

## Focus Group Demographics

		Count	Percentage
<b>Number of participants</b>		29	
<b>Number of groups</b>		4	
<b>Gender</b>	Male	13	45%
	Female	15	52%
	Transgender/Nonbinary	1	3%
<b>Age</b>	30–39	5	17%
	40–49	3	10%
	50–59	13	45%
	60–69	6	21%
	70+	2	7%
<b>Ethnicity</b>	White	14	48%
	Black	9	31%
	Hispanic	3	10%
	American Indian/Alaskan Native	1	3%
	Asian	1	3%
	Multiracial	1	3%
<b>State representation</b> 17 states represented: Arizona, California, Colorado, Florida, Illinois, Maryland, Mississippi, Missouri, New Jersey, New York, Ohio, Oregon, Tennessee, Virginia, West Virginia, Wisconsin, and Wyoming	Sell in home state	9	31%
	Sell in home state and others	20	69%
<b>Company employees</b>	1–10	13	45%
	11–99	5	17%
	100+	11	38%
<b>Tenure</b>	Less than 2 years	4	14%
	2 years or more	25	86%
<b>Type of plans currently sell</b>	Medicare Advantage only	6	21%
	Medigap Supplemental Plans only	4	14%
	Medicare Advantage and Medigap	3	10%
	Medicare Advantage, Medigap, and Part D	14	48%
	Other or question not answered	2	7%
<b>Proportion of focus group participants' sales or portfolio</b>	Medicare Advantage		59%
	Medigap		31%
	Part D		9%
	Other		>1%
<b>Pay structure</b>	Annual salary	3	10%
	Commission	16	55%
	Combination	10	35%