

**Quiz: Your shopping type: Emotions and Sentiments or Knowledge and Understanding.**

Directions: Mark "A" if you believe the statement is based on E&S's, and mark "B" if you believe the statement to be based on K&U. Arguably, some statements may use both. However, one or the other is predominant, so go with that one.

1. The agent said to get Plan F so you don't have to pay anything.

- A. E&S's
- B. K&U

2. The Council of Aging people told me that this national organization's Medicare supplement was better, so I should go with that one.

- A. E&S's
- B. K&U

3. My neighbor said that this (Brand X) is a good one.

- A. E&S's
- B. K&U

4. Do they pay?

- A. E&S's
- B. K&U

5. I've never heard of that company (Brand Y) before (with a worried tone implying that it may not pay).

- A. E&S's
- B. K&U

6. But, can they drop me?

- A. E&S's
- B. K&U

7. That company is only in a dozen states (fearing that the company is too small and may not pay its claims).

- A. E&S's
- B. K&U

8. They treated me really good.

- A. E&S's
- B. K&U

9. My husband has this one, so I might as well get the same one.

- A. E&S's
- B. K&U

10. I'll call an 800 number because I want to cut out the middle man.

- A. E&S's
- B. K&U

11. They paid really good. (Someone says this after a big claim was paid.)

A. E&S's

B. K&U

12. I don't want to change.

A. E&S's

B. K&U

13. I want to get the most for the least.

A. E&S's

B. K&U

14. I don't care about a more competitive price; I just want to make sure they pay.

A. E&S's

B. K&U

15. My plan covers everything that Medicare doesn't cover.

A. E&S's

B. K&U

16. I'll go through all of this (meaning the stuff in the mail), and when I figure it out, I'll call you.

A. E7S's

B. K&U

17. I don't want to have to pay any deductibles or copays.

A. E&S's

B. K&U

18. We have our other insurance with them.

A. E&S's

B. K&U

19. I've been with them for a long time, so I don't want to change.

A. E&S's

B. K&U

20. I trust the Council on Aging folks.

A. E&S's

B. K&U

21. I like the one I have.

A. E&S's

B. K&U

22. I know I don't understand all of this, so I want you (an insurance professional) to help me.

A. E&S's

B. K&U