YouGov
What the world thinks

InsuranceED
Fieldwork Dates: 29th - 30th August 2018

Conducted by YouGov
On behalf of YouGov Omnibus

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1202 adults. Fieldwork was undertaken between 29th - 30th August 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N

GOI_Q1. Which, if any, of the following types of insurance do you currently have?

Please select all that apply.

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: All US Adults	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
Auto insurance	72%	73%	71%	51%	75% C	87% C.D	64%	77% F	73% F	71%	80% K.L.M	51%	61% *	61% *	65%
Health insurance	70%	66%	74% A	52%	73% C	84% C.D	69%	77% H	66%	71%	76% L.M	70% L	50% *	60% *	62%
Homeowners insurance	43%	44%	43%	19%	42% C	66% C.D	40%	53% F.H.I	44%	37%	53% K.L.M	27%	18% *	37% L*	35%
Flood insurance	6%	7%	6%	6%	5%	8%	3%	6%	10% F.I	4%	7%	4%	9% *	3% *	7%
Fire insurance	13%	14%	12%	4%	10% C	23% C.D	12%	12%	13%	15%	16% K	6%	8% *	8% *	11%
Earthquake insurance	3%	4%	3%	5%	2%	4%	2%	5% H	1%	7% H	3%	1%	7% K*	6% K*	2%
Renters insurance	14%	14%	14%	17%	13%	13%	16%	17%	12%	13%	14%	18%	11% *	12% *	12%
Life insurance	45%	49% B	41%	28%	48% C	57% C.D	43%	54% F.H.I	44%	37%	49% L	50% L	27% *	39% *	39%
Pet insurance	3%	4%	3%	4%	2%	3%	4%	1%	3%	5% G	3%	8% J.L	1% *	3% *	3%
Travel insurance	7%	9% B	5%	10% D	3%	7% D	10% G.H	4%	4%	11% G.H	6%	10%	8% *	3% *	7%
Other	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1% *	1% *	1%
Don't know	2%	2%	2%	4% E	1% E	-	4%	1%	1%	1%	2%	0%	3% *	3% *	2%
Not applicable - I don't currently have any types of insurance, but owned it in the past	3%	3%	3%	4%	4%	1%	2%	2%	4%	2%	2%	4%	4% *	3% *	3%
Not applicable - I have never owned any type of insurance	5%	5%	5%	10% D.E	4% E	1%	4%	2%	5%	8% G	3%	7% J	10% J*	10% J*	7% P.Q

GOI_Q2. In the previous question, you mentioned that you currently have Health Insurance.

What type of health insurance do you have?

	Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	891	379	512	176	286	429	154	228	327	182	661	106	68	56	284
Base: US Adults with health insurance	833	392	441	194	272	367	148	204	305	176	587	104	88	54	302
I have health insurance that is provided through a government health program, such as Medicaid	18%	16%	20%	32% D.E	21% E	10%	20%	13%	15%	29% G.H	13%	36% J*	30% J*	23% J*	26% P.Q
I have health insurance through the military or through VA benefits	3%	4%	2%	2%	2%	5%	3%	3%	5%	2%	3%	5% *	1% *	3% *	3%
I have health insurance that I or a family member purchased directly from the health insurance company or HMO, not through an employer, union. school. trade group or professional association	13%	14%	13%	16%	13%	12%	13%	11%	14%	16%	12%	14% *	22% *	7% *	13%
I have health insurance provided through Medicare	19%	16%	22%	2%	6% C	38% C.D	15%	20%	19%	23%	21%	13% *	14% *	25% *	24% Q
I have health insurance that is provided through my or a family member's employer, union, school, trade group or professional association	46%	50%	43%	48% E	58% E	35%	49% I	55% I	47% I	31%	51% K.L	31% *	33% *	42% *	33%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GOI_Q1. Which, if any, of the following types of insurance do you currently have?

Please select all that apply.

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: All US Adults	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
Auto insurance	72%	71%	84% N.O	86% N.O	86% T.U.V	69% **	72% V	74% V*	47%	76% **	72%	72%	58%	84% Z.AC	81% Z.AC
Health insurance	70%	69% N	81% N.O	88% N.O	79% T.V	51% **	68% V	69% *	56%	77% **	70%	70%	59%	80% Z.AC	79% Z.AC
Homeowners insurance	43%	42%	53% N.O	68% N.O.P	64% T.U.V	21% **	34% V	50% T.V*	15%	23% **	43%	44%	24%	49% Z	68% Z.AA.AC
Flood insurance	6%	4%	6%	14% N.O.P	9% T.V	- **	2%	8% *	4%	1% **	6%	7%	5%	5%	11% Z.AA
Fire insurance	13%	13%	12%	22% N.O.P	21% T.V	8% **	9% V	16% V*	2%	6% **	11%	14%	7%	15% Z	22% Z.AA.AC
Earthquake insurance	3%	4%	4%	7% N	5% T	- **	1%	1% *	4%	2% **	3%	4%	3%	2%	7% Z.AA
Renters insurance	14%	13%	22% N.O	15%	11%	17% **	22% R	12% *	17% R	11% **	13%	15%	13%	17%	12%
Life insurance	45%	44% N	51% N.O	64% N.O.P	58% T.V	29% **	35%	47% V*	29%	27% **	48%	44%	28%	53% Z.AC	62% Z.AC
Pet insurance	3%	3%	4%	2%	3%	- **	3%	- *	4%	3% **	3%	3%	2%	4%	4%
Travel insurance	7%	5%	8%	10%	9% T	4% **	2%	11% T*	5%	- **	7%	7%	4%	5%	13% Z.AA.AC
Other	1%	2%	0%	-	0%	- **	2% R	6% R.V*	1%	- **	1%	1%	0%	1%	1%
Don't know	2%	2%	1%	1%	1%	- **	3% R	6% R*	3% R	2% **	1%	2%	1%	0%	3% AA
Not applicable - I don't currently have any types of insurance, but owned it in the past	3%	4% P.Q	1%	-	1%	- **	5% R	2% *	5% R	3% **	4%	2%	5% AA.AB	1%	1%
Not applicable - I have never owned any type of insurance	5%	5%	2%	2%	1%	5% **	2%	3% *	13% R.T.U	6% **	4%	5%	8% AA.AB	2%	2%

GOI_Q2. In the previous question, you mentioned that you currently have Health Insurance.

What type of health insurance do you have?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	891	295	195	117	504	12	107	50	184	34	256	635	268	287	239
Base: US Adults with health insurance	833	262	168	101	462	10	90	41	187	42	242	591	248	285	213
I have health insurance that is provided through a government health program, such as Medicaid	18%	19% P.Q	10%	5%	9%	43% **	20% R*	8% *	35% R.T.U	49% **	26% Y	15%	33% AA.AB.AC	14% AB	6%
I have health insurance through the military or through VA benefits	3%	3%	3%	5%	4%	9% **	1% *	3% *	2%	4% **	3%	3%	3%	5%	3%
I have health insurance that I or a family member purchased directly from the health insurance company or HMO, not through an employer, union. school. trade group or professional association	13%	15%	10%	15%	15%	8% **	13% *	6% *	11%	14% **	12%	14%	12%	15%	14%
I have health insurance provided through Medicare	19%	17%	17%	14%	19% V	16% **	34% R.V*	56% R.T.V*	8%	9% **	7%	24% X	29% AA.AB	15%	12%
I have health insurance that is provided through my or a family member's employer, union, school, trade group or professional association	46%	45% N	61% N.O	61% N.O	53% T.U.V	24% **	32% *	27% *	44% T.U	23% **	52% Y	43%	23%	52% Z	65% Z.AA.AC

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	Total	Prefer not to say
		AC

GOI_Q1. Which, if any, of the following types of insurance do you currently have?

Please select all that apply.

	Total	Prefer not to say
Unweighted base	1202	145
Base: All US Adults	1188	140
Auto insurance	72%	66%
Health insurance	70%	62%
Homeowners insurance	43%	39% Z
Flood insurance	6%	6%
Fire insurance	13%	10%
Earthquake insurance	3%	3%
Renters insurance	14%	15%
Life insurance	45%	41% Z
Pet insurance	3%	2%
Travel insurance	7%	4%
Other	1%	3% Z
Don't know	2%	4% Z.AA
Not applicable - I don't currently have any types of insurance, but owned it in the past	3%	3%
Not applicable - I have never owned any type of insurance	5%	8% AA.AB

GOI_Q2. In the previous question, you mentioned that you currently have Health Insurance.

What type of health insurance do you have?

	Total	Prefer not to say
Unweighted base	891	97
Base: US Adults with health insurance	833	87
I have health insurance that is provided through a government health program, such as Medicaid	18%	21% AB*
I have health insurance through the military or through VA benefits	3%	1% *
I have health insurance that I or a family member purchased directly from the health insurance company or HMO, not through an employer, union. school. trade group or professional association	13%	11% *
I have health insurance provided through Medicare	19%	22% AB*
I have health insurance that is provided through my or a family member's employer, union, school, trade group or professional association	46%	45% Z*

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOI_Q3. In general, which ONE, if any, of the following is your MOST preferred method of purchasing insurance of any type?

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: All US Adults	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
In-person	36%	37%	35%	25%	34% C	46% C.D	32%	35%	37%	38%	36%	41%	33% *	28% *	42% O.P.Q
Over the phone	14%	14%	14%	13%	12%	17% D	17%	14%	14%	12%	14%	17%	16% *	11% *	17%
Online	28%	28%	29%	30% E	33% E	22%	29%	27%	30%	26%	30%	24%	24% *	25% *	20%
Through a mobile application	3%	4%	2%	5% E	2%	2%	2%	2%	4%	2%	2%	2%	6% *	6% *	3%
Other	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2% *	6% J*	1%
Don't know	8%	7%	8%	10% E	9% E	4%	9%	9%	7%	7%	9%	4%	6% *	8% *	7%
Not applicable - I've never purchased any new insurance policies	9%	8%	11%	15% D.E	7%	7%	9%	11%	8%	12%	8%	10%	14% *	16% J*	11% Q

GOI_Q4. When you are purchasing any kind of insurance, do you generally work with one or more insurance agents?

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1153	496	657	280	370	503	193	286	447	227	821	138	113	81	395
Base: US Adults Who Do/Have Own(ed) Insurance	1130	561	569	339	360	431	205	258	438	229	754	139	157	80	457
Yes, I work with an agent who represents a single insurance provider	34%	35%	33%	29%	36%	35%	30%	35%	34%	35%	33% M	42% M	35% *	22% *	35%
Yes, I work with an agent who represents multiple insurance providers	23%	26%	21%	19%	18%	31% C.D	23%	26%	23%	22%	24%	24%	21% *	22% *	25%
Yes, I work with both single insurance provider agents AND multiple insurance provider agents	9%	9%	8%	9%	6%	11% D	11%	9%	9%	6%	9%	5%	10% *	12% *	9%
No, I don't work with an insurance agent	23%	23%	24%	24%	28% E	18%	22%	21%	25%	24%	22%	25%	24% *	27% *	20%
Don't know	11%	8%	14% A	18% D.E	11% E	5%	14%	10%	9%	14%	12% K	5%	9% *	18% K*	11%

GOI_Q5_1. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- Determining which insurance policies I may need is confusing

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: All US Adults	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
Strongly agree	20%	19%	21%	26% D.E	15%	18%	23%	22% H	16%	21%	20%	20%	23% *	15% *	20%
Somewhat agree	33%	32%	35%	30%	37%	33%	27%	31%	36%	35%	35%	30%	33% *	26% *	33%
Neither agree nor disagree	21%	23%	19%	20%	20%	22%	24%	23%	21%	18%	20%	27%	15% *	32% J.L*	22%
Somewhat disagree	12%	14%	11%	9%	13%	14%	10%	14%	12%	13%	13%	10%	11% *	8% *	10%
Strongly disagree	8%	9%	8%	5%	8%	11% C	9%	5%	11% G	7%	8%	9%	7% *	9% *	7%
Don't know	5%	4%	7%	9% E	7% E	1%	7%	4%	5%	6%	4%	4%	11% J*	10% J*	7% Q

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+

GOI_Q3. In general, which ONE, if any, of the following is your MOST preferred method of purchasing insurance of any type?

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: All US Adults	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
In-person	36%	31%	32%	30%	39% V	22% **	40% V	44% V*	26%	48% **	33%	37%	40% AB	34%	32%
Over the phone	14%	13%	13%	10%	14%	13% **	21% R.V	16% *	11%	13% **	10%	16% X	15%	13%	14%
Online	28%	32% N	34% N	44% N.O	31%	51% **	26%	19% *	27%	19% **	37% Y	25%	23%	35% Z.AC	33% Z.AC
Through a mobile application	3%	4%	3%	2%	3%	- **	2%	3% *	3%	2% **	3%	3%	2%	5%	3%
Other	2%	2%	1%	4% N	2%	- **	1%	1% *	2%	2% **	1%	2%	2%	1%	2%
Don't know	8%	10%	8%	6%	6%	9% **	6%	9% *	11% R	8% **	8%	8%	5%	6%	10% Z
Not applicable - I've never purchased any new insurance policies	9%	10% Q	10% Q	4%	5%	5% **	5%	8% *	20% R.T.U	8% **	7%	11%	13% AA.AB	6%	6%

GOI_Q4. When you are purchasing any kind of insurance, do you generally work with one or more insurance agents?

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1153	397	232	129	599	16	150	68	276	44	335	818	393	341	281
Base: US Adults Who Do/Have Own(ed) Insurance	1130	359	203	112	580	19	131	59	290	51	331	799	387	351	264
Yes, I work with an agent who represents a single insurance provider	34%	31%	37%	29%	36% V	22% **	38% V	29% *	28%	38% **	38%	32%	37%	35%	29%
Yes, I work with an agent who represents multiple insurance providers	23%	24%	20%	22%	26% V	51% **	26% V	29% V*	15%	15% **	21%	24%	23%	23%	27%
Yes, I work with both single insurance provider agents AND multiple insurance provider agents	9%	8%	6%	15% O.P	11% V	10% **	7%	12% *	6%	8% **	7%	10%	6%	9%	14% Z
No, I don't work with an insurance agent	23%	24%	28% N	27%	20%	13% **	23%	17% *	29% R	35% **	25%	23%	25% AC	27% AC	20%
Don't know	11%	13%	9%	8%	7%	5% **	7%	13% *	23% R.T	4% **	10%	12%	10%	6%	10%

GOI_Q5_1. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- Determining which insurance policies I may need is confusing

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: All US Adults	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
Strongly agree	20%	21%	17%	18%	20%	22% **	17%	16% *	21%	13% **	22%	19%	23% AA	16%	21%
Somewhat agree	33%	28%	39% O	39% O	35%	47% **	35%	31% *	29%	34% **	32%	34%	29%	40% Z.AC	32%
Neither agree nor disagree	21%	22%	19%	17%	22%	9% **	17%	29% *	20%	26% **	20%	21%	20%	21%	21%
Somewhat disagree	12%	13%	12%	16%	13%	8% **	16%	13% *	10%	11% **	12%	13%	11%	12%	16%
Strongly disagree	8%	10%	10%	9%	9%	9% **	12%	9% *	6%	9% **	8%	9%	10%	8%	7%
Don't know	5%	6%	3%	1%	2%	5% **	3%	2% *	13% R.T.U	6% **	6%	5%	7% AA	2%	4%

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	Total	Prefer not to say

GOI_Q3. In general, which ONE, if any, of the following is your MOST preferred method of purchasing insurance of any type?

	Total	Prefer not to say
Unweighted base	1202	145
Base: All US Adults	1188	140
In-person	36%	35%
Over the phone	14%	15%
Online	28%	16%
Through a mobile application	3%	2%
Other	2%	1%
Don't know	8%	15% Z.AA
Not applicable - I've never purchased any new insurance policies	9%	16% AA.AB

GOI_Q4. When you are purchasing any kind of insurance, do you generally work with one or more insurance agents?

	Total	Prefer not to say
Unweighted base	1153	138
Base: US Adults Who Do/Have Own(ed) Insurance	1130	129
Yes, I work with an agent who represents a single insurance provider	34%	30%
Yes, I work with an agent who represents multiple insurance providers	23%	19%
Yes, I work with both single insurance provider agents AND multiple insurance provider agents	9%	9%
No, I don't work with an insurance agent	23%	13%
Don't know	11%	29% Z.AA.AB

GOI_Q5_1. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- Determining which insurance policies I may need is confusing

	Total	Prefer not to say
Unweighted base	1202	145
Base: All US Adults	1188	140
Strongly agree	20%	17%
Somewhat agree	33%	28%
Neither agree nor disagree	21%	25%
Somewhat disagree	12%	9%
Strongly disagree	8%	9%
Don't know	5%	12% AA.AB

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOI_Q5_2. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- I'd prefer working with an insurance agent to help me find the best policy

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: All US Adults	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
Strongly agree	34%	31%	38% A	29%	33%	41% C.D	35%	35%	36%	29%	33%	44% J	34% *	33% *	41% O.P.Q
Somewhat agree	30%	32%	28%	28%	28%	33%	27%	30%	29%	35%	31%	25%	33% *	27% *	27%
Neither agree nor disagree	18%	19%	17%	21% E	20% E	14%	20%	21%	16%	17%	19%	20%	16% *	17% *	16%
Somewhat disagree	5%	6%	5%	6%	6%	5%	5%	5%	6%	5%	7%	2%	2% *	3% *	3%
Strongly disagree	6%	6%	5%	5%	6%	5%	4%	3%	7%	7%	6%	3%	4% *	12% J.K*	4%
Don't know	6%	5%	8%	11% E	7% E	1%	8%	6%	5%	7%	5%	5%	11% *	9% *	8% Q

GOI_Q6_. Which ONE, if any, of the following factors is MOST important to you when shopping for a new insurance policy?

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: US Adults With the Given Type of Insurance	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
The value for money spent	34%	35%	32%	29%	36%	35%	30%	34%	34%	36%	38% K.L	24%	22% *	34% *	30%
The company's reputation	11%	13%	9%	15% D	8%	10%	11%	8%	12%	11%	9%	15%	15% *	9% *	14% O
Quality of customer support (e.g., 24/7 customer service, ease of filing a claim)	7%	8%	7%	10%	5%	7%	8%	6%	9%	7%	8%	8%	6% *	5% *	7%
Quality of insurance coverage	35%	32%	38%	26%	36% C	42% C	33%	40%	35%	31%	34%	41%	34% *	31% *	31%
Other	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	1%	2% *	3% *	1%
Don't know	7%	5%	8%	10% E	8% E	2%	11% H	7%	5%	5%	6%	4%	11% *	9% *	9% P.Q
Not applicable - there are no important factors to me while shopping for insurance	5%	6%	5%	8% E	6% E	3%	6%	4%	5%	8%	4%	7%	10% J*	9% J*	7% Q

GOI_Q7_1_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Health insurance

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	891	379	512	176	286	429	154	228	327	182	661	106	68	56	284
Base: All US Adults	833	392	441	194	272	367	148	204	305	176	587	104	88	54	302
Very satisfied	47%	49%	46%	51% D	36%	54% D	51%	43%	49%	46%	44%	58% J*	62% J*	43% *	56% O.P
Somewhat satisfied	42%	39%	45%	41%	50% E	38%	37%	48%	40%	45%	45%	35% *	31% *	46% *	38%
Not very satisfied	8%	9%	7%	6%	12% E	6%	10%	7%	9%	6%	9%	5% *	6% *	10% *	5%
Not at all satisfied	2%	2%	2%	2%	3%	1%	1%	3%	2%	3%	3%	1% *	1% *	-	2%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+

GOI_Q5_2. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- I'd prefer working with an insurance agent to help me find the best policy

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: All US Adults	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
Strongly agree	34%	31%	30%	24%	36% V	38% **	40% V	55% R.V*	23%	43% **	40% Y	32%	43% AA.AB.AC	29%	30%
Somewhat agree	30%	31%	30%	41% N.O.P	35% U.V	31% **	28%	17% *	27%	19% **	26%	32%	25%	34% Z	34% Z
Neither agree nor disagree	18%	20%	18%	20%	16%	21% **	15%	18% *	23% R	20% **	18%	18%	17%	20%	17%
Somewhat disagree	5%	6%	10% N	5%	5%	- **	6%	1% *	7%	4% **	5%	6%	4%	7%	8% Z.AC
Strongly disagree	6%	6%	7%	8%	5%	- **	6%	4% *	6%	7% **	4%	6%	4%	7%	7%
Don't know	6%	6%	4%	2%	2%	9% **	5% R	4% *	14% R.T.U	7% **	7%	6%	8% AA	2%	4%

GOI_Q6_. Which ONE, if any, of the following factors is MOST important to you when shopping for a new insurance policy?

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: US Adults With the Given Type of Insurance	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
The value for money spent	34%	33%	39% N	40%	36%	31% **	32%	28% *	32%	31% **	34%	33%	34%	33%	34%
The company's reputation	11%	8%	8%	11%	13% V	36% **	8%	17% V*	6%	4% **	10%	11%	11%	13%	9%
Quality of customer support (e.g., 24/7 customer service, ease of filing a claim)	7%	8%	7%	8%	7%	- **	7%	9% *	8%	7% **	6%	8%	6%	7%	12% Z.AC
Quality of insurance coverage	35%	38%	38%	35%	37% V	24% **	40% V	30% *	28%	47% **	35%	35%	30%	39% Z	37%
Other	1%	2%	0%	2%	1%	- **	1%	3% *	2%	- **	1%	1%	2%	0%	1%
Don't know	7%	7% P	2%	2%	3%	9% **	8% R	10% R*	12% R	6% **	8%	6%	9% AA.AB	3%	4%
Not applicable - there are no important factors to me while shopping for insurance	5%	4%	5%	1%	3%	- **	4%	4% *	12% R.T	5% **	5%	6%	7%	4%	3%

GOI_Q7_1_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Health insurance

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	891	295	195	117	504	12	107	50	184	34	256	635	268	287	239
Base: All US Adults	833	262	168	101	462	10	90	41	187	42	242	591	248	285	213
Very satisfied	47%	44%	39%	45%	43%	71% **	49% *	52% *	51%	60% **	41%	50% X	53% AB	50% AB	37%
Somewhat satisfied	42%	44%	48% N	42%	45%	29% **	39% *	46% *	39%	34% **	47%	41%	38%	40%	52% Z.AA.AC
Not very satisfied	8%	10% N	10% N	10%	10%	- **	8% *	2% *	7%	4% **	9%	8%	7%	9%	8%
Not at all satisfied	2%	2%	3%	3%	2%	- **	5% *	- *	2%	2% **	4%	1%	2%	2%	2%

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	Total	Prefer not to say

GOI_Q5_2. To what extent do you agree or disagree with each of the following statements?

Please select one option on each row.

- I'd prefer working with an insurance agent to help me find the best policy

	Total	Prefer not to say
Unweighted base	1202	145
Base: All US Adults	1188	140
Strongly agree	34%	30%
Somewhat agree	30%	29%
Neither agree nor disagree	18%	21%
Somewhat disagree	5%	2%
Strongly disagree	6%	3%
Don't know	6%	15% Z.AA.AB

GOI_Q6_. Which ONE, if any, of the following factors is MOST important to you when shopping for a new insurance policy?

	Total	Prefer not to say
Unweighted base	1202	145
Base: US Adults With the Given Type of Insurance	1188	140
The value for money spent	34%	33%
The company's reputation	11%	7%
Quality of customer support (e.g., 24/7 customer service, ease of filing a claim)	7%	4%
Quality of insurance coverage	35%	34%
Other	1%	-
Don't know	7%	13% AA.AB
Not applicable - there are no important factors to me while shopping for insurance	5%	8% AB

GOI_Q7_1_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Health insurance

	Total	Prefer not to say
Unweighted base	891	97
Base: All US Adults	833	87
Very satisfied	47%	49% *
Somewhat satisfied	42%	39% *
Not very satisfied	8%	8% *
Not at all satisfied	2%	5% *

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOI_Q7_2_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Auto insurance

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	902	408	494	167	288	447	144	226	349	183	691	79	75	57	285
Base: All US Adults	856	434	422	194	281	381	137	203	339	177	618	76	107	55	317
Very satisfied	55%	54%	57%	50%	50%	62% C.D	57%	55%	55%	55%	58%	56% *	43% *	51% *	57%
Somewhat satisfied	38%	39%	37%	42%	43% E	33%	39%	38%	38%	37%	36%	39% *	49% *	38% *	37%
Not very satisfied	6%	6%	5%	7%	6%	4%	3%	5%	5%	8%	5%	4% *	8% *	11% *	5%
Not at all satisfied	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	- *	1% *	- *	0%

GOI_Q7_3_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Homeowners insurance

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	580	272	308	66	174	340	94	155	224	107	473	46	27	34	171
Base: All US Adults	517	258	259	73	156	287	85	139	201	91	413	40	31	33	170
Very satisfied	55%	52%	58%	40% *	50%	62% C.D	53% *	52%	56%	59%	55%	62% *	42% **	53% **	57%
Somewhat satisfied	39%	41%	36%	52% E*	44% E	32%	40% *	40%	38%	36%	39%	30% *	40% **	42% **	38%
Not very satisfied	5%	6%	4%	7% *	5%	5%	7% *	6%	4%	4%	4%	4% *	17% **	5% **	4%
Not at all satisfied	1%	1%	2%	1% *	1%	2%	- *	1%	2%	1%	1%	3% *	- **	- **	1%

GOI_Q7_4_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Renters insurance

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	173	73	100	54	55	64	33	50	60	30	121	26	15	11	53
Base: All US Adults	169	84	85	64	50	55	35	44	57	33	111	27	19	11	60
Very satisfied	55% *	50% *	61% *	51% *	51% *	64% *	62% **	48% *	55% *	58% **	55%	58% **	51% **	61% **	55% *
Somewhat satisfied	41% *	45% *	38% *	46% *	45% *	32% *	38% **	49% *	39% *	39% **	42%	39% **	43% **	39% **	41% *
Not very satisfied	2% *	3% *	2% *	3% *	3% *	1% *	- **	3% *	2% *	3% **	2%	2% **	7% **	- **	2% *
Not at all satisfied	1% *	3% *	- *	- *	2% *	3% *	- **	- *	4% *	- **	2%	2% **	- **	- **	2% *

GOI_Q8. Which, if any, of the following options rank highest among your financial priorities?

Please select up to TWO options.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1202	514	688	307	386	509	200	292	466	244	840	147	127	88	421
Base: All US Adults	1188	591	597	377	375	437	214	264	462	248	775	149	174	90	490
Having comprehensive insurance	18%	19%	17%	16%	11%	26% C.D	20%	19%	15%	19%	19%	19%	15% *	17% *	17%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+

GOI_Q7_2_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Auto insurance

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	902	302	200	115	532	10	112	54	161	33	257	645	260	292	246
Base: All US Adults	856	267	173	98	503	14	96	45	158	41	248	608	246	299	218
Very satisfied	55%	52%	53%	63%	59% V	23% **	54%	68% V*	43%	57% **	52%	56%	53%	54%	59%
Somewhat satisfied	38%	41%	40%	30%	35%	77% **	38%	28% *	47% R.U	36% **	40%	38%	37%	41%	35%
Not very satisfied	6%	5%	7%	5%	5%	- **	6%	4% *	8%	5% **	7%	5%	7%	5%	6%
Not at all satisfied	1%	2%	0%	2%	1%	- **	2%	- *	2%	2% **	1%	1%	2%	1%	0%

GOI_Q7_3_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Homeowners insurance

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	580	186	132	91	419	5	55	38	53	10	166	414	116	187	211
Base: All US Adults	517	159	110	78	376	4	45	30	49	13	150	367	103	175	184
Very satisfied	55%	51%	54%	62% *	55% V	55% **	58% V*	66% V*	38% *	76% **	49%	58%	52%	60%	52%
Somewhat satisfied	39%	42%	36%	36% *	38%	45% **	37% *	34% *	53% R*	24% **	42%	37%	40%	35%	41%
Not very satisfied	5%	5%	9% Q	2% *	5%	- **	4% *	- *	9% *	- **	8%	4%	7%	5%	6%
Not at all satisfied	1%	2%	1%	- *	2%	- **	2% *	- *	- *	- **	1%	1%	1%	1%	2%

GOI_Q7_4_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Renters insurance

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	173	52	49	19	69	4	33	9	51	7	44	129	59	61	35
Base: All US Adults	169	48	45	17	66	4	29	7	56	6	44	125	55	61	32
Very satisfied	55%	53% *	61% *	46% **	47% *	47% **	54% **	65% **	63% *	71% **	41% *	60%	57% *	44% *	53% *
Somewhat satisfied	41%	42% *	36% *	51% **	51% *	53% **	33% **	35% **	35% *	29% **	59% Y*	35%	41% *	52% *	39% *
Not very satisfied	2%	5% *	1% *	- **	- *	- **	10% **	- **	2% *	- **	-	3%	1% *	2% *	6% *
Not at all satisfied	1%	- *	2% *	3% **	2% *	- **	3% **	- **	- *	- **	-	2%	2% *	1% *	2% *

GOI_Q8. Which, if any, of the following options rank highest among your financial priorities?

Please select up to TWO options.

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1202	413	236	132	604	17	153	70	310	48	348	854	425	346	286
Base: All US Adults	1188	377	207	114	585	20	133	60	335	55	346	842	421	357	270
Having comprehensive insurance	18%	19%	20%	16%	21% V	8% **	22% V	14% *	14%	11% **	14%	20% X	15%	17%	24% Z.AA

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	Total	Prefer not to say

GOI_Q7_2_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Auto insurance

	Total	Prefer not to say
Unweighted base	902	104
Base: All US Adults	856	93
Very satisfied	55%	57% *
Somewhat satisfied	38%	40% *
Not very satisfied	6%	3% *
Not at all satisfied	1%	1% *

GOI_Q7_3_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Homeowners insurance

	Total	Prefer not to say
Unweighted base	580	66
Base: All US Adults	517	55
Very satisfied	55%	56% *
Somewhat satisfied	39%	40% *
Not very satisfied	5%	2% *
Not at all satisfied	1%	2% *

GOI_Q7_4_. How satisfied or dissatisfied are you with the service you received when purchasing each of the following type(s) of insurance.

Please select one option one each row.

- Renters insurance

	Total	Prefer not to say
Unweighted base	173	18
Base: All US Adults	169	21
Very satisfied	55%	88% **
Somewhat satisfied	41%	12% **
Not very satisfied	2%	- **
Not at all satisfied	1%	- **

GOI_Q8. Which, if any, of the following options rank highest among your financial priorities?

Please select up to TWO options.

	Total	Prefer not to say
Unweighted base	1202	145
Base: All US Adults	1188	140
Having comprehensive insurance	18%	17%

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Paying off credit card debt	32%	31%	32%	23%	35% C	36% C	29%	30%	31%	36%	34% L	31%	21% *	29% *	29%
Saving for retirement	34%	36%	32%	26%	39% C	36% C	31%	38%	35%	30%	36%	34%	26% *	33% *	29%
Sticking to a budget	41%	38%	45% A	33%	44% C	45% C	33%	45% F	43%	41%	43%	39%	33% *	48% *	37%
Saving for a home	17%	18%	17%	33% D.E	15% E	5%	21% G	10%	19% G	18% G	15%	20%	26% J*	18% *	19%
None of these	9%	9%	9%	6%	9%	12% C	8%	10%	11%	6%	9%	5%	16% K.M*	3% *	13% O.P
Don't know	8%	7%	8%	13% D.E	7% E	3%	11%	6%	7%	8%	6%	9%	9% *	12% J*	9% Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*))

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Paying off credit card debt	32%	35%	34%	26%	35%	17% **	34%	30% *	28%	19% **	32%	31%	30%	38% Z.AC	31% AC
Saving for retirement	34%	32%	43% N.O	47% N.O	42% T.U.V	14% **	31%	22% *	23%	39% **	41% Y	31%	24%	38% Z	48% Z.AA.AC
Sticking to a budget	41%	41%	46%	49% N	41%	29% **	50% R.V	43% *	38%	49% **	40%	42%	44% AB	42%	34%
Saving for a home	17%	17%	16%	13%	14% U	40% **	11%	3% *	24% R.T.U	32% **	25% Y	14%	18%	19%	16%
None of these	9%	6%	5%	9%	9%	5% **	9%	18% R.V*	7%	9% **	7%	10%	13% AA.AB	7%	5%
Don't know	8%	8% Q	5%	2%	3%	18% **	4%	12% R*	15% R.T	6% **	6%	8%	9% AA.AB	3%	4%

Cell Contents (Col

YouGov Omnibus

InsuranceED

US_nat Sample: 29th - 30th August 2018

	Total	Prefer not to say
Paying off credit card debt	32%	21%
Saving for retirement	34%	27%
Sticking to a budget	41%	44%
Saving for a home	17%	11%
None of these	9%	7%
Don't know	8%	20% Z.AA.AB

Cell Contents (Col