

Press Releases

For Media inquiries : pr@insure.com

Press release: PBS or Fox? Tweeting or not? Insure.com finds drivers share more than just insurance companies

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A new analysis by Insure.com shows how car insurance companies attract customers who share similar habits and tastes.

Insure.com analyzed data from its "[Best Insurance Companies](#)" survey, which provides customer satisfaction ratings for large auto, home, health and life insurers. The survey also asked respondents to provide a variety of demographic information and personal preferences.

Insure.com identified auto insurance companies that stand out as favorites among certain groups of consumers.

Social media

Customers of Country Financial and MetLife are by far the most plugged-in and savvy about social media when compared to customers of the other 18 large auto insurers in Insure.com rankings of [best car insurance companies](#).

According to Insure.com's study, more than one-quarter of Country Financial customers (25.9 percent) say they regularly use Twitter, followed by MetLife customers at 16.7 percent.

The lowest Twitter use was found among customers of Nationwide (2 percent), 21st Century (2.1 percent) and The Hartford (2.4 percent).

The largest contingents of Facebook users are found at Country Financial (76.7 percent), MetLife (69.7 percent) and Esurance (54.2 percent).

The Hartford (15.5 percent), State Farm (20 percent) and Allstate (21.8 percent) have the lowest levels of Facebook use among policyholders, according to Insure.com.

Use of LinkedIn is most popular among customers of MetLife (33.3 percent) and Country Financial (22.4 percent). Conversely, Allstate (5 percent), AAA (5.5 percent) and State Farm (6.2 percent) drivers show little interest in networking with colleagues and friends via LinkedIn.

Groupon

Who doesn't love a bargain on salon services and cupcakes? Judging by percentages of regular Groupon users, customers of The Hartford (2.4 percent) and State Farm (6 percent) have little interest.

Customers of MetLife (37.9 percent) and Country Financial (25.9) are most likely to be seeking out Groupon deals.

TV news

Customers of GMAC Insurance are the most likely of any group to be watching PBS (12.5 percent) when given a choice among Diane Sawyer (ABC), Scott Pelley (CBS), Jon Stewart (Comedy Central), Bill O'Reilly (Fox), Brian Williams (NBC), Chris Matthews (MSNBC) and PBS NewsHour.

The largest contingent of Jon Stewart fans can be found among customers of USAA (33.3 percent). Other big Stewart fans include Mercury General customers (24.1 percent) and Progressive customers (20.6 percent).

Customers of The Hartford (22.2 percent) and Country Financial (20 percent) favor Bill O'Reilly.

AAA drivers are the most likely to say they don't watch news at all (44.4 percent).

Methodology

Insure.com surveyed more than 4,500 insurance customers between February and August 2011 for customer service ratings and reviews. The survey included the top companies by market share, but not all large companies were represented.

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Press contact:

Amy Danise
860-386-6446

adanise (at) insure (dot) com