

**YouGov / Connected Futuretech Ltd.**

Sample size: 2025 GB adults

Fieldwork dates: 4th-5th June 2018

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, even if you don't purchase any type of insurance online, we are still interested in your opinion. Please read the below description of a potential new method of buying insurance online carefully, before answering the question that follows. "Our revolutionary online retail model will transform the way you buy insurance. We call this the power of the crowd. This will involve grouping you, with others, to get competitive market quotes from multiple insurers, and then receiving cashback on top of any other insurer discount that may apply when you make a purchase." Based on the description you have just read, how likely, if at all, would you be to consider using this model for your next insurance purchase?

Unweighted base	2025	929	1096	202	300	359	329	835	1203	822
<b>Base: All GB Adults</b>	2025	983	1042	227	305	371	315	806	1154	871
Very likely	6%	6%	5%	5%	6%	5%	7%	6%	6%	6%
Fairly likely	28%	30%	26%	21%	31%	32%	28%	27%	32%	23%
Not very likely	25%	24%	25%	25%	22%	20%	24%	27%	25%	24%
Not at all likely	20%	20%	20%	14%	17%	15%	16%	26%	19%	21%
Don't know	22%	20%	24%	35%	25%	27%	24%	14%	19%	26%
<b>Net: Likely</b>	<b>34%</b>	<b>36%</b>	<b>31%</b>	<b>26%</b>	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>32%</b>	<b>37%</b>	<b>29%</b>
<b>Net: Not likely</b>	<b>44%</b>	<b>44%</b>	<b>44%</b>	<b>38%</b>	<b>39%</b>	<b>36%</b>	<b>41%</b>	<b>54%</b>	<b>44%</b>	<b>45%</b>