



2020 DISTRACTED DRIVING  
MONTH CAMPAIGN

# ROOT INSURANCE CO

#RootYourself in Focused  
Driving

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# SITUATION ANALYSIS

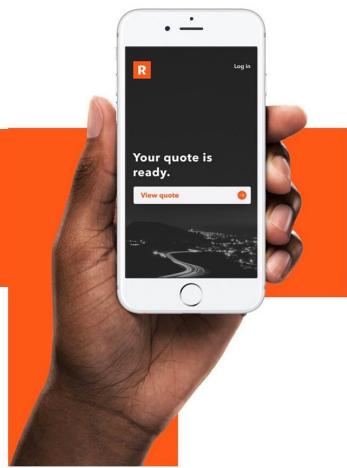
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Root Insurance, headquartered in Columbus, Ohio, is the nation's first licensed insurance carrier powered entirely by a mobile application. Since Root officially launched in 2016, it has grown rapidly with more than 220,000 Root app downloads per month.

Currently, Root offers insurance in 29 states and plans to be in every state by 2020. With such a strong growth trajectory, it is important for Root to share its values and unique perspective on focused driving. Root introduced its voice into the distracted driving conversation in 2018 by conducting a market survey to gain consistent media coverage throughout the course of 2018. Using a holistic integrated content campaign in 2019, Root was able to elevate their position with both the press and consumers; however, there is still a huge opportunity to do more.



Root is currently struggling to attract and gain customers between the ages of 18-25.



This is because of the lack of brand awareness. Root's main competitors are State Farm and Progressive, which together make up 28.04% of the auto insurance market share (Swartz, 2019). These companies are starting to adopt app-based car insurance; however, Root has a major advantage because it has had years to perfect its algorithms, making the process much smoother and reliable for customers. Root's unique perspective also sets it apart from its competitors by rewarding good drivers with lower rates, instead of basing it primarily on demographics like "big name" companies.

There are a few external factors that impact Root's position as a car insurance company. A large concern seen in the media today is the need for transparency between companies and consumers. From a social aspect, consumers need to connect with a brand before they invest in it, know what the brand stands for and the values the company holds. In general, consumers want more socially aware and engaging brands.

## WEAKNESSES

Root's biggest weakness is the lack of brand awareness, specifically in the target demographic. This results in a small market reach. With lack of reach comes the absence of brand identity. Many people outside of the target demographic may have heard of Root but don't know what it is and the values it holds. Additionally, Root lacks any philanthropic partnership while many of its competitors already have an established partner.



## OPPORTUNITIES

Root's weaknesses provide many opportunities for improvement.

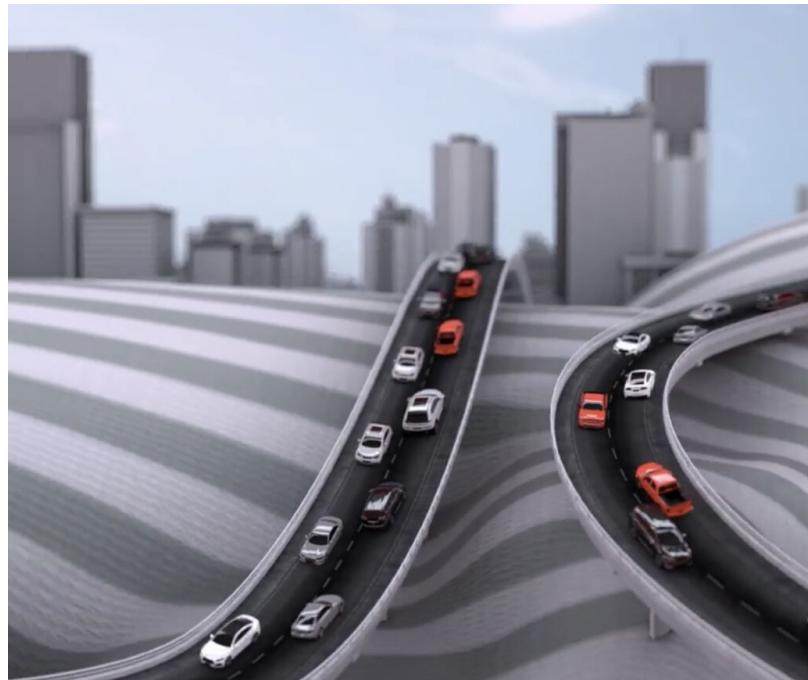
The lack of brand awareness gives Root the opportunity to create a name for themselves. It can do this through a philanthropic partnership and creating brand value.

With the target demographic comes the opportunity for a social media marketing campaign.

## CAMPAIGN GOALS

The overarching goal of Root is to promote a safe driving community among young adults.

Root wants to challenge conventional insurance rates based on demographics and instead offer individual coverage based on being a safe driver, allowing you to pay for how you drive. The campaign goal for Distracted Driving Month is to associate Root with focused driving, build brand equity and drive customer acquisition.



# SECONDARY RESEARCH

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**Influencer marketing** has become popular among younger audiences. A study done by Defy Media showed that 58 percent of millennials are okay with seeing sponsored content from their favorite online accounts (Arnold 2018). Even more, micro-influencers tend to have a stronger hold on their audiences, with 82 percent of consumers likely to buy a product from a micro-influencer (Bernazzani 2019).

A great example of a company that has yielded success from influencer marketing is a company called L'Ange. L'Ange is company that was founded in 2017 and in just under two years has created a multi million dollar company (Zoom Information Inc, 2019). Their sole form of marketing is using micro and nano influencers to showcase their product. These micro and nano influencer post live videos of them using the products on their own pages. L'Ange posts all the videos on their own site and Facebook page as well.

The target audience specifically has a strong stance on **values** when choosing a product to use. An extensive study conducted by Forbes revealed "nearly seven in 10 US Millennials actively consider company values when making a purchase – compared with 52 percent of all US online adults" (Forrester, 2018).

**Philanthropic partnerships** are shown to work for increasing brand awareness. Tito's Handmade Vodka has established themselves as 'vodka for dog people' through their philanthropic partnership with Emacipet- a non-profit that funds veterinary services for those who cannot afford it. This partnership proved to be mutually beneficial for both Emacipet and Titos. Emacipet's Chief Executive, Amy Mills, said, "We anticipate that this will continue to grow because the donations keep increasing in size due to increases in sales" (Koenig, 2015).

Root's target market has proven to care more about buying from companies who **give back to the community** and contribute to a better world. According to Forbes, "one of the many things that sets this generation apart is its insistence that business be about more than just turning a profit. According to a survey by Deloitte, 73 percent of Millennials believe businesses can have a positive impact on the world" (Montgomery, 2015).

# PRIMARY RESEARCH

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A 33-question survey was administered through Qualtrics for primary research. The survey was then sent out to various groups of people as a way of recruitment. The link was posted on Facebook pages and Twitter accounts sent in sorority/fraternity and organization group chats through GroupMe and sent through text messages to friends, family, coworkers, etc. The survey was also sent to people who were known to be in some of the targeted demographics, like young parents. The survey remained open for three weeks and garnered 119 responses. Please see the Primary Research section in the Appendix for complete survey results.

## KEY FINDINGS

- 72 (69.9%) of respondents had not heard of Root.
- 50 respondents (46.3%) have purchased something because of an influencer.
- Two platforms that respondents check on a daily basis are Instagram (45 respondents) and Twitter (20 respondents).
- 87 respondents (76%) own a car.
- 91 respondents (81%) drive between 0 and 2 hours a day.
- 84 respondents (81%) admit to touching their phones between 1-10 times while driving.
- In the age range of 22-25, over 53% said they get most of their news from social media.



# MESSAGE

#RootYourself: root yourself in better, more focused driving habits to care for not only yourself but the community in which you live. At its core, Root cares about its customers by offering them discounts on their car insurance. Root betters the community in its philanthropic endeavors and promoting focused driving. Drivers will see how they can change their habits to promote a safer driving community and, ultimately, a better world.



## TARGET AUDIENCES

Our target publics for the campaign are three subgroups within the young adult community: nano-influencers, young moms and young professionals. While each public is unique, they are all older in age (22-25) and more likely to be financially independent.

### NANO-INFLUENCERS

A nano-influencer is a social influencer that tends to have between 1,000 and 5,000 followers. Because they tend to have smaller, more targeted audiences, they have a strong influence on their followers and high engagement rates (Bullock 2017).

This subculture is successful because they have a targeted audience reach and are trusted by their community. They are typically viewed as more relatable and authentic than celebrities, which results in more trust in



their content. Research shows that “over 70 percent of millennial consumers value peer endorsement over celebrity endorsement (Johnson, 2018)”. These smaller more niche ‘experts’ are able to connect on a deeper level with their audiences and generate greater engagement. In fact, “Influencers with 1,000 followers generate 85% higher engagement than those having 100,000 followers” (Anderson 2019).

## YOUNG MOMS

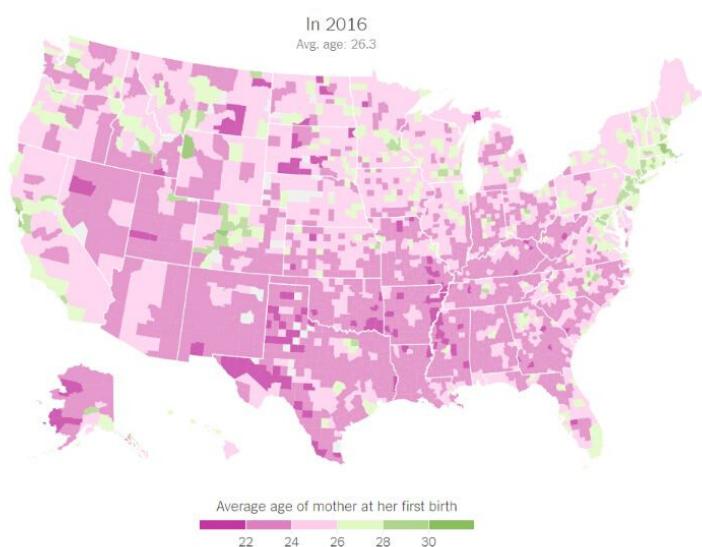
A young mom is similar to our other target publics because they also spend a lot of time on social media, value word of mouth recommendations and trust influencer



marketing. Young moms are an important public because they have a need for saving money and doing what's best for their child. According to a survey administered by the US Census Bureau, young-parent households generally have low income (Sick. N, et al., 2018). Root wants to create a more focused driving community which is something mothers would be motivated to take part in to protect their children. Additionally, while the

average age of new mothers skews slightly older than the target demographic, research from the National Center for Health Statistics shows mothers ages 22-25 are extremely significant.

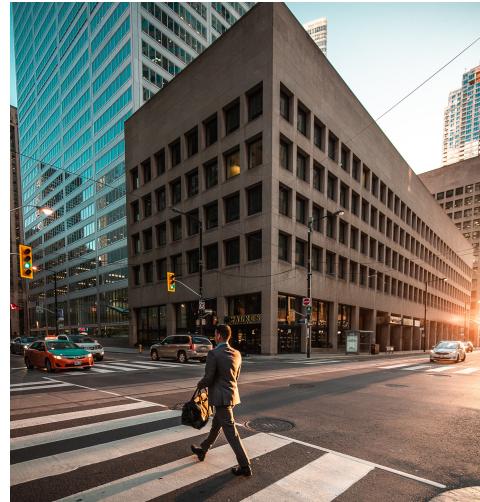
Young mothers tend to care about the products they purchase and are likely to do more research about a company before purchasing. According to our research, “most moms are more likely to buy a product from a company that they see to be socially responsible or have a cause and that have the same values that they do” (Ray, 2015). Because this target market spends a significant amount of time on social media and connecting with other moms we can reach this audience effectively with our social media campaign as well. Other research found that “young moms spend over 8 hours per day scrolling through social media feeds and 2 out of 3 mothers prefer social media over other dedicated websites or apps” (Beyers, 2019).



# YOUNG PROFESSIONALS

A young professional specifically between the ages of 22-25, generally works and lives in a big city. They care about their community and when choosing a product or service, value companies that like to give back. They are becoming financially independent while still trying to save money. They rely heavily on recommendations from family and friends or established brands to decide which products they should purchase.

This target public is ideal for Root because they are in the market for their product. In the survey, out of 52 respondents ages 22-25, 51 percent said they were on their parent's car insurance. Over 48 percent reported having their own car insurance, demonstrating that this group is transitioning into taking on these types of expenses. Our primary research found that this public, specifically of those between the ages of 22-25, said customer reviews and word of mouth were most influential to them when buying something new.



## OBJECTIVES

Both **young mothers and young professionals** are publics unfamiliar with Root and therefore must first become aware of the brand before engaging with it. Once the publics are aware of the brand, they will become familiar enough to act on and accept Root and consider taking the test drive.

The campaign aims to achieve three goals:

1. Boost brand awareness of Root by 10,000 come end of May 2020.
2. Increase the action on social media, specifically the amount of posts using the hashtag "#RootYourself" by 6,500 come end of May 2020.
3. Increase the level of acceptance, specifically Root seen as an insurance provider that values safe driving and the community around it, by 3,250 come end of May 2020.

Objectives for **nano-influencers** are somewhat different, as this public should be treated unlike the previous two. Although individuals in this public do fall into the target demographic, nano-influencers will be treated both as a channel and target public. With a public that has an audience, it is important that they are fully aware and accepting of Root before they can be expected to promote anything. Because of this, it is important to set focused awareness and acceptance objectives early on in order to leave time for action and promotion.

The campaign aims to achieve three goals:

1. Boost brand awareness of Root with 360 nano-influencers (assuming 36 micro-influencers will reach 10 nano-influencers each) come end of March 2020.
  2. Increase level of acceptance, specifically acceptance of Root seen as an insurance provider that values safe driving and the community, of 180 nano-influencers come end of March 2020.
  3. Increase action taken on social media, specifically the amount of Instagram posts using the hashtag "#RootYourself" by 90 nano-influencers come the end of April 2020.
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Due to this primarily being an awareness-based campaign, a measurement cannot be 100 percent accurate as an analysis is unable to uncover every instance of awareness. Because of this, actual levels of awareness can be higher than those reported.

## STRATEGIES

Our campaign will utilize four main strategies that will lead more people to associate Root with focused drivers. They will also achieve Root's business objectives to increase customer acquisition, brand familiarity, and positive reputation indicators.



Our first strategy is to create social media buzz surrounding Root. Our campaign plans to create awareness of Root on social media through user-generated content and

influencer marketing. This will increase Root's brand familiarity and help key publics associate Root with focused driving. Content posted by our key publics has the potential for an even further reach on social media channels, resulting in more exposure to the target market. User-generated content is the best approach for creating awareness of

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the service Root offers because it provides social proof, more trustworthy information and a way to cut through other company's messages during Distracted Driving Month (The Top Benefits of UGC, 2017).

**OUR PRIMARY RESEARCH FOUND THAT 92 PERCENT OF RESPONDENTS IN OUR TARGETED AGE RANGE TURN TO CUSTOMER AND WORD OF MOUTH REVIEWS WHEN LOOKING TO BUY A PRODUCT OR SERVICE THAT THEY HAVE NEVER TRIED BEFORE.**

Influencer marketing will also help create buzz on social media. Utilizing influencer marketing will be effective in increasing acceptance because our publics turn to influencers for product and service recommendations. Important factors for our publics when deciding to purchase a product/service based on an influencer are

trusting the influencer and their reviews, experiences and past recommendations. Other important factors are already seeking a product or service and feeling like the influencer shares common interests and goals with them. The campaign will leverage realistic influencers, who our publics relate to, sharing information leading up to and throughout Distracted Driving Awareness Month, ultimately generating more awareness and customer acquisition.

## PHILANTHROPIC PARTNERSHIP

A second strategy for the campaign is a philanthropic partnership. This will be a crucial component of creating awareness of Root and its dedication to bettering the community through more focused driving. Root currently lacks philanthropic involvement so finding an organization that aligns with Root's values is a great opportunity to acquire new customers and expand their geographic reach (Cohen, 2014). Our primary research found that the company's values are the third most important component consumers look at when buying a product or service. The most important component is cost, which Root already has working in their favor, followed by how established the brand is, which will come from creating awareness and acceptance of Root throughout this campaign. A philanthropic partnership provides Root with an

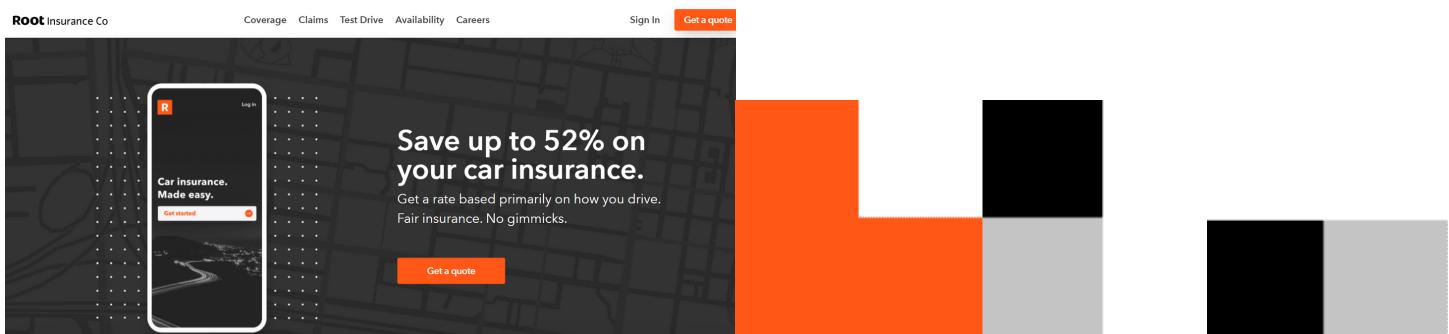
even bigger platform to share their values and positive message regarding focused driving. The philanthropic aspect of our campaign will resonate with the target markets specifically and build brand equity for the company.

## EARNED MEDIA

Earned media is another important strategy of our campaign. We plan to create multiple opportunities for media coverage through both a publicity event and dedication event. These events will give Root a platform to speak and allow the company to control the content and timing of its message regarding distracted driving. They also provide opportunities for both local or national news platforms to cover Root's message. This will be an especially effective strategy for young moms because 61 percent attend events for content to share on social media, leading to more user-generated content (Grate, 2017). According to the Society for Nonprofits, events unite people with a common goal and increase commitment. Sixty-percent of our target market wants to change the world and make it a better place (Kleinschmit, 2019). Focused driving is a realistic way for our key publics to contribute and this campaign provides them the means to do so.

## INFORMATION LANDING PAGE

Our final strategy is an information landing page that will be an addition to Root's already existing website. It will serve as the "hub" for all updates, photos and information regarding our campaign and allow viewers to follow the campaign from beginning to end. Domino's Paving for Pizza campaign had a similar strategy, however, Root's information landing page will be more efficient than a microsite because it allows easier access to other tabs on Root's website.



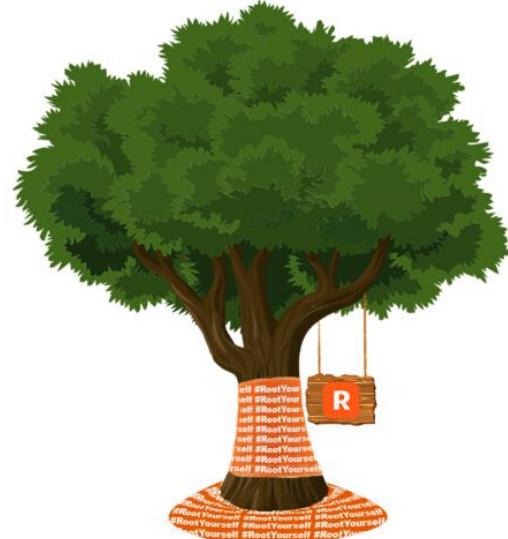
# TACTICS

## ON AVERAGE, NINE PEOPLE DIE EACH DAY FROM DISTRACTED DRIVING

The main idea of our campaign is to partner with the Arbor Day Foundation to plant trees in a local park to raise awareness for distracted driving and promote Root's message of focused driving using the hashtag #RootYourself.



To bring awareness to focused driving, Root will begin on April 1, 2020 by going across each of the four targeted cities, Atlanta, Baltimore, Columbus and Provo, to decorate 200 trees per city in high traffic areas and parks. These trees will be wrapped with biodegradable orange mesh and bright orange tree skirts to grab the attention of people who are walking by. There will also be large signs on the trees with #RootYourself and the Root logo. These signs will be hung on each tree and will include the statistic that on average nine people each day die from distracted driving.



On the sign, there will also be a QR code and instructions that will direct them to scan the code with their smartphone. This QR code will take them directly to an information landing page on Root's current website specifically for distracted driving month. This page will have multiple facts that grab the attention of the visitor, but will again reiterate the statistic that on average, nine people die every day because of distracted driving.

Just below these facts, there will be a pre-generated social media post for both Twitter and Instagram. Because we are aiming to encourage people to be safer drivers, the post will encourage them to commit to being a safer and more focused driver. Visitors to the site are able to share that they are committing to being a more focused

**Welcome to Root's Focused Driving Commitment**

During the month of April, we are challenging drivers to be more focused.

#ROOTYOURSELF

I commit to focused driving in honor of the 9 lives lost every day to distracted driving.

Root

Share this on your social media to remind friends and family to stay focused!

driver and to bettering their community by simply clicking the share button for the Instagram or Twitter post. After they have shared this post and committed to being a safer driver, Root will send them a free T-shirt promoting the campaign. This T-shirt will be a simple white T-shirt with the orange Root Insurance logo on the front and the #RootYourself on the sleeve. This simple sleek design will serve as a "thank you" to those who participate in committing to make their community a safer place by being a more focused driver

Root will also be promoting the test drive on the web-page for the people who are committing to focused driving. Below the commitment, there will be a link to download Root's driving app and encourage them to take a test drive. Taking the test drive will help new users keep track of how their driving habits have improved since making the commitment.

To prepare for Distracted Driving Month and the campaign that begins on April 1, Root will contact micro-influencers in the four major cities selected on March 15. For each city, Root will choose nine micro-influencers, three for each target public. Root will request that beginning on April 1, each micro-influencer find a tree that is decorated in their city and post a picture of or with the tree.

Root will be providing shirts for the micro-influencers to wear in the pictures, as well as use in giveaways on their social media. Using micro-influencers that have 5,000 or more followers is a target for this campaign because they have a wide reach. Each micro-influencer will be asked to create three to five posts about Root, using #RootYourself, as well as encouraging people to take Root's test drive. Their posts should also include a link to the information landing page where followers can learn



more about distracted driving and how they can commit to being safer drivers. Each influencer will be asked to continue their posts for the remainder of Distracted Driving Month.

The main event of this campaign is a tree planting event that will be held in Columbus, Ohio on April 24, 2020, which is Arbor Day. We believe that hosting a philanthropic event, such as this, will raise awareness for Root's brand standards and values, as well as show that they are invested and care about the well-being of each community.

The Arbor Day Foundation is a non-profit organization that has made a commitment to improving communities and increasing the urban tree canopy. Root, with the help of their philanthropic partner, will plant nine Sugar Maple trees because nine people die each day from distracted driving. Local and national media will be invited to attend. Root will identify and contact nine families who have lost a loved one to distracted driving and invite them to the tree planting event hosted in a Columbus park. In honor of the families in attendance, the trees will be planted in dedication to their loved ones. Each tree will have a plaque with the name of the lost loved one. A video of all of the tree wrapping and footage from the dedication event will be created and shared through social media and on Root's website showing how Root is working to make an effort to decrease distracted driving.



## #RootYourself

### EVALUATION

Our first action objective is to increase the use of the "#RootYourself" hashtag 3,250 times for young mothers and young professionals come end of May 2020 and 90 times by nano-influencers come the end of April 2020. The use of hashtags on social media allows for direct measurement of the use of that hashtag. While utilizing an influencer campaign it will allow us to use 3 different influencers for each public in each city allowing us to be as effective as possible in reaching the target publics.

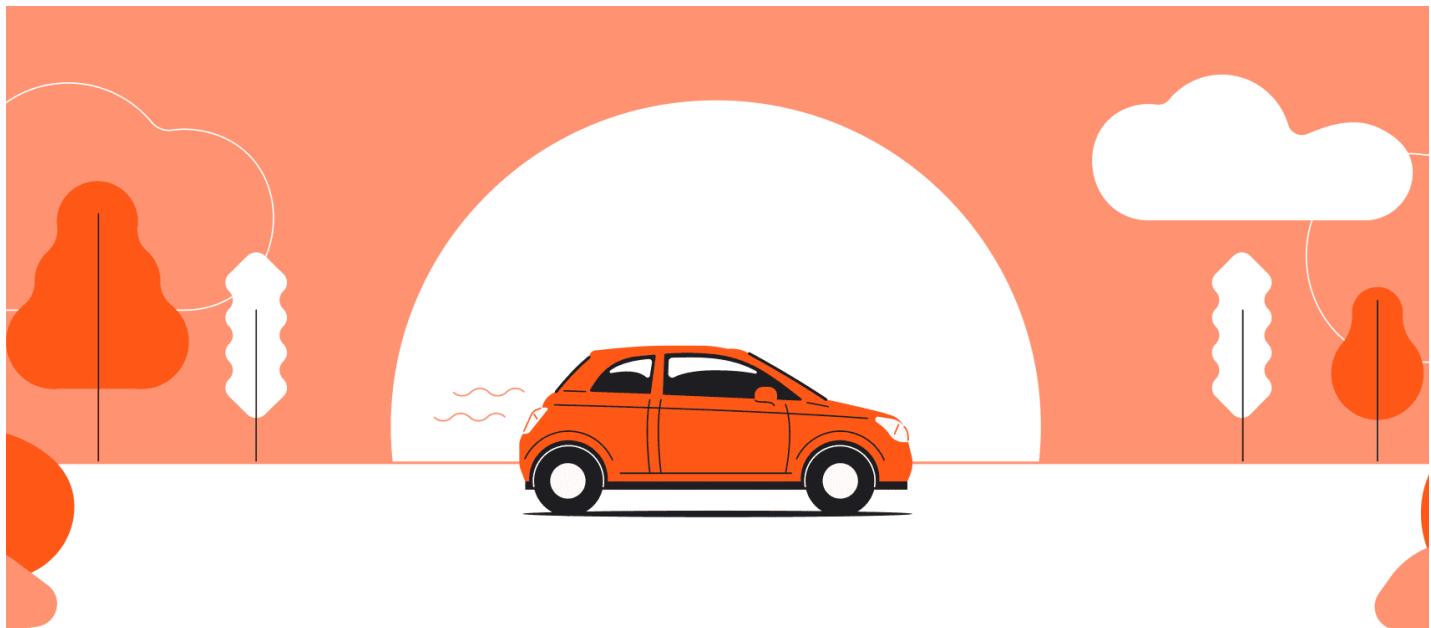
The awareness objective involves increasing brand awareness of Root among young mothers and young professionals by 5,000 by end of May 2020 and nano-influencers by 360 come end of March 2020. Administering an easy safe driving commitment will allow us to evaluate the effectiveness of increasing brand awareness. Upon completion of the commitment, individuals will qualify for a free t-shirt with #RootYourself branding. The shipping information they give will provide us with our return on our marketing investment.

The acceptance objective is to increase the level of acceptance of Root as an insurance provider that values safe driving and the community around it. Our objective is to increase this acceptance from young mothers by 1,625 by the end of May 2020, young professionals by 1,625 by the end of May 2020 and nano-influencers by 180 by the end of March 2020. This will also be directly measured through the easy safe driving commitment administered that measures awareness.



Overall, the evaluation of these objectives are directly measurable.

The action on social media is precise, accurate and provides a good look at who is talking about Root. The commitment allows us to measure the quantity of individuals that have seen Root, in addition to providing individuals the opportunity to accept Root as an insurance provider that values bettering the community through safe driving.



# TIMELINE

## Root Insurance Safe Driving Campaign Timeline



# BUDGET

	Total
Total Cost of Influencers	\$ 36,000.00
Total Cost of T-shirts	\$ 45,500.00
Total Cost of Trees	\$ 432.00
Total Cost of Plaques	\$ 3,600.00
Total Cost of signs for trees	\$ 23,680.80
Total Cost of Mesh for Trees	\$ 1,973.40
Total Cost of Tree Skirts	\$ 13,813.80
<b>Total Budget Used</b>	<b>\$ 125,000.00</b>

**9 micro-influencers per city**  
**1,000 shirts per city**  
**2,500 shirts for online distribution**  
**9 trees per city**  
**9 plaques for Columbus**  
**200 signs per city**  
**200 mesh wraps per city**  
**200 tree skirts per city**

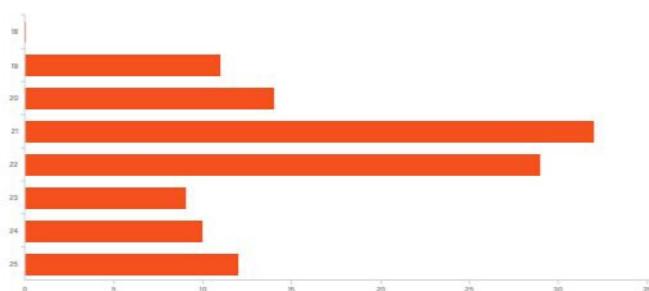
# APPENDIXES

## APPENDIX A BUDGET BREAKDOWN

	Columbus	Provo	Baltimore	Atlanta	Total
# of influencers	9	9	9	9	36
Price of Influencers	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000
<b>Total Cost of Influencers</b>	<b>\$ 9,000.00</b>	<b>\$ 9,000.00</b>	<b>\$ 9,000.00</b>	<b>\$ 9,000.00</b>	<b>\$ 36,000.00</b>
# of T-shirt per city	1,000	1,000	1,000	1,000	4,000
# of T-shirts for online distribution					2,500
Cost of T-shirts	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00	\$ 7.00
<b>Total Cost of T-shirts</b>					<b>\$ 45,500.00</b>
# of Trees per city	9	9	9	9	36
Cost per Tree	\$ 12.00	\$ 12.00	\$ 12.00	\$ 12.00	\$ 48.00
<b>Total Cost of Trees</b>	<b>\$ 108.00</b>	<b>\$ 108.00</b>	<b>\$ 108.00</b>	<b>\$ 108.00</b>	<b>\$ 432.00</b>
# of plaques	9				9
Cost of Plaques	\$ 400.00				\$ 400.00
<b>Total Cost of Plaques</b>	<b>\$ 3,600.00</b>				<b>\$ 3,600.00</b>
# of signs for trees	200	200	200	200	\$ 200
Cost of signs for trees	\$ 29.60	\$ 29.60	\$ 29.60	\$ 29.60	
<b>Total Cost of signs for trees</b>	<b>\$ 5,920.20</b>	<b>\$ 5,920.20</b>	<b>\$ 5,920.20</b>	<b>\$ 5,920.20</b>	<b>\$ 23,680.80</b>
# of mesh wraps	200	200	200	200	200
Cost of mesh for trees	\$ 2.47	\$ 2.47	\$ 2.47	\$ 2.47	
<b>Total Cost of Mesh for Trees</b>	<b>\$ 493.35</b>	<b>\$ 493.35</b>	<b>\$ 493.35</b>	<b>\$ 493.35</b>	<b>\$ 1,973.40</b>
# of Tree skirts	200	200	200	200	200
Cost of Tree skirts	\$ 17.27	\$ 17.27	\$ 17.27	\$ 17.27	
<b>Total Cost of Tree Skirts</b>	<b>\$ 3,453.45</b>	<b>\$ 3,453.45</b>	<b>\$ 3,453.45</b>	<b>\$ 3,453.45</b>	<b>\$ 13,813.80</b>
<b>Total Budget Used</b>					<b>\$ 125,000.00</b>

## APPENDIX B PRIMARY RESEARCH

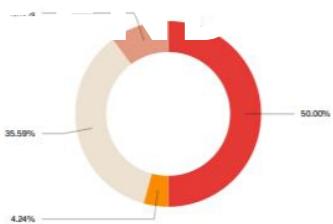
Q1 - How old are you?



Q2 - What state are you from?

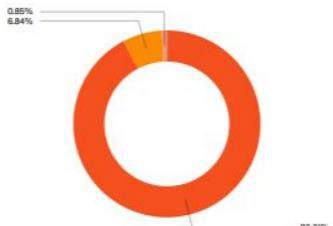
#	Field	Choice Count
6	Colorado	0.00% 2
10	Georgia	0.00% 1
13	Illinois	5.00% 6
14	Indiana	1.00% 2
17	Kentucky	0.00% 1
20	Maryland	0.00% 1
30	New Jersey	1.00% 2
32	New York	25.00% 3
33	North Carolina	0.00% 1
35	Ohio	80.00% 95
46	Virginia	0.00% 1
47	Washington	0.00% 1
51	Other	1.00% 2

## Q3 - What best describes your current situation?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What best describes your current situation? - Selected Choice	1.00	4.00	2.06	1.12	1.26	118

## Q5 - What is your marital status?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your marital status?	1.00	3.00	1.08	0.31	0.10	117

## Q7 - Do you pay your parents for your car insurance?



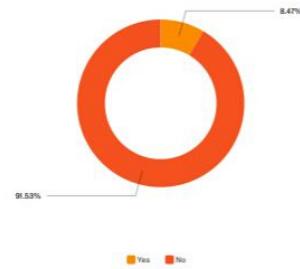
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you pay your parents for your car insurance?	1.00	3.00	2.81	0.53	0.28	115

## Q9 - What type of car insurance do you have?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What type of car insurance do you have?	1.00	6.00	4.65	1.33	1.77	114

## Q4 - Are you a parent?



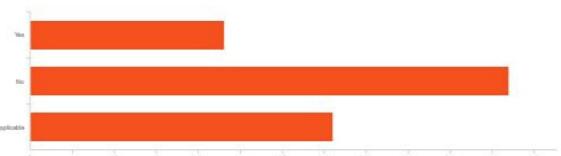
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a parent?	1.00	2.00	1.92	0.28	0.08	118

## Q6 - Are you currently on your parent's car insurance?



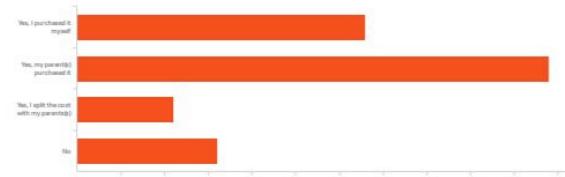
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you currently on your parent's car insurance?	1.00	2.00	1.26	0.44	0.19	117

## Q8 - If you do not pay your parents for your car insurance, do you know how much your parents pay for you to be insured?



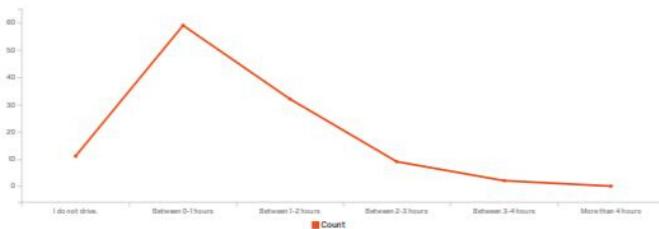
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If you do not pay your parents for your car insurance, do you know how much your parents pay for you to be insured?	1.00	3.00	2.11	0.70	0.50	116

## Q10 - Do you own a car?



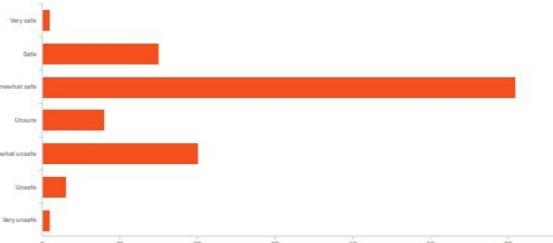
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you own a car?	1.00	4.00	2.09	0.97	0.94	114

Q11 - On average, how often do you drive on a daily basis?



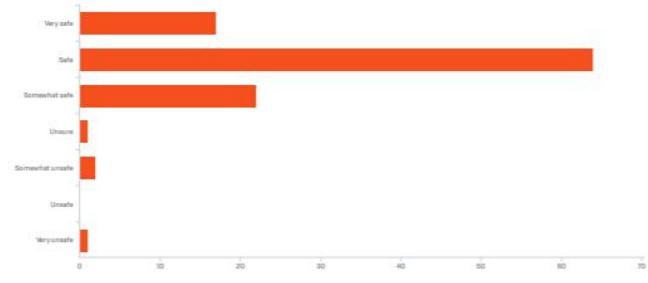
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On average, how often do you drive on a daily basis?	1.00	5.00	2.40	0.84	0.70	113

Q12 - How safe would you consider most people your age while driving?



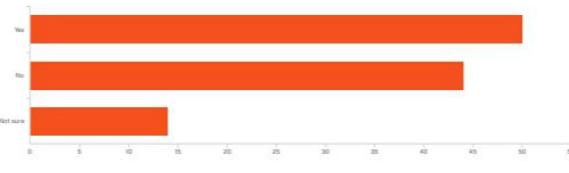
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How safe would you consider most people your age while driving?	1.00	7.00	3.40	1.10	1.21	109

Q13 - How safe do you consider yourself while driving?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How safe do you consider yourself while driving?	1.00	7.00	2.17	0.88	0.78	107

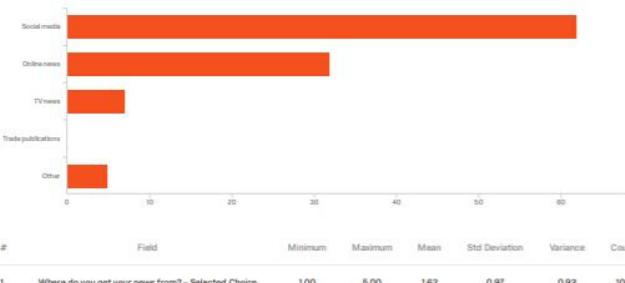
Q14 - Have you ever purchased a product/service because of an influencer?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever purchased a product/service because of an influencer?	1.00	3.00	1.67	0.69	0.48	108

**Q15**  
**SEE LINK**  
**AT END OF**  
**APPENDIX B**

Q17 - Where do you get your news from?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Where do you get your news from? - Selected Choice	1.00	5.00	1.62	0.97	0.93	106

Q18 - Do you read a trade publication at least once a month?

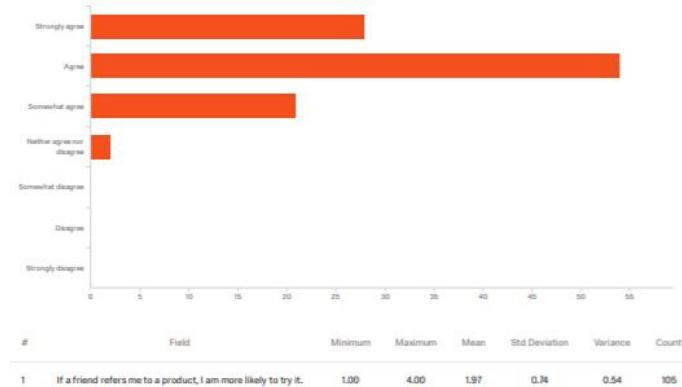


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you read a trade publication at least once a month?	1.00	2.00	1.85	0.36	0.13	106

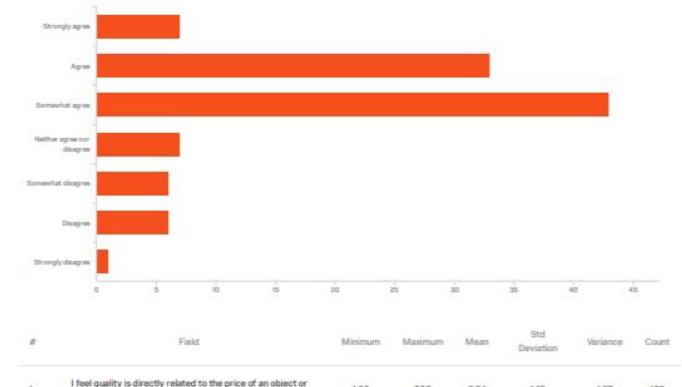
# Q19

## SEE LINK AT END OF APPENDIX B

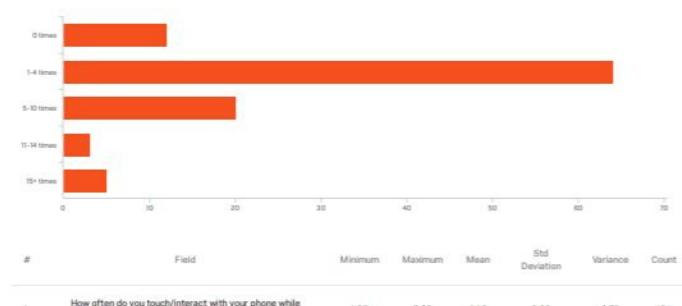
Q21 - If a friend refers me to a product, I am more likely to try it.



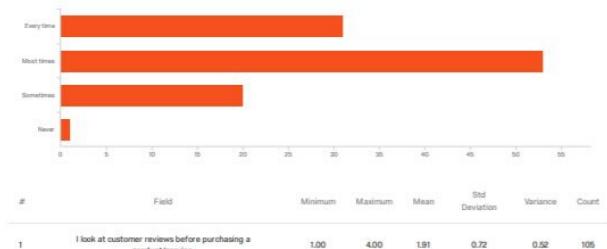
Q23 - I feel quality is directly related to the price of an object or service.



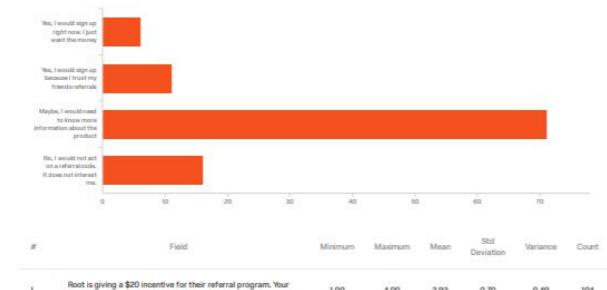
Q25 - How often do you touch/interact with your phone while driving?



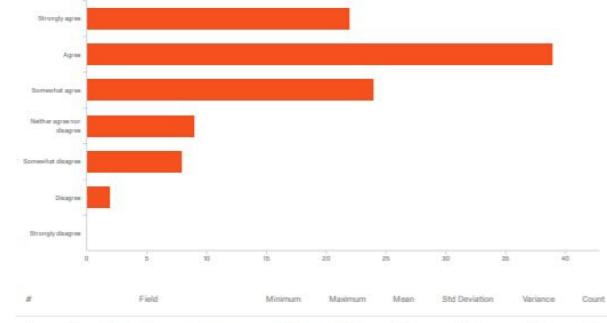
Q20 - I look at customer reviews before purchasing a product/service.



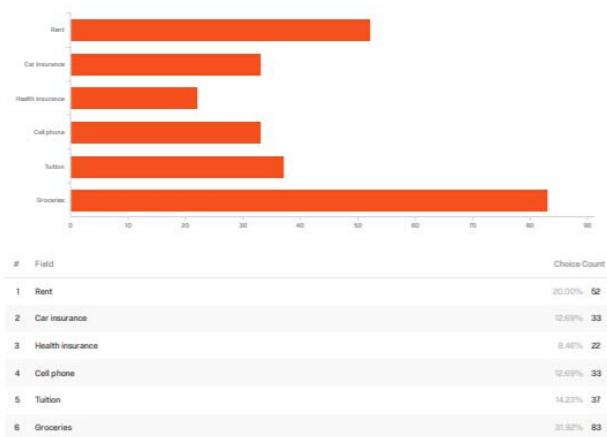
Q22 - Root is giving a \$20 incentive for their referral program. Your friend sends you a referral code to sign up, would you sign up?



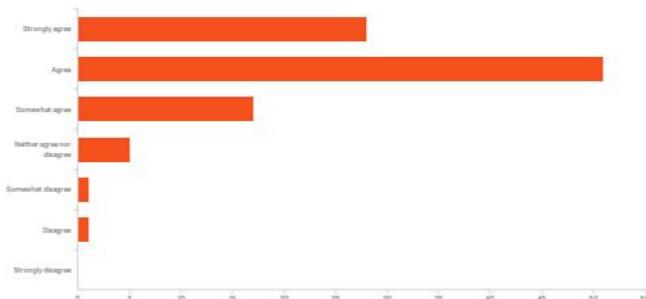
Q24 - Personal privacy is a huge concern of mine.



Q26 - I currently pay for my own... (select all that apply).

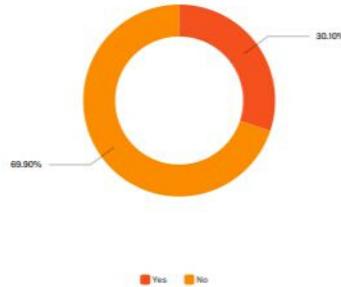


Q27 - I enjoy trying new and intuitive things.

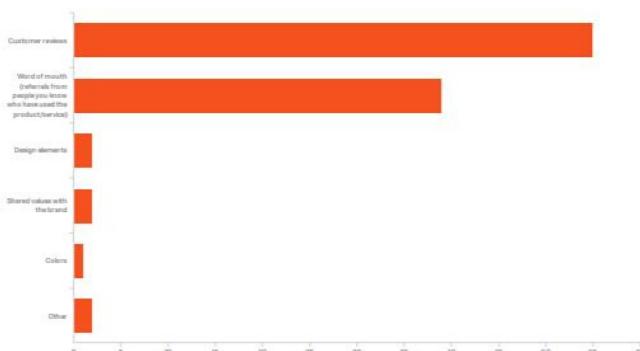


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I enjoy trying new and intuitive things.	1.00	6.00	2.06	0.93	0.87	103

Q29 - Have you heard of Root Insurance?

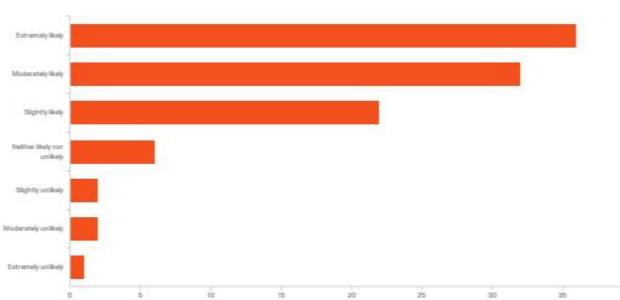


Q31 - When looking to buy something you've never bought before, what influences your decision?

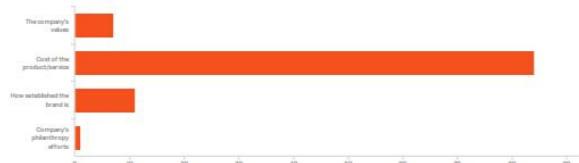


Q33 - How likely are you to try a new product that offers a point-based rewards system

(Ex. Earn a \$10 Amazon gift card for not touching your phone while driving for two weeks)?

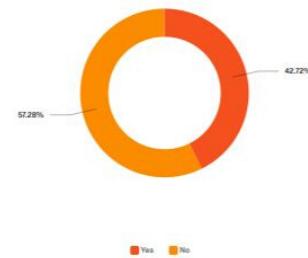


Q28 - What is most important to you when buying a company's product/service?

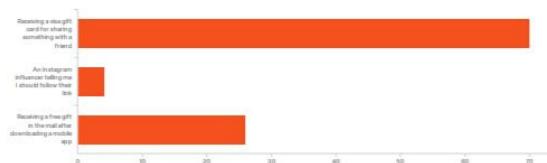


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is most important to you when buying a company's product/service?	1.00	4.00	2.06	0.46	0.21	103

Q30 - If you received \$20 through a referral program, would you download the Root Insurance app and take the Root test drive?



Q32 - What would entice you to try a new product/service the most?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What would entice you to try a new product/service the most?	1.00	3.00	1.56	0.88	0.77	100

**PUBLIC REPORT  
AVAILABLE WITH  
MORE DETAILS AND  
RESPONSES:**

[HTTPS://QL.TC/IM11EE](https://ql.tc/im11ee)

## APPENDIX C WRAPPED TREE

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# CITATIONS

2  
1

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