

8

Participants

4m 23s

Median Time Taken

Location of Participants

63%

United States

13%

Australia

13%

United Kingdom

Pre-Study Questionnaire

In what age group do you belong?

Answer	Percentage	
20-29		50%
30-39		25%
40-49		12.5%
50-59		12.5%
60 and over		0%

Participants' ages range from **20–59 y/o.** with **50%** of participants falling in the age range of **20–29 y/o.**

What type of insurance do you currently own or have owned in the past? (Select as many as apply)

Answer	Percentage	
Health Insurance		87.5%
Auto Insurance		75%
Life Insurance		50%
Renters Insurance		37.5%
Homeowner Insurance		50%
I have never owned insurance / I currently don't own insur...		0%
Other		12.5%
View Responses		

The most common insurance coverage participants' own are **Health, Auto, Life** and **Homeowner.**

Participant-centric Analysis

There was a high level of agreement to the responses that was submitted by Participant #4.

90% of participants agreed with the pairing of cards as well as in which category the cards belong.

Similar IAs: 7/8

4 groups submitted by participant #4

Property Insurance

Similar group labels

Shelter
Property
Housing

Homeowner

Renters

Mobile Home

Condo/Co-op

Landlord

Flood

Health and life

Similar group labels

Personal
Life and Health
Health

Life

Health

Dental

Vision

Long-term Care

Motor Vehicle Insurance

Similar group labels

Stuff with engines
Vehicle, boat, plane
Auto

Auto

Motorcycle

Boat & Watercraft

Scooter

ATV

Aircraft

Extras

Similar group labels

Additional Coverage
personal insurance policy types

Pet

Identity Theft

Travel

Small Business

Umbrella

Summary of Findings

- Participants created a total of **49 categories**, with a median of **6 categories** each.
- **Umbrella, Pet, Small Business, Identity Theft** and **Travel** were consistently the outliers when being categorized.
- Participants were most familiar with insurance coverage that fell into the **Property** and **Auto/Vehicle** categories based on the consistency of how those cards were grouped.
- 50% of participants placed health, dental and vision under **Health/Medical** while grouping Life and Long-term care under **Life**.