

## Consumer behaviour and insurance discussion

*Describe typical and other consumer behaviours related to a topic below, see if your partner agrees, then together decide how companies should react. You can talk about just a topic, just a group of people, or a combination. If you just choose a group of people, you don't have to (only) talk about insurance.*

groups of people	
baby boomers brokers/ traders business owners/ entrepreneurs car owners carers casual workers drivers executives/ directors females freelance workers generation X generation Y generation Z homeowners importers/ trading companies logistics companies/ delivery companies long-term customers males millennials new recruits part-time workers poor people retired people SMEs the middle class the rich the self employed the working class the working poor university students	accident insurance auto insurance bicycle insurance casualty insurance D&O insurance disability insurance (private) health insurance household insurance life insurance marine insurance mortgage insurance pensions property insurance travel insurance