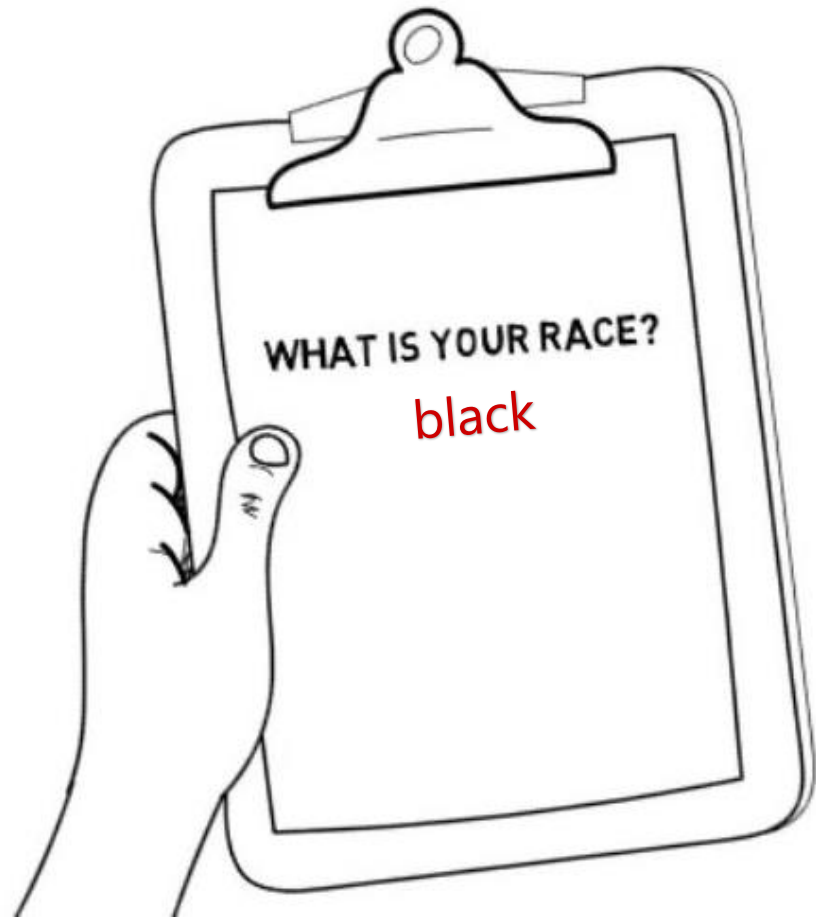


RACE

RATE



“PROXY”



Monumental Life Ins. Company

	Eligible Occupations
SUB-STANDARD COMPANY (Highest Base Rate) <i>COMPANY FOR BLACKS</i>	Busboy Dishwasher Garbage Collector Handyman Janitor Unskilled Laborer
PREFERRED COMPANY (Lowest Base Rate) <i>COMPANY FOR WHITES</i>	Office Worker Salesman Skilled Worker

Industry Given:
Higher Income Drivers = Higher Profits







GEICO®





GEICO[®]
INSURANCE

PREFERRED

REJECTED



GEICO[®]
INDEMNITY

LESS PREFERRED

REJECTED



GEICO[®]
CASUALTY

SUBSTANDARD

APPROVED

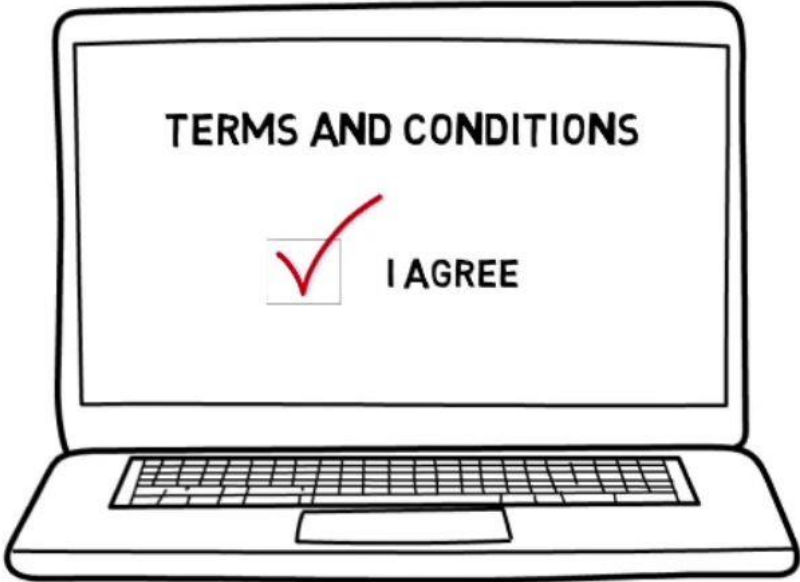
GEICO	
SUB-STANDARD COMPANY (Highest Base Rate)	Minimally-Skilled Clerk Assistant Postal Clerk Stock Clerk “Unskilled and semi-skilled blue and grey collar workers”
PREFERRED COMPANY (Lowest Base Rate)	Accountant Business Officer Dentist Engineer Judge Lawyer “Require a bachelor's degree and some applicants will have advanced degrees”

Source: 2004 GEICO Group Guide to Company Placement

Motives

CREDIT SCORE

HOUSEHOLD



OCCUPATION

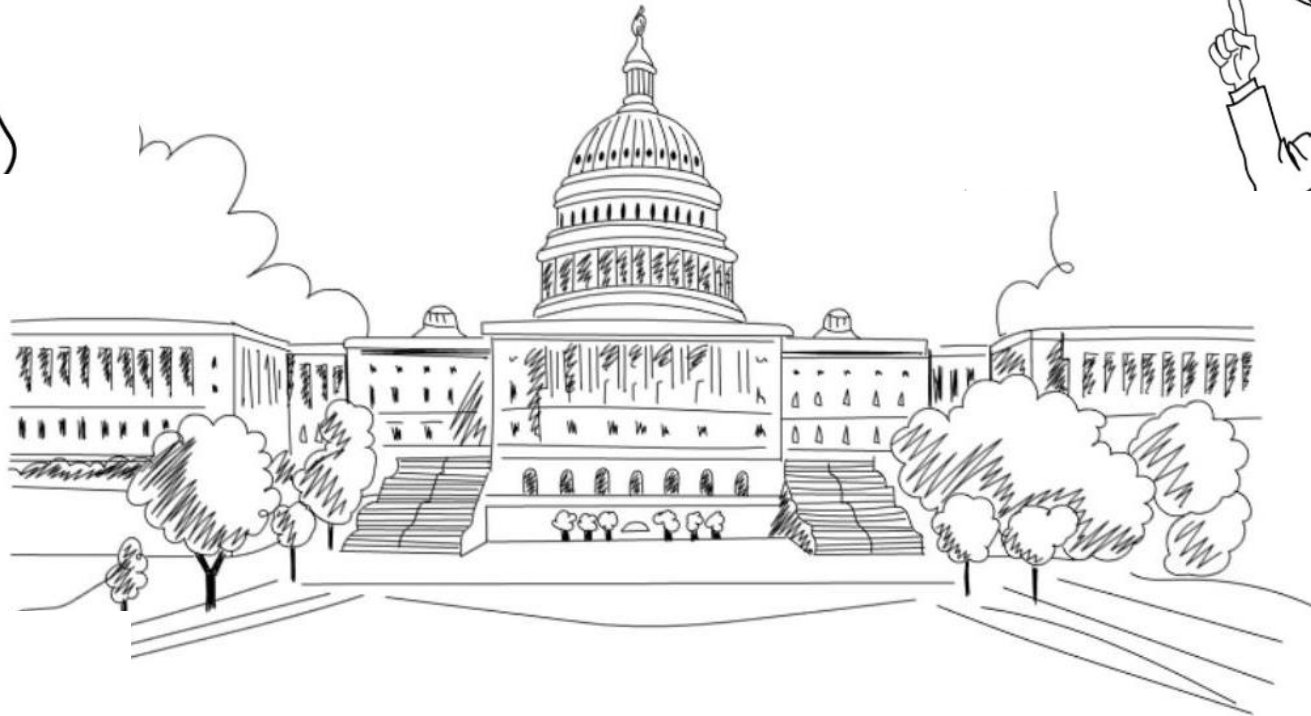
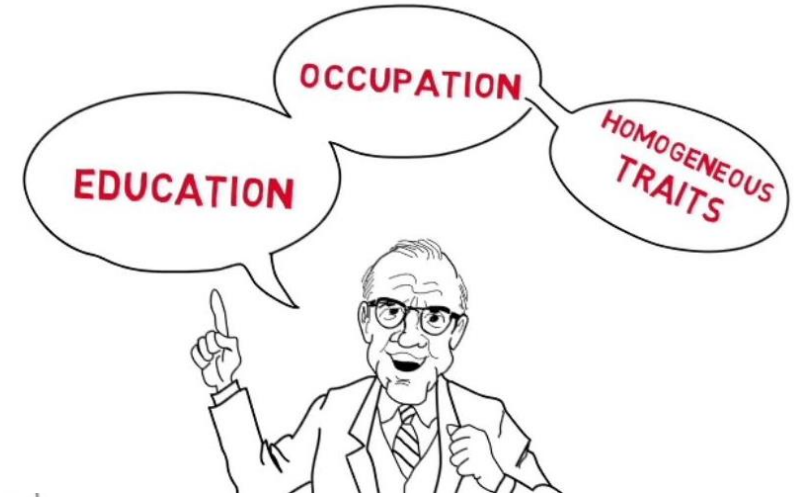
CAR

LEASE

DEBT



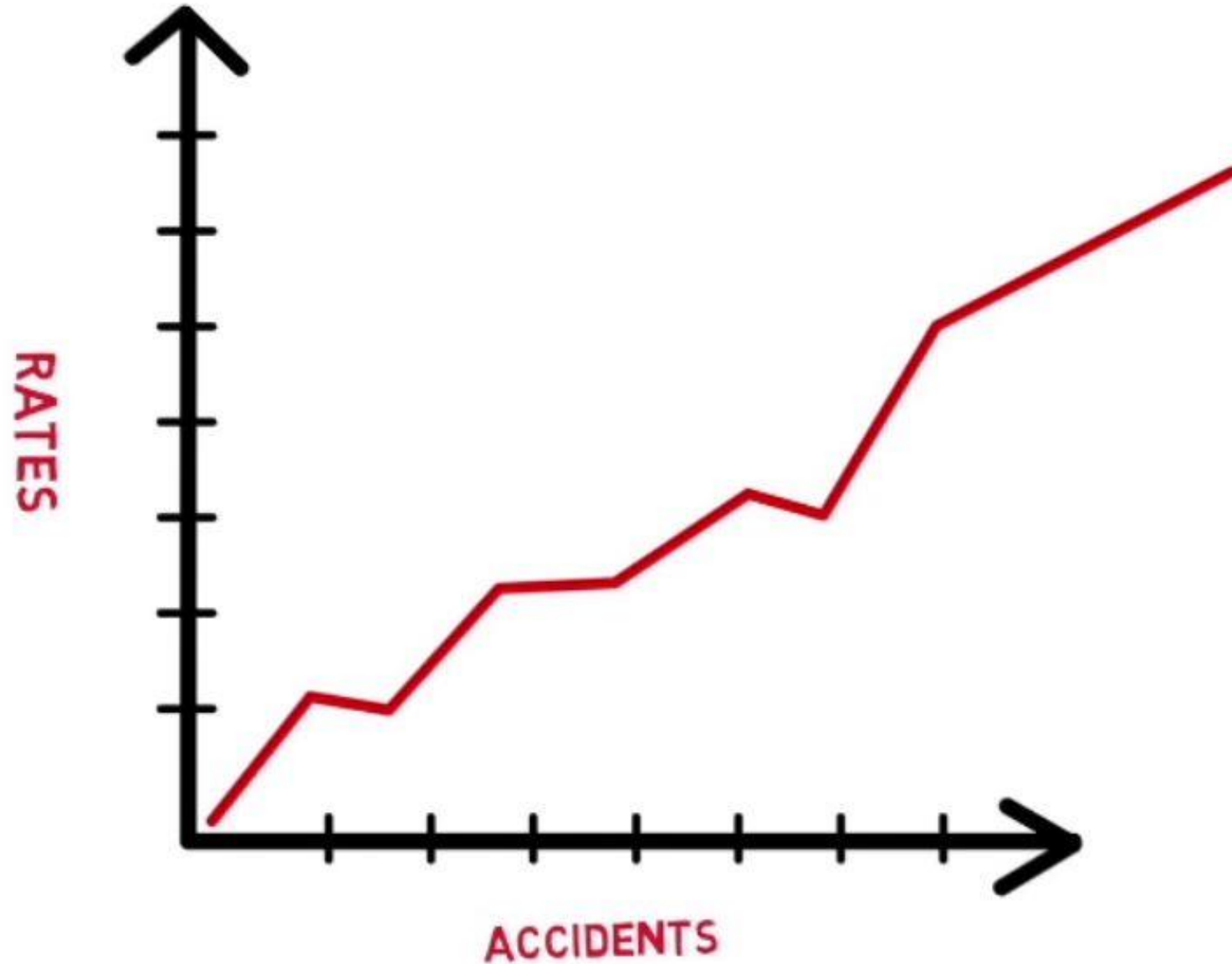
“Risk” Redefined



PROFITABILITY

"WE CHARGE POOR PEOPLE MORE BECAUSE WEALTHY PEOPLE ARE MORE PROFITABLE."

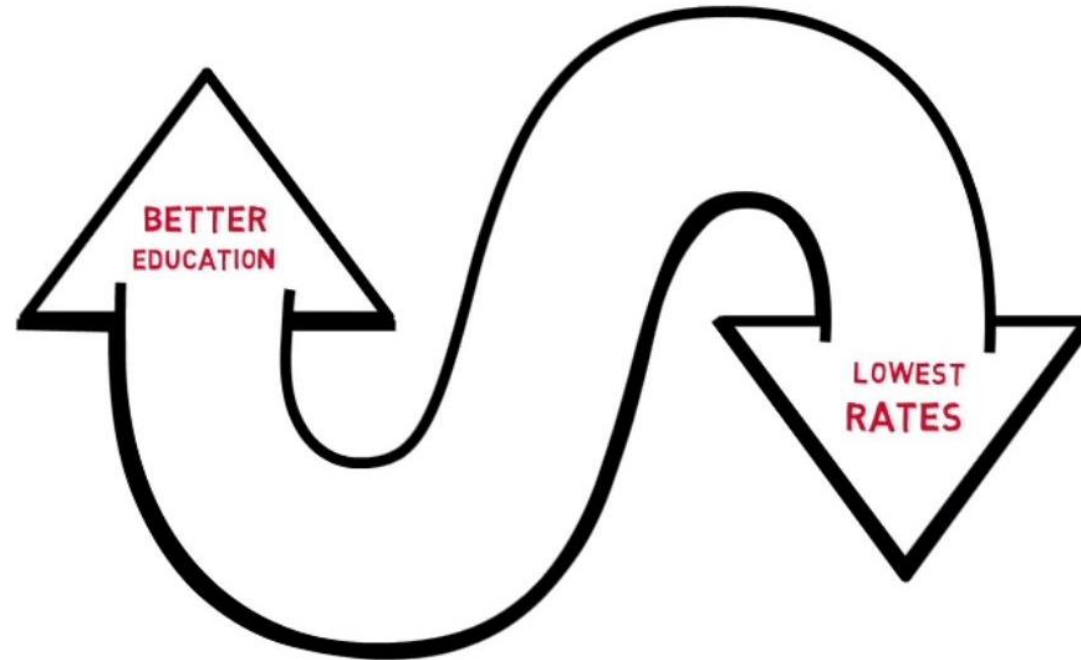
Common Sense Assumption





MOST ACCIDENTS PER POLICY

1. STUDENTS
2. DOCTORS
3. ATTORNEYS
4. ARCHITECTS



Real Life Impact



= EARN 1/3
MORE \$\$

COLLEGE
GRAD



HIGH SCHOOL
GRAD



\$4000

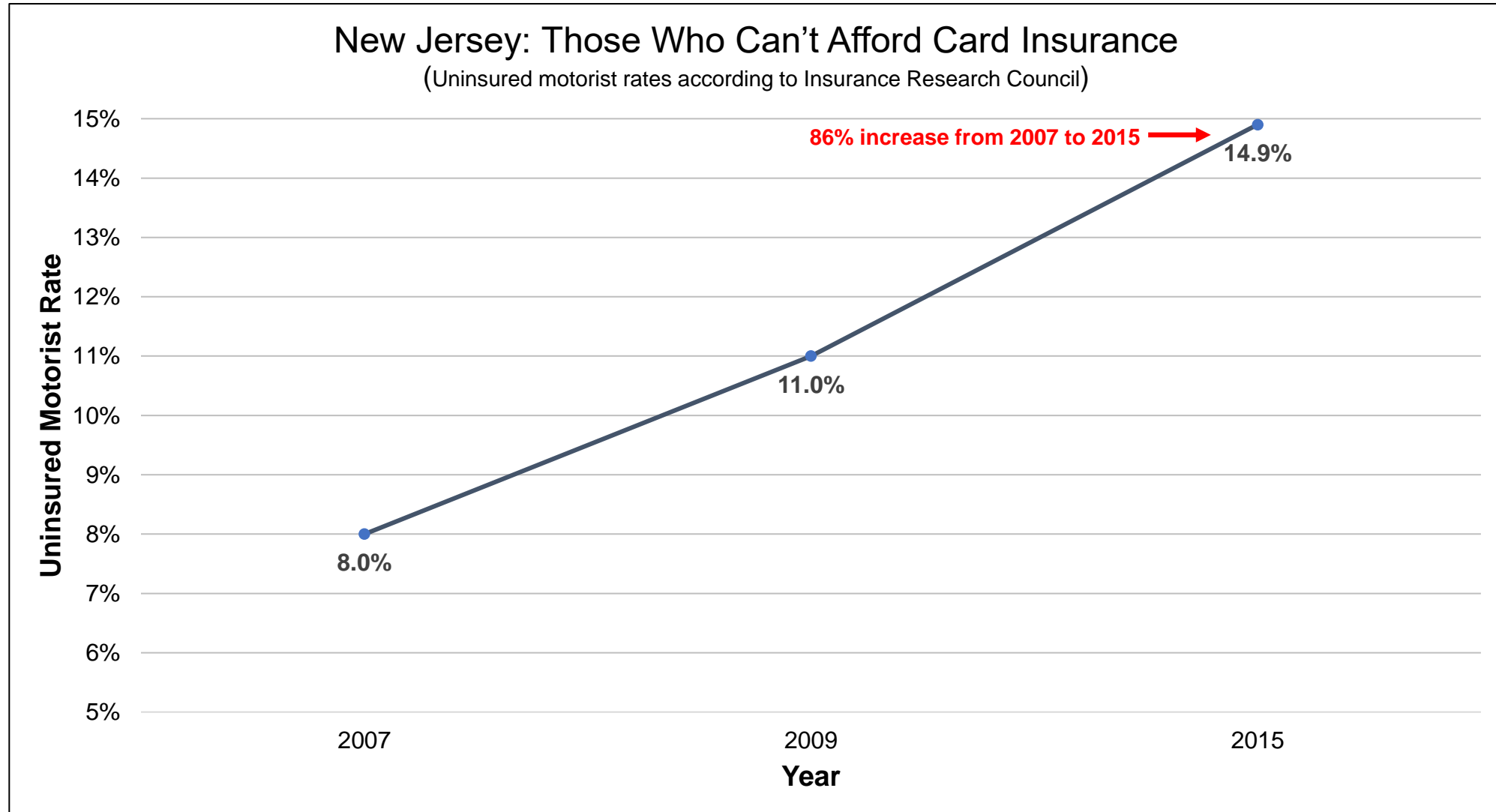


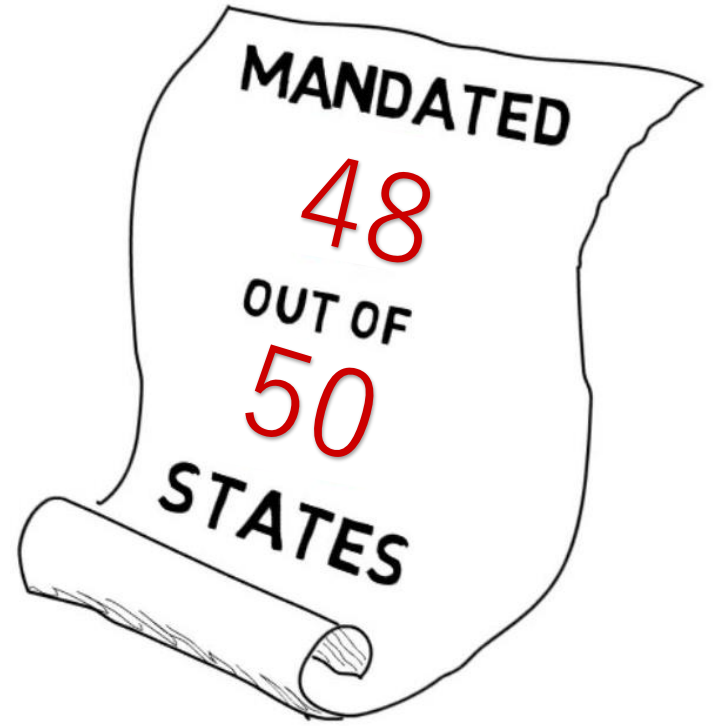
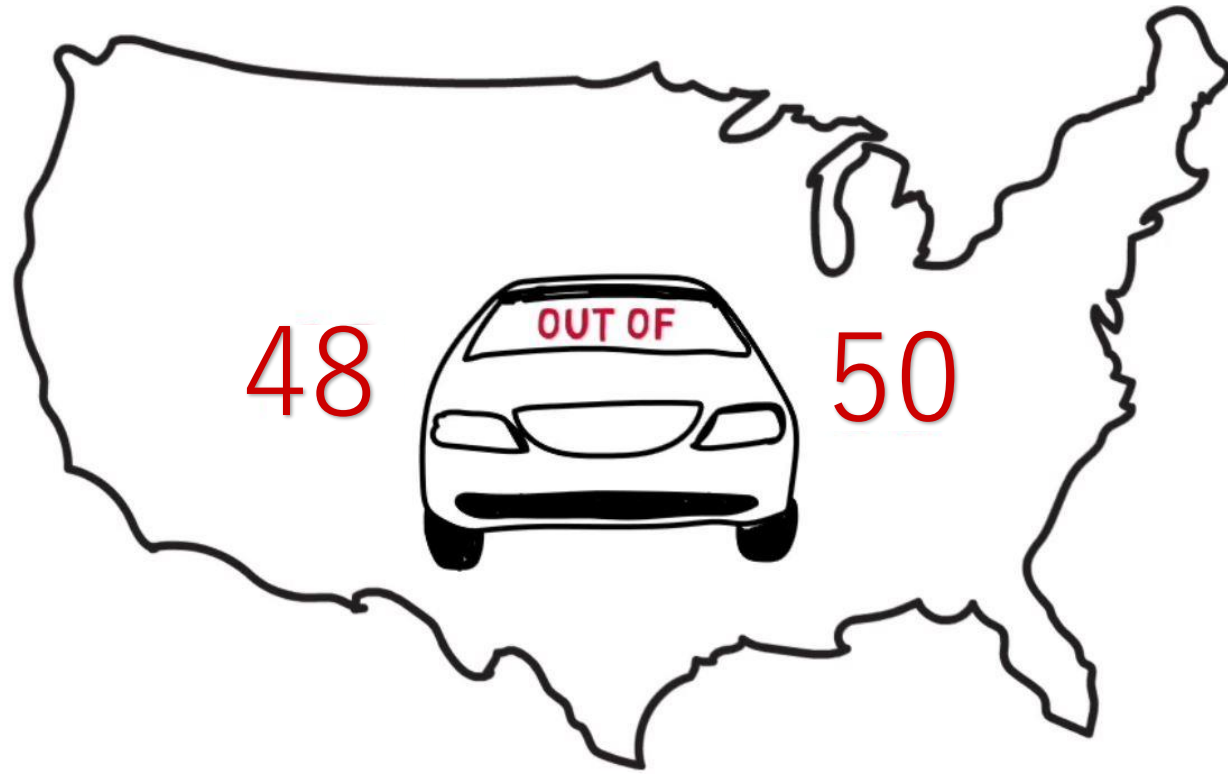
VS

\$700



Impact of Income Proxies: New Jersey





Impact to Industry

ACCIDENTS





WELL, I GUESS
THAT'S JUST THE
WAY IT IS.

