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# **PUBLIC PERCEPTION OF INSURANCE IN ROMANIA: A SURVEY OF INSURANCE CONSUMERS AND NON-CONSUMERS**

### **Abstract:**

The current paper aims to emphasize the Romanian public perceives insurance companies and their products. To capture a real picture, we used an online questionnaire. We are focused mostly on the different impact of some relevant factors: knowledge, trust, income. Of the 150 respondents, 74% consider that the activity of insurance companies is essential. Moreover, 62% of individuals claimed to have a high trust level.

In summary, we consider that insurers need to take some initiatives to boost the insured' trust.

### **Keywords:**

insurance, perception, trust

**JEL Classification:** G22