

2022 Regular Session

HOUSE RESOLUTION NO. 198

BY REPRESENTATIVE ROBBY CARTER

A RESOLUTION

To urge and request the Department of Insurance to study and make recommendations to the House of Representatives of the Legislature of Louisiana regarding the effect of excluding advertising expenses in setting automobile insurance rates and to report its findings and recommendations.

WHEREAS, Statista reported that certain insurance companies spent over one billion dollars in advertising in 2020; and

WHEREAS, insurance company mascots have become ubiquitous in cable network commercials, internet advertisements, and video streaming commercials; and

WHEREAS, the insurance market is an industry concerned with mitigating the cost of losses by spreading risk among policyholders; and

WHEREAS, policyholders pay premiums to insurance companies for the purpose of receiving insurance proceeds in the event of a loss to assist them in financing repairs of the damage resulting from a loss; and

WHEREAS, policyholders do not pay premiums to insurance companies for the purpose of being entertained during commercial breaks in television programming; and

WHEREAS, it is in the interest of the residents of Louisiana to pay reasonable insurance premiums for adequate coverage; and

WHEREAS, Kelley Blue Book reported in January 2022 that Louisiana is the state with the fourth highest average monthly cost for car insurance in the United States; and

WHEREAS, it is the duty of the Department of Insurance to study and regulate the insurance industry for the state of Louisiana.

THEREFORE, BE IT RESOLVED that the House of Representatives of the Legislature of Louisiana does hereby urge and request the Department of Insurance to study and make recommendations to the Legislature of Louisiana regarding the effect of excluding advertising expenses in setting automobile insurance rates.

BE IT FURTHER RESOLVED that the Department of Insurance shall report its findings and recommendations in writing to the elected members of the House of Representatives of the Legislature of Louisiana and the David R. Poynter Legislative Research Library on or before January 1, 2023.

BE IT FURTHER RESOLVED that a copy of this Resolution be transmitted to the commissioner of insurance.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES