LoopMe Consumer Snapshot: Life Experiences

LoopMe surveyed 7,590 U.S. consumers on October 20-22, 2020 to understand life experiences and insurance intent during COVID-19. We also analyzed which types of insurance consumers are currently shopping for and the factors which matter most when choosing an insurance provider.

- **29%** of consumers who are expecting a life change in the next 90 days, are most likely to purchase a New Home.
- **19%** of consumers who are expecting a life change in the next 90 days, are most likely to purchase a New Car.
- **29%** of consumers who are expecting a life change in the next 90 days, are most likely to move into a New Home.

**Which of the below would prompt your decision to consider a new insurance policy?**

- New car: **28%**
- Expecting a new child: **25%**
- New home: **23%**
- Retirement: **13%**
- Marriage: **11%**

**Which of the below insurance types are you currently shopping for?**

- Homeowners: **26%**
- Auto: **24%**
- Life: **24%**
- Renters: **15%**
- Specialty (i.e. boat, RV): **11%**

**26%** of consumers who are in-market for insurance, are currently shopping for Homeowners Insurance.

- **30%** of consumers value Cost the most when choosing an Insurance provider.
- **17%** value Bundling options the most.
- **13%** value Customer Service the most.
- **7%** value New Life Stage the most.
- **4%** value Other the most.

**Do you intend to buy a new home or refinance your current home loan in the next 90 days?**

- **4%** Yes
- **4%** Unsure
- **79%** No