

Crime Reports

Do you know how many of your new and existing policies fall into areas above the national crime average? We do! Take a look at some of these statistics from 2003.

Violent Crimes

- Murder 16,503
- Rape 93,433
- Robbery 413,302
- Assault 857,921

Properties Crimes

- Burglary 2,153,464
- Larceny/Theft 7,021,588
- Motor Vehicle Theft 1,260,471

It's a fact that losses are inevitable in the insurance industry. The only factor you can control is how much risk you really want to be exposed to. Did you know that there is an easy, cost-effective way to minimize your exposure to crime risk? Using the RiskMeter Online's crime report, you can take your new and existing policies and find out within a matter of seconds which policies pose the greatest risk. To learn more about this revolutionary report, please read below.

About the RiskMeter's Crime Report

The RiskMeter's crime report gives you a relative measure of crime for any location in the United States. Our partner Applied Geographic Solutions provides us with the scores, which are a combination of demographic modeling and actual crime data from the FBI's Uniform Crime Reporting (UCR) statistics. This data is collected from each law enforcement division in the country and is updated annually. Below you will find information on how the scores are calculated.

The UCR data is assembled and then the UCR statistics are compared to demographic "clusters" at the block level. Demographic clusters break people down into about 60 categories based upon demographic characteristics including:

- Age
- Income
- Education Level
- Rural vs. Urban
- Family Status
- Employment
- Housing Characteristics

Race and Ethnicity are NOT used!

How to use the RiskMeter's Crime Report

The report's scores are compared to the national average for the category. A score of 100 is the national average. So for example, a score of 11 is very low, but a score of 375 is very high. The scores for this report range from 1-2,000.

Carriers use the crime scores to identify areas that may have a crime problem and to create underwriting guidelines. For example, a company may want to ask additional questions for properties with crime scores above a certain threshold. Since a score of 100 indicates a score that meets the national average, perhaps a company would be concerned with any property that has a score greater than 300 (3x the national average). For commercial buildings, this may prompt your underwriters to ask additional questions, such as:

- Is there security on premises?
- Is there a fence around the perimeter?
- Is the building secure/boarded up
- Is the deductible too low?



**Test drive the
RiskMeter
Online for FREE!**

For additional information, or to set up a FREE trial account, please call:
1.800.746.7797



What scores are returned?

Through the RiskMeter, 10 scores are returned for a given location. There are 7 individual scores, which are rolled up into 2 categories, and there is an overall crime index. Here is what is returned:

Aggregate Crime Index

- **Violent Crimes**

(Combines the 4 scores below)

- Murder
- Rape
- Robbery
- Assault

- **Property Crimes**

(Combines the 3 scores below)

- Burglary
- Larceny
- Motor Vehicle Theft

Sample Report

With the simple click of the mouse, you can get a detailed crime report for any location in the United States!



RiskMeter.com

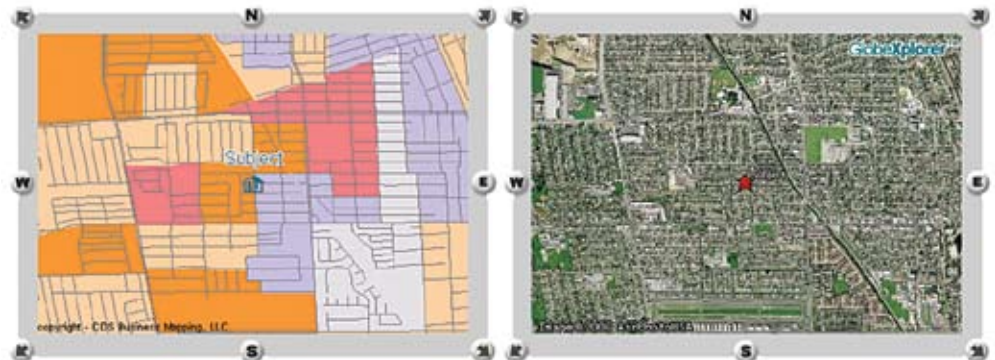
The Online Service to Perform Automated Property Reports

NATIONAL

	Current Year
Aggregate Crime Index	474
Violent Crimes	791
Murder	1044
Rape	221
Robbery	1096
Assault	632
Property Crimes	289
Burglary	268
Larceny	216
Vehicle Theft	533

A score of 100 equals the national average for the category.

Source: Applied Geographic Solutions, Thousand Oaks, CA.





How are the scores calculated?

The UCR data is assembled and then the UCR statistics are compared to demographic “clusters” at the block level. There are two key items to understand about demographics: blocks and clusters. A census “block” is the smallest geographic unit for which the Census Bureau tabulates 100-percent data. Many blocks correspond to individual city blocks bounded by streets, but blocks – especially in rural areas – may include many square miles and may have some boundaries that are not streets. The crime scores are for each block. This means for each crime score, in cities, you will get the scores for each individual city block. This is very detailed information

Why use crime scores, rather than raw UCR data?

You might ask why we use these estimated scores, instead of actual statistics? Basically there are some key biases in the scores. Below are some of the most important ones.

- A city only has to provide statistics in aggregate (i.e. scores for the entire city, not for small areas), so you really can't use them to look at individual neighborhoods or areas. This modeling allows you to look at small areas effectively.
- In some cases a city is in charge of crime fighting, while in other areas it's a county. Since the geography varies, it's difficult to compare the scores among jurisdictions.
- Over the years, it has been alleged that many jurisdictions under report crime figures, due to the stigma attached to high crime rates. This is why we look at areas vs. the national average, instead of areas vs. raw crime rates.
- Although mandatory, not all agencies provide scores, as required. This creates holes in the data. This forecasting method allows us to fill in the holes, and provide you with a score for anywhere in the US.

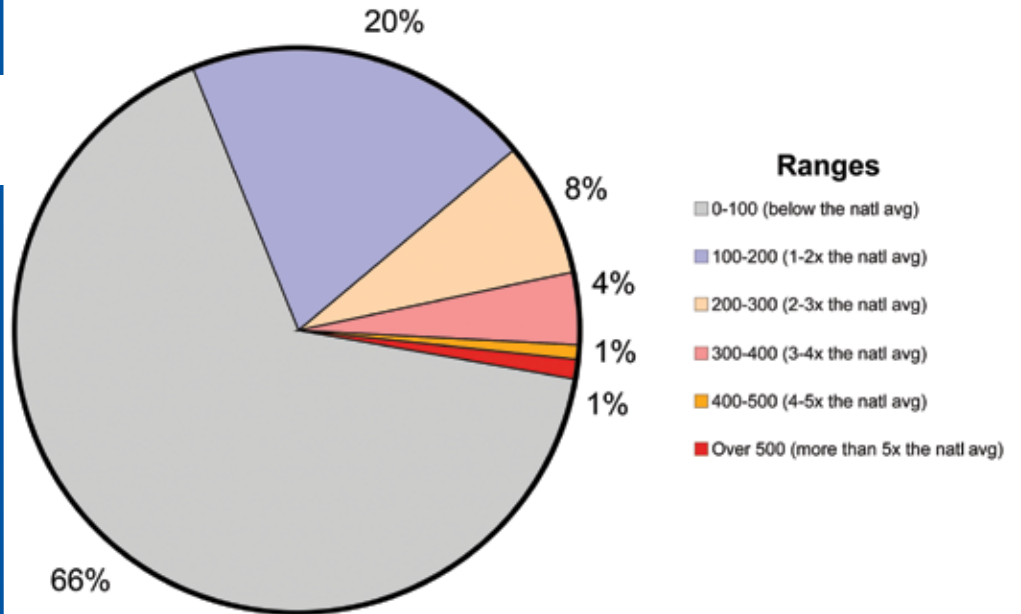
The five states with the highest crime scores

- 1.) Washington D.C.
- 2.) Florida
- 3.) Nevada
- 4.) Louisiana
- 5.) Maryland



Crime Score Distributions Based upon % of Population

Crime Score Distribution Chart



Batch Processing

Policies can also be run through in batch to give you a comprehensive picture of your crime risks. Use this to evaluate your current exposure, as well as when considering new schedules.

Why You Should Use the RiskMeter Online Crime Report!

- Boost your bottom-line
- Increase your workflow & underwriting efficiency
- Reduce your risk exposure
- Establish crucial underwriting guidelines
- Accurately price policies
- Eliminate underwriting errors

Questions?

For more information call **1.800.746.7797**