



PUBLIC PERCEPTION, AWARENESS AND CONFIDENCE OF INSURANCE IN GHANA



NATIONAL
INSURANCE
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PUBLIC PERCEPTION, AWARENESS AND CONFIDENCE OF INSURANCE IN GHANA



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ABBREVIATIONS AND ACRONYMS

ABBREVIATION/ACRONYM	MEANING
AML	Anti-Money Laundering
BECE	Basic Education Certificate Examination
BoG	Bank of Ghana
CAGR	Compound Annual Growth Rate
CCI	Consumer Confidence Index
CDD	Customer Due Diligence
CFT	Countering the Financing of Terrorism
DFIs	Deposit – Taking Financial Institutions
EDD	Enhanced Due Diligence
FGD	Focus Group Discussions
GAIP	Ghana Agricultural Insurance Pool
GAX	Ghana Alternative Market
GDP	Gross Domestic Product
GFIM	Ghana Fixed Income Market
GIA	Ghana Insurance Association
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GSE	Ghana Stock Exchange
GSS	Ghana Statistical Service
IAIS	International Association of Insurance Supervisors
IBAG	Insurance Brokers Association of Ghana
ICPs	Insurance Core Principles
ICT	Information and Communications Technology
KYC	Know Your Customer
MI	Microinsurance
MNOs	Mobile Network Operators
MSLC	Middle School Leaving Certificate
NHIS	National Health Insurance Scheme
NIC	National Insurance Commission
NPRA	National Pensions Regulatory Authority
PCA	Principal Component Analysis
PSED	Programme for Sustainable Economic Development
SEC	Securities and Exchange Commission
SHS	Senior High School
SMEs	Small and Medium-sized Enterprises

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We convey special thanks to the CDC Consult team, who ably collected data and prepared this report.

All the opinions expressed in this study, as well as any omissions and errors, remain solely ours.

SECTION 0.0: EXECUTIVE SUMMARY

0.1 Background and Objectives of Assessment

Even though the insurance market in Ghana is relatively developed with 24 life insurance companies, 29 non-life insurance companies, 3 re-insurance companies, 90 broking companies, and 4 re-insurance broking companies, insurance penetration is still hovering around 1.14%. The Micro Insurance Awareness Pilot Campaign conducted in 2015 by NIC, GIA and GIZ identified contributory factors of low insurance penetration such as: the lack of knowledge about insurance products, misunderstanding of the concept of insurance, and reluctance on the part of Ghanaian consumers to adopt insurance products aside from the mandatory ones such as motor insurance. This requires the insurance industry to build greater awareness of products and gain consumer trust. It is against this background that NIC through GIZ contracted CDC Consult to conduct a qualitative and quantitative assessment of the public perception, awareness, and confidence of Ghana's Insurance industry.

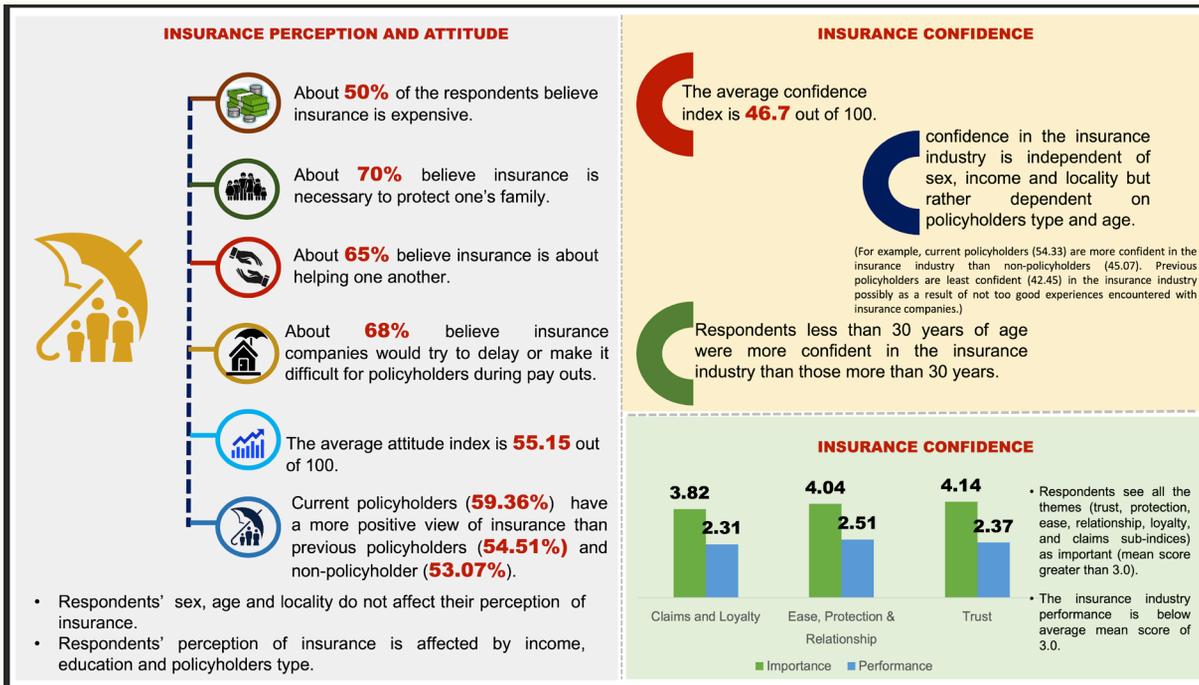
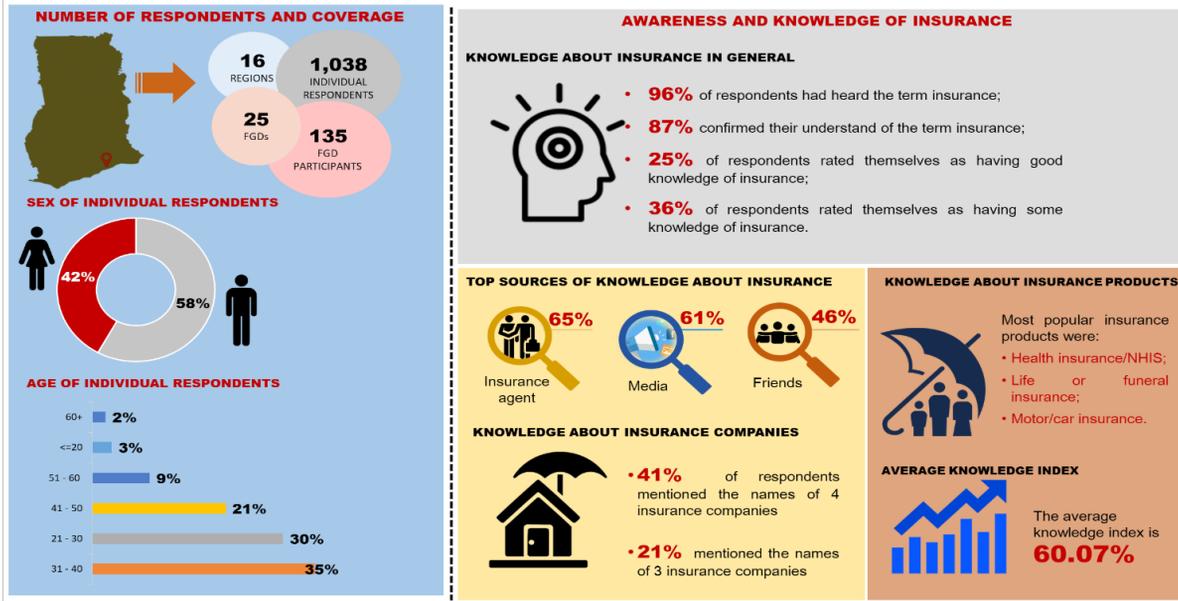
This was to be achieved through the following specific activities:

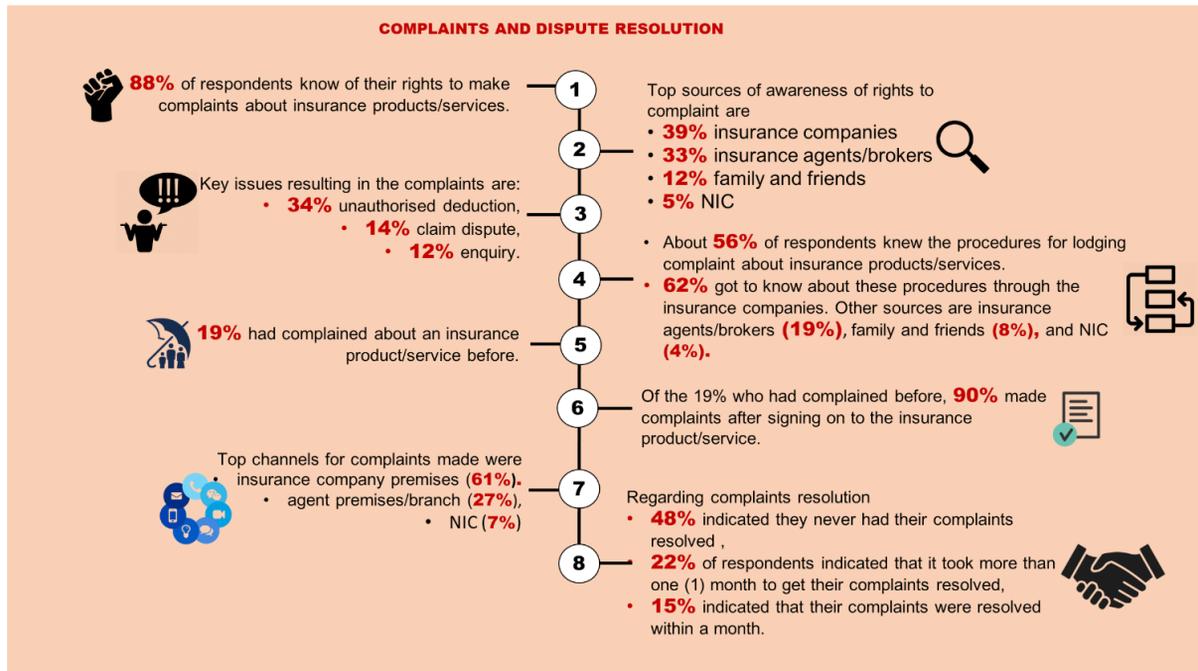
- Assessing the general public's perceptions and understanding of insurance concepts, products, and companies.
- Assessing the general public's knowledge of insurance concepts, products, and companies.
- Assessing the attitude of the general public towards insurance concepts, products, and companies.
- Assessing the general public's experiences regarding raising queries, complaints and dispute resolutions.
- Identifying issues that need to be addressed to improve public confidence.

0.2 Sample Size and Geographical Coverage of Assessment

The insurance perception and awareness assessment was conducted in all sixteen (16) regions of Ghana with a total of one thousand and thirty-eight (1,038) individual respondents. These individual respondents comprised two hundred and sixty-one (261) current insurance policyholders, four hundred and seventeen (417) non-policyholders, and three hundred and sixty (360) previous insurance policyholders located in urban, peri-urban and rural localities. In addition to individual interviews, a total of twenty-five (25) Focus Group Discussions (FGDs) with one hundred and thirty-five (135) participants were conducted.

0.3 Top line findings





0.4 Conclusions

The main conclusions from the assessment with respect to the assignment objectives are:

- The assessment measured the general attitude resulting from perception towards insurance concepts, products and companies through the determination of a national insurance attitude index with a result of 55.15 out of 100. Similar indices were computed for the sixteen (16) political regions of Ghana, and for the policyholders types (policyholders-59.36, previous policyholders-54.51, and non-policyholders-53.07).
- The assessment established the knowledge and understanding of insurance concepts, products, and companies through the determination of a national knowledge index, which returned an index of 60.07 out of 100. Results along policyholders types are: Policyholders-67.52, previous policyholders-67.14, and non-policyholders-49.30. The regional knowledge indices ranged from 42.4 (Bono region) to 71.0 (Eastern region).
- The assessment results brought up issues that need to be addressed to improve public confidence. The assessment established a national confidence index of 46.5 out of 100. Further results along policyholders types are: Policyholders-54.33, previous policyholders-42.45, and non-policyholders-45.07.
- The assessment also established the importance-performance matrix. This matrix has identified areas such as trust, claims and loyalty, ease, protection and relationship as issues that need to be addressed to improve public confidence in insurance in Ghana.
- The assessment identified “unauthorized deduction” and “claim dispute” as major complaints (48% of complaints). These complaints were mostly made on life/funeral insurance policies (47% of complaints). The complaints were mostly made after signing on to the product (90% of the time). About 48% of the time, the complaints were never resolved. About 61% of the complaints were lodged to the insurance company. Only 7% of the complaints were lodged to the NIC.

0.5 Recommendations

The following recommendations have been proposed for the consideration of NIC and GIZ. They are presented under the themes of policy, regulatory and supervision on one part and industry player related recommendations on the other part.

Policy, Regulatory and Supervision

1. **Visibility of the National Insurance Commission (NIC):** Though the NIC has made efforts in creating public awareness, it should improve its outreach plan to create more awareness of its existence and mandate.
2. **Improving Supervision of Competition and Policyholder Protection:** The NIC should also focus more on unethical underwriting including undercutting (under-pricing) and marketing practices of insurance companies and agents by regulating competition and policyholders protection.
3. **Enhanced Supervision on Disclosures by Insurance and Intermediaries:** NIC should continuously enhance the regulatory and legal framework around disclosure, transparency, recourse mechanisms and overall market discipline to address challenges in trust and confidence by the public in insurance.
4. **Nation-wide Campaign:** A sustained nation-wide campaign should be continuously organized in order to improve awareness regarding financial risks, insurance and means of protection against the financial risks.
5. **Certification of Insurance Agents:** The training and certification of insurance agents should be made mandatory and enforced.
6. **Encourage and support Partnership and Collaboration:** Partnership and collaboration across sub-sectors and across agencies will be necessary. NIC could lead the process of stakeholders' engagement.

Industry Player Related Recommendations

1. **Insurance Products Must Be Made Simple:** There is the need for insurance companies to simplify the language used to describe product features as well as the terms and conditions.
2. **Development of Insurance Products:** There is the need for industry players to consider developing Microinsurance products targeted at low income populations, especially women. Additionally, special products should be developed for irregular income earners.
3. **Make Insurance Selling Transparent:** Insurance companies should endeavour to provide information directly to existing and potential policyholders to reduce miscommunication from intermediaries.
4. **Support Training of Agents and Brokers:** The training of insurance agents and brokers on consumer education needs to be an ongoing effort.
5. **Provision of Financial Education to the Public:** The financial education should cover areas such as product features, benefits, risks, requirements from potential policyholders, procedures for claims etc.
6. **Training of Employees:** Insurance companies must continuously develop the capacity of their employees.
7. **Full Disclosure of Product Information:** Securing public confidence and trust calls for full disclosure of product features, being honest on the terms and conditions of the policy, especially at the initial stage or at the point of sale.
8. **Improving policyholders relations:** Insurance companies must improve their policyholders relations especially for the front desk staff who deal directly with the policyholders.

SECTION 1.0: INTRODUCTION AND BACKGROUND TO ASSESSMENT

1.1 Introduction

CDC Consult was contracted by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the National Insurance Commission (NIC) to conduct an assessment of public perception, awareness and confidence of insurance in Ghana. The assignment was carried out across the sixteen (16) regions of Ghana. This document is the final assessment report that outlines the activities undertaken, findings, recommendations, and areas for further research.

1.2 Background to the Assessment

The Ghanaian insurance market is relatively developed with 24 life insurance companies, 29 non-life insurance companies, 3 re-insurance companies, 90 broking companies, and 4 re-insurance broking companies as of 2017. However, insurance penetration is still hovering around 1.14%. Access to insurance was low at 4.1% (excluding public health insurance) in 2010. The Micro Insurance Awareness Pilot Campaign by NIC, GIA and GIZ in 2015¹ suggested that the lack of knowledge about insurance products, and to an extent misunderstanding of the concept of insurance account for the low uptake of insurance among the low-income population in Ghana. There is reluctance on the part of Ghanaian consumers to adopt insurance products beyond the mandatory ones such as motor insurance. This requires the insurance industry to build greater awareness of products and gain consumer trust.

It is against this background of low insurance penetration that the NIC, with the support of GIZ through the Programme for Sustainable Economic Development (PSED) sought to conduct an assessment of public perception and awareness of insurance in the country.

1.3 Objective of the Assessment

The main objective of the assignment was to undertake a qualitative and quantitative assessment of the public perception, awareness, and confidence of Ghana's insurance industry. This was to be achieved through the following specific activities:

- Assessing the general public's perceptions and understanding of insurance concepts, products, and companies.
- Assessing the general public's knowledge of insurance concepts, products, and companies.
- Assessing the attitude of the general public towards insurance concepts, products, and companies.
- Assessing general public experiences regarding raising queries, complaints and dispute resolutions.
- Identifying issues that need to be addressed to improve public confidence.

1.4 Scope and Coverage of the Assessment

The assessment involved a representative sample of the general population of Ghana across all the sixteen (16) regions categorised by locality (urban, peri-urban, and rural), and policyholders types (policyholders, previous - policyholders, and non-policyholders) of insurance. The assessment focused on households/individuals as the main demand-side actors of insurance.

1.5 Report organisation

The assessment report is organised into six (6) sections with a supporting appendix as presented in **Table 1**.

Table 1: Report organisation

Section	Title	Description
Section 0.0	Executive Summary	This section presents a summary of the report including top-line findings of the assessment and brief recommendations.
Section 1.0	Introduction and Background to the Assessment	This section presents a brief introduction, background and requirements of the assignment, objectives, and organization of the report.
Section 2.0	Ghana's Insurance Industry	This section presents a desk study of the insurance industry in Ghana covering the framework of Ghana's financial sector, legal and regulatory framework, key actors and the trends of insurance in Ghana.
Section 3.0	Approach and Methodology to the Assessment	This section presents the approach and methodology adopted for the assessment. It presents the structure and stages of the assessment as well as challenges and limitations.
Section 4.0	Analysis of Respondent Characteristics and Assessment Findings	This section presents the demographic breakdown of respondents linked to the findings of the assessment along the themes of: <ul style="list-style-type: none"> ▪ Respondent's Knowledge and awareness of insurance. ▪ Respondent's Attitude towards and perception of insurance. ▪ Respondent's Confidence in the insurance mechanism. ▪ Complaints and dispute resolution in the insurance industry. ▪ Analysis of importance-performance matrix.
Section 5.0	Conclusions and Recommendations	This section presents the conclusions of the assessment and policy recommendations for the consideration of programme stakeholders. It also suggests areas for further research.
Appendix		The appendix presents computation of indices, regional analysis of indices, reliability test, and results on complaints and conflict resolution.

SECTION 2.0: GHANA'S INSURANCE INDUSTRY

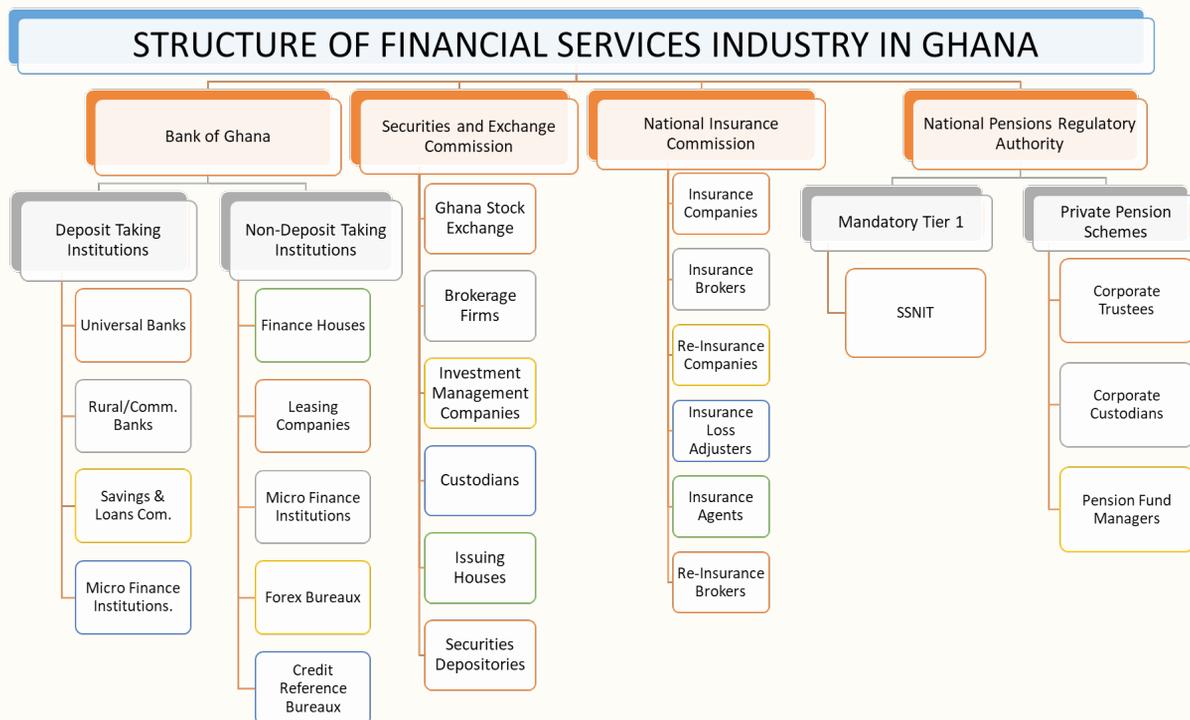
2.1 Introduction

This section presents an overview of Ghana's financial sector and insurance industry. It describes the framework of Ghana's financial sector. It also presents the key actors of the insurance industry, development of the industry, the different legal and regulatory frameworks governing the industry, and challenges confronting the industry.

2.2 Overview of Ghana's Financial Sector

Ghana's financial services sector can be classified into four (4) main categories. These are bank and non-bank financial sector regulated by the Bank of Ghana (BoG); the capital and money market sector regulated by the Securities and Exchange Commission (SEC); the insurance sector regulated by the National Insurance Commission (NIC); and the pensions sector regulated by the National Pension Regulatory Authority. **Figure 1** presents the structure of Ghana's financial services sector.

Figure 1: Structure of Ghana's financial services industry



2.2.1 Contribution of the Financial Sector to the Ghanaian Economy

The financial sector is a key driver of the Ghanaian economy and has experienced rapid development over the past decade. The services sector is the largest sector of the Ghanaian economy, accounting for more than 52% of Ghana's Gross Domestic Product (GDP) at basic prices since 2014. Within the services, the financial and insurance services sub-sectors contributed

an estimated 6.7% of the GDP (at basic prices) from 2009 – 2017. The sub-sector contribution to GDP attained its peak at 8.9% and 9.4% in 2015 and 2016 respectively. According to the annual Gross Domestic Product (GDP) Bulletin released by the Ghana Statistical Service (GSS) in April 2018, the contribution of the financial and insurance sector to Ghana's economy has been shrinking since the first quarter of 2017.

Table 2 presents the distribution of Ghana's GDP (at Basic Prices) by economic activity.

Table 2: Distribution of Ghana's Gross Domestic Product by Economic Activity

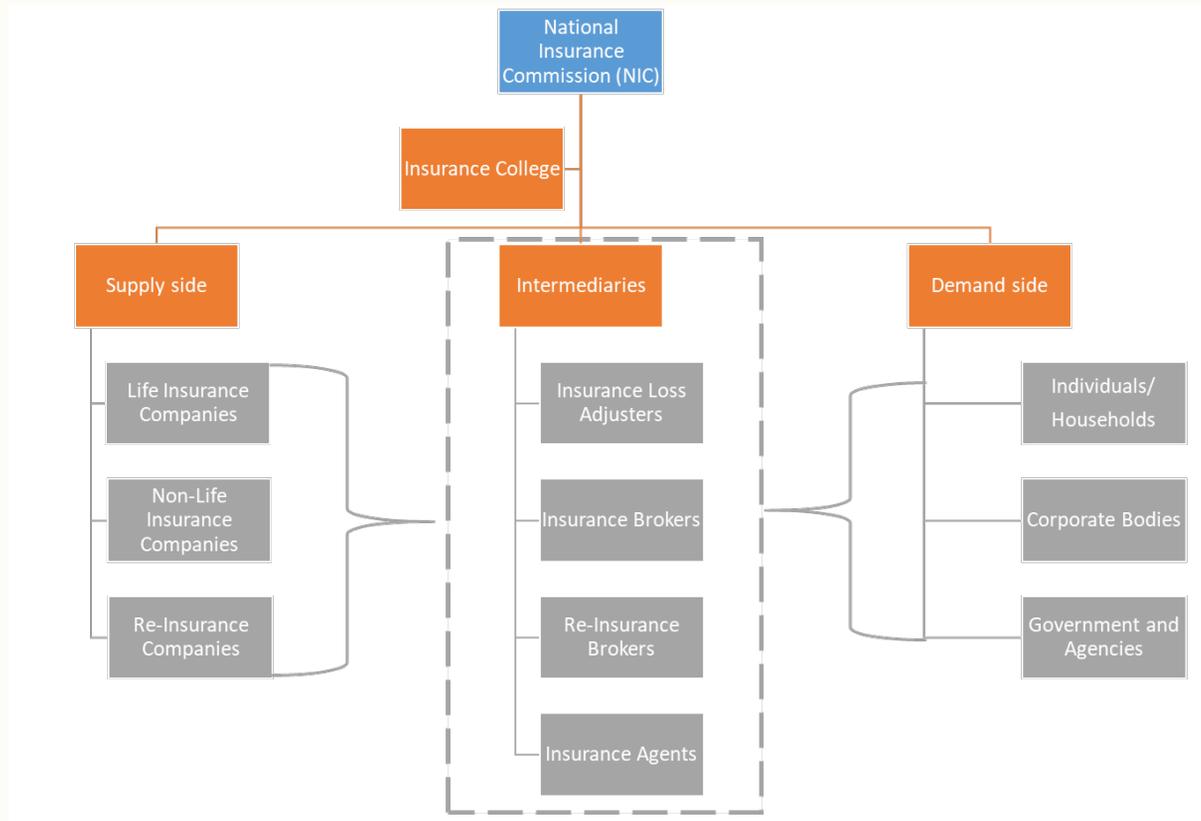
Year	Distribution of Gross Domestic Product(at Basic Prices) by Economic Activity								
	2009	2010	2011	2012	2013	2014	2015	2016	2017
Agriculture Sector (%)	31.8	29.8	25.3	22.9	22.4	21.5	20.3	18.9	18.3
Industry (%)	19	19.1	25.6	28	27.8	26.6	25.1	24.3	25.5
Services (%)	49.2	51.1	49.1	49.1	49.8	51.9	54.6	56.8	56.2
GDP (%)	100	100	100	100	100	100	100	100	100
Financial and Insurance (%)	4.3	5.2	4.4	4.7	6.5	8.4	8.9	9.4	8.8
Relative Contribution of Financial and Insurance to Services Sector (%)	9	10	9	10	13	16	16	17	16
Financial & Insurance Growth Rate (%)		21	-15	7	38	29	6	6	-6

Source: Ghana Statistical Service(GSS) Annual Gross Domestic Product- April 2018 Edition

The declining performance of the financial and insurance services sector to GDP in recent years is partly attributable to the challenges facing the sector. These challenges have led to the banking sector clean-up exercise by the Bank of Ghana since August 2017. The exercise has resulted in the revocation of the license of 9 universal banks, 347 microfinance companies, 39 micro credit companies/money lenders, 15 savings and loans companies, 8 finance houses and 2 non-bank financial institutions. The Bank of Ghana has increased the minimum capital requirements of universal banks and has required microfinance companies to increase their minimum capital to GHS2 million by February 2019. Such increase in minimum capital would likely lead to increase in loan portfolio which increases the risk exposure of financial institutions. These happenings in the financial services sector have raised the risk awareness of financial services providers and consumers alike. There is an increasing conversation on the need to protect the interest of stakeholders in financial services through insurance. Financial institutions, especially microfinance institutions, are becoming increasingly aware and are considering various insurance product options to manage their risk exposures. It becomes important therefore for insurance companies to review and refine existing products and develop new products to meet the changing needs of financial services providers and consumers.

2.3 Overview of Ghana's Insurance Industry

The insurance industry is made up of the supply-side, intermediaries and demand-side actors. The supply side actors are the providers of insurance services. These actors are the insurance companies (life and non-life) and reinsurance companies. The intermediaries include insurance brokers, insurance loss adjusters and insurance agents. The demand-side are made up of the individuals, institutions and corporate entities that consume insurance products. The National Insurance Commission is the regulatory body of the insurance industry in Ghana. **Figure 2** presents the framework of Ghana's insurance industry.

Figure 2: Framework of Ghana's insurance industry

2.3.1 Supply Side

There are two basic types of insurance companies: direct insurance companies and reinsurance companies. Direct companies are responsible for the initial underwriting of insurance policies (life and non-life), while reinsurance companies act as insurers for the direct insurers (also known as primary insurers). Non-life policy products range from Liability Policies, Engineering Policies, Marine Policies, Fire Insurance Policies or Property Insurance, Motor Insurance Policies and Miscellaneous Insurance Policies such as Travel Insurance Policies etc. Life policy products include Without Profit Conventional Products (e.g. Funeral Policy); With Profit Conventional Products; Unit – Linked Products; Pensions and Annuities Products as well as Index – Linked or Inflation Protection Products.

While insurance companies provide insurance and assume the risks covered by the policy, insurance intermediaries are independent professional intermediaries that provide services for both supply and demand sides. Some of these intermediaries are directly affiliated with particular insurers and sell only the company's policies. These are referred to as tied agents. Others are independent and are free to market the policies of various insurance companies. Other key actors of insurance services are the reinsurance companies and reinsurance brokers. The main function of reinsurance companies is spreading out risk especially in the case of an unusual or widespread loss event. They also provide security and take on risk, and give insurance companies the opportunity to expand their business through launching new products and services. Reinsurance brokers act as intermediaries between an insurance company and a reinsurance company.

In addition, the insurance industry has establishments that provide other insurance-related services such as claims adjustment or third-party administration of insurance and pension funds. The industry has seen a relatively stable growth in the number of firms entering the market. The number of insurance companies and intermediaries from 2009 to 2017 are presented in **Table 3**.

Table 3: Number of insurance companies and intermediaries

Year	No. of Non-life Companies	No. of Life Companies	No. of Reinsurance Companies	No. of Insurance Brokers	No. of Reinsurance Brokers	No. of Insurance Loss Adjusters
2017	28	24	3	78	3	3
2016	27	24	3	78	1	2
2015	27	24	5	74	1	1
2014	25	20	3	68	1	1
2013	25	18	3	57	1	1
2012	25	18	2	55	1	1
2011	24	18	2	51	1	1
2010	23	17	2	46	1	1
2009	23	17	2	40	1	1

Source: NIC Annual Report (2009- 2017)

Non life insurance companies increased from twenty-three (23) in 2009 to twenty-eight (28) in 2017, representing a growth of 22%. Similarly, life companies increased from seventeen (17) to twenty-four (24), representing a growth of 41% between 2009 and 2017. Insurance brokerage firms also increased from forty (40) in 2009 to seventy-eight (78) in 2017 representing 95% growth.

2.3.2 Demand Side

The demand for insurance (insurance policies) can be grouped under the broad categories of Life and Non-Life products. The demand side of the Life market is constituted by the policy holders who want compensation upon death, terminal illness or critical illness. The Non-Life market demand side is constituted largely by the automobile and homeowners' policyholders. Irrespective of the type of insurance policies, insurance is demanded by individuals and corporate entities.

Potential demand in Ghana's insurance market is high, due to the large number of persons and properties as well as the existence of unsatisfied needs of both individuals and corporate entities. However, the real demand is quite low. Based on data from the Ghana Living Standards Survey (Round 6), household penetration of insurance has not been as plain as the reported data on individual uptake. More than three out of five (60%) urban households have short-term insurance policies. Almost 90% of urban households have people who hold a commercial or business policy. It further shows that 83.3% hold property policy and 77.4% hold vehicle or motor policy. Medical (38.1%), funeral (25.7% and vehicle or motor (22.6%) are the leading insurance policies held by rural households (GLSS, 2014)².

The NIC's 2014 Annual Report indicates decreasing trends of insurance penetration rate from 1.89% in 2010 to 1.18% in 2014, and an average decline rate of 38%. The penetration marginally increased to 1.19% at the end of the 2017 reporting period. This puts Ghana behind peer countries like South Africa (14.5%), Mauritius (7.5%), and Namibia (5.7%) in terms of insurance penetration³. It should however be noted that different countries may use different variables in computing insurance penetration. In Ghana, health insurance and pensions are not counted in the determination of penetration.

The prospects of demand for insurance is still high given that:

- Ghana has a growing population at an annual growth rate of 2.2% and a youthful population structure, with over 50% being below the age of 25 years.
- Improvement in the economy of Ghana with the potential to improve the living standards of the population.
- The growing urbanization in Ghana makes it easier to reach a large part of the population who are located in urban areas.
- Mobile phone penetration rate in Ghana which is estimated to be over 100% continues to be the main driver of the growth experienced in micro insurance in Ghana.

2.3.3 Trends in Industry

Based on a report on key trends and opportunities in the Ghanaian insurance industry by Business Wire, a UK based IT Solutions firm, Ghana had one of the fastest growing insurance industries in the world. The industry was expected to grow at a forecast-period Compound Annual Growth Rate (CAGR) of 23.0% by 2018⁴ although growth from 2015 to 2017 has not been impressive. The forecast is supported by an increase in oil and gas production, the implementation of mandatory fire insurance for commercial buildings, and an increase in gold production. With the separation of Life and Non-Life insurance markets, the economy is focusing on strengthening both of these sectors. According to the National Insurance Commission (NIC), Non-Life insurance sector premium volumes were expected to increase by 3% in 2018 due to emerging market growth. Nearly half of Non-Life covers are generated from automotive insurance. Given the relative prosperity in Ghana, the insurance penetration in the Non-Life sector is improving, suggesting a major opportunity for expansion.

Similarly, the main classes of life products are universal life, funeral, whole life, endowment, term, and group life. The life insurance business is recording an average annual growth rate of 30%. It is considered that the life industry depends on the economic growth in Ghana as it is expected that the increased wealth would trigger demand for life products. Products are predominantly group life covers. Group life insurance is an excellent opportunity to increase insurance penetration in Ghana, mainly because a single employer can purchase a policy cover for a number of employees. The NIC has stressed on the need for insurers and other organizations to protect their most valuable resource, which is human capital, through interventions such as Group Life Insurance.

2.3.4 Distribution Channels and Insurance Product Development

- The Mobile Insurance Sector** (M-insurance) is emerging due to a steady rise in insurance sales with mobile operators. The NIC has observed that 70% of people would prefer to buy insurance from MNOs (Mobile Network Operators) than from an insurer. With the advent of providing insurance schemes by the MNOs, people's attention has been drifting away from the insurers. Mobile insurance (m-insurance) is an innovative line of insurance products, whereby the mobile networks are used to deliver one or multiple components of insurance for the mass market. In Ghana, m-insurance plays an important role in the Microinsurance sector. Approximately 60% of lives (as of 2014) are insured by Microinsurance products delivered via mobile channel⁵. The NIC issued its final market conduct guideline to sanitise and create the enabling environment for mobile insurance to thrive.⁶ This development has an implication for the selection of an appropriate medium for creating awareness of insurance policies and the insurance industry as a whole.
- Bancassurance** is another growing business within the insurance sector in Ghana. Insurers and banks are actively partnering to offer a wide range of competitive and innovative products. Due to its growing importance to the insurance market, the NIC in accordance with section 115 of the insurance Act, 2006 (Act 724) developed guidelines for bancassurance. The guidelines among other things provide for board composition of corporate agents; claims management; external audit; premium payments and product development. The total number of bancassurance collaborations stood at twenty-six by the close of year 2014⁷. As of end of 2018 reporting period, the bank assurance collaborations stood at 13 (11 life and 2 non-life)⁸. Bancassurance has always been considered an optimistic opportunity when it comes to helping the insurance industry owing to customers' trust in banks and their competitive marketing strategies. Banking institutions have been performing well in selling insurance than traditional brokers. However, the challenges facing the banking sector and the resultant clean-up exercise by the BoG will affect the bancassurance. Such related parties and affiliates should be considered in determining public confidence in the insurance industry. The premium contribution of bancassurance to the total premium of the insurance industry ended the year 2018 with 11% down from 13% in 2017. The reduction in the proportion

⁴ Wire, B. (2018). Business Wire. Inc., Insurance Industry in Ghana.

⁵ Mobile insurance and risk framework in Ghana, 2015

⁶ NIC Annual report- 2017

⁷ NIC Annual report- 2014

⁸ NIC Annual report- 2018

contributed by bancassurance according to NIC is primarily due to the challenges experienced in the banking sector⁹.

- **Micro Insurance (MI)** in recent years has been considered as one of the most viable insurance products that is delivered to the unserved and underserved markets and the most vulnerable and marginalised sector. The affordability of MI products, ease of purchase and high speed of claim settlement are among the positive considerations why MI is a viable business line. Ghana's insurance landscape focuses largely on the formal sector and white-collar workers, ignoring the informal sector, which constitutes the majority of Ghana's workforce. The expensive premiums and complicated underwritings of mainstream insurance companies compel this low-income bracket to shy away, causing the poor uptake among Ghanaians. A recent study by Lloyds 360¹⁰ on MI revealed, *"low-income groups are a potential market for financial services and also are effective consumers so far as appropriate products, processes, and knowledge are given."* It further noted *"micro-insurance is effective even in markets with little experience of insurance, as long as products, procedures, and policies are simple, the premiums are low, the administration is efficient and distribution channels are innovative."*¹¹
- **Agricultural Insurance** has significant business potentials. Available statistics from the 2015 Facts and Figures Report by the Ministry of Food and Agriculture shows that there are 2,503,006 households engaged in agriculture. However, the main agricultural insurance provider, Ghana Agricultural Insurance Pool (GAIP) currently covers less than 5,000 farmers under its insurance pool, representing 0.20% of the market. Available operational data from GAIP shows that policyholders have increased by 32% from three thousand six hundred and twenty-one (3,621) to four thousand seven hundred and eighty-five (4,785) from 2015 to 2016. Farmers with insurance invest more in agricultural inputs, particularly in chemicals, land preparation, and hired labour. The cultivation expenditures go up to more than GH¢ 250 higher for farmers with insurance, representing a 33% increase relative to the comparison group¹². About 76% of farmers were willing to adopt agriculture insurance and secure their investments. Thus, showing the growing need to develop strategic and innovative approaches in agricultural insurance for farmers to get their compensation as well as to counter unavoidable phenomena¹³.

2.4 The Legal and Regulatory Framework of Insurance in Ghana

The Ghanaian insurance market was overhauled with the Insurance Act, 2006 (Act 724), which introduced a comprehensive legislation designed to effectively administer and supervise the industry, and provide better policyholders protection. Central to the Act was the focus on local content, obliging firms operating in Ghana to seek policies abroad only if domestic capacity was unable to provide coverage. Another key feature was the greater empowerment of the NIC as the regulator. The Insurance Act, 2006 (Act 724), provides a comprehensive outline for the regulation of the insurance industry in Ghana.

Over the past few years, the National Insurance Commission (NIC) has made progress in improving the legal and regulatory framework of the insurance industry in Ghana. Its primary mandate is to improve the insurance business environment through strengthened regulations and supervision. One underlying objective for this initiative by the NIC is to ensure positive change in perception towards insurance products and the industry as a whole, leading to public confidence in the industry. Another objective is to increase public education about insurance policies and risks through public education and training of officers of insurance companies and broker companies including insurance agents. Key initiatives aimed at achieving these objectives by the NIC in recent periods include:

1. **Insurance Industry Publicity Activities:** The Commission has continued to maintain as one of its objectives, the promotion of public education on insurance in general, and motor insurance in particular. It has carried out public education programmes in many cities and towns across Ghana. Significant areas of public education include: the role and functions of the NIC, Complaints & Settlement Bureau, Motor Compensation Fund, Motor Insurance, Life Insurance, The Compulsory Fire Insurance for Private Commercial Buildings and Buildings under construction, Micro Insurance.

⁹ NIC Annual report- 2018

¹⁰ Insurance in developing countries- exploring opportunities in Microinsurance

¹¹ National Insurance commission Annual Report, 2018

¹² Aidoo, R., James, O. M., Prosper, W., & Awunyo-Vitor, D. (2014). Prospects of crop insurance as a risk management tool among arable crop farmers in Ghana

¹³ Kuwornu, J. K., & Amadu, I. S. (2013). Food crop farmers' willingness to participate in market-based crop insurance scheme: evidence from Ghana. *Research in Applied Economics*, 5(1), 1-21.

2. Regulatory and Supervisory Initiative: The NIC has also undertaken a number of regulatory and supervisory initiatives which aim at improving public confidence in the insurance industry through robust supervision and strict legal and regulatory framework. These initiatives include:

- Issuance of the Corporate Governance and Risk Management framework in 2015.
- Issuance of the Claims Management guidelines detailing specific timelines for the settlement and payment of Non-Life Claims.
- Publication of Market Conduct Rules on Insurance Premium Collection – “No Premium No Cover”
- Development of the framework for Group-Wide Supervision which seeks to support; Group Wide Supervision, Macro Prudential Surveillance and Insurance Supervision and Cross Border Collaboration of the Supervision of Insurance Groups that are in more than one country.
- Adoption of Risk Based Capital Requirement, which seeks to ensure that the capital requirement of an insurer is commensurate with the risks the insurer faces. This will encourage robust risk management practices in (re) insurance companies in Ghana, as firms with robust risk management framework will hold less capital. The introduction of the Risk Based Capital requirements is to ensure that the regulation of insurance in Ghana is in line with international best practices.
- The Commission has also issued guidelines on Know Your Customer (KYC), Customer Due Diligence (CDD), Enhance Due Diligence (EDD), Beneficial Ownership, Independent Audit Assessment, Suspicious Transaction Reports, Record Keeping and Monitoring of Employee Conduct. This is to ensure the implementation and compliance with the anti-money laundering and countering the financing of terrorism (AML/CFT) act.
- Enforcement of compulsory fire insurance of private commercial buildings.
- Implementation of Solvency Framework. The New Solvency Frameworks for Life and Non- Life insurers were issued and to be used as a risk-sensitive approach to determining the solvency of insurance companies.
- Implementation of Governance and Risk Management Framework. The NIC as part of measures to adopt the Risk-Based approach to Supervision of Insurers, developed a Governance and Risk

Management Framework to guide the operational activities of insurers as well as enhance the effective supervision of the Insurance and Reinsurance Companies.

- **New Insurance Act:** The NIC is in the process of reviewing the Insurance Act to make it more appropriate, given the changes witnessed in the insurance landscape. The new Insurance bill, if passed into an Act, will be compliant with the most recent Insurance Core Principles (ICPs) of the International Association of Insurance Supervisors (IAIS). The frameworks, directives and guidelines that the NIC has issued in the recent past will be included in the new Insurance Act.
- **Minimum capital requirement:** The NIC has made a call for insurance companies to increase the minimum capital requirements for their businesses with at least the equivalence of US\$10million from the current US\$3.5million for the insurance industry to remain liquid and solvent despite challenges. The recapitalization exercise is expected to come to an end in a little over 2 years from first quarter of 2019.

2.5 Perceived Key Challenges Confronting the Insurance Sector

The prospects for the insurance industry in Ghana could be realised if the perceived current challenges facing the industry could be resolved. The major challenges perceived include: poor public perception, inadequate public knowledge of and purpose of insurance, delays in payment of claims, delay or non-response to complaints and generally low confidence in the insurance industry.

- **Bad Perception/Reputation People Have on Insurance in Ghana:** This is attributed to very high expectations of members of the public of insurers, greater awareness of how insurance operates elsewhere in the world, the increasing level of education with its associated awareness of legal rights, bad claims experiences encountered by policyholders and lack of clarity on insurance policy documents.
- **Low Insurance Penetration in the Insurance Market:** This is attributed to factors such as poor agent knowledge and skills, poor agent motivation, the bad image of the industry etc.
- **Distribution Problems:** There are inadequate channels through which the industry can distribute its products to the potential policyholders.
- **Fraudulent Claims:** People make fraudulent claims due to poor customer data to track and authenticate.
- **Poor Use of IT.** Insurance companies are yet to obtain maximum benefits from information technology such as adopting rigorous online search for insurance presence, adopting online insurance subscription to allow potential policyholders subscribe to an insurance policy online, as well as online enquiries on insurance by policyholders, among others¹⁴.

With the recent developments in Ghana including rising public awareness about insurance benefits, advancements in the regulatory framework, expansion of the middle class population and acceptance of mobile insurance products, the Ghanaian insurance industry is driving towards progressive growth. The growth in number of insurance companies, intermediary service providers as well as the financial performance of the industry reveals the potentials for Ghana's insurance industry¹⁵. Therefore, given the required attention, the industry will improve the stability of financial markets and contribute enormously to national development.

¹⁴ <https://marcopolis.net/ghana-s-insurance-industry-challenges-and-opportunities-for-the-investor.htm>

¹⁵ <https://www.businesswire.com/news/home/20160315006646/en/Insurance-Industry-Ghana-2016-2019---Key-Trends>

SECTION 3.0: APPROACH AND METHODOLOGY TO THE ASSESSMENT

3.1 Introduction

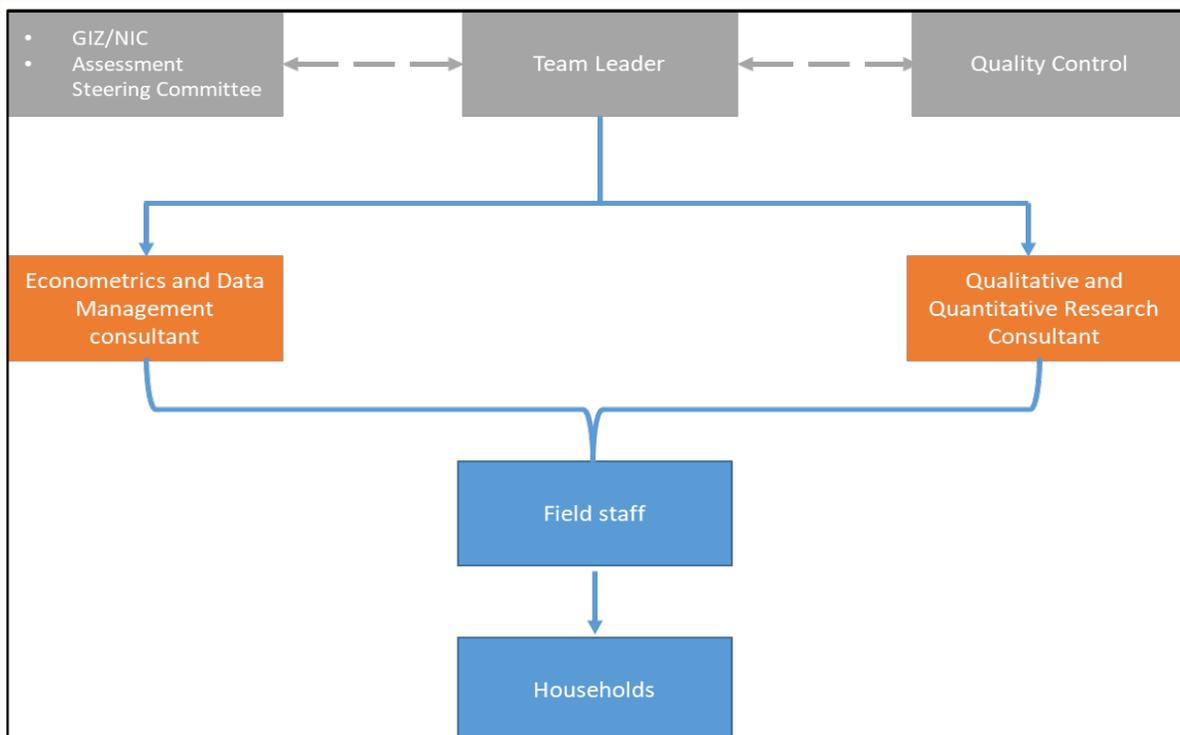
This section presents the approach and methodology adopted for the assessment. It outlines the structure, stages, and the challenges and limitations of the assessment.

3.2 Assessment Approach and Methodology

3.2.1 Assessment Structure

The assessment had a linear implementation structure. All activities were undertaken through competent qualitative and quantitative experts and field staff. GIZ/NIC established a steering committee made up of NIC, GIZ, Ghana Insurance Association (GIA) and Insurance Brokers Association of Ghana (IBAG) to oversee the success of the assessment. The assessment structure is presented in **Figure 3**.

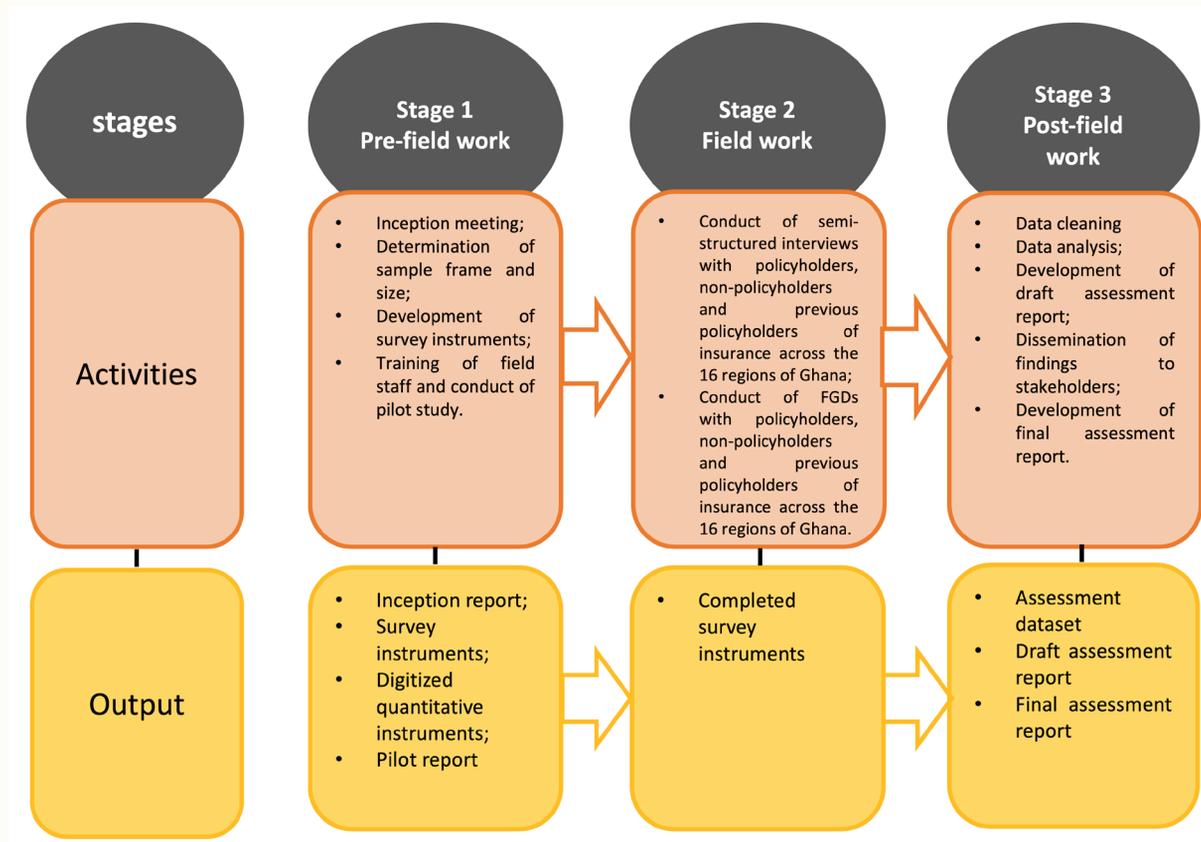
Figure 3: Assessment structure



3.2.2 Assessment Stages (Pre-Fieldwork, Fieldwork, and Post-Fieldwork)

The assessment was undertaken in three (3) broad stages as presented in **Figure 4**.

Figure 4: Stages of assessment



Stage 1: Pre-Fieldwork Stage

At the pre-field stage the team engaged NIC and GIZ at an inception meeting to agree on the scope, sample size and timelines for the assessment. The team proceeded to develop quantitative and qualitative instruments for the assessment. These instruments were reviewed and revised in collaboration with GIZ and NIC. Following this was the digitization of quantitative assessment instruments. The team proceeded to recruit and train thirty (30) field staff (enumerators and supervisors) for the assessment in Kumasi. A three (3) day training of the field staff and the conduct of the pilot assessment were undertaken from 15th – 18th April 2019. The training covered the following:

- Overview of the assignment – background of the assignment, assignment objectives, objectives of the pilot survey and the purpose of the training session.
- Setting up and testing of the KoboCollect Software on participants' mobile devices - upload of the digitized survey instruments on smartphones/tablets and testing of devices.
- Effective use of electronic devices such as tablets and smartphones for data collection.

The tools were then piloted to assess their suitability for the full-blown assessment. To facilitate the pilot exercise, trained field staff were organised into six (6) groups responsible for six (6) targeted locations.

Table 4 presents the locations selected for the pilot assessment and the groups assigned.

Table 4: Selected locations for the pilot study

Groups	Location	Status	FGD respondent category
Group 1	Sepe	Peri-urban	Policyholders
Group 2	Asokore Mampong	Peri-urban	Non-policyholders
Group 3	Agyamesu	Rural	Previous policyholders
Group 4	Manhyia	Urban	Previous policyholders
Group 5	Kwaprah	Urban	Policyholders
Group 6	Akosombo-Yabe	Rural	Non-policyholders

The output of the pilot exercise was the pilot report, which presented preliminary findings of the assessment and gave insights for further refinement of the instruments for the full-blown assessment. Critical at this stage was the consensus of stakeholders on the preferred methodology (Factor Analysis) for computing the indices (Perception index, Awareness index, Knowledge index, Confidence index).

Stage 2: Fieldwork

The full-blown assessment was conducted within the period of 5th to 14th June 2019 across all the sixteen (16) administrative regions in Ghana. These regions were classified into five (5) zones as presented in table 5. The 16 regions were further classified into urban, peri-urban and rural communities. In arriving at selected locations for the assessment, the team considered the geographical density of insurance within each region and purposively selected districts, towns and communities to represent urban, peri-urban and rural communities. The selected locations per region are presented in **Appendix 1**. The team selected respondents (both individuals and FGD participants) using their status of being current policyholders, previous policyholders and non-policyholders of insurance. The FGD participants were further classified into age (youth and adult) and sex (all male, all female, and both sexes).

Table 5: Zonal classification of regions

No.	Zones	Regions
1.	Zone 1	Greater Accra region
2.	Zone 2	Ashanti, Bono, Bono East, and Ahafo regions
3.	Zone 3	Western, Western North, and Central regions
4.	Zone 4	Eastern, Volta and Oti Regions
5.	Zone 5	Northern, Savanna, North East, Upper East, and Upper West, Regions

The survey covered a total of one thousand, one hundred and seventy three (1,173) respondents comprising one thousand and thirty eight (1038) individuals and one hundred and thirty five (135) FGD participants. The regional distribution and characteristics of survey respondents are presented in section 4.2. **Table 6** presents the planned and actual number of respondents reached during the assessment.

Table 6: Planned and actual number of respondents

Zones	Regions	Planned		Actual	
		Individuals	FGD	Individuals	FGD
Zone 1	Greater Accra region	351	2	378	2
Zone 2	Ahafo region	16	2	16	2
	Ashanti region	151	2	151	2
	Bono region	18	2	15	2
	Bono East region	17	1	17	1
Zone 3	Central region	80	2	80	2
	Western region	46	1	57	1
	Western North region	34	1	26	1
Zone 4	Eastern region	80	2	81	2
	Oti region	19	2	19	2
	Volta region	32	2	33	2
Zone 5	Northern region	30	2	32	2
	North East region	15	1	15	1
	Savanna region	15	1	14	1
	Upper East region	51	1	52	1
	Upper West region	51	1	52	1
Total		1,006	25	1,038	25

Stage 3: Post-Fieldwork

The quantitative data collected was downloaded and subjected to scientific and non-scientific cleaning to arrive at quality data for analysis. Data from the survey were analyzed using the SPSS software with exported data from MS Excel. The formula used for the computation of indices as well as the results of the principal component analysis are presented in **Appendix 2**. The qualitative data was organized and analyzed under the themes of knowledge, attitude, and confidence of insurance in Ghana. The analyses, as well as findings from the survey, are presented in section 4 of this report.

3.3 Challenges and Limitations of the Assessment

Difficulty in Accessing Previous Policyholders: The main challenge encountered was identification of previous policyholders. The field staff experienced difficulty in identifying previous policyholders of insurance companies for both the individual and focus group discussions in all the localities. It took the field staff more time than planned to identify respondents using the snowball approach, especially in the rural areas.

Scope Limitation: Even though the insurance industry is made up of both households and corporate demand-side actors, the assessment focused on only households.

SECTION 4.0: ANALYSIS OF RESPONDENT CHARACTERISTICS AND ASSESSMENT FINDINGS

4.1 Introduction

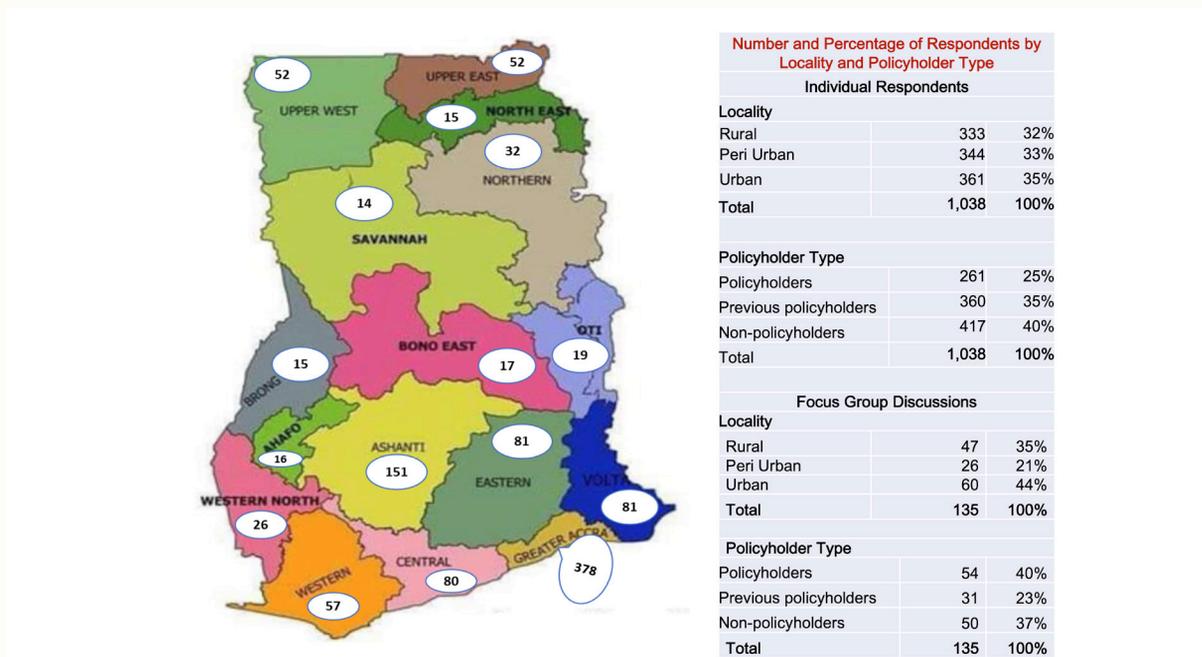
This section presents the analysis of the demographic characteristics of respondents and findings from the assessment. The findings are presented under demographic characteristics; insurance awareness; insurance attitude; insurance confidence as well as importance of performance matrix to improve the insurance industry and complaints and dispute resolution in the insurance sector.

4.2 Demographic Characteristics of Respondents

4.2.1 Respondent Locality and Policyholder Type

The Insurance Perception, Awareness and Confidence assessment was conducted in all 16 regions of Ghana with a total of one thousand and thirty-eight (1,038) individual respondents. These individual respondents comprised two hundred and sixty-one (261) policyholders, four hundred and seventeen (417) non-policyholders, and three hundred and sixty (360) previous policyholders located in urban, peri-urban and rural localities. In addition to the individual interviews, a total of twenty-five (25) Focus Group Discussions (FGDs) with 135 participants were conducted. **Figure 5** presents the number of respondents by region, locality and policyholder type.

Figure 5: Number of Respondents by Region, Locality and Policyholder Type



4.2.2 Socio-economic characteristics

Socio-economic data collected from respondents include sex, age, education, household income and expenditure by policyholders type and locality. Using a random sampling approach, a total of 58 percent of respondents interviewed were males and 42 percent females. The age of respondents provides valuable information not only about the age range of individuals who are more likely to purchase insurance products, but also, who insurance providers can target in their marketing of insurance products and services. Respondents' age ranged between 18 and 65 years with a mean age of 37 years and standard deviation of 10.5. Majority of the respondents (35%) were between the ages of 31-40 years. Regarding marital status, 59 percent of the respondents were married/co-habiting while 35 percent were single/never married. Majority (74%) of respondents had completed Senior High School or higher with only 3 percent never been to school. About 57 percent of the respondents interviewed are household heads. Religious affiliation provides information about whether a person's decision to purchase an insurance product/service is influenced by religion. Out of the total number of respondents, 83 percent profess to be Christians, 15 percent Moslems and the remaining two percent traditionalist or have no religion.

Similar patterns were recorded among FGD participants with 67 percent males. Respondents interviewed age range 18-72 years with a mean of 32 years.

Figure 6 presents descriptive statistics on the sex, age, marital status, educational attainment, household status and religion of respondents.

Figure 6: Socio-economic characteristics of respondents

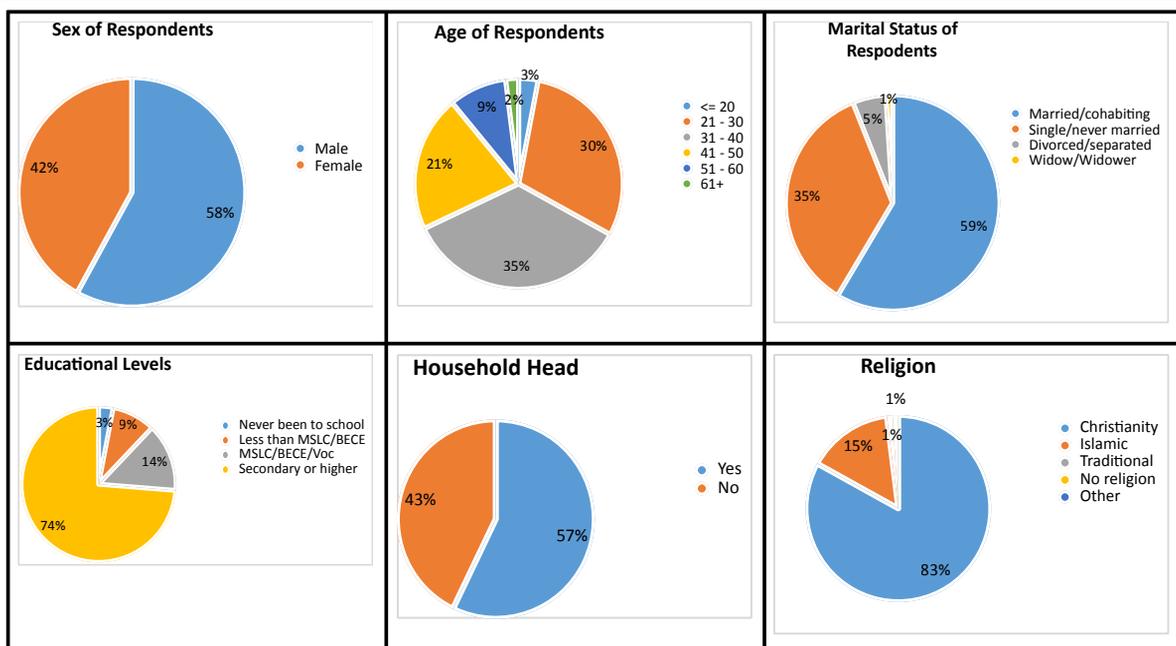
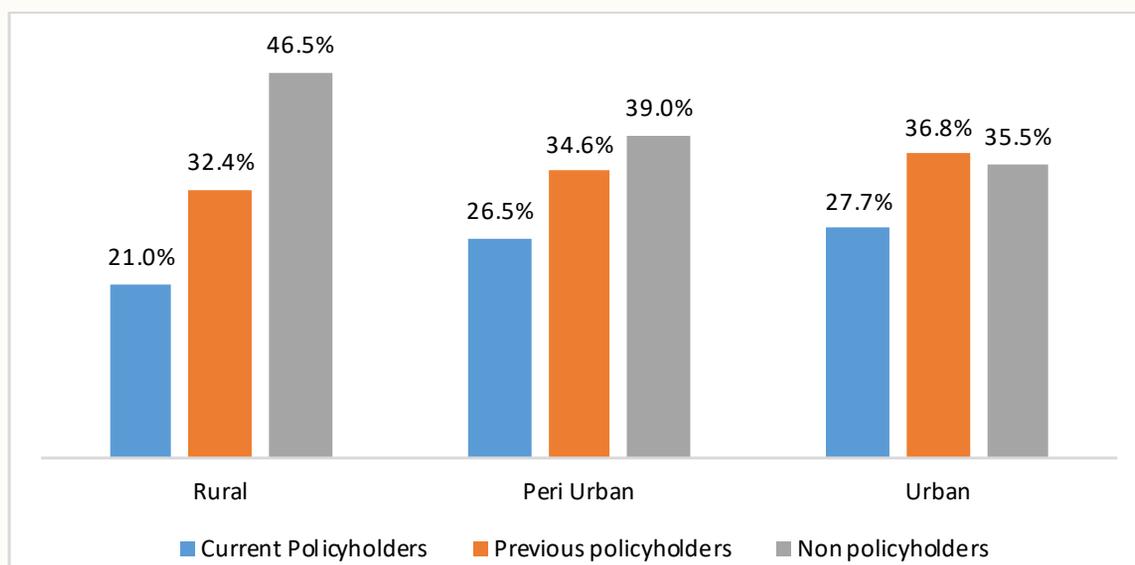


Table 7 shows the socioeconomic characteristics of respondents by policyholders type and locality. Among the respondents interviewed, 63% of the current policyholders, 63% of previous policyholders and 51% of non-policyholders are males. Within the locality, 61% of male respondents were in urban localities, 54% in peri-urban and 59% in rural areas. Out of the 343 respondents who fell between the ages of 31 and 40, 29% were policyholders, 35% were previous policyholders and 36% were non-policyholders. Similarly, 59% of respondents interviewed in rural communities, 54% of respondents interviewed in peri-urban communities, and 61% of respondents interviewed in urban communities were males. Education provides people with knowledge and plays a crucial role for the consumers in choosing the appropriate insurance policies. Among the respondents interviewed, 83 percent of current policyholders, 76 percent of previous policyholders, and 63 percent of non-policyholders had attained a Senior High School certificate or higher.

Table 7: Socio-economic characteristics by policyholders type and locality

Respondent Characteristics		Policyholder Type			Locality Type			Total	
		Current Policyholders (%)	Previous Policyholders (%)	Non-Policyholders (%)	Rural (%)	Peri Urban (%)	Urban (%)	%	Number
Sex	Male	62.8	62.5	51.2	58.6	54.4	61.1	58.1	602
	Female	37.2	37.5	48.8	41.4	45.6	38.9	41.9	435
Age	<= 20	1.2	0.0	6.3	4.2	2.1	2.3	2.9	28
	21 - 30	21.0	21.7	42.7	33.7	27.4	29.4	30.1	294
	31 - 40	39.9	35.8	31.4	35.6	36.0	33.7	35.1	343
	41 - 50	23.4	26.2	14.3	16.3	25.0	20.3	20.7	202
	51 - 60	13.7	11.1	4.3	7.8	7.9	11.0	9.0	88
	61+	0.8	5.1	1.0	2.3	1.5	3.2	2.4	23
Marital Status	Married/ cohabiting	70.5	67.2	43.0	58.9	58.7	57.5	58.3	605
	Single/ never married	24.1	26.1	50.0	35.7	33.7	36.1	35.2	365
	Divorced/ separated	4.2	5.0	6.3	4.8	5.5	5.6	5.3	55
	Widow/ Widower	1.1	1.7	0.7	0.6	2.0	0.8	1.2	12
Education	Never been to school	0.0	3.1	6.0	6.0	1.7	2.8	3.5	36
	Less than MSLC/BECE	6.9	6.7	13.0	9.6	9.6	8.6	9.3	96
	MSLC/ BECE/Voc	10.0	14.2	17.6	15.1	14.3	14.2	14.5	150
	Secondary or higher	83.1	76.1	63.4	69.3	74.3	74.4	72.8	753
Household Head	Yes	65.5	62.8	47.0	52.3	57.3	61.6	57.1	592
	No	34.5	37.2	53.0	47.7	42.7	38.4	42.9	444
Religion	Christianity	88.5	84.2	79.3	80.8	85.1	83.9	83.3	863
	Islamic	10.3	14.2	17.8	17.4	11.7	15.0	14.7	152
	Traditional	0.4	0.3	1.0	0.3	0.9	0.6	0.6	6
	No religion	0.8	1.1	1.9	1.2	2.3	0.6	1.4	14
	Other	0.0	0.3	0.0	0.3	0.0	0.0	0.1	1
	Total	100	100	100	100	100	100	100	1,036

Figure 7 depicts the proportion of policyholders type in each locality. Whilst there are more non-policyholders in rural areas (46.5%), more current policyholders are found in the urban areas (27.7%). The results further show that the proportion of current insurance policyholders increases as one moves from rural (21.0%) to peri-urban (26.5%) and urban (27.7%).

Figure 7: Locality by Policyholder Type

4.2.3 Household Income and Expenditure

Respondents were asked to provide their household monthly income, total household size as well as their weekly expenditure. This information was used to estimate the average monthly income and expenditure. Household income sources include wages, salaries, remittances, pensions, agricultural and non-agricultural activities. Household expenditures comprise food items and non-food items.

Total Household Income

Respondents' monthly household income ranged from a minimum of GHC20 to a maximum of GHC12,000 with a mean of GHC1,591. Disaggregation of household income by quintiles shows that the highest quintile earns on average GHC3,465 per month and this is 8 times the mean monthly income of the lowest quintile (GHC392), 4 times the mean monthly income of the second quintile (GHC852), 3 times the mean monthly income of the third quintile (GHC1,362) and 2 times the mean monthly income of the fourth quintile (GHC1,876). Per policyholders type, current policyholders have the highest monthly mean income of GHC1,865 translating into GHC565 mean monthly income per person. This is followed by previous policyholders with a monthly mean income of GHC1,683 and mean monthly per person income of GHC489. Non-policyholders have the least monthly mean income of GHC1,223 translating into GHC407 per person monthly income. In terms of locality, households in peri-urban localities earn more monthly income (GHC 1,678) on average than urban (GHC1,612) and rural (GHC1,331).

Total Household Expenditure

The monthly household expenditure of respondents ranged from GHC 20 to GHC 6,000. The mean monthly per person expenditure of GHC 197 shows that, on average, a person spends about GHC 6.6 per day. The highest quintile has a monthly expenditure of GHC 344 per person which is twice that of the lowest quintile (GHC 174). At the policyholders type level, current policyholders households spend on average GHC308 per person per month, previous policyholders households spend on average GHC 239 per person per month and non-policyholders households spend an average of GHC 215 per person per month. The average monthly per person expenditure in urban localities is GHC 266, inferring an average of almost GHC 8.7 per person per day, the peri-urban areas have an average monthly per person expenditure of GHC 262, inferring an average of about GHC 8.7 per person per day and the rural areas have an average monthly per person expenditure of GHC 210, inferring an average per capita of about GHC 7.0 per person per day.

The main sources of household income, income quintile, policyholders type and locality by total monthly household income, monthly per person income, the total number of people in the household, total monthly household expenditure and monthly per person expenditure are presented in **Table 8**.

Table 8: Household income and expenditure

Categories		Total monthly household income (GHS)			Monthly per person income (GHS)	Total number of people in the household	Total monthly household expenditure (GHS)			Monthly per person expenditure (GHS)
		Min	Max	Mean	Mean	Mean	Min	Max	Mean	Mean
Main source of income	Wage employment	60	10,000	1,741	590	4	20	6,000	880	288
	Self-employment	60	8,000	1,355	401	5	-	5,000	790	229
	Other	70	7,542	2,202	566	5	40	2,800	810	199
	Agricultural production (crops, vegetables, fruits, and its processing)	20	5,000	979	163	7	40	1,600	527	102
	Money received regularly from a family member living and working in another area or country	300	2,000	838	385	3	200	640	416	214
	Livestock breeding (including selling meat, milk and processing)	300	700	500	186	7	80	800	467	154
Income Quintile	Lowest	20	600	392	148	5	20	6,000	408	174
	Second	640	1,000	858	364	4	80	2,000	616	232
	Third	1,005	1,500	1,362	511	4	80	2,800	842	304
	Fourth	1,504	2,148	1,876	559	5	200	2,600	1,013	285
	Highest	2,200	12,000	3,465	840	5	120	5,000	1,462	344
Policyholder Type	Current Policyholder	100	8,000	1,865	565	5	-	6,000	988	308
	Previous Policyholder	150	10,000	1,683	489	5	40	4,800	879	239
	Non-Policyholder	20	12,000	1,223	407	5	20	4,000	631	215
Locality Type	Rural	20	5,000	1,331	399	5	-	5,000	709	210
	Peri-Urban	60	10,000	1,678	502	4	40	6,000	844	262
	Urban	60	12,000	1,612	516	5	80	4,800	864	266
	Total Number	20	12,000	1,553	477	5	-	6,000	808	247

Insurance Perception, Awareness and Confidence Survey (2019)

4.2.4 Use of Financial Services and Online Marketing

Use of financial services and online marketing creates an opportunity for insurers to develop specific products that meet the distribution needs of users. **Table 9** indicates that, about 79% of respondents hold a bank account, 35% contribute to a Susu, 18% have taken a loan in the last 12 months, all respondents own a mobile phone and have heard of mobile money service, and 99% have actually used the mobile money service. Additionally, 21% of respondents have purchased a product online.

The analysis also shows a positive relationship between high-income earners and bank account holders. For example, 97% of respondents in the fourth and fifth income quintiles hold a bank account while only 53% of respondents in the lower quintile hold a bank account. The proportion of current policyholders holding bank accounts (91%) is higher than previous policyholders (88%) and non-policyholders (63%). Current policyholders purchase products online (26%) more than previous policyholders (22%) and non-policyholders (17%). The proportion of urban households holding bank accounts (84%) is higher than peri-urban households (83%), and rural households (70%). With respect to having taken a loan in the last 12 months, the proportion of peri-urban households (22%) that have taken loans is higher than urban (17%), and rural (15%). With respect to online marketing, 21% of respondents had ever purchased a product online. The proportion of peri-urban households that have ever purchased a product online (24%) is higher than urban households (23%), and rural households (15%). Table 9 presents the use of financial services and online marketing by respondents.

Table 9: Use of financial services and online marketing

Demographic Characteristics		Have a bank account		Contribute to Susu		Taken a loan in the last 12 months		Own a mobile phone		Used a mobile money service		Ever purchased a product online	
		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Age	<= 20	32	68	25	75	0	100	96	4	96	4	14	86
	21 - 30	74	26	36	64	8	92	100	0	100	0	23	77
	31 - 40	83	17	40	60	19	81	100	0	99	1	22	78
	41 - 50	83	17	33	67	23	77	99	1	99	1	14	86
	51 - 60	82	18	23	77	30	70	100	0	93	7	6	94
	61+	96	4	26	74	26	74	100	0	100	0	9	91
Sex	Male	84	16	27	73	19	81	100	0	99	1	22	78
	Female	72	28	47	53	16	84	99	1	99	1	19	81
Income Quintile	Lowest	53	47	47	53	12	88	99	1	98	2	7	93
	Second	75	25	36	64	15	85	100	0	98	2	13	87
	Third	92	8	33	67	15	85	100	0	99	1	18	83
	Fourth	92	8	36	64	22	78	100	0	100	0	26	74
	Highest	97	3	32	68	29	71	100	0	99	1	33	67
Policyholder Type	Current Policyholder	91	9	33	67	21	79	100	0	98	2	26	74
	Previous Policyholder	88	12	34	66	23	78	100	0	99	1	22	78
	Non-Policyholder	63	37	38	62	12	88	99	1	99	1	17	83
Locality Type	Rural	70	30	40	60	15	85	99	1	99	1	15	85
	Peri Urban	83	17	32	68	22	78	100	0	99	1	24	76
	Urban	84	16	34	66	17	83	100	0	98	2	23	77
	Total	79	21	35	65	18	82	100	0	99	1	21	79

4.2.5 Access to Mass Media

Exposure to media was assessed by asking respondents whether they listened to the radio, watched television, or read a newspaper or magazine at least once a week. This information is necessary to determine the most effective media

for creating awareness among target audiences. **Table 10** shows specific mass media accessed on a weekly basis, by demographic characteristics. The results show that respondents' primary source of information regarding news is television (36%), followed by internet/social media (31%) and radio (30%). Exposure to information through community information centres and family or friends is less common representing 1.7% and 0.5% respectively. Respondents who are between 21 and 30 years mostly access news through the internet or social media (46%). For a typical week, 81% watch television, 77% listen to the radio and 38% read the newspapers.

Table 10: Source of information on insurance

Demographic Characteristics		Primary source of information regarding news							How often do you read the newspaper	How often do you listen to the radio	How often do you watch TV
		TV	Internet/Social media	Radio	Newspaper	Family/Friends	Community Information Center	Other	At least, once a week	At least, once a week	At least, once a week
Age	<= 20	32.1	32.1	32.1	0.0	3.6	0.0	0.0	21.4	71.4	78.6
	21 – 30	33.3	46.3	18.7	0.0	0.7	0.3	0.7	36.1	69.4	82.7
	31 – 40	35.1	30.7	31.3	1.8	0.6	0.3	0.3	37.9	77.6	80.5
	41 – 50	39.1	18.3	39.1	2.5	0.0	1.0	0.0	36.8	82.7	81.1
	51 – 60	48.9	8.0	37.5	5.7	0.0	0.0	0.0	31.8	73.9	73.9
	61+	34.8	4.3	52.2	8.7	0.0	0.0	0.0	30.4	69.6	73.9
Sex	Male	27.2	34.4	35.2	2.5	0.0	0.5	0.2	41.0	79.1	80.2
	Female	47.9	27.0	22.6	0.7	1.2	0.2	0.5	33.2	72.9	82.5
Income Quintile	Lowest	36.1	21.9	37.4	0.6	1.9	0.0	1.9	21.9	72.9	72.9
	Second	34.1	23.6	40.7	0.0	0.0	1.6	0.0	29.7	78.0	83.0
	Third	34.4	34.4	28.8	1.3	0.6	0.6	0.0	39.4	73.1	82.4
	Fourth	36.1	37.8	25.2	0.8	0.0	0.0	0.0	43.7	73.9	75.6
	Highest	37.2	35.3	21.8	5.8	0.0	0.0	0.0	44.2	66.0	76.3
Policyholder Type	Current Policyholder	35.2	34.5	27.2	3.1	0.0	0.0	0.0	50.2	76.6	85.4
	Previous Policyholder	34.7	31.4	30.0	2.2	0.6	0.8	0.3	38.6	80.8	77.8
	Non-Policyholder	37.3	29.3	31.5	0.5	0.7	0.2	0.5	29.3	72.7	81.5
Locality Type	Rural	33.4	31.9	30.7	1.2	0.6	1.2	0.9	32.1	77.2	81.1
	Peri Urban	36.9	33.4	27.9	1.5	0.3	0.0	0.0	39.5	78.5	83.4
	Urban	37.1	28.8	31.0	2.5	0.6	0.0	0.0	41.4	74.0	79.2
	Total	35.9	31.3	29.9	1.7	0.5	0.4	0.3	37.8	76.5	81.2

4.3 Awareness and Knowledge of insurance in Ghana

4.3.1 Awareness and Understanding of Insurance

To understand the level of awareness of insurance among the public, respondents were asked whether they had ever heard the term insurance/Micro-insurance. Out of the total 1,038 interviewed, 992 representing 96 percent indicated that they had heard the term insurance. This cuts across the various demographic characteristics of respondents including age, sex, income quintiles, policyholders types and locality as presented in **Table 11**. For example, the proportion of males who have heard of insurance is higher than females (98% versus 95%) and 91 percent of non-policyholders have heard of insurance.

Table 11: Awareness of Insurance

Demographic Characteristics	Heard of insurance or Microinsurance (N=1038)				Understands insurance or Microinsurance (N=968)				
	Yes		No		Understands insurance/ Microinsurance		Does not understand		
	N	%	N	%	N	%	N	%	
Age	<= 20	23	82.1	5	17.9	18	81.8	4	18.2
	21 - 30	285	96.9	9	3.1	235	87.0	35	13.0
	31 - 40	332	96.8	11	3.2	280	86.2	45	13.8
	41 - 50	194	96.0	8	4.0	166	88.3	22	11.7
	51 - 60	85	96.6	3	3.4	73	86.9	11	13.1
	61+	23	100.0	0	.0	22	100.0	0	.0
Sex	Male	587	97.5	15	2.5	510	89.0	63	11.0
	Female	413	94.9	22	5.1	331	84.0	63	16.0
Income Quintile	Lowest	148	95.5	7	4.5	108	81.2	25	18.8
	Second	177	97.3	5	2.7	145	84.8	26	15.2
	Third	158	98.8	2	1.3	138	89.0	17	11.0
	Fourth	116	97.5	3	2.5	106	93.0	8	7.0
	Highest	151	96.8	5	3.2	143	96.0	6	4.0
Policyholder Type	Current Policyholder	261	100.0	0	.0	238	92.2	20	7.8
	Previous Policyholder	360	100.0	0	.0	313	89.7	36	10.3
	Non-Policyholder	380	91.1	37	8.9	291	80.6	70	19.4
Locality Type	Rural	317	95.2	16	4.8	261	85.3	45	14.7
	Peri Urban	332	96.5	12	3.5	283	87.6	40	12.4
	Urban	352	97.5	9	2.5	298	87.9	41	12.1
	Total	1001	96.4	37	3.6	842	87.0	126	13.0

Respondents who indicated they had heard the term insurance were further asked whether they understood the term insurance and 87 percent responded in the affirmative with all respondents 60 years above who have heard of insurance indicating they understand the term insurance.

Respondents were further asked to rate their level of understanding of insurance. About 25% of respondents rated themselves as having good knowledge of insurance whiles 37% of respondents rated themselves as having some knowledge of insurance. Meanwhile 29% of respondents rated themselves as having little knowledge of insurance whiles 9% indicated they had no knowledge of insurance as presented in **Table 12**.

Table 12: Rating of Knowledge on Insurance

Insurance knowledge		Sex		Policyholder Type			Locality Type				
		Male (%)	Female (%)	Current Policyholders (%)	Previous Policyholders (%)	Non-Policyholders (%)	Rural (%)	Peri Urban (%)	Urban (%)	Total %	Total
Rating of Knowledge on Insurance	Good knowledge	27	23	34	33	13	23	27	25	25	261
	Some knowledge	38	34	41	41	30	32	37	40	36	377
	Little knowledge	28	31	21	24	39	35	27	26	29	303
	No knowledge	7	12	3	3	19	10	9	9	9	95

During focus group discussions, all categories of policyholders (current policyholders, previous and non-policyholders) of insurance companies demonstrated an appreciable level of understanding with respect to insurance policies as well as the importance of insurance policies.

Some responses provided by policyholders are presented:

- *"Insurance is a policy that helps in terms of future loss." – Youth, Adenta*
- *"Insurance means you are protecting yourself from future damages or any occurrences." – Teacher, Hohoe*

Responses provided by previous policyholders included:

- *"Insurance is taking a policy, paying money (premiums), and when you are in need, you go for it." – Adult respondent, Elmina*
- *"Insurance works when a policyholders selects a policy based on their needs. An amount is calculated for the policyholders to pay on an agreed interval/period. When any unfortunate thing happens to him, which is in line with the policy he selected, the insurance company is supposed to take the cost of that and restore the person to his/her former position." – Adult respondent, Effiduase*

Responses provided by non-policyholders included:

- *"Insurance is the process of insuring someone or something and making claims when there is an emergency." –Adult respondent, Nsuta*
- *"Insurance is paying money to a company, so they compensate you when a disaster happens, similar to an investment, but you can't get the money any time you want but only when there is a disaster for which you are paying the company to help." –Adult respondent, Sokode-Gbogame*

It is worth noting that only a few policyholders, previous policyholders and non-policyholders had heard about micro-insurance, especially the Mobile Insurance. Similarly, majority had never heard about agricultural insurance.

4.3.2 Source of information

Information about the source of awareness of insurance is relevant in assessing the most effective media in reaching policyholders in general and those based on specific demographic characteristics. The main sources of insurance awareness as provided by respondents include insurance agent (65%), media – newspaper/radio/TV (61%) and friends (46%). The sources of awareness were further disaggregated by the demographic characteristics as presented in **Table 13**.

Table 13: Sources of Awareness of Insurance

Demographic Characteristics		Sources of insurance awareness					
		Insurance Agent (%)	Media (Newspaper/ Radio/TV) (%)	Friends (%)	Family (%)	Flyers/posters (%)	Others (%)
Age	<= 20	26	70	17	9	4	4
	21 - 30	54	62	42	21	9	7
	31 - 40	70	57	45	23	14	4
	41 - 50	67	70	51	24	13	2
	51 - 60	72	62	48	18	11	5
	61+	68	45	45	27	0	5
Sex	Male	65	62	45	22	13	5
	Female	65	61	48	26	11	3
Income Quintile	Lowest	49	61	39	18	8	5
	Second	55	50	48	21	5	5
	Third	71	61	48	20	10	7
	Fourth	69	61	50	23	16	1
	Highest	71	69	41	19	14	2
Policyholder Type	Current Policyholder	79	57	46	23	14	4
	Previous Policyholder	79	59	47	23	13	4
	Non-Policyholder	42	66	45	24	10	5
Locality Type	Rural	64	59	45	24	8	6
	Peri Urban	67	63	50	24	14	4
	Urban	64	62	43	23	13	3
	Total	65	61	46	24	12	4

With focus on the 3 main sources of insurance awareness; agent, media (newspaper, TV and radio) and friends, 70% of respondents aged 20 and below indicated that they heard about insurance from the media (newspaper, radio, TV) whereas there were insignificant variations in awareness from the 3 sources among respondents aged 21 years and above.

It is however, important to state that a significant number of respondents irrespective of the different demographic characteristics mentioned friends as their sources of awareness about insurance. The type of information provided by this source has influence on respondents' perception about insurance thus, the need for providers to ensure that the right information is available and accessible to all.

During focus group discussions, policyholders, previous policyholders and non-policyholders indicated that the main sources of awareness about insurance included the media (radio and TV), family, friends and insurance agents. Specific responses with respect to the main sources of awareness of insurance from selected FGDs are as follows:

- All female group (policyholders) indicated: Insurance agents, TV, Radio, internet, insurance companies, families, and friends.
- All youth group (policyholders) indicated: Insurance agents, employer and SMS messages.
- All male group (non-policyholders) indicated: GPRTU, TV, Radio, and information Centre.
- All female group (non-policyholders) indicated: Radio, TV, twitter, WhatsApp, text messages, and community PA system.
- All youth group (non - policyholders) indicated: Radio, TV, Information Center and Internet.

Similar to individual interviews, majority of policyholders, non-policyholders and previous policyholders' participants during focus group discussions mentioned motor insurance and health insurance as insurance products they were aware of. Some previous policyholders also mentioned agricultural insurance and Micro-insurance as products they had heard of.

4.3.4 Test of Insurance Knowledge

Respondents' knowledge of insurance was tested with ten (10) True/False statements. **Table 16** presents the proportion of respondents with correct answers to each of the questions. Reassuringly, 92 percent know that insurance is not free and 84 percent know the payment of premium must be regular. There is a lack of knowledge concerning one's regular contributions used to pay other policy holders (59 percent correct) and receiving payouts when premium payments are not regular (56 percent correct). It is worth noting that only 2 out of 3 respondents did not view insurance as savings. This means 1 out of 3 view insurance as savings. This lack of knowledge over time could lead to misunderstandings and misconceptions about insurance and claims.

Table 16: Test of insurance knowledge

Percentage distribution of respondents who had answers correct on insurance knowledge		Proportion of respondents with correct answer (%)		
ID	Statements	Mean	95% confidence interval	
			Lower bound	Upper bound
B7	Insurance is for free.	92.2	90.6	93.8
B8	If someone has an insurance policy, he/she does not have to pay regularly; he/she can just pay when he/she wants.	83.6	81.4	85.9
B9	If an insurance policy has a waiting period, it means you cannot receive any pay-out during this period.	58.3	55.3	61.3
B10	If someone pays for insurance, his/her regular contributions might be used to make pay outs for other people who are part of the same insurance scheme.	59.3	56.4	62.3
B11	If someone pays regularly for insurance and never needs to use it or does not suffer the loss for which the policy covers, he/she will get the money back.	62.9	60.0	65.9
B12	If someone has an insurance policy, he/she can go to the insurance company to get the money (premium paid) whenever he/she wants it.	73.9	71.2	76.6
B13	If someone has an insurance cover and suffers a loss, the insurance company will always help him/her regardless of what caused the loss.	65.9	63.0	68.8
B14	If someone has an insurance policy and misses some of his/her payments, the insurance company will refuse to pay him/her full sum assured (indemnify) in case something happens (he/she suffers a loss).	55.7	52.7	58.7
B14_1	In your view, is insurance the same as savings.	65.8	62.9	68.7
B14_2	Insurance policies can only be taken by the rich and the educated.	81.1	78.7	83.5

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Knowledge Index

A knowledge index was computed based on respondents' understanding of insurance concepts, companies and familiarity with available products and providers. Details of the estimation process are presented in **Appendix 2**. The knowledge index ranges from 0 to 100 – the higher the index the more knowledgeable the individual. **Table 17** shows the knowledge index by demographic characteristics.

Table 17: Knowledge index and demographic characteristics

Demographic Characteristics		Knowledge Index			p-value
		N	Mean	SD	
Sex*	Male	602	62.51	18.14	0.000
	Female	435	56.70	20.33	
Age*	<= 20	28	47.40	18.64	0.000
	21 - 30	294	55.94	18.75	
	31 - 40	343	62.08	20.05	
	41 - 50	202	61.84	19.19	
	51 - 60	88	63.48	17.82	
	61+	23	63.50	16.44	
Income Quintile*	Lowest	155	47.97	18.45	0.000
	Second	182	57.84	18.46	
	Third	160	64.35	17.59	
	Fourth	119	66.52	16.73	
	Highest	156	66.23	16.92	
Policyholder Type*	Current Policyholders	261	67.52	16.20	0.000
	Previous Policyholders	360	67.14	14.45	
	Non-Policyholders	417	49.30	19.71	
Locality	Rural	333	58.44	20.24	0.081
	Peri Urban	344	59.92	19.00	
	Urban	361	61.71	18.56	
	Total	1038	60.07	19.29	

*** Statistically significant at 0.05**

The average knowledge index is 60.07 out of 100. Males had a higher knowledge index than females (62.51 versus 56.70). This could be that males are more aware and exposed to different sources of insurance information than females. Insurance knowledge increases with age from 47.4 among respondents less than 20 years to 63.50 among 61+ age group.

Current policyholders were found to possess the highest level of insurance knowledge (67.52) relative to previous policyholders (67.14) and non-policyholders (49.30). This may be one of the reasons why non-policyholders (as a result of their low level of insurance knowledge) had never subscribed to any insurance policy. The study found no significant difference between the knowledge level of urban (61.71), rural (58.44) and peri-urban (59.95) residents.

4.4 Insurance Attitude

4.4.1 Perception of Insurance

Attitude resulting from perception towards insurance concept and companies was measured using a 5-point Likert scale (1=strongly agree and 5=strongly disagree). **Table 18** presents the degree of agreement or disagreement to the subjective statements about insurance concepts, companies and risk in general. Half of the respondents agree insurance is expensive while 43 percent think otherwise with the remaining 7 percent undecided. Majority perceive insurance is necessary to protect one's family (70 percent) and it is about helping one another (65 percent). This is a positive attitude the insurance industry can build on to increase the number of insurance policy holders. However, on pay-outs, some respondents held the view that insurance companies will always try to delay or make it difficult for their policyholders (68 percent) or cheat them (60 percent). Two out of three held the view that insurance companies care more about saving money than about helping their policy holders. This negative perception requires the need for sustained awareness and information programs as well as explanation of terms and conditions thoroughly to policyholders during the on-boarding process.

Table 18: Insurance Attitude

ID	Insurance attitude statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Total
E1	Insurance is expensive	15.9	33.7	7.2	39.2	4.0	100.0
E2	Insurance is not needed since God will protect me	4.9	10.9	5.4	54.8	23.9	100.0
E3	Insurance is not needed when no one is sick right now	2.4	10.7	4.2	61.5	21.2	100.0
E4	I think it is ok that if I pay for insurance for 1 year and nothing bad happens, I don't get any pay-out in that year.	6.5	25.9	9.0	41.7	16.9	100.0
E5	If you buy insurance against accidents, it is like inviting the accident to happen	3.7	6.8	2.7	54.5	32.4	100.0
E6	Insurance is about helping each other	12.4	52.1	7.6	20.4	7.6	100.0
E7	It is better not to think about risks and emergencies in advance.	4.0	19.0	5.2	54.0	17.8	100.0
E8	Insurance is something for rich people	5.7	15.8	3.9	53.0	21.6	100.0
E9	When it comes to making pay-outs, insurance companies will always try to delay and/or make it difficult	33.2	34.4	15.2	13.3	4.0	100.0
E10	Insurance is necessary to protect your family	17.5	52.1	6.3	18.7	5.4	100.0
E11	When it comes to making pay-outs, insurance companies will normally try to cheat you	28.0	31.9	18.3	18.4	3.4	100.0
E12	Insurance companies try to help their policyholders	3.9	41.2	15.2	29.4	10.3	100.0
E13	I can trust insurance companies to be fair to me.	4.4	28.9	18.5	31.7	16.5	100.0

ID	Insurance attitude statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Total
E14	Insurance companies care more about saving money than about helping you.	23.0	42.8	13.0	17.5	3.7	100.0

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4.4.2 Insurance Attitude Index

The insurance attitude index measures consumers' subjective valuation of their attitudes towards insurance concepts and companies. The attitude index ranges from 0 to 100, and the higher the attitude index the more positive view the individual has of the insurance industry. The computational process for the attitude index is presented in **Appendix 2**.

Table 19 shows the attitude index by demographic characteristics. The average attitude index is 55.15 out of 100. Furthermore, consumers' sex, age, and locality do not affect their attitude towards insurance. However, the public's attitude of insurance is affected by income, education and policyholders type. Current policyholders (59.36) have a more positive view of insurance than previous policyholders (54.51) and non-policyholders (53.07). Previous policyholders' attitude of insurance is not different from non-policyholders attitude towards insurance ($p=0.110$).

Table 19: Attitude Index and demographic characteristics

Demographic characteristics		Attitude Index			p-value
		N	Mean	SD	
Sex	Male	602	55.28	12.74	0.658
	Female	435	54.92	12.77	
Age	<= 20	28	55.04	15.97	0.054
	21 - 30	294	56.92	12.50	
	31 - 40	343	54.09	12.91	
	41 - 50	202	54.17	12.37	
	51 - 60	88	56.57	12.75	
	61+	23	57.34	12.67	
Income Quintile*	Lowest	155	54.80	13.97	0.006
	Second	182	53.72	13.14	
	Third	160	56.32	11.21	
	Fourth	119	55.24	12.26	
	Highest	156	58.67	12.25	
Education*	Never been to school	36	52.25	13.68	0.000
	Less than MSLC/BECE	95	49.40	14.96	
	MSLC/BECE/Voc	150	53.04	12.78	
	Secondary or higher	753	56.41	12.15	
Policyholder Type*	Current Policyholders	261	59.36	11.10	0.000
	Previous Policyholders	360	54.51	11.51	
	Non-Policyholders	417	53.07	14.11	

Locality	Rural	333	55.12	13.16	0.892
	Peri Urban	344	55.40	12.16	
	Urban	361	54.94	12.98	
	Total	1,038	55.15	12.76	

*** Statistically significant at 0.05**

Appendix 3 presents the insurance attitude index by region and shows a statistically significant relationship between insurance attitude and the region in which respondents reside. Bono East (64.7), Savannah (61.7) and Ahafo (61.0) were the regions with the highest positive attitude about insurance. The regions with worse attitude about insurance are Bono (37.6), Western North (49.6) and Central (52.0).

During focus group discussions, participants were asked about their attitude on insurance.

Both youth and adult policyholders provided the following responses:

- *"The insurance companies capitalise on the naivety of policyholders to enrich themselves." -Youth, Adenta*
- *"When your beneficiary dies, and you don't have a recipient again, it becomes a problem; it is a waste of time and money because the money can be used for something." -Youth, Kalba*
- *"Insurance companies cheat and steal policyholders's money." – Adult respondent, Hohoe*
- *"...During the buying process, they coax you to buy the policy, but when it comes to payments, they intentionally ask you to bring a document they know you won't and can't get." - Adult respondent, Tamale*
- *"The insurance companies sometimes act as if they are doing the policyholders a favour." -Adult respondent Koforidua*

To understand the attitude among past insurance policyholders, questions such as what caused the cancellation or failure to renew the insurance policy, whether they ever purchased insurance through insurance brokers and an insurance agent and how they perceive the process were asked with participants providing the following responses:

- *"The insurance company failed to fulfil its promises to me." -Adult respondent, Takoradi*
- *"They started deducting before the policy commenced, so I stopped it, it showed they were not professional." - Teacher, Ho*
- *"I went to check after paying for three months, and I was told that my name was not in their database." -Nurse, Effiduase*
- *"Nothing was done about my complaint that an agent of the company has spent premiums I paid. I filled a complaint only to see my form lying at some corner of their office." - Adult respondent, Elmina*

In analysing perception and attitudes of insurance among non-insurance policyholders, their views on whether insurance is beneficial, whether insurance companies offer a product to mitigate risk and whether decisions not to sign up for an insurance policy is influenced by previous experiences were sought.

The youth among non-policyholders FGD participants indicated that insurance policies against any risk would not be useful to them. Similar views were shared among adult participants with one participant indicating that *"insurance companies benefit more than the customers."* **Adult respondent, Nsuta**

Most participants explained that their inability to sign onto insurance is not influenced by previous experiences or the experiences of others. However, they do not have adequate knowledge about insurance companies and their operations to entrust their monies to them.

4.5 Insurance Confidence

4.5.1 Principal Component Analysis

The 34 items for the development of the Consumer Confidence Index (CCI) were subjected to principal components analysis (PCA) using SPSS version 24. Prior to performing PCA, the suitability of data for factor analysis was assessed. Inspection of the correlation matrix revealed the presence of many coefficients of 0.3 and above. The Kaiser Meyer-Olkin measure of sampling adequacy value was 0.984, exceeding the recommended value of 0.6 (Kaiser 1970, 1974) and Bartlett's Test of Sphericity (Bartlett 1954) reached statistical significance ($P < 0.05$), supporting the factorability of the correlation matrix. Details of the PCA results are presented in **Appendix 2**.

Principal components analysis revealed the presence of three components with eigenvalues exceeding 1, explaining 69.6%, 5.1% and 4.4% of the variance respectively. The cumulative variance explained by the three components is 79.1%. An inspection of the scree plot revealed a clear break after the first 3 components. Using Catell's (1966) scree test, it was decided to retain the first 3 components for further investigation. This was further supported by the results of Parallel Analysis (using Monte Carlo PA software), which showed only three components with eigenvalues exceeding the corresponding criterion values for a randomly generated data matrix of same size (34 variables * 1,038 respondents). Comparison of eigenvalues from PCA and criterion values from parallel analysis are summarised in **Appendix 2**.

The three-component solution explained a total of 79.1% of the variance, with component 1 contributing 69.6%, component 2 contributing 5.1% and component 3 contributing 4.4%. To aid in the interpretation of these three components, oblimin rotation was performed. The rotated solution revealed the presence of simple structure (Thurstone, 1947), with all components showing a number of strong loadings and all variables loading substantially on only one component. The interpretation of the three components is consistent with the designed survey instrument, with **Claims and Loyalty** items loading strongly on component 1, **Ease, Protection and Relationship** items loading strongly on Component 2 and **Trust** loading strongly on component 3. There was a strong positive correlation between the three components ($r_{12} = 0.769$; $r_{13} = 0.767$; $r_{23} = 0.738$). This supports the use of the three components as a composite scale for the measurement of consumer confidence index.

4.5.2 Confidence Index Estimation

The insurance confidence index measures consumer confidence in insurance using a 5-point Likert scale. Centered on suggestion by DiStefano et al. (2009), the confidence index is computed based on a weighted average of the three factors extracted: **claims and loyalty (0.880); ease, protection and relationship (0.065); and trust (0.055)**¹⁶. The overall confidence index ranges from 0 to 100 - the higher the confidence index the more confident the individual is of the insurance industry. Appendix 1 presents details of the computation of the confidence index. **Table 20** shows the confidence index by demographic characteristics. The average confidence index is 46.5 out of 100. The results further show that confidence in the insurance industry is independent of sex, income and locality. However, confidence in the industry is related to age and policyholders type. For example, current policyholders (54.33) are more confident in the insurance industry than non-policyholders (45.07). Previous policyholders are least confident (42.45) in the insurance industry possibly as a result of not too good experiences encountered with insurance companies. The respective experiences could be shared with family and friends further creating a negative image for the insurance industry among consumers. Respondents less than 30 years of age were more confident in the insurance industry than those more than 30 years. This could be that respondents less than 30 might not have subscribed any insurance policy and that they had not encountered any bad experience with insurance.

¹⁶ Figures in parentheses are weights computed based on explained variation of each component in total variation of the 3 extracted components.

Table 20: Confidence Index and demographic characteristics

Demographic characteristics		Confidence Index			p-value
		N	Mean	SD	
Sex	Male	602	45.54	19.84	0.086
	Female	435	47.69	19.87	
Age*	<= 20	28	55.42	21.04	0.002
	21 - 30	294	49.93	20.31	
	31 - 40	343	44.30	17.75	
	41 - 50	202	46.77	19.56	
	51 - 60	88	45.58	21.13	
	61+	23	48.81	18.23	
Income Quintile	Lowest	155	42.58	19.19	0.084
	Second	182	47.69	18.08	
	Third	160	48.06	20.90	
	Fourth	119	46.25	17.54	
	Highest	156	46.81	19.44	
Policyholder Type*	Current Policyholder	261	54.33	20.50	0.000
	Previous Policyholder	360	42.45	18.49	
	Non-Policyholder	417	45.07	19.45	
Locality Type	Rural	333	46.66	19.83	0.327
	Peri Urban	344	47.56	19.51	
	Urban	361	45.33	20.42	
	Total	1038	46.50	19.93	

* *Statistically significant at 0.05*

Appendix 3 presents the insurance confidence index by region and shows a statistically significant relationship between the region one resides in and confidence in insurance ($p=0.000$). Confidence in insurance industry was found to be highest in Oti region (54.1). This is followed by Eastern (52.9), Bono East (50.5), Volta and Greater Accra (49.3) regions. The region with least confidence in insurance is North East (39.8).

Confidence in insurance was measured among FGD participants through targeted questions with respect to trust among policyholders, willingness to sign-up among previous policyholders, and a combination of questions among non-policyholders.

Insurance policyholders

During the FGDs, most of the youth participants and a few of the adult participants said they do not have confidence in insurance companies to deliver on their promises. These participants share the same sentiment by a participant in Koforidua when she said:

"I have no trust in the insurance companies, they tell you sweet things to sign on but when it's time for the claim they tell you different things." -Driver, Tamale

Some of the adult participants said they have confidence in the insurance companies because they have made claims on their policy, and the companies have paid. Most participants have never used a broker, but the majorities who have used agents expressed confidence in using them.

With respect to whether they have plans to cancel their current insurance policies, some of the youth participants in the FGDs do not have any plans of cancelling their current policy, though most of them do not plan to purchase any additional policy. Most adult participants also do not intend to cancel their existing policies. Few of them intimated that they would prefer to buy additional insurance from their current provider because of the excellent customer relations.

On whether they have confidence in the NIC as the regulator of the insurance industry, most participants said they do not have any confidence in the NIC because they have not heard much about NIC and what it does.

The final issue about trust and confidence was on the underwriting process used to determine the premium on policies. Some of the general sentiments expressed by participants are as follows:

- *"The process is complex, and the agents are not well trained to explain the underwriting process." -Youth, Adenta*
- *"The underwriting process is not fair and transparent." -Youth, Kabla*
- *"It is honest and open, but you must ask before you are told." -Banker, Accra*
- *"It made sense to us, and we do not have any problems with it." -Adult respondents, Hohoe*
- *"We are not aware of the underwriting process." -Adults respondents, Koforidua*
- *"The underwriting process is not known to me." -Driver, Tamale*

Previous insurance policyholders

With respect to previous insurance policyholders, confidence in the insurance industry was measured using their willingness to sign up for an insurance policy again, whether they trust insurance companies, confidence in using insurance brokers and agents, their view about the underwriting process and whether they have confidence in NIC to ensure the stability of the insurance industry.

Most participants in the FDGs are unwilling to sign up for an insurance policy again. The few who may want to sign up for a policy again expect the following conditions before they will change their minds.

- *"There should be effective partial withdrawal without hassle." Adult respondent, Takoradi*
- *"There should be a less challenging experience of claims processing." Teacher, Ho*
- *"There should be an improvement in the way insurance companies run their business, especially by abiding by the agreement and effectively communicating changes in terms and conditions to policyholders." Nurse, Effiduase*
- *"They should be responsive to customer needs." Adult respondents, Hohoe*
- *"They should present the policy as it is, not with sugar-coated words as agents do." Adults respondents, Koforidua*
- *"If the policy will be packaged to meet the needs of potential policyholders." - Adult respondent, Elmina*
- *"The insurance provider should give proper education as to what their policies entail without hidden clauses." -Adult respondent, Sagnarigu*

Most participants do not trust insurance companies to deliver on their promises. Some of the views expressed by participants for their lack of trust include the following:

- *"Insurance companies use agents who are only commission oriented and do not spell out terms and conditions clearly to policyholders." Nurse, Effiduase*
- *"It looks as if insurance companies care little about holding sales agents responsible for deceptive marketing of policies and falsified data entries at the back office via the data clerks." Adult respondents, Hohoe*
- *"I also think that insurance companies mostly engage the services of poorly trained, unprofessional sales agents who do not understand the policies they sell themselves. E.g. most insurance companies employ Senior High School (SHS) graduates as sales agents who have no professional background in insurance, and this results in lousy insurance sales and ethics, leading to a long-term dissatisfaction." -Banker, Accra*
- *"Paying claims is a significant problem, even genuine claims. Insurance companies seem to believe in secure cash flows on their products but hardly want to payout claims compensation; hence the claims process is demoralizing. This, I think is the main reason why most previous policyholders have lost interest in buying insurance policies." Teacher, Ho*

Most participants in the FDGs do not have confidence in using the services of agents because they think they are dishonest. They feel that unless the NIC put proper measures to protect policyholders trusting insurance agents will be difficult.

Most participants do not believe the NIC to bring stability in the insurance industry. One teacher opined:

"...they have been there for a while probably, but we have not heard about them. I think they are not well resourced to function well or may even be under secret government suppression." Teacher, Wa

The underwriting process used in determining premiums on policies is the last issue of confidence. Most participants feel the process of underwriting lacks fairness and transparency. Some of the general sentiments expressed by participants are as follows:

- *"The process should be broken down for easy understanding." – Adult respondent, Takoradi*
- *"The process is full of technical terms which are not often understood." -Adult respondent, Sagnarigu*
- *"Insurance companies and agents should take their time to explain the terms and conditions regarding underwriting." -Adult respondent, Elmina*
- *"It is questionable as to how they measure your risks and how they arrive at the said premium." -Teacher, Wa*

Non-Insurance policyholders

For non-insurance policyholders, the FDGs asked some questions in relation to confidence in the insurance industry. These included which insurance companies they know and trust, whether they are willing to use the services of a broker or an agent to sign up for a policy, whether they have confidence in the NIC to ensure stability in the insurance industry, and the influence of experienced shared by others.

Few participants mentioned they trust the State Insurance Company, Vanguard Insurance, Star Insurance, Quality Insurance, and GLICO. Few participants said Unique Insurance was not trustworthy. Most participants were largely not aware of companies that offer insurance policies.

On the issue of whether they will be prepared to take an insurance policy through insurance agents, majority of the participants are not aware of the services of brokers and do not have confidence in using the services of insurance agents. Some of the comments made by participants are:

- *"These agents are mostly people who have lost their jobs with other companies hence they can run away with your money." -Adult respondent, Sagnarigu*
- *"We will go to the office and register- 8 participants- because of trust issues. Agents cannot sometimes be trust worthy." -Adult respondent, Elmina*
- *"We don't trust agents, we will prefer to go directly to the companies." Teacher, Ho*

All the FDGs participants indicated that, they do not trust the NIC to ensure the stability of the insurance business in Ghana partly because they are ignorant of the role of the NIC. Some of the comments made include:

- *"The regulator is not doing its job."*
- *"The regulator is not doing its work and the regulator must be on the ground supervising the activities of the insurance companies and not be in the office." -Adult respondent, Sagnarigu*

With respect to whether the decision to not subscribe to any insurance policy is influenced by the experiences of others, those that answered yes indicated family and friends as the source of their influence. Some comments made regarding influence of their decision to not to have an insurance policy are:

- *"My grandmother's farm got burnt and didn't get any compensation." Adult respondents, Hohoe*
- *"My uncle's house got burnt down, he also didn't get any money from the insurance company." -Driver, Tamale*
- *"My master was involved in an accident, his master had to pay the hospital bills and fix the car all by himself." -Adult respondent, Sagnarigu*
- *"Our inability to sign onto insurance is not influenced by the experiences of others, rather we do not have adequate knowledge about insurance companies and their operations." Adult respondent, Nsuta.*
- *"We do not have friends and family members who have insurance products, talk less of them by it from an agent and so no experiences have been shared with them." Adult respondents, Ho*

3.4.3 Reliability Test of the Extracted Components

A reliability test was carried out to establish the internal consistency of the items. Internal consistency refers to the degree to which the items that make up a scale jointly measure the scale. The Cronbach alpha coefficient is one of the most commonly used indicators for measuring a scale's internal consistency. Ideally, the Cronbach alpha coefficient of a scale should be above 0.7 (De Vellis, 2003) though 0.8 is preferable.

Appendix 4 presents results of the reliability test using Cronbach alpha coefficient on the confidence index scale and the sub-scales that measure the confidence index. The Cronbach alpha coefficient is 0.974 for Claims and Loyalty, 0.976 for Ease, Protection and Relationship, and 0.969 for Trust. With the 3 components, the Cronbach alpha coefficient for Confidence index was 0.987 suggesting a good internal consistency of the 34 items.

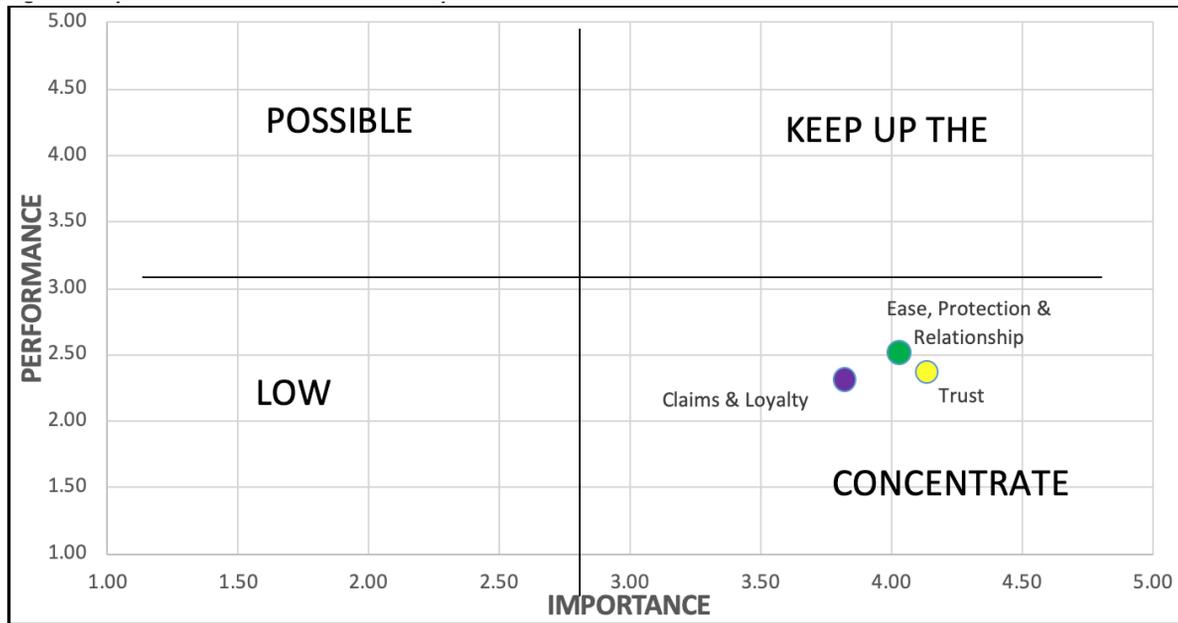
4.5.4 Importance-Performance Matrix to Improve Insurance Industry

It was important to determine which key theme (or sub-indices or extracted principal components) the insurance industry should concentrate or pay attention on, in order to nurture consumer confidence in the insurance industry. Respondents were further asked to indicate the importance of the sub-indices to improving their confidence in the insurance industry. The average importance and performance figures for the sub-indices are presented.

Sub-indices	Importance	Performance
Claims and Loyalty	3.82	2.31
Ease, Protection & Relationship	4.04	2.51
Trust	4.14	2.37

The importance-performance matrix was used with the vertical axis depicting respondent's perceived performance of the insurance industry in terms of the themes and the horizontal axis showing how important the theme is to the respondents in improving their confidence. **Figure 8** shows the importance-performance matrix to improve insurance confidence. The results show that respondents view all the themes as important (mean score greater than 3) and that the insurance industry performance is below average in all themes (mean score less than 3.0). All the themes fell under the III quadrant (Concentrate here) showing the themes the industry needs to address in order to improve consumer confidence.

Figure 8: Importance-Performance matrix to improve insurance confidence



4.6 Complaint and Dispute Resolution of Insurance in Ghana

4.6.1 Awareness about Rights to Complain

To assess the awareness about the right to complain, respondents were asked whether they know of their right to complain about insurance products/services they are not satisfied with. As presented in **Figure 9**, majority of respondents (88%) indicated that they know of their rights to make complaints about insurance products/services. This cut across the various demographic characteristics of respondents including age, sex, income quintiles, policyholders types and locality. Whilst 92 percent of current policyholders know about their rights to complain, only 67 percent of previous policyholders know of their rights to complain if they had issues with their insurance companies ($p=0.00$). This could explain the reason for leaving the insurance company since they had unresolved issues. With regard to the sources of the knowledge to make complaints, respondents indicated that insurance companies (39%) constitute the main source of knowledge. This is followed by insurance agents/brokers (33%), family and friends (12%), and NIC (5%). It is worth mentioning that although 33% of previous policyholders did not know of their rights to complain, majority of them who knew about their right to complain got to know through insurance agents/brokers. At the regional level, Bono East, Oti, and Savana had 100% of respondents knowing their rights to make complaints about insurance products/services. The Volta (69%), North East (67%) and Bono (50%) regions had the lowest proportion of respondents knowing their rights to make complaints about insurance products/services. **Appendix 5** presents the regional distribution of respondents' knowledge about the right to make complaints.

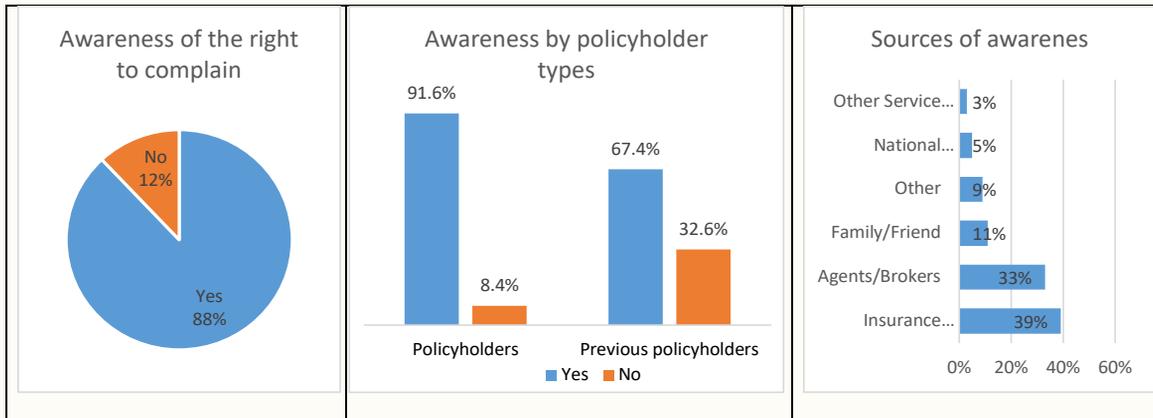
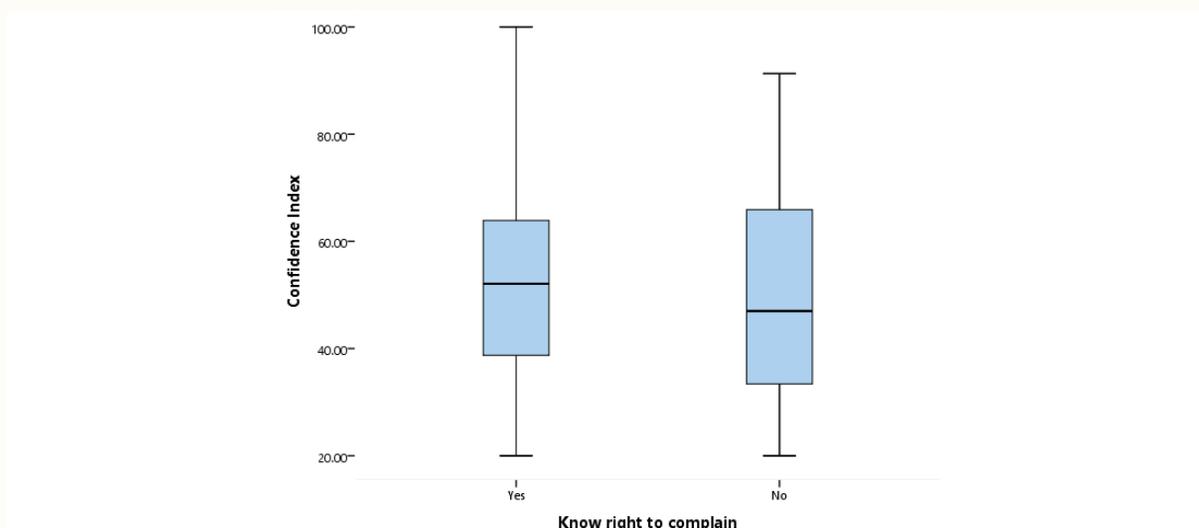
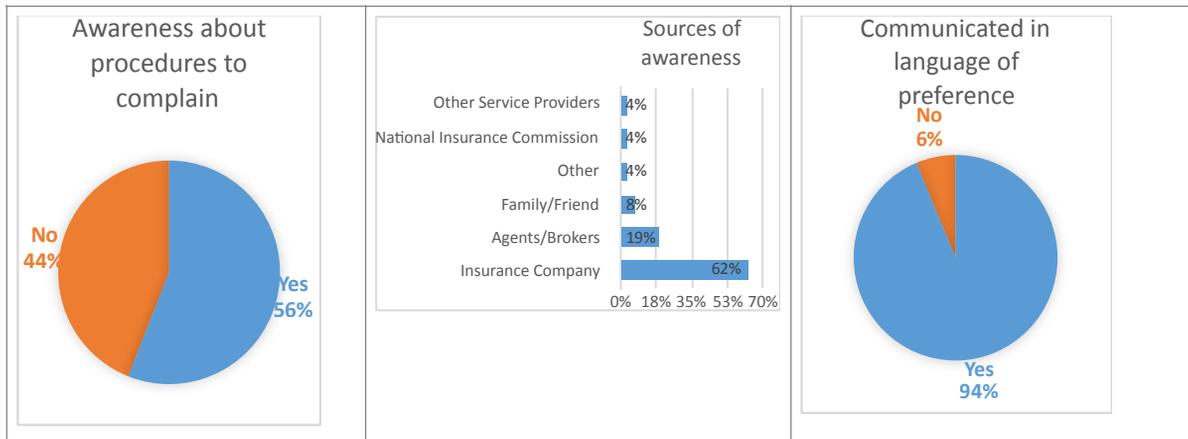
Figure 9: Awareness about rights to complain**Confidence Index and Awareness of Rights to Complain**

Figure 10 shows the distribution of confidence index of respondents who know their rights to complain and those who do not know. A Mann-Whitney U Test revealed no significant difference in the confidence index of respondents aware of their rights to complain (Median= 52.1, n=270) and those not aware (Median=47.0, n= 37), $U=4,364.5$, $z= -1.245$, $p=0.213$, $r=0.07$.

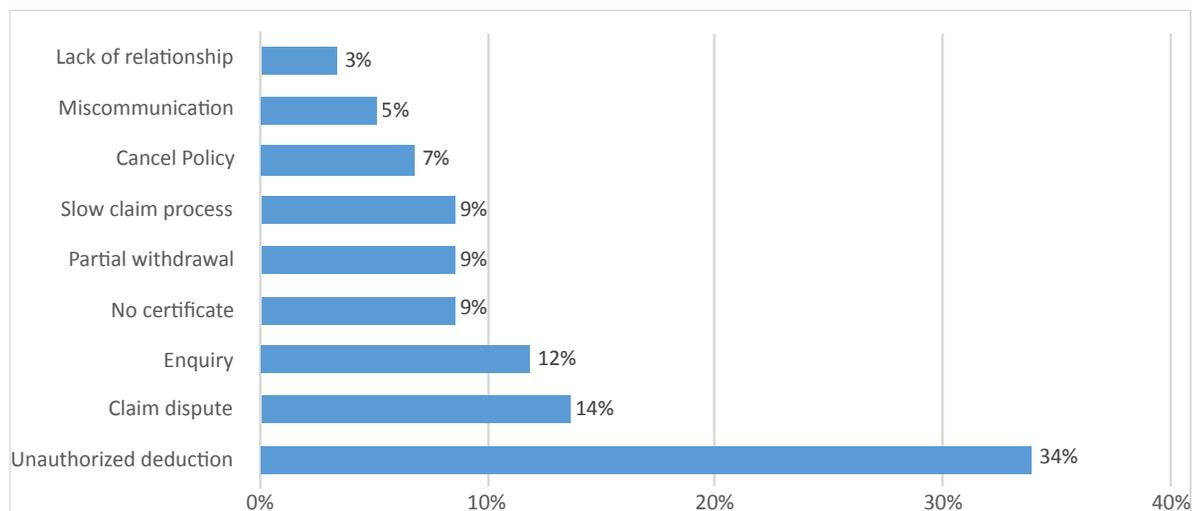
Figure 10: Confidence index and awareness of rights to complain**4.6.2 Awareness about Procedures for Making Complaints/Enquiries**

Respondents were asked about knowledge of procedures for lodging complaints about insurance products/services. About 56% of respondents said they knew the procedures of lodging complaint about insurance products/services. Majority (62%) of those who know the procedure got to know about these procedures through the insurance companies. Other sources of knowledge about the procedures for lodging complaints as indicated by respondents include: insurance agents/brokers (19%), family and friends (8%), and NIC (4%). Majority of respondents (94%) indicated that the knowledge about the procedures for lodging complaints was communicated to them in their preferred languages. Figure 11 presents the knowledge about the procedures for lodging complaints, the sources of awareness about complaint procedures, and the language for communicating these procedures about how to complain. The regional distribution is presented in **Appendix 5**.

Figure 11: Awareness about complaint procedures

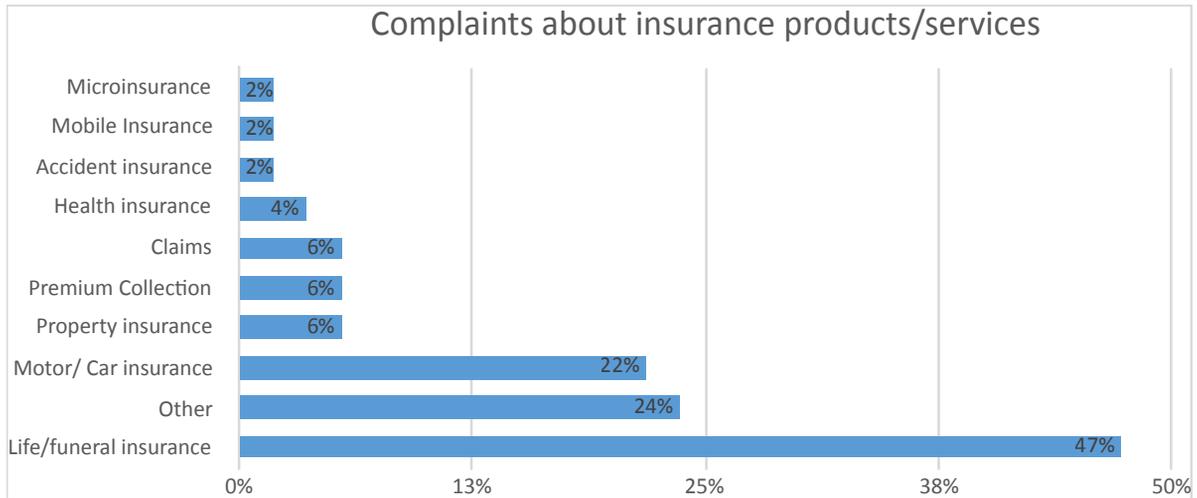
4.6.3 Types of Complaints

Respondents who indicated they knew about their rights to complain were asked about whether they had complained before and the types of complaints lodged. Only 19% had complained about an insurance product/service before. Key issues resulting in the complaint are: unauthorised deduction (34%), claim dispute (14%), enquiry (12%), no certificate (9%), partial withdrawal (9%), and slow claim processing (9%). Other complaint issues include: policy cancellation (7%), miscommunication (5%), and lack of relationship (3%). This cuts across the respondent type, locality, income, age and sex. **Figure 12** presents the types of complaints by respondents. The regional distributions of complaint types are presented in **Appendix 5**.

Figure 12: Types of complaints

4.6.4 Complaints about insurance products/services

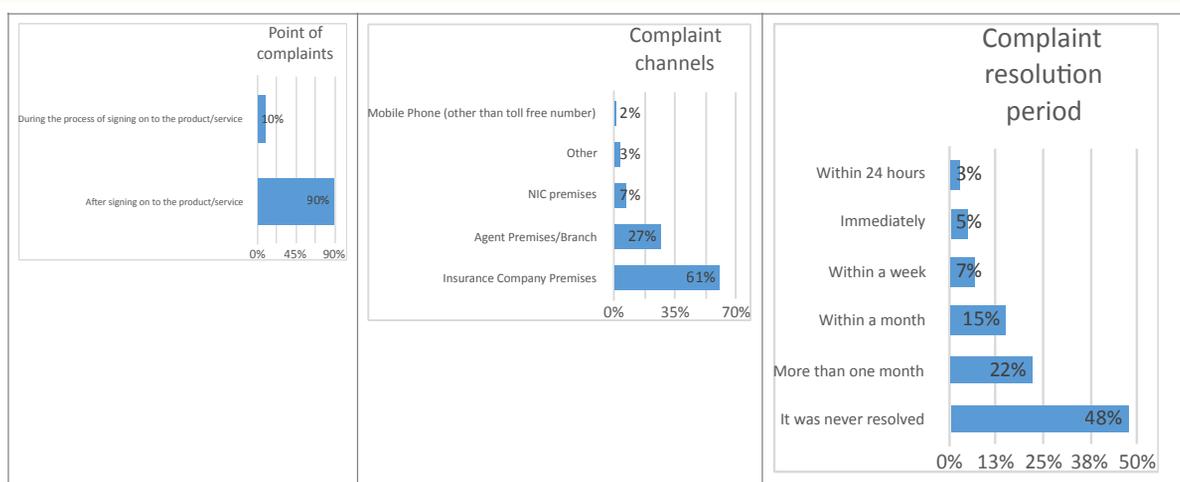
The assessment sought to find out the insurance products/services with complaints in the last three (3) months. **Figure 13** indicates that many complaints (47%) were made on life/funeral insurance, followed by motor/car (22%), property insurance (6%), premium collection (6%) and claims (6%). Others were: health insurance (4%), accident insurance (2%), mobile insurance (2%), and Microinsurance (2%).

Figure 13: Complaints about insurance products/services

4.6.5 Points, Channels, and Duration of Complaints

Majority of respondents (90%) made complaints after signing on to the insurance product/service. These complaints were largely made at the insurance company premises (61%). Complaints were also made through: agent premises/branch (27%), NIC premises (7%), and mobile phone other than toll free number (2%).

With regards to the resolution of complaints, 5% of respondents had their complaints resolved immediately and 3% had their complaints resolved within 24 hours. 7% had their complaints resolved within a week, while 15% indicated that their complaints were resolved within a month. 22% of respondents indicated that it took more than one (1) month to get their complaints resolved, while 48% indicated that their complaints were never resolved. **Figure 14** presents the points of complaints, channels of complaints and the duration of complaints among respondents.

Figure 14: Stages, channels, and duration of complaints

Among the FGD participants, complaints were assessed by asking policyholders and previous policyholders about their dissatisfaction with insurance and challenging moments with insurance companies and insurance products. Some participants who expressed their regrets by means of complaining shared the following:

- “I regretted joining (name of Insurance company withheld) because I picked one policy, but they added another policy without my consent.” **-Youth, Kalba;**
- “They extended my waiting period from 5 years to 15 years without my approval!” **-Youth, Kalba;**
- “I was told the maturity period was two years when I was signing unto the policy, but when the two years reached, and I went, they said until retirement, which surprised me. How can I wait until that time? This made me feel like they want me to die, and they will chop the money.” **-Adult respondent, Tamale.**

Even though most participants have not lodged any complaint about their products/services the few complaints were made at the insurance companies premises. The following are some of the issues participants complained about:

- Wrongful deductions of salaries to pay premiums.
- Continuous payment without any compensation for some years.
- Increment in premium without consent from policyholders.
- Lousy customer service, delay in claims payment.
- Unpaid sum assured.
- Hooking policyholders onto other policies.
- Wrongful bio data entry.
- Statement from a bank not tallying with insurance statements.

Most participants are not aware of the NIC and its complaint unit. Participants expressed the need for NIC to be visible for their work to be known.

SECTION 5.0: CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents the conclusions on the assessment of the 'Perception, Awareness and Confidence of Insurance in Ghana.' It also outlines recommendations that fall within policy, regulatory and supervision on one part and industry player related recommendations on the other part. It also present future areas of research for the consideration of GIZ and NIC.

5.2 Conclusions

The assessment sought to achieve five (5) main objectives:

- Assessing the general public's perceptions and understanding of insurance concepts, products, and companies.
- Assessing the general public's knowledge of insurance concepts, products, and companies.
- Assessing the attitude of the general public towards insurance concepts, products, and companies.
- Assessing general public experiences regarding raising queries, complaints and dispute resolutions.
- Identifying issues that need to be addressed to improve public confidence.

With respect to the specific objectives;

- The assessment was able to measure the general public perception and attitude towards insurance concepts, products and companies through the determination of a national insurance attitude index of 55.15. Similar indices were computed for the sixteen (16) political regions of Ghana, and for the policyholders types (policyholders-59.36, previous policyholders-54.51, and non-policyholders-53.07).
- The assessment was able to establish the knowledge and understanding of insurance concepts, products, and companies through the determination of a national knowledge index of 60.07, among the policyholders types (policyholders-67.52, previous policyholders-67.14, and non-policyholders-49.30), and regional knowledge indices.
- The assessment results brought up issues that need to be addressed to improve public confidence. The assessment established a national confidence index of 46.5 out of 100. Further results along policyholders types are: policyholders-54.33, previous policyholders-42.45, and non-policyholders-45.07.
- The assessment also established the importance-performance matrix. This matrix has identified areas such as trust, claims and loyalty, ease, protection and relationship as issues that need to be addressed to improve public confidence in insurance in Ghana.
- The assessment identified "unauthorized deduction" and "claim dispute" as major complaints (48% of complaints). These complaints were mostly made on life/funeral insurance policies (47% of complaints). The complaints were mostly made after signing on to the product (90% of the time). About 48% of the time, the complaints were never resolved. About 61% of the complaints were lodged to the insurance company. Only 7% of the complaints were lodged to the NIC.

5.3 Recommendations

The following recommendations have been proposed for the consideration of NIC and GIZ. They are presented under the themes of policy, regulatory and supervision on one part and industry player related recommendations on the other part.

Policy, Regulatory and Supervision

1. **Visibility of the National Insurance Commission (NIC):** Though the NIC has made efforts in creating awareness, it should improve its outreach plan to make it more visible to the public. It should enhance its public engagements and education especially with regards to the critical supervisory role that is to ensure the safety and soundness of insurance companies, protection of policyholders, and maintenance of efficient markets and the overall sustainability of the industry.
2. **Improving Supervision of Competition and Policyholder Protection:** As identified by the qualitative research, intense competition in the insurance industry for both life and non-life insurance market has led to non-ethical behaviour such as false information to gain market share especially by the agents. The NIC as the regulator should also focus more on unethical underwriting and marketing practices of insurance companies and agents by regulating competition and policyholders protection.
3. **Enhanced Supervision on Disclosures by Insurance and Intermediaries:** NIC should continuously enhance the regulatory and legal framework around disclosure, transparency, recourse mechanisms and overall market discipline to address challenges in trust and confidence by the public in insurance. NIC may gather information from firms and promote enhanced disclosure through voluntary guidance, surveys, and implementation of mandatory requirements, as well as enhancing transparency for consumers.
4. **Nation-wide Campaign:** A sustained nation-wide campaign should be continuously organized in order to improve awareness regarding financial risks, insurance and means of protection against the financial risks, and such events should be supported. The Insurance Awareness Coordinators Group (IACG) has previously carried out such exercises and it is important that this effort is sustained to achieve the desired impact on perception and behavioural change. Specifically, this could be carried out through community information centres, durbars and other community gatherings, insurance agents, social media, and the print and electronic media.
5. **Certification of Insurance Agents:** The training and certification of insurance agents should be made mandatory and enforced. The need for training the agents for consumer education must be an ongoing effort with emphasis on consumer protection. This will also require a change in the mind-set of the agents and brokers.
6. **Encourage and support partnership and collaboration:** Partnership and collaboration across sub-sectors and across agencies will be necessary. NIC could lead the process of stakeholders' engagement. Partnerships and collaborations with schools, educators, government, regulators, media/journalists, employers, parents, intermediaries, insurers, NGOs, religious bodies among others can contribute to the efforts in improving awareness, insurance knowledge and eliminating the negative perception of insurance.

Industry Player Related Recommendations

1. **Insurance Products Must be Made Simple:** There is the need for insurance companies to make insurance easy to understand by simplifying the language used to describe product features as well as the terms and conditions.
2. **Development of Insurance Products:** There is the need for industry players to consider developing Micro-insurance products targeted at low-income populations, especially women. Additionally, special products should be developed for irregular income earners.
3. **Make Insurance Selling Transparent:** Insurance companies should endeavour to provide information directly to existing and potential policyholders. Technology can be the means for insurers to ensure information is provided in a transparent and comprehensive way, curbing any potential unethical selling practices by intermediaries.
4. **Support Training of Agents and Brokers:** The training of insurance agents and brokers on consumer education needs to be an ongoing effort. This will also require a change in the mind-set of the agents and brokers.

5. **Provision of Financial Education to the Public:** Financial education programmes for consumers. The programme should cover areas such as product features, benefits, risks, requirements from potential policyholders, procedures for claims etc. The consumers should be divided into sub-groups such as youth, women groups, pensioners, corporate institutions, current policyholders, non –policyholders and previous policyholders. This will help develop useful feedback for product development and refinement. Providing financial education would enable citizens to develop the knowledge, understanding, capacities and confidence needed to adequately appraise and understand the policies they require, to know where to look for additional information and further advice if needed. This would help policyholders and potential policyholders to make informed decisions on insurance.
6. **Training of Employees:** Insurance companies must continuously develop the capacity of their employees. This would help employees to be more informed and as such be in a better position to appropriately advise policyholders. Training employees would increase efficiency and the competitiveness of the insurance companies and the industry as a whole.
7. **Full Disclosure of Product Information:** Securing public confidence and trust calls for full disclosure of product features, being honest on the terms and conditions of the policy, especially at the initial stage or at the point of sale. There is the need to refrain from unethical selling practices such as disclosing only favourable terms that would inappropriately influence a customer’s decision to purchase insurance. Providing incomplete information to influence purchase is unacceptable and must be discouraged especially from top management. Full disclosure would help improve policyholders’ confidence in the insurance industry.
8. **Improving Client Relations:** Insurance companies must improve their policyholders relations. This is especially critical for the front desk staff who deal directly with the policyholders. Frontline officers should be empowered with relevant information and resources such as digital platforms to deliver better services. Customer service training should be conducted for, especially frontline officers. Insurance companies could develop videos that provide advisory services on their products and service and live web chat on how to lodge complaints, underwriting process, claims settlement process etc.

5.4 Further Areas of Research

In promoting the uptake of insurance in general, the following research areas are recommended for consideration:

- **Assessment of Perception and Awareness of Insurance Among Corporate Clients:** This becomes necessary due to the limited scope of the current assessment to household consumers.
- **A Holistic Study of the Insurance Industry:** This study should focus on both the demand and supply sides covering the regulatory environment, insurance companies, brokerage firms, re-insurance houses, agents, corporate consumers, household consumers etc. This will provide a holistic understanding of the strengths, weaknesses, challenges and opportunities in the industry.
- Following the findings of low level of awareness of the NIC’s existence and mandate, it will be necessary for NIC to enhance its public education and subsequently conduct an assessment of increase/decrease in the level of awareness of its existence and mandate.
- **Assessing the Uptake of Insurance by the Millennial Age group:** This study will establish the kind of products and strategies to be adopted by the industry to increase the uptake of insurance among the tech-savvy generation.

APPENDICES



Appendix 1: Selected locations

Zones	Regions	Locality	Selected locality
Zone 1	Greater Accra region	Urban	Accra (Lapaz)
		Peri-urban	Pokuase, Amasaman
		Rural	Olebu, Amormorley
Zone 2	Ahafo region	Urban	Goaso
		Peri-urban	Mim
		Rural	Kamre
	Ashanti region	Urban	Kumasi
		Peri-urban	Ayeduaase
		Rural	Kenyase
	Bono region	Urban	Sunyani
		Peri-urban	Nsoatre
		Rural	Kootokrom
Bono East region	Urban	Techiman	
	Peri-urban	Tuobodom	
	Rural	Nsuta	
Zone 3	Central region	Urban	Cape Coast
		Peri-urban	Mankessim
		Rural	Moree
	Western region	Urban	Takoradi
		Peri-urban	Effia -Kwessimintim
		Rural	Shama-Inchaban
	Western North region	Urban	Sefwi Wiawso
		Peri-urban	Bekwei
		Rural	Homjebri
Zone 4	Eastern region	Urban	Koforidua (Effiduase)
		Peri-urban	Asokore
		Rural	Nkurakan
	Oti region	Urban	Hohoe town
		Peri-urban	Wegbe
		Rural	Fodome
	Volta region	Urban	Ho town
		Peri-urban	Sokode Gbogame
		Rural	Matse

Zones	Regions	Locality	Selected locality
Zone 5	Northern region	Urban	Tamale
		Peri-urban	Sagnarigu
		Rural	Salankpang
	North East region	Urban	Walewale
		Peri-urban	Wulugu
		Rural	Kparigu
	Savanna region	Urban	Damongo
		Peri-urban	Sawla
		Rural	Kaliba
	Upper East region	Urban	Bolgatanga
		Peri-urban	Navorongo
		Rural	Winkogo
	Upper West region	Urban	Wa
		Peri-urban	Kaleo
		Rural	Goripie

Appendix 2: Computation of indices

Insurance Knowledge Index

Insurance Knowledge is defined as the objective knowledge of insurance concepts and companies, as well as the familiarity with available products and providers.

The Insurance Knowledge Index would consist of three sub-indices which would be combined to create the overall index. The sub-indices are:

- X: Knowledge about types of insurance.
- Y: Knowledge about insurance companies.
- Z: True or false statements about insurance concepts.

The index scale developed identifies two scoring stages, having a range from 0 to 1, which is defined as follows:

- 0 – Lowest possible score
- 1 – Highest possible score

For the X index, computed from **Question B5**, a score of 1 would be assigned to “seven or more types of insurance known to the respondent” and 0 for “no type of insurance known to the respondent”. Respondents who will mention between 1 and 6 insurance types would be scored as follows:

- one correct answer = 1/7;
- two correct answers = 2/7;
- three correct answers = 3/7;
- four correct answers = 4/7;
- five correct answers = 5/7; and
- six correct answers = 6/7.

For the *Y index*, computed from **Question B6**, a score of 1 would be assigned to “four insurance companies heard” and 0 for “no insurance company heard”. Respondents who mention between 1 and 3 insurance companies would be scored as follows:

One company = 0.25,

Two companies = 0.5,

Three companies = 0.75,

The *Z index* contains eight “true” or “false” questions/ statements (**Questions B7 – B14**). A correctly answered question would be scored 1 and wrongly answered question 0. Respondents who choose “Does not know/Refuses to answer” would be assumed as the wrong answer and assigned 0.

Thus, the *Z index* is computed as:

$$Z = (\text{Sum of all scores on the 8 statements}) / 8$$

The *Z index* would range from 0 to 1.

The combined calculation of the **Insurance Index** is computed as follows:

$$\text{Overall Insurance Knowledge Index} = 0.4 * X + 0.2 * Y + 0.4 * Z$$

The coefficients of the sub-indices reflect the impact of the questions of the respective category. It is assumed that stating different types of insurances shows a deeper knowledge than naming insurance companies. The same holds for the eight true and false statements. A correspondent who is able to distinguish between right and wrong statements shows a good insight into insurance knowledge. Thus, the sub-indices X and Z are double-weighted in the analysis. The single weighting of Y reflects the minimal awareness required to answer the question.

Attitude Index

Insurance attitude refers to the subjective perception and valuation of the attitude towards the concept of insurance (e.g. importance of being insured) and insurance companies (e.g. level of trust in insurance companies).

The Attitude Index is made up of **fourteen (14)** statements (E1 to E14) - nine (9) targeted at the attitude towards insurance concept and the remaining **five (5)** targeting attitude towards insurance companies.

The statements are phrased in such a way that “strongly disagree” would be scored the highest score of 1, while “disagree” would be scored 0.75, “undecided” 0.5, “agree” 0.25 and “strongly agree” 0. For statements E4, E6, E10, and E12 the scores would be reversed. The options “refused/don’t know”, would be classified as “undecided” with a score of 0.5 in order not to bias the results.

The formula for computing the Insurance Attitude Index is given as:

$$\text{Insurance Attitude Index} = \Sigma \text{ of all scores} / (14)$$

The Insurance Attitude Index would range from 0 to 1 with the following interpretations:

0 – Poorest attitude

1 – Best attitude

Insurance Confidence Index

The insurance confidence index has been designed to measure consumer confidence in insurance. The index is computed based on six (6) sub-indices: trust, protection, ease, relationship, loyalty and claims. These sub-indices offer the insurance industry ways to nurture customer confidence. The sub-indices are adapted from the Chartered Institute of Insurers Public Trust in Insurance Survey.

Definitions and measurement

The definitions are based on customers' perspective rather than the industry, regulators or academics.

Sub-indices	Definition	Number of questions	Questions measuring themes
Trust	Trust measures how honest, sincere, and trustworthy insurance company is to the consumer. It also includes evidence of paying claims and confidence about the ability of insurance companies to pay claims.	7	G2-G8
Protection	Protection measures the customer knowing that the insurance company will look after what matters most to him/her. It also encompasses insurance making customer safe and buying insurance is a guarantee.	4	G9-G12
Ease	Measures how easy insurance buying process is and whether insurance companies find out customer needs. It also include whether the premium one gets is the best value.	3	G13-G15
Relationship	Relationship measures whether insurers care for consumers and not consumer's policy. It also takes into consideration the interest insurance companies show in consumers by responding to their needs, giving clear guidance and communicating changes in policy.	9	G16-G24
Loyalty	Loyalty refers to how consumers view insurance image and whether they will tell friends and family about insurance.	8	G25-G32
Claims	Have meaningful say when it comes to claims and there's speed in getting claims back	3	G33-G35

The sub-indices cover a total of 34 Likert scale questions measured from 1= worse performance to 5 = best performance from the insurance industry.

Analysis

A descriptive statistics is used computing the mean for each sub-indices for each respondent. All the 6 sub-indicators are weighted equally in the calculation of the overall Confidence Index.

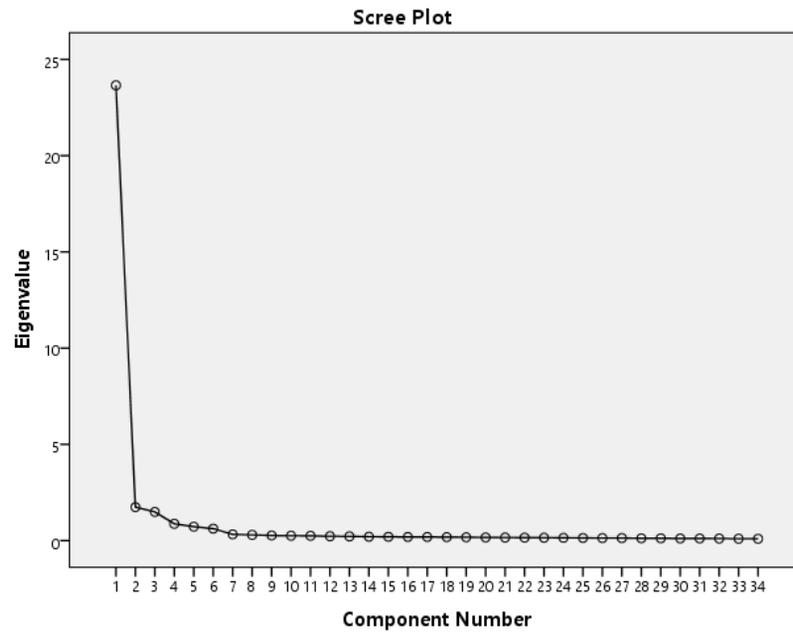
$$\text{Insurance Confidence Index} = (\text{Average of all 6 indices} / 5)$$

The Insurance Confidence Index would range from 0 to 1 with the following interpretations:

- 0 – Poor confidence
- 1 – Excellent confidence

Results of Principal Component Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.984
Bartlett's Test of Sphericity	Approx. Chi-Square	48045.642
	df	561
	Sig.	0.000



Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	23.654	69.572	69.572	23.654	69.572	69.572	20.539
2	1.739	5.116	74.688	1.739	5.116	74.688	20.530
3	1.491	4.384	79.072	1.491	4.384	79.072	19.116
4	0.872	2.566	81.638				
5	0.724	2.129	83.768				
6	0.621	1.827	85.594				
7	0.324	0.953	86.548				
8	0.295	0.868	87.416				
9	0.265	0.779	88.195				
10	0.253	0.745	88.940				
11	0.247	0.726	89.666				
12	0.228	0.670	90.337				
13	0.219	0.644	90.981				
14	0.201	0.592	91.572				
15	0.197	0.581	92.153				
16	0.189	0.557	92.710				
17	0.187	0.549	93.260				

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
18	0.178	0.524	93.784				
19	0.174	0.511	94.295				
20	0.164	0.481	94.776				
21	0.159	0.468	95.244				
22	0.155	0.456	95.700				
23	0.150	0.441	96.141				
24	0.145	0.426	96.567				
25	0.139	0.410	96.977				
26	0.133	0.391	97.368				
27	0.132	0.389	97.756				
28	0.121	0.356	98.112				
29	0.120	0.354	98.466				
30	0.113	0.333	98.799				
31	0.110	0.324	99.123				
32	0.105	0.309	99.432				
33	0.098	0.289	99.722				
34	0.095	0.278	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Comparison of eigenvalues from PCA and criterion values from Parallel Analysis

Component	Actual eigenvalue from PCA	Criterion value from Parallel Analysis	Decision
1	23.654	1.3496	Accept
2	1.739	1.3098	Accept
3	1.491	1.2793	Accept
4	0.872	1.2510	Reject
5	0.724	1.2259	Reject

Pattern and Structure Matrix for PCA with Oblimin Rotation of Three Factor Solution for Confidence Index

Items	Pattern Coefficients			Structure Coefficients			Communalities
	Component 1	Component 2	Component 3	Component 1	Component 2	Component 3	
G28_1	0.921	0.051	-0.079	0.900	0.701	0.666	0.813
G29_1	0.911	0.051	-0.060	0.905	0.708	0.677	0.820
G27_1	0.892	0.037	-0.021	0.904	0.707	0.691	0.818
G32_1	0.874	0.036	0.010	0.910	0.716	0.708	0.829
G31_1	0.862	0.086	-0.027	0.907	0.728	0.697	0.825
G30_1	0.855	0.073	-0.019	0.897	0.717	0.691	0.806
G26_1	0.835	0.079	-0.016	0.884	0.709	0.683	0.783
G35_1	0.825	-0.086	0.141	0.866	0.652	0.710	0.758
G36_1	0.823	-0.065	0.137	0.877	0.668	0.719	0.776
G33_1	0.815	0.000	0.066	0.866	0.676	0.692	0.752
G34_1	0.769	-0.052	0.163	0.853	0.659	0.714	0.737
G13_1	-0.121	0.915	-0.046	0.547	0.788	0.536	0.630
G14_1	-0.120	0.903	0.013	0.585	0.821	0.588	0.680
G15_1	-0.067	0.857	0.079	0.652	0.863	0.659	0.748
G20_1	0.101	0.816	-0.009	0.721	0.886	0.670	0.789
G18_1	0.086	0.803	0.042	0.735	0.899	0.699	0.814
G21_1	0.123	0.802	-0.008	0.733	0.890	0.678	0.798
G19_1	0.130	0.789	0.016	0.749	0.901	0.698	0.819
G22_1	0.097	0.777	0.070	0.749	0.904	0.718	0.826
G24_1	0.154	0.757	0.028	0.757	0.895	0.704	0.813
G17_1	0.128	0.748	0.045	0.738	0.880	0.695	0.784
G25_1	0.227	0.717	-0.009	0.772	0.885	0.694	0.804
G23_1	0.193	0.716	0.019	0.758	0.878	0.695	0.788
G12_1	0.081	0.497	0.341	0.724	0.810	0.769	0.723
G11_1	0.067	0.494	0.377	0.737	0.824	0.793	0.756
G10_1	0.049	0.483	0.399	0.727	0.816	0.793	0.747
G4_1	-0.014	-0.011	0.947	0.704	0.677	0.928	0.862
G3_1	0.028	0.005	0.906	0.727	0.695	0.931	0.867
G5_1	0.029	0.007	0.883	0.712	0.680	0.910	0.829
G6_1	0.028	0.025	0.877	0.720	0.693	0.916	0.841
G2_1	0.042	-0.001	0.875	0.713	0.677	0.906	0.822
G7_1	0.051	0.019	0.866	0.731	0.698	0.920	0.848
G8_1	0.068	0.142	0.744	0.748	0.743	0.901	0.827
G9_1	0.062	0.424	0.451	0.734	0.804	0.811	0.752

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 11 iterations.

CONFIDENCE INDEX DESCRIPTIVES

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Importance					
Claims and Loyalty	1,036	1.00	5.00	3.82	1.09
Ease, Protection & Relationship	1,036	1.00	5.00	4.04	1.09
Trust	1,037	1.00	5.00	4.14	1.13
Performance					
Claims and Loyalty	1,035	1.00	5.00	2.31	1.01
Ease, Protection & Relationship	1,035	1.00	5.00	2.51	1.04
Trust	1,035	1.00	5.00	2.37	1.06
CONFIDENCE INDEX		=(((2.31*0.8)+(2.5*0.1)+(2.37*0.1))/5)*100=			46.7

Appendix 3: Regional analysis of indices

Insurance knowledge index by region

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Ahafo	16	55.0268	21.65727	5.41432	43.4864	66.5671	19.71	95.00
Ashanti	151	57.7105	20.20272	1.64407	54.4620	60.9590	5.71	100.00
Bono East	17	54.1849	14.88825	3.61093	46.5300	61.8397	30.71	82.29
Bono	15	42.4190	23.49794	6.06714	29.4063	55.4318	5.71	91.00
Central	80	55.3875	20.83536	2.32946	50.7508	60.0242	9.71	94.29
Eastern	81	71.0106	19.10532	2.12281	66.7860	75.2351	10.71	96.00
Greater Accra	378	63.7513	16.99577	0.87417	62.0325	65.4702	9.71	96.00
North East	15	49.7905	16.99956	4.38927	40.3764	59.2045	25.71	70.86
Northern	32	57.4241	16.26620	2.87548	51.5595	63.2887	28.43	84.57
Oti	19	63.6316	17.69971	4.06059	55.1006	72.1626	14.71	88.57
Savannah	14	48.7041	21.50605	5.74773	36.2869	61.1213	11.43	73.14
Upper East	52	56.4808	15.90740	2.20596	52.0521	60.9094	9.71	84.57
Upper West	52	53.0110	21.74743	3.01583	46.9565	59.0655	11.43	100.00
Volta	33	63.2857	16.87990	2.93841	57.3004	69.2711	35.71	90.29
Western	57	57.6541	18.55767	2.45802	52.7301	62.5781	5.71	96.00
Western North	26	52.9286	22.15368	4.34469	43.9805	61.8766	17.71	96.00
Total	1038	60.0701	19.28644	0.59862	58.8954	61.2447	5.71	100.00

Insurance attitude index by region

Region	N	Mean	Std. Deviation	Median	Minimum	Maximum
Ahafo	16	61.0	15.0	65.2	37.5	87.5
Ashanti	151	54.8	13.8	55.8	8.9	80.4
Bono East	17	64.7	10.2	67.9	48.2	82.1
Bono	15	37.6	13.7	39.6	16.1	67.9
Central	80	52.0	13.4	53.6	16.1	75.0
Eastern	81	56.3	8.9	57.1	32.1	75.0
Greater Accra	377	54.5	13.1	55.4	10.7	87.5
North East	15	58.2	8.7	58.9	35.7	73.2
Northern	32	57.0	10.6	56.5	35.7	78.8
Oti	19	57.7	9.7	60.7	32.1	71.4
Savannah	14	61.7	10.1	60.7	43.8	80.0
Upper East	52	55.6	9.4	57.1	33.9	71.4
Upper West	52	60.7	11.1	62.5	32.5	83.9
Volta	33	57.8	11.0	58.9	35.7	80.4
Western	57	54.4	13.0	53.6	21.4	80.4
Western North	26	49.6	12.5	50.9	26.8	69.6
Total	1,037	55.1	12.8	57.1	8.9	87.5

Insurance confidence index by region

Region	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Ahafo	16	44.3	18.2	4.5	34.6	54.0	20.0	80.9
Ashanti	150	41.4	21.3	1.7	38.0	44.8	20.0	100.0
Bono East	17	50.5	22.2	5.4	39.0	61.9	20.0	78.2
Bono	15	46.6	18.3	4.7	36.4	56.7	21.4	85.0
Central	80	40.3	21.5	2.4	35.5	45.1	20.0	100.0
Eastern	80	52.9	16.2	1.8	49.3	56.5	20.0	94.6
Greater Accra	377	49.3	20.4	1.0	47.3	51.4	20.0	100.0
North East	15	39.8	15.0	3.9	31.4	48.1	20.6	65.3
Northern	32	47.4	21.6	3.8	39.6	55.2	20.0	99.7
Oti	19	54.1	22.9	5.2	43.1	65.2	20.0	100.0
Savannah	14	47.9	17.0	4.5	38.2	57.7	28.0	91.8
Upper East	52	41.1	9.1	1.3	38.6	43.6	22.8	67.1
Upper West	52	49.2	17.3	2.4	44.4	54.0	20.0	87.8
Volta	33	49.0	18.2	3.2	42.6	55.5	20.1	78.5
Western	57	40.9	19.2	2.5	35.8	46.0	20.0	90.0
Western North	26	43.5	21.7	4.2	34.7	52.3	20.0	93.2
Total	1,035	46.50	19.93	0.62	45.28	47.71	20.00	100.00

Appendix 4: Reliability test of the sub-indices

Scale	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
Confidence Index	0.987		34
Sub-scale			
Claims and Loyalty	0.974	0.974	11
Ease, Protection and Relationship	0.976	0.977	15
Trust	0.969	0.969	8

Appendix 5: Complaints and dispute resolution by regions

Respondent Characteristics		C1. DO YOU KNOW THAT YOU HAVE THE RIGHT TO MAKE COMPLAINT ABOUT AN INSURANCE PRODUCT/SERVICE THAT YOU ARE NOT SATISFIED WITH?			C2. HOW DID YOU LEARN ABOUT YOUR RIGHT TO COMPLAIN?						
		Yes	No	Total Number	Insurance Company	Agents/ Brokers	Family/ Friend	Other	National Insurance Commission	Other Service Providers	Total Number
Region	Ahafo	81.8	18.2	11	66.7	11.1	11.1	0.0	11.1	0.0	9
	Ashanti	81.6	18.4	38	45.2	29.0	6.5	6.5	3.2	9.7	31
	Bono East	100.0	0.0	4	75.0	25.0	0.0	0.0	0.0	0.0	4
	Bono	50.0	50.0	2	0.0	0.0	0.0	0.0	0.0	100.0	1
	Central	81.5	18.5	27	22.7	31.8	27.3	9.1	4.5	4.5	22
	Eastern	100.0	0.0	21	66.7	23.8	9.5	0.0	0.0	0.0	21
	Greater Accra	93.8	6.3	96	38.9	23.3	13.3	13.3	10.0	1.1	90
	North East	66.7	33.3	3	0.0	50.0	0.0	50.0	0.0	0.0	2
	Northern	88.9	11.1	9	37.5	37.5	0.0	25.0	0.0	0.0	8
	Oti	100.0	0.0	5	60.0	20.0	20.0	0.0	0.0	0.0	5
	Savannah	100.0	0.0	4	50.0	50.0	0.0	0.0	0.0	0.0	4
	Upper East	92.9	7.1	14	23.1	61.5	15.4	0.0	0.0	0.0	13
	Upper West	76.2	23.8	21	25.0	75.0	0.0	0.0	0.0	0.0	16
	Volta	68.8	31.3	16	27.3	72.7	0.0	0.0	0.0	0.0	11
	Western	93.1	6.9	29	25.9	33.3	18.5	14.8	3.7	3.7	27
	Western North	85.7	14.3	7	66.7	16.7	0.0	16.7	0.0	0.0	6
	Total	87.9	12.1	307	39.3	33.0	11.5	8.9	4.8	2.6	270

Insurance Perception, Awareness and Confidence Survey (2019)

Respondent Characteristics	C3. Are you aware of the procedures for making enquiries/complaints about a product/service?		C4. If yes, how did you learn about the procedure for making enquiries/complaint?								C5. Was this clearly stated to you in your language of preference?		
	Yes	No	Total number	Insurance Company	Agents/ Brokers	Family/ Friend	Other	National Insurance Commission	Other Service Providers	Total number	Yes	No	Total number
Ahafo	50.0	50.0	6	33.3	33.3	0.0	0.0	33.3	0.0	3	100.0	0.0	3
Ashanti	35.7	64.3	14	100.0	0.0	0.0	0.0	0.0	0.0	5	100.0	0.0	5
Bono East	0.0	100.0	3	0.0	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0	0
Central	61.5	38.5	13	62.5	0.0	0.0	12.5	12.5	12.5	8	75.0	25.0	8
Eastern	71.4	28.6	14	80.0	20.0	0.0	0.0	0.0	0.0	10	100.0	0.0	10
Greater Accra	65.0	35.0	40	65.4	15.4	0.0	7.7	3.8	7.7	26	96.2	3.8	26
Northern	33.3	66.7	3	100.0	0.0	0.0	0.0	0.0	0.0	1	100.0	0.0	1
Oti	66.7	33.3	3	100.0	0.0	0.0	0.0	0.0	0.0	2	100.0	0.0	2
Savannah	100.0	0.0	2	50.0	50.0	0.0	0.0	0.0	0.0	2	100.0	0.0	2
Upper East	66.7	33.3	3	50.0	0.0	50.0	0.0	0.0	0.0	2	50.0	50.0	2
Upper West	27.3	72.7	11	100.0	0.0	0.0	0.0	0.0	0.0	3	100.0	0.0	3
Volta	42.9	57.1	7	33.3	33.3	33.3	0.0	0.0	0.0	3	100.0	0.0	3
Western	72.2	27.8	18	30.8	38.5	30.8	0.0	0.0	0.0	13	92.3	7.7	13
Western North	25.0	75.0	4	0.0	100.0	0.0	0.0	0.0	0.0	1	100.0	0.0	1
Total	56.0	44.0	141	62.0	19.0	7.6	3.8	3.8	3.8	79	93.7	6.3	79

Insurance Perception, Awareness and Confidence Survey (2019)

Respondent Characteristics	Have you ever complained about any of the insurance products/ services you use?		C7_cat Type of enquiry/complaint made												
	No	Yes	Total Number	Unauthorized deduction	Claim dispute	Enquiry	No certificate	Partial withdrawal	Slow claim process	Cancel Policy	Miscommunication	Lack of relationship	Total Number		
Ahafo	90.9	9.1	11	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1		
Ashanti	86.8	13.2	38	40.0	20.0	20.0	0.0	0.0	0.0	20.0	0.0	0.0	5		
Bono East	100.0	0.0	4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0		
Bono	100.0	0.0	2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0		
Central	70.4	29.6	27	0.0	0.0	25.0	12.5	12.5	25.0	12.5	0.0	0.0	8		
Eastern	85.7	14.3	21	33.3	0.0	33.3	0.0	0.0	0.0	33.3	0.0	0.0	3		
Greater Accra	92.7	7.3	96	57.1	28.6	0.0	0.0	0.0	14.3	0.0	0.0	0.0	7		
North East	100.0	0.0	3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0		
Northern	55.6	44.4	9	25.0	25.0	0.0	25.0	0.0	0.0	0.0	25.0	0.0	4		
Oti	100.0	0.0	5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0		
Savannah	100.0	0.0	4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0		
Upper East	35.7	64.3	14	11.1	11.1	11.1	11.1	0.0	11.1	33.3	11.1	11.1	9		
Upper West	81.0	19.0	21	75.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	4		
Volta	81.3	18.8	16	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3		
Western	58.6	41.4	29	25.0	16.7	8.3	8.3	33.3	8.3	0.0	0.0	0.0	12		
Western North	57.1	42.9	7	66.7	0.0	0.0	33.3	0.0	0.0	0.0	0.0	0.0	3		
Total	80.8	19.2	307	33.9	13.6	11.9	8.5	8.5	8.5	6.8	5.1	3.4	59		

Insurance Perception, Awareness and Confidence Survey (2019)

