

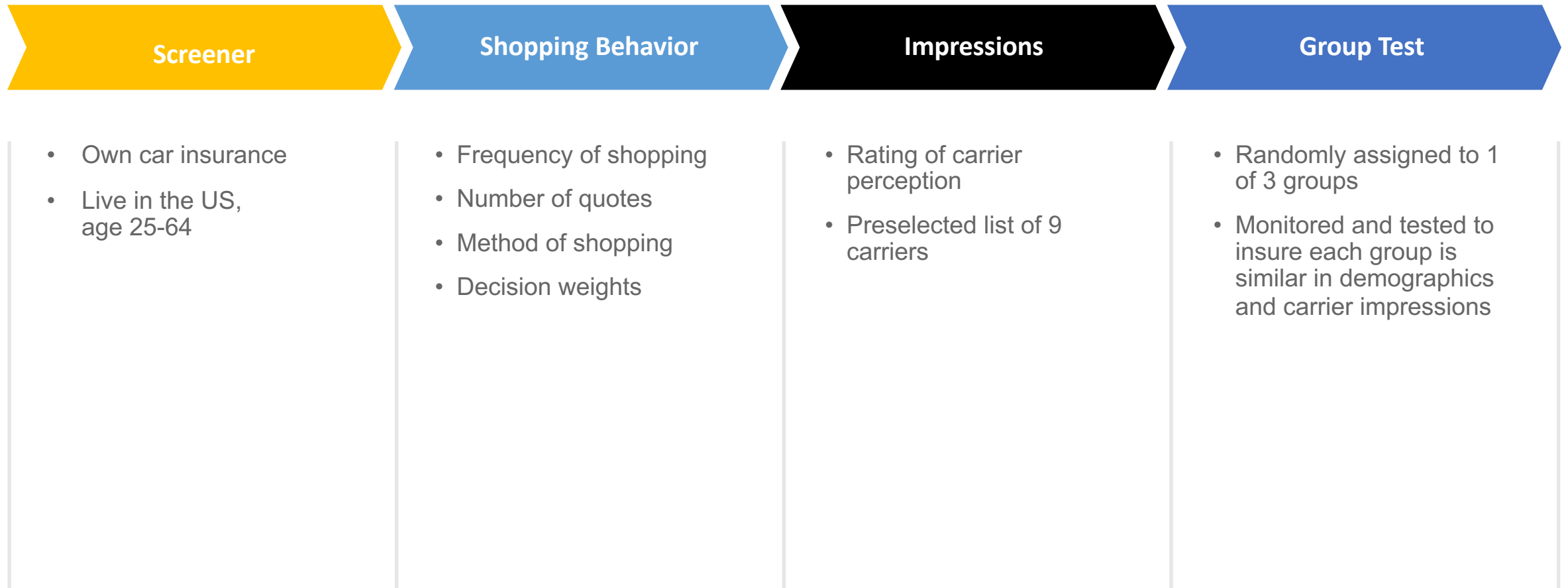


Ratings Impact Survey

June 2018

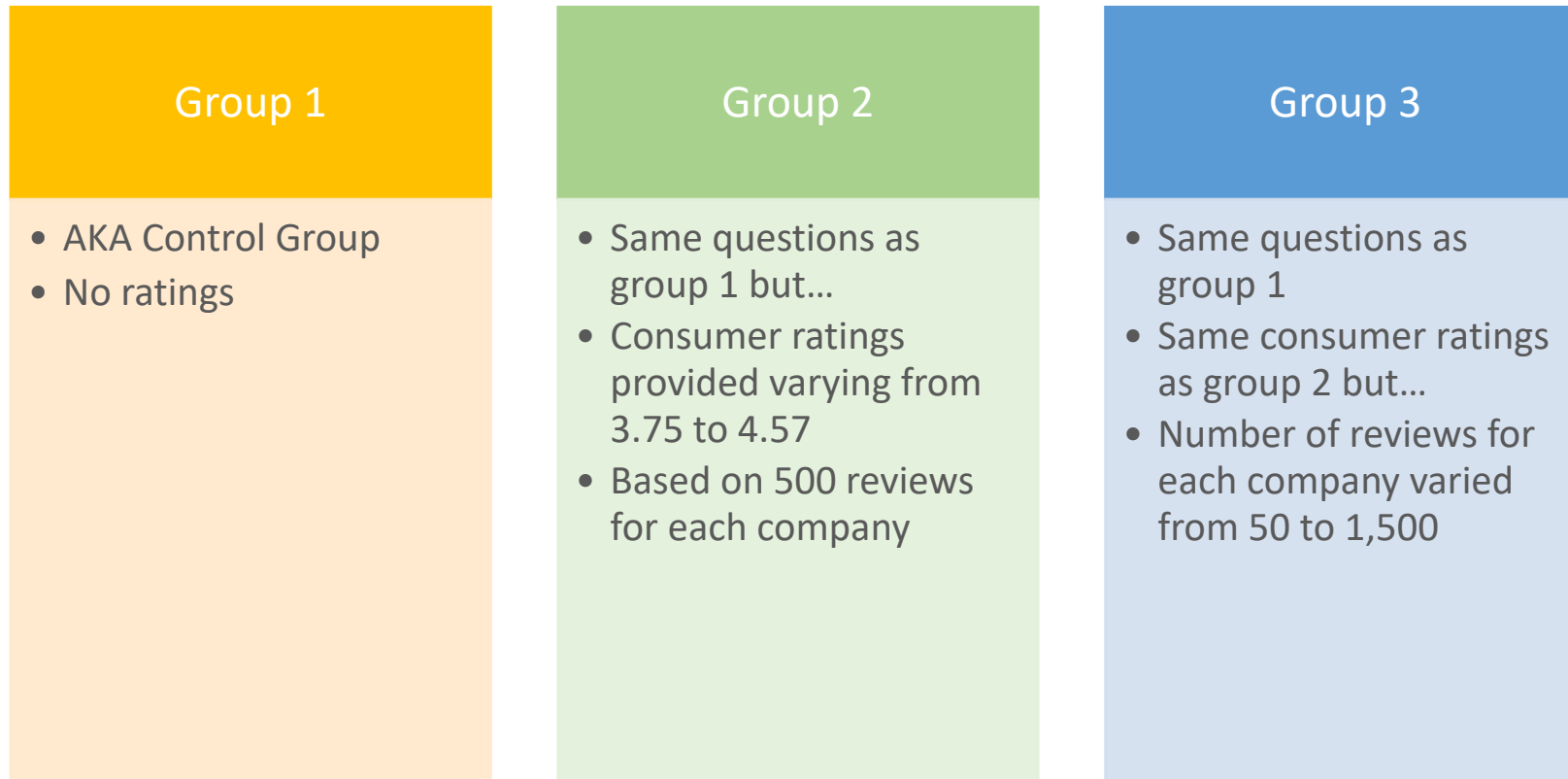
Methodology

- 1,200 participants from a nationally recognized panel company.



Methodology

- A/B testing approach –participants randomly divided into 3 groups.
- Asked from which company they would request a quote and level of confidence.



Methodology

Popular Brands

- Geico
- Progressive
- State Farm
- Liberty Mutual

Lesser Known Brands

- Erie
- Amica
- Shelter
- Root

Fake Company

- GoUS

	Rating	# of Reviews (Group 2, Group 3)
Geico	4.05	500, 1,500
Progressive	3.95	500, 250
State Farm	3.99	500, 750
Liberty Mutual	3.75	500, 50
Erie	4.25	500, 75
Amica	4.37	500, 750
Shelter	4.45	500, 250
Root	4.57	500, 50
GoUS	4.55	500, 250

Note: Not a study to test impact based on level of rating

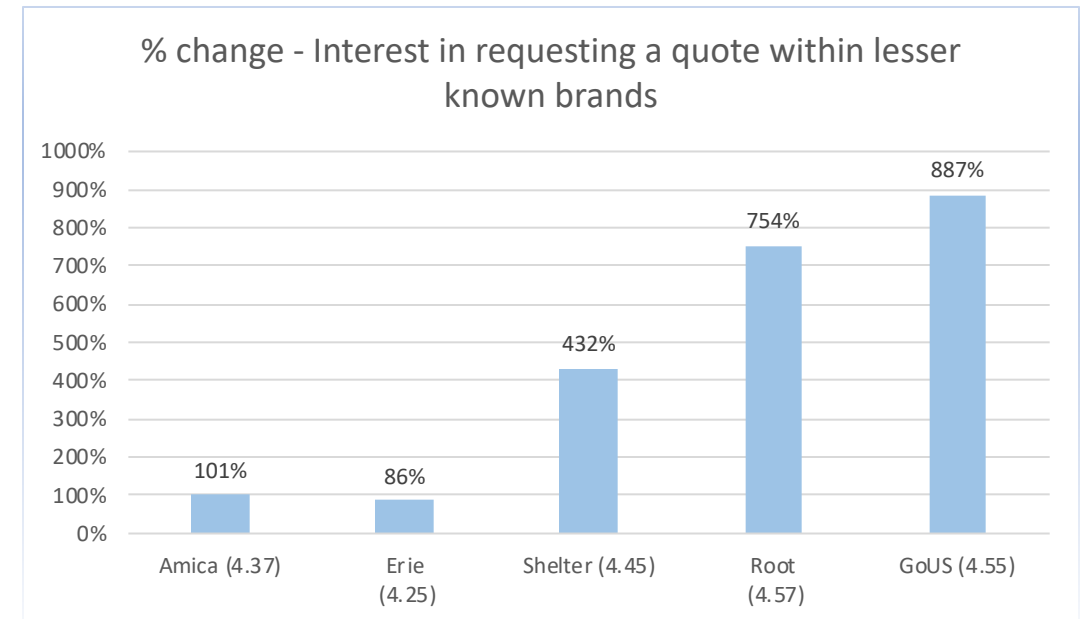
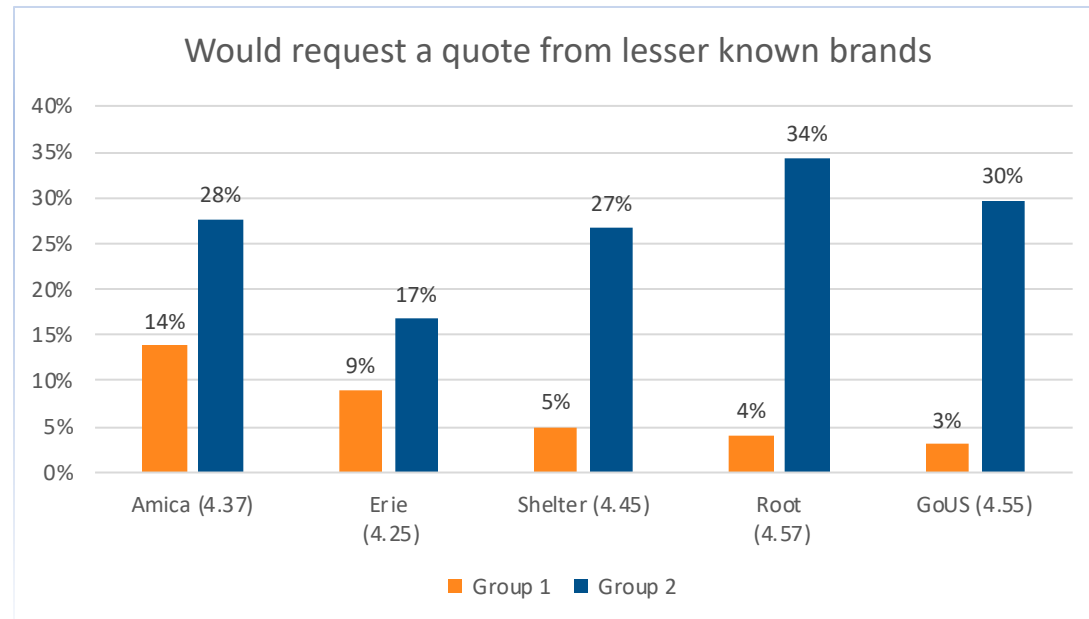
Key Finding #1

Positive ratings **SIGNIFICANTLY** increase the likelihood that lesser known brands are selected for a quote.

Likelihood of requesting a quote

Lesser known brands

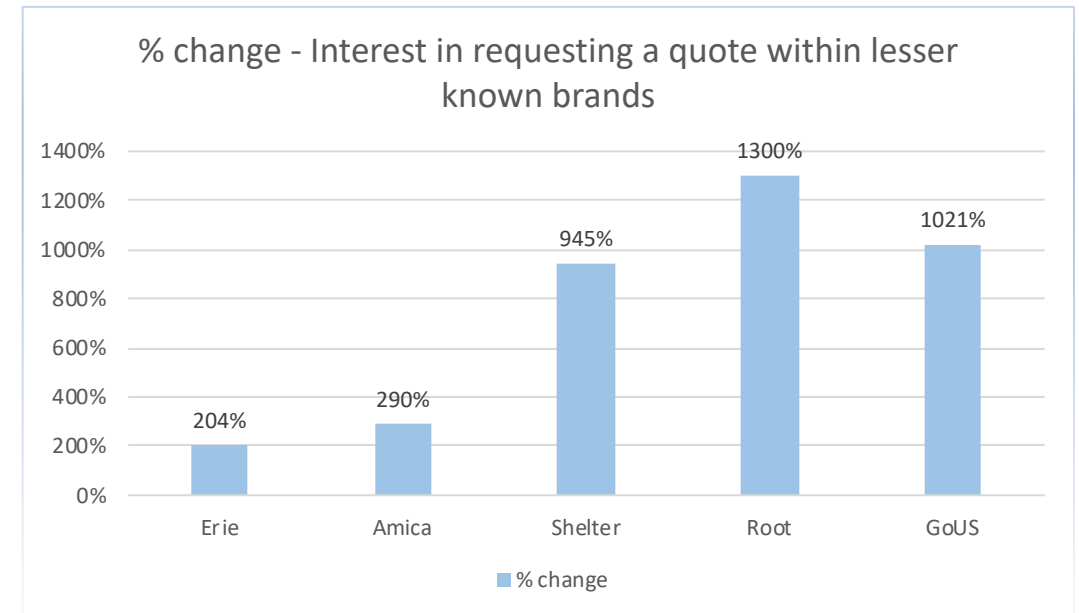
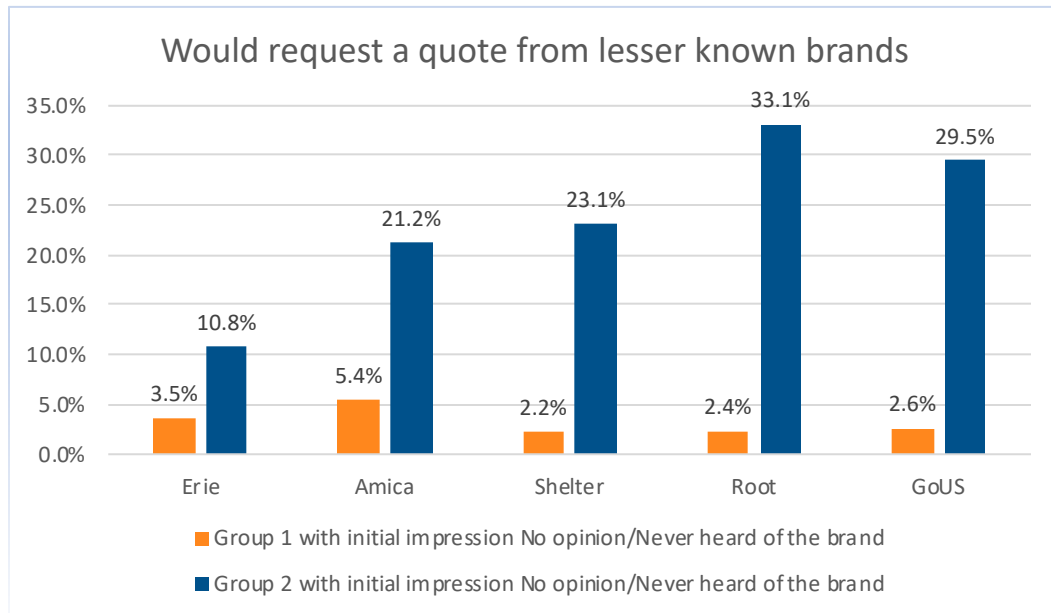
The favorable ratings for each of the lesser known brands resulted in a statistically significant increase in the percentage of individuals requesting a quote. For many of the brands, the increase was in the triple digits.



Likelihood of requesting a quote

Lesser known brands and Initial impression - Never heard/No opinion

The impact of the ratings is even more pronounced when focused just on those who had never heard of a company or have no opinion of them.

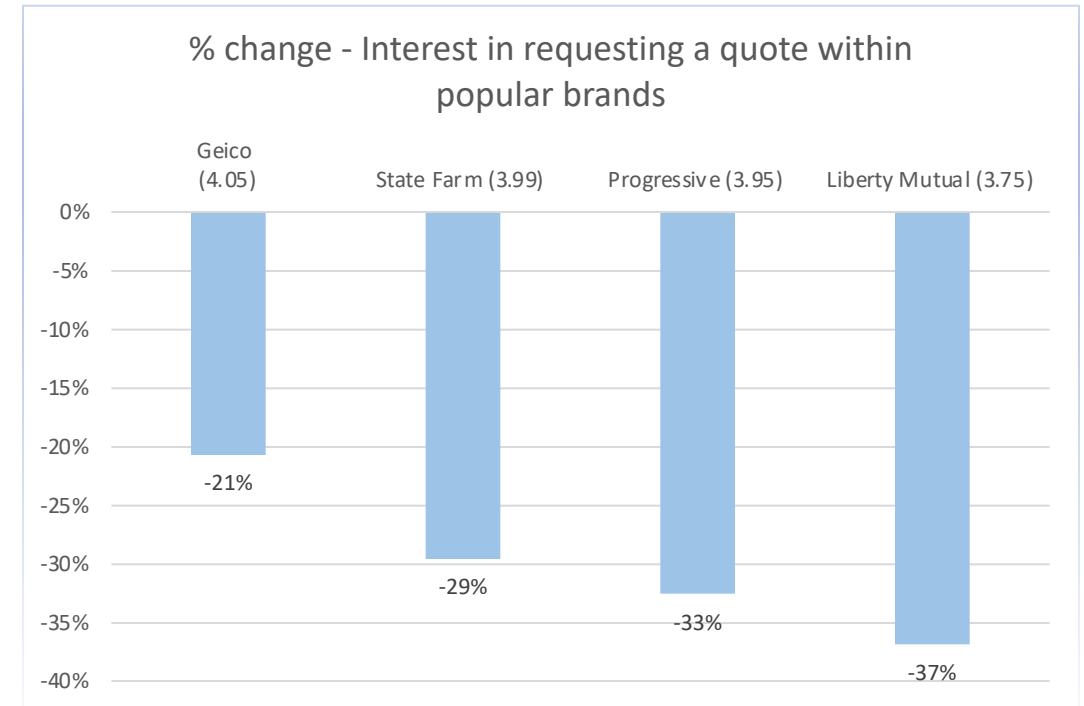
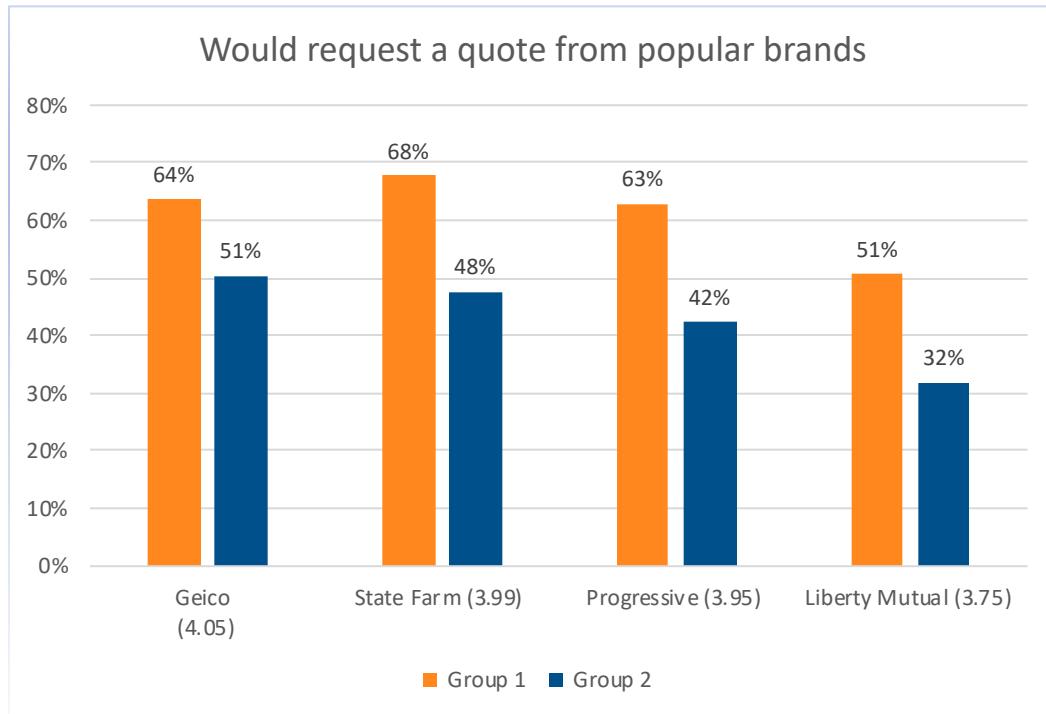


"I would request a quote from State Farm because that is who I currently have. I would also select those companies with the highest ratings, which is a bit odd because those are the companies I've never heard of. Perhaps I need to do a bit more research on them (so I would select them).

Likelihood of requesting a quote

Popular brands

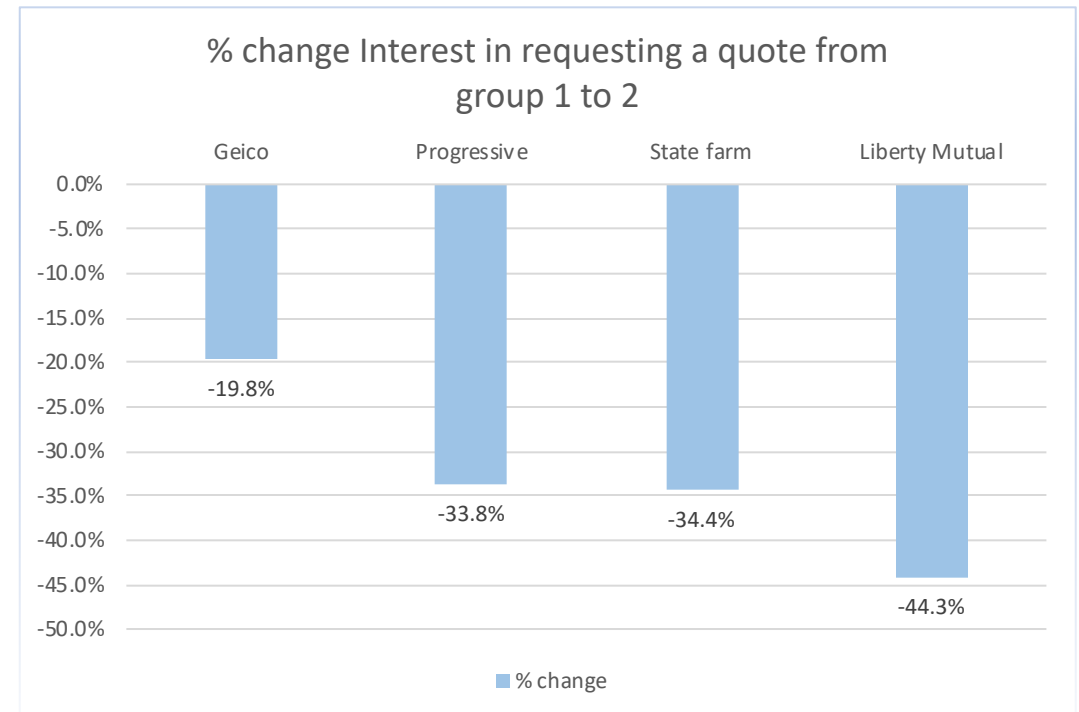
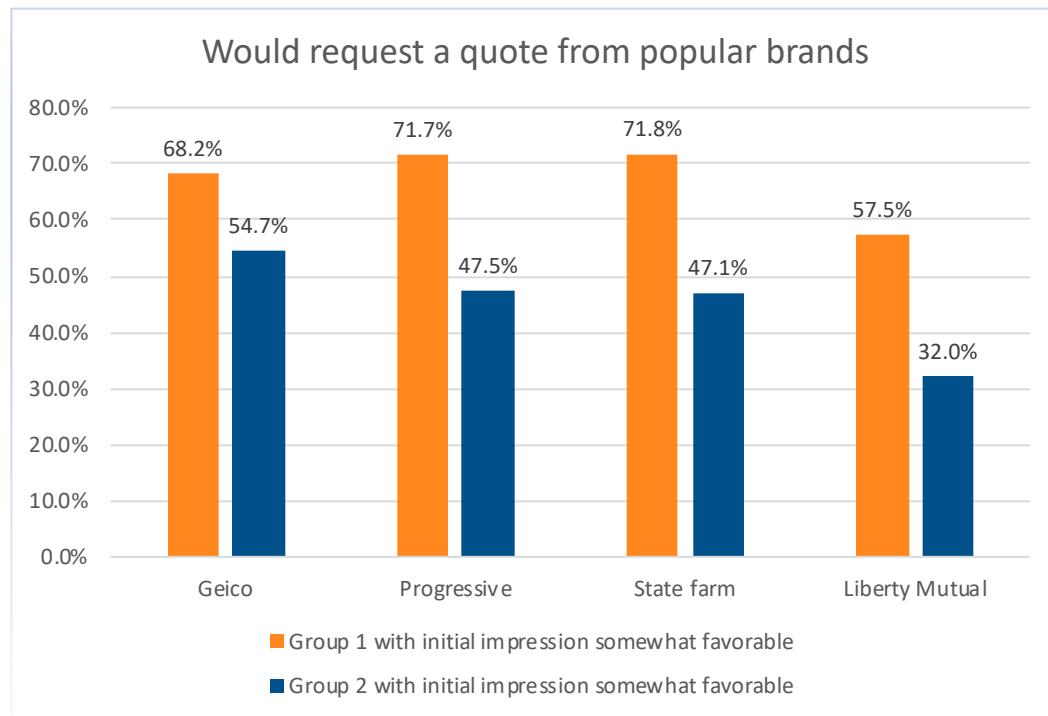
The opposite impact was experienced with popular brands that received lower ratings, relative to the other companies in the study. Despite the participants initial impression of the company, significantly fewer participants would request quotes from the popular brands when a low rating was shown.



Likelihood of requesting a quote

Popular brands and Initial impression – Somewhat favorable

Even brands with a favorable impression are not spared. All the popular brands saw a statistically significant drop in the percentage requesting a quote even with those that initially expressed a somewhat favorable impression.

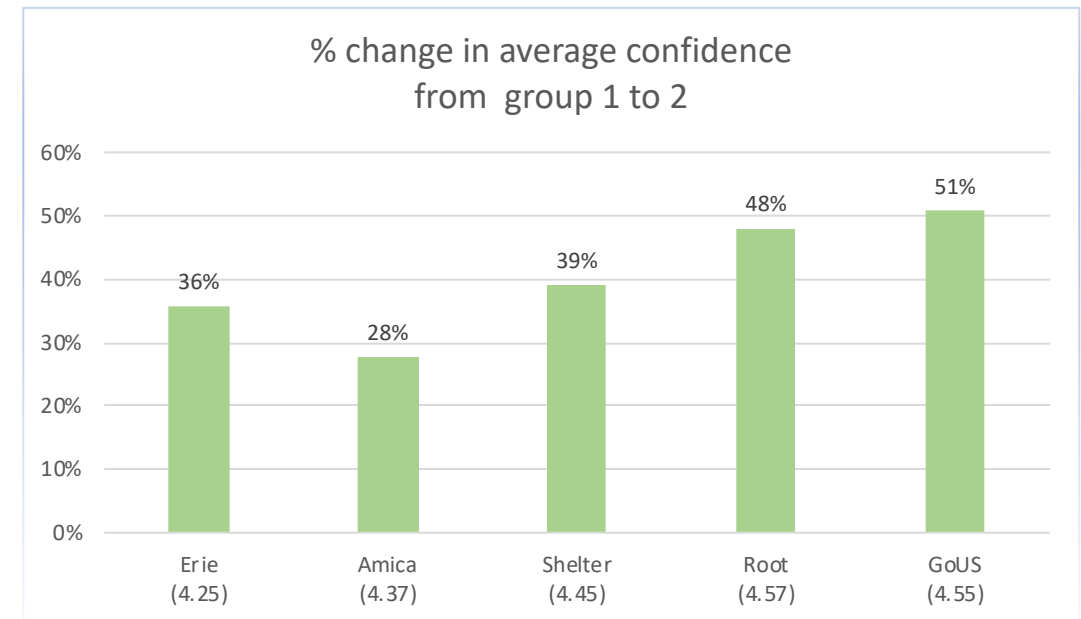
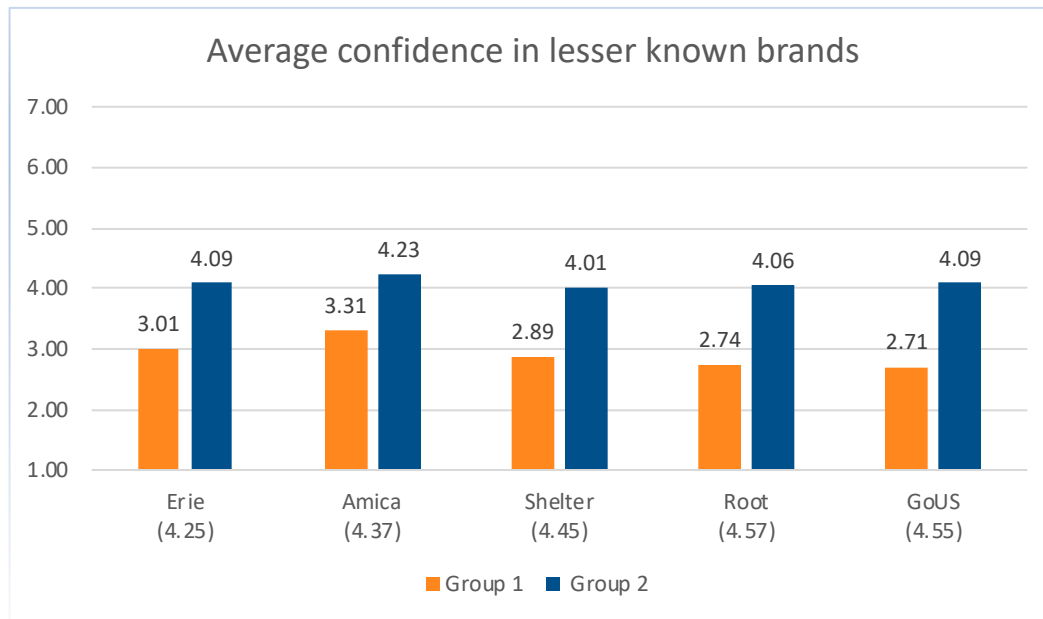


Key Finding #2

Positive ratings **SIGNIFICANTLY** increase the consumers confidence in the lesser known brands

Confidence in lesser known brands

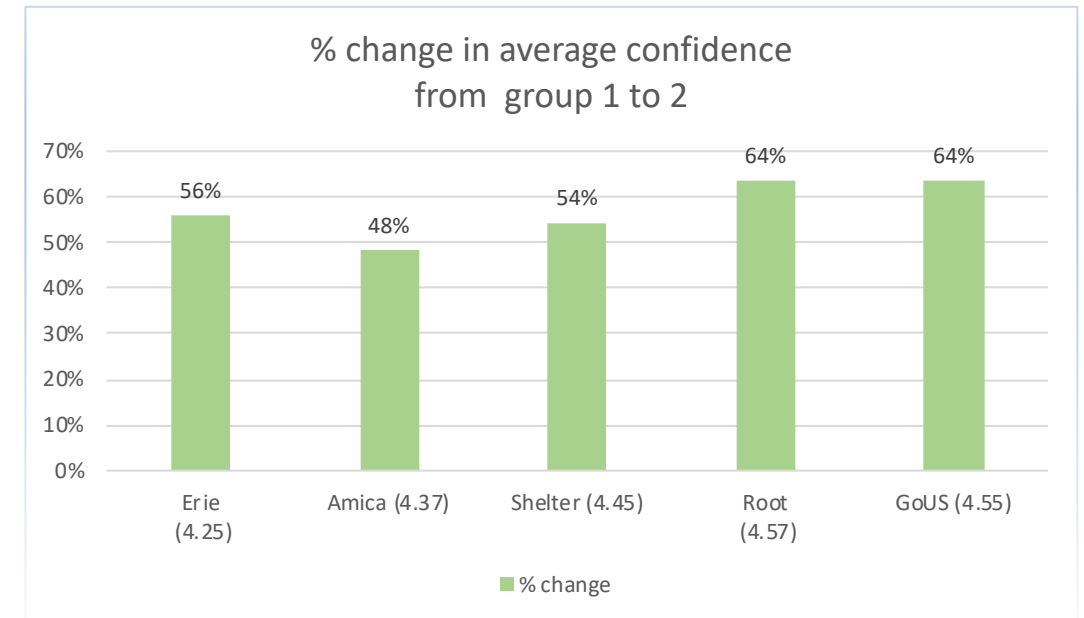
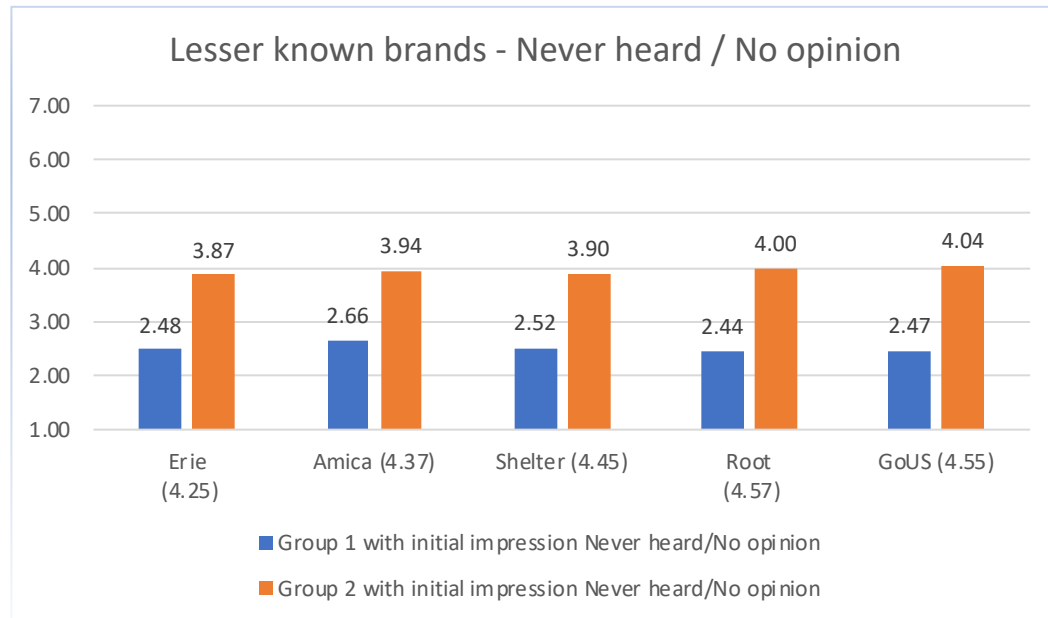
The mean scores for confidence significantly increased. All companies saw a double digit increase.



Confidence in lesser known brands

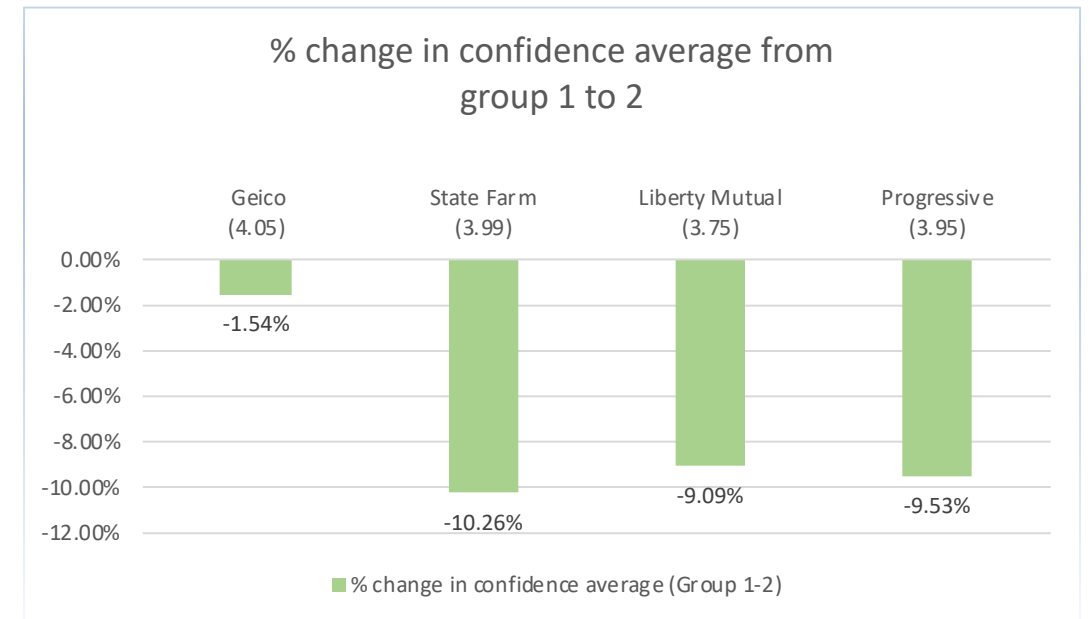
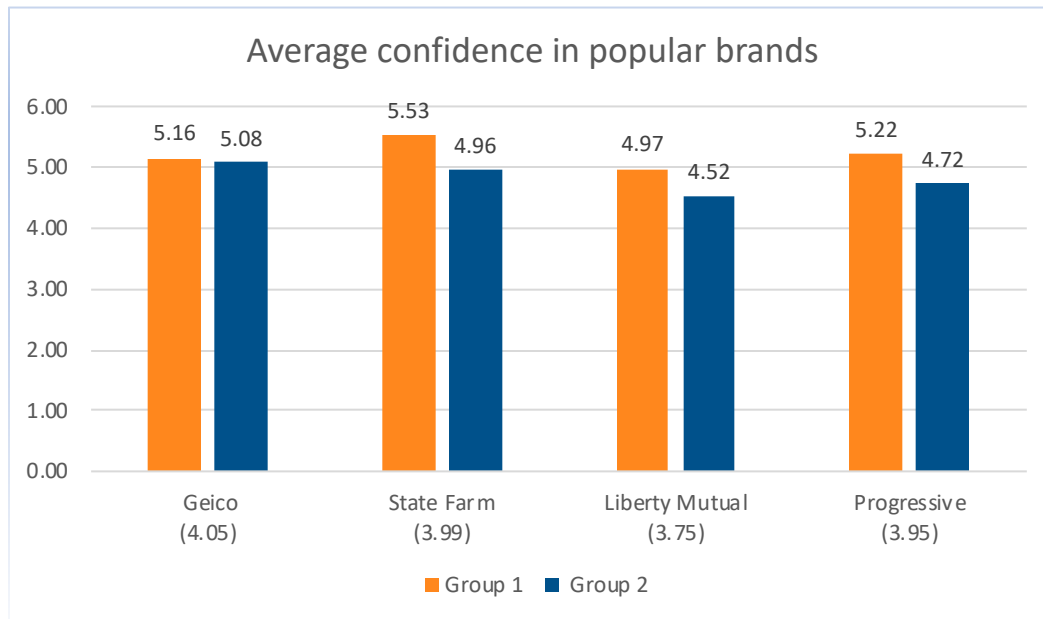
Initial Impression – Never heard/No opinion

The increase was more impressive when focusing on those individuals with no prior knowledge or opinion of the company.



Confidence in popular brands

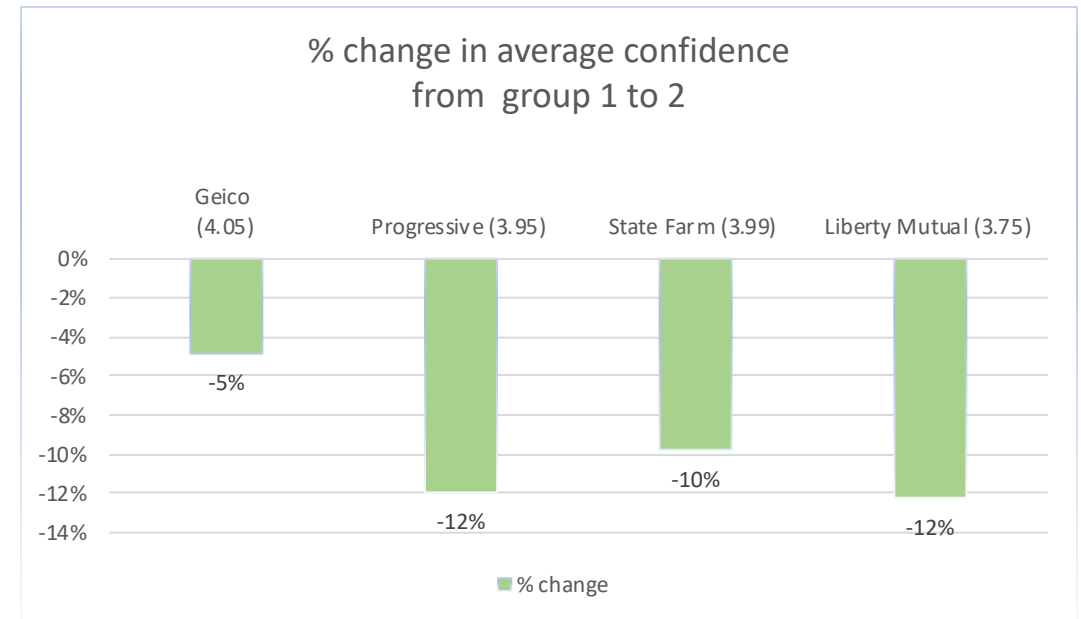
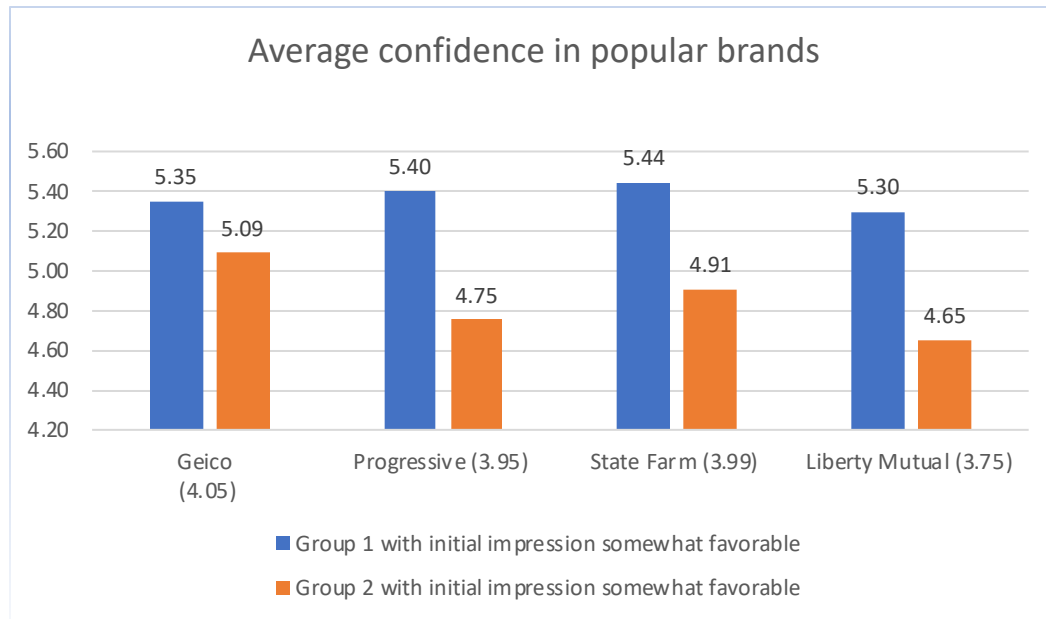
For the popular brands, the lower consumer rating had a negative effect on the mean confidence score. All but for Geico, the difference was statistically significant.



Confidence in popular brands

Initial Impression – Somewhat favorable

The decrease was still prominent with those who originally had a favorable impression. The consumer rating was enough to cause the participants to question their impression.

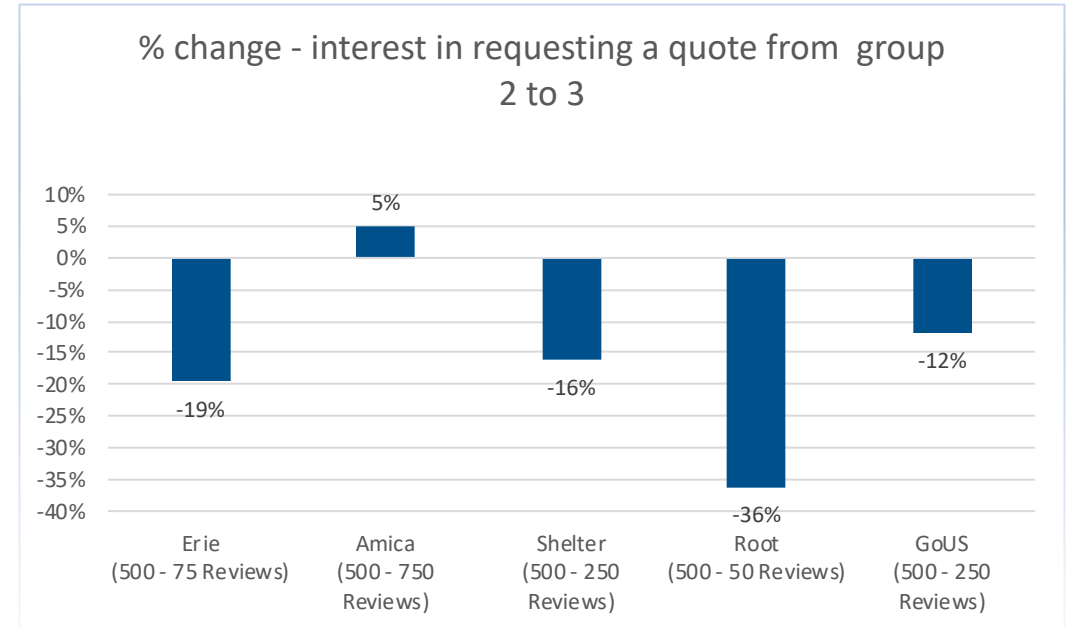
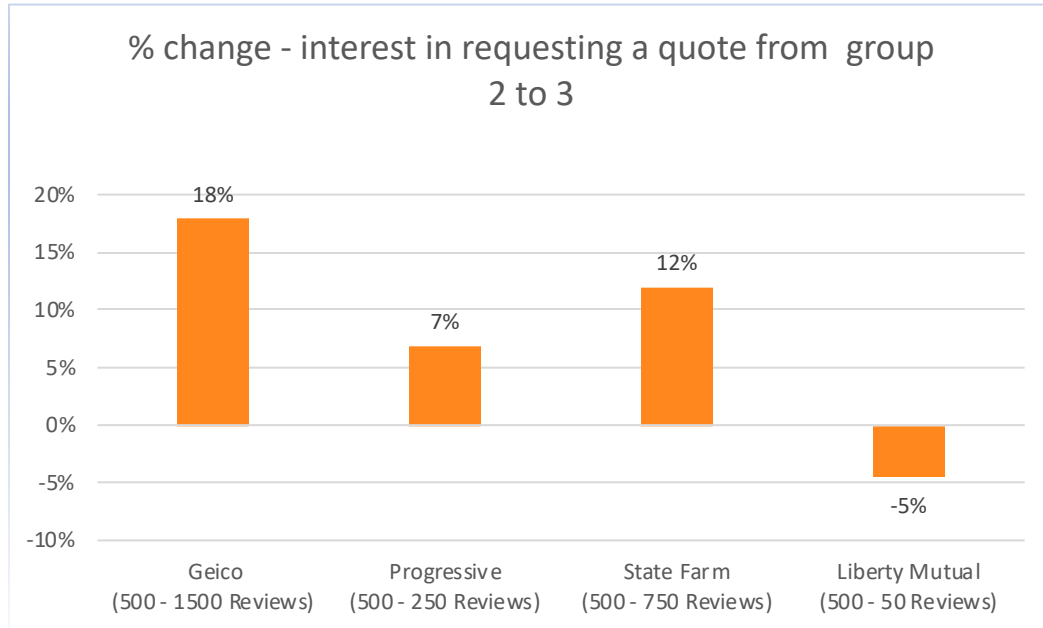


Key Finding #3

The higher the number of reviews, the greater the level of confidence a consumer has in the insurance company.

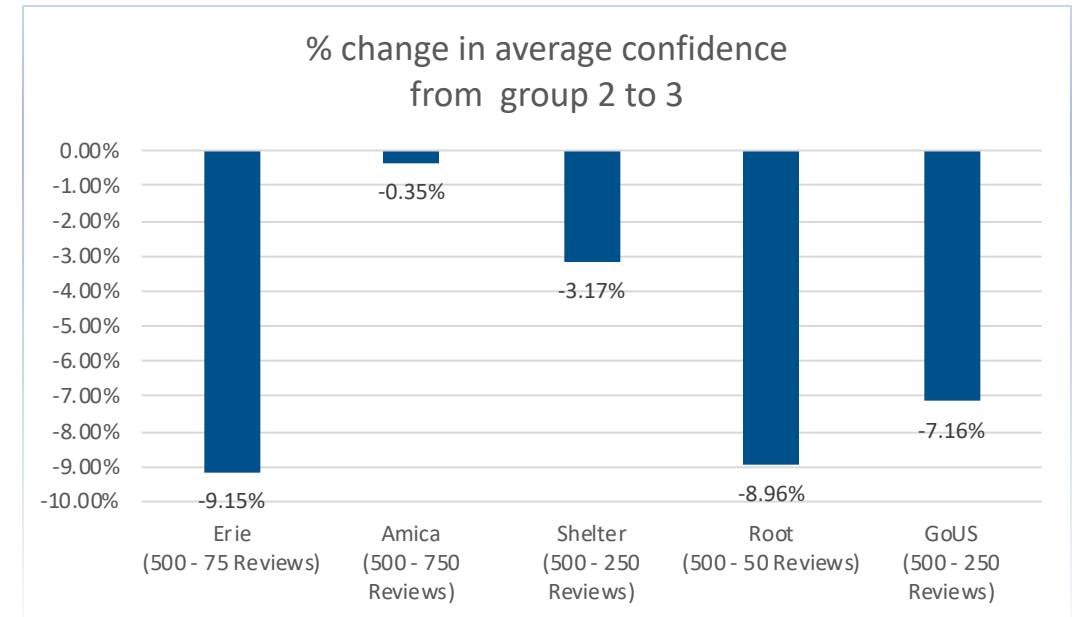
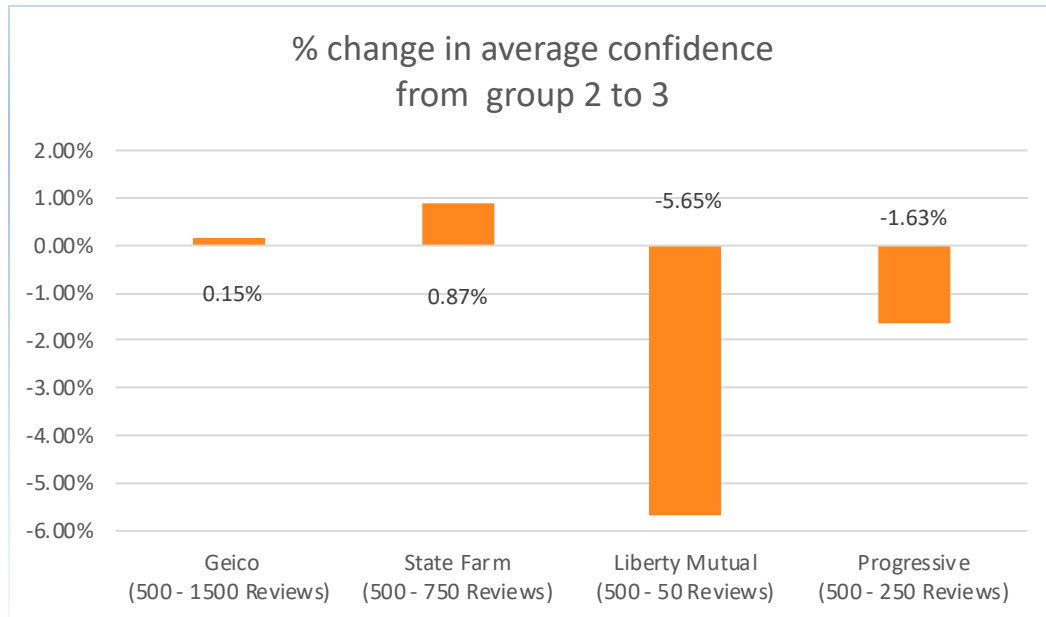
Impact of Review Volume on Requesting a Quote

Popular vs Lesser known brands



Impact of Review Volume on Confidence Level

Popular vs Lesser known brands



- Erie, Liberty Mutual, Root, GoUS have statistically significant difference in the change.

Key Finding #4

Younger and higher educated individuals give the most consideration to consumer ratings and reviews.

Level of Consideration by Age & Education

