

National Consumer Agency

Market Research Findings: Consumer Switching Behaviour



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September 2011

Market Research Conducted by

amárach 
research

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Key Findings

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Key Findings - I



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- In the past year consumers are most likely to have switched providers for
 - car insurance (22%)
 - electricity (17%)
 - main grocery shop (17%)
- Within the past three years almost 1 in 4 (24%) consumers have switched car insurance provider with 2 in 5 (41%) of those switching more than once
- The highest incidence of multiple switching is found in the grocery sector, both main grocery (49%) and top-up grocery (57%)
- Overall, across all categories, 79% of consumers, who had switched service providers in the last twelve months, said they had saved money as a result; with the highest incidence in the car insurance (88%) and home insurance (86%) sectors

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Key Findings - II



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- The main reason consumers gave for not switching product/service provider across all sectors is due to being happy with their current provider
- 92% of those who switched found process easy
- 55% of consumers who have switched service provider feel that they are receiving a better service
- In the next year consumers are most likely to switch providers for
 - car insurance (19%)
 - home insurance (12%)
 - main grocery shop (11%)

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Consumer Switching Behaviour

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Extent of Switching Providers within the Past 12 Months

(Base: All holders/purchasers of products/services)



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Switching Providers

May/June '11

Primary

Secondary

Tertiary

Yes

Yes

Yes



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Whether or Not Saved Money Due to Switching Provider

(Base: All who have switched providers in the past 12 months)



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Main Grocery Shop
76%



Home Insurance
Provider 86%



Car Insurance
Provider 88%



Mobile Telephone
Provider 76%



Electricity supply
service 71%



Fixed/Landline Telephone
Provider 72%



Broadband/Internet Access
Provider 72%



Top up Grocery Shop
67%

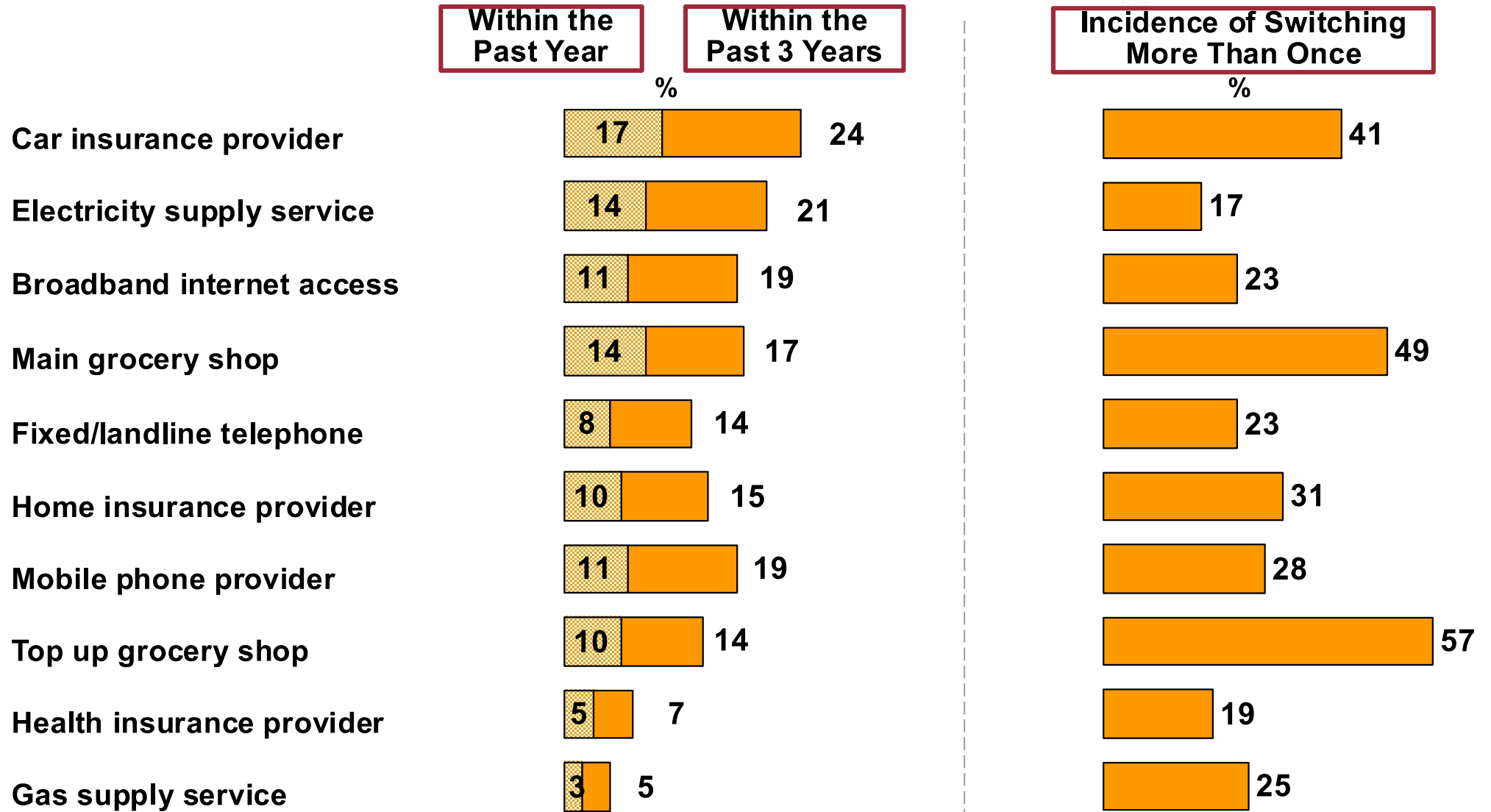
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Switching Behaviour – Primary



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(Base: All aged 15-74 – 1,000)



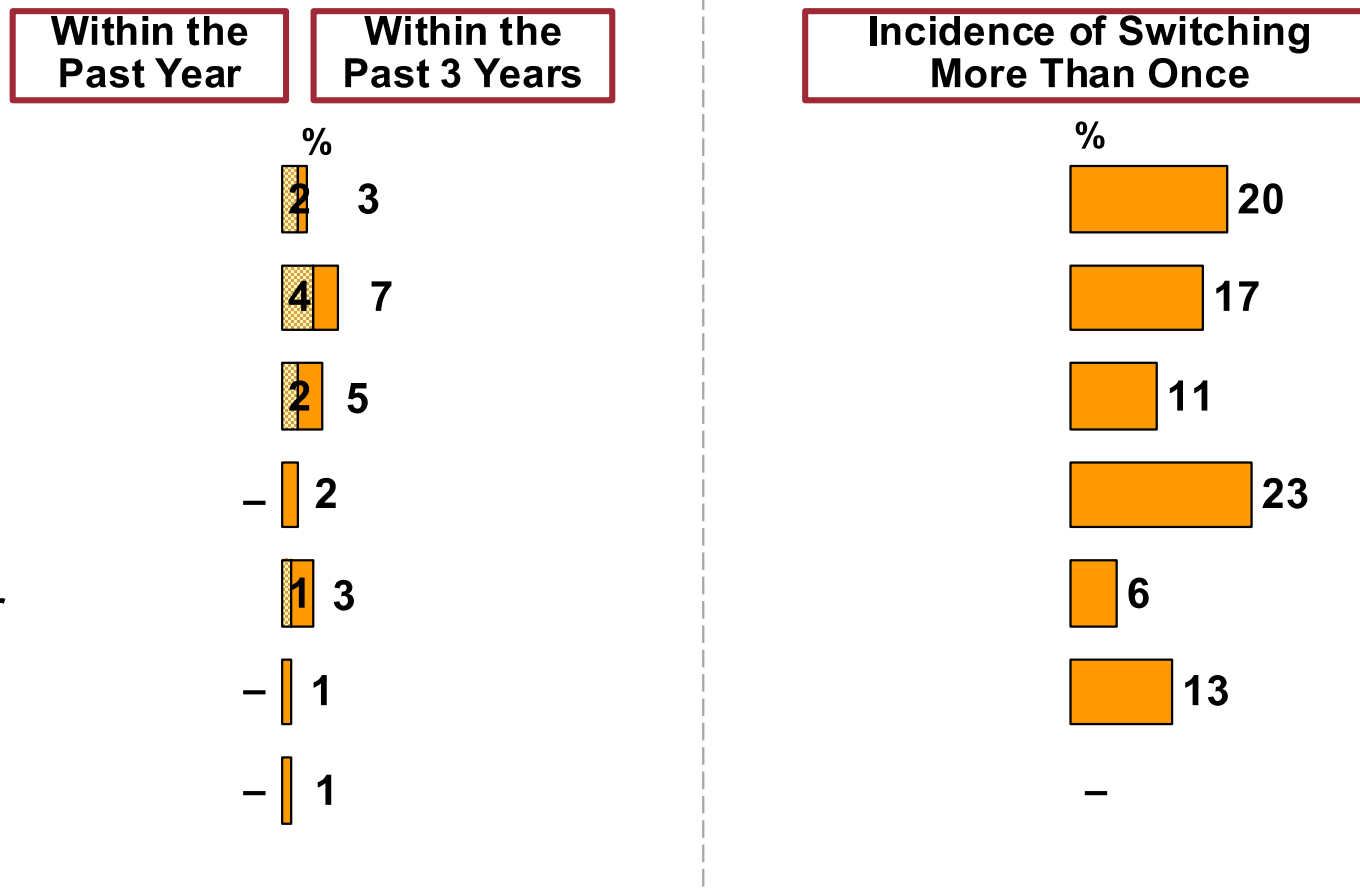
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Switching Behaviour – Secondary

(Base: All aged 15-74 – 1,000)



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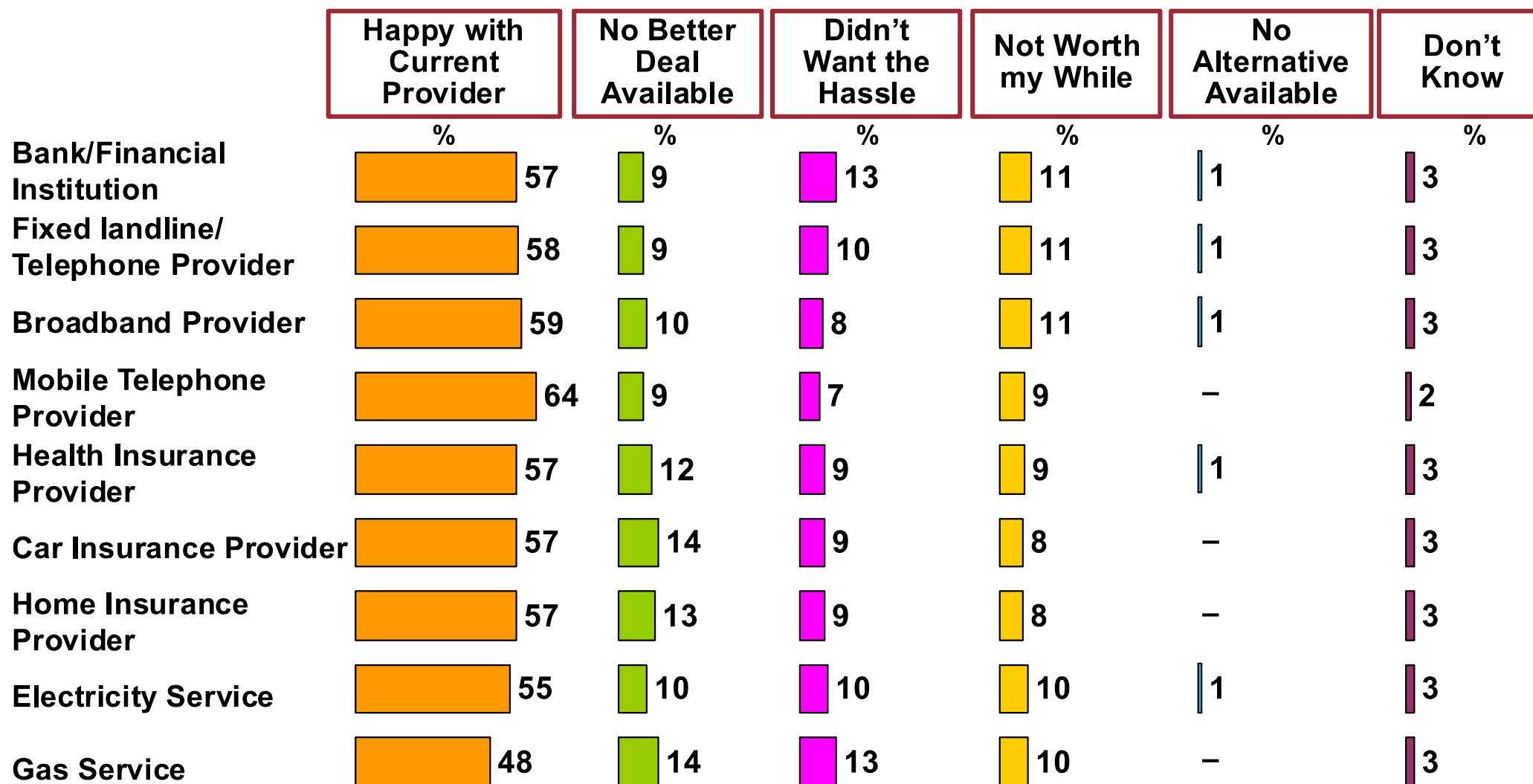
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Reasons for Not Switching Provider Within Past 3 Years – I

(Base: All that have not switched provider within the past 3 years)



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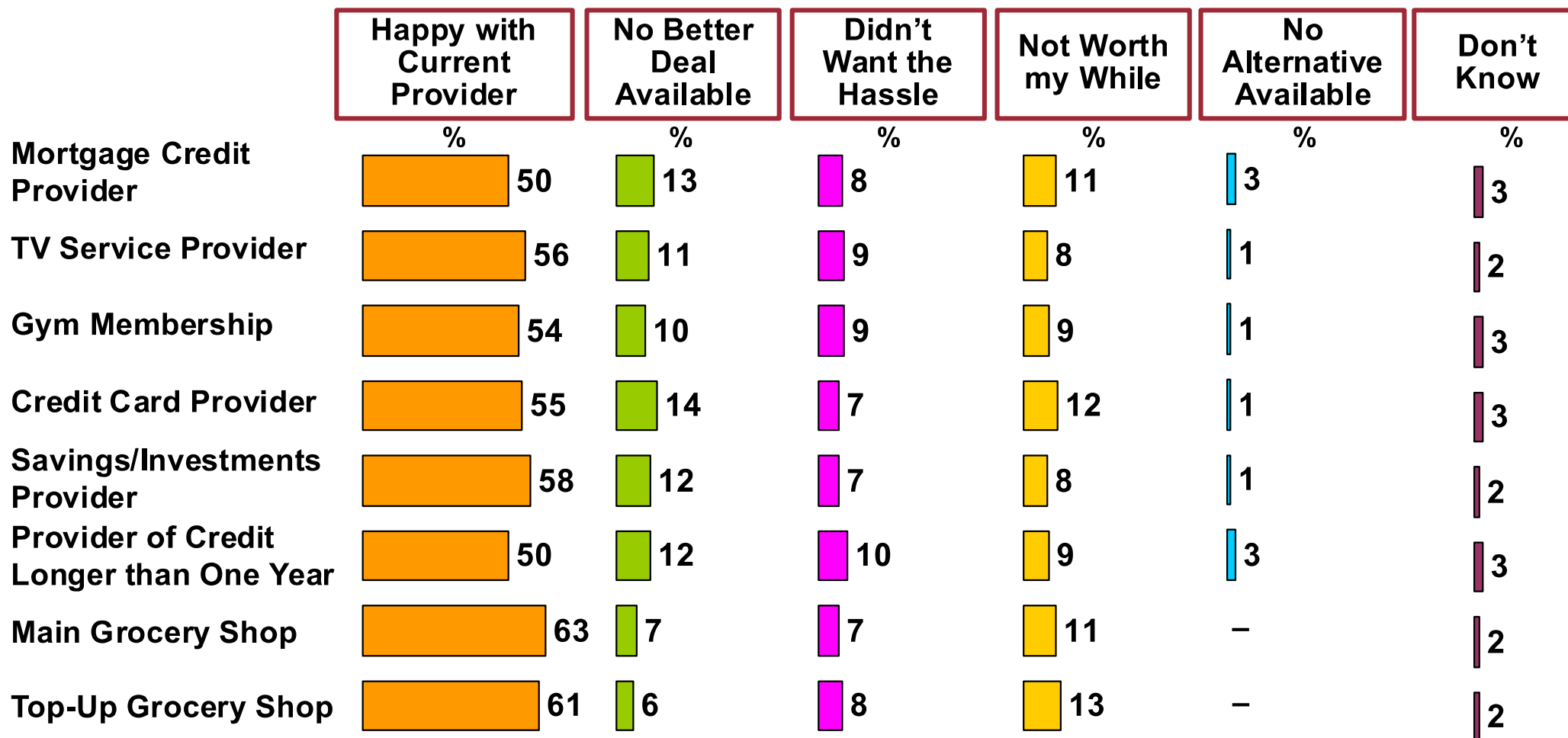
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Reasons for Not Switching Provider Within Past 3 Years – II



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(Base: All that have not switched provider within the past 3 years)



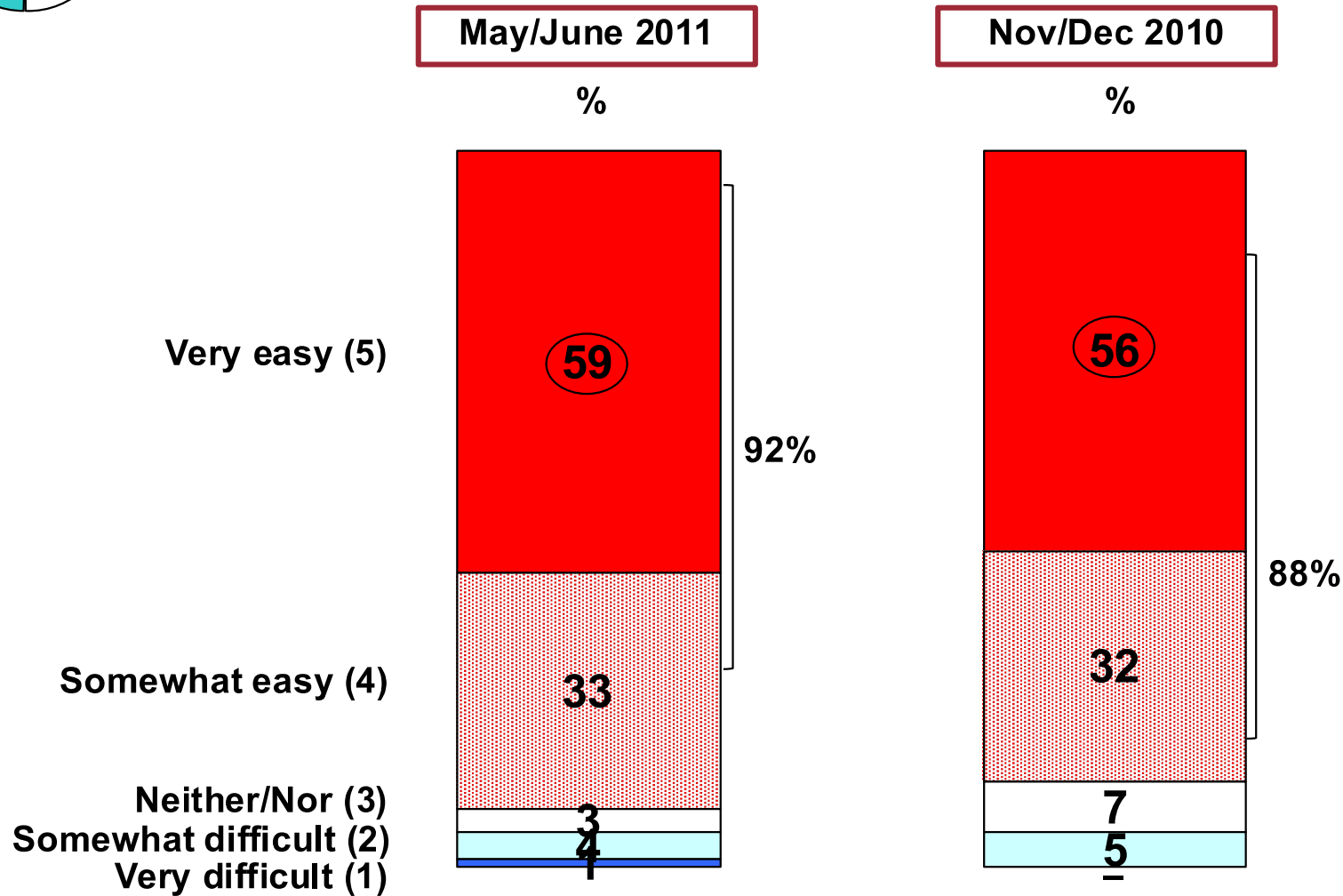
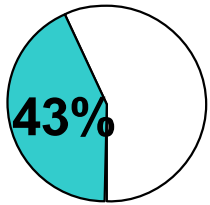
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Experience of the Switching Process

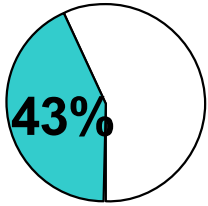


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(Base: All who have switched providers in the past 12 months – 429)



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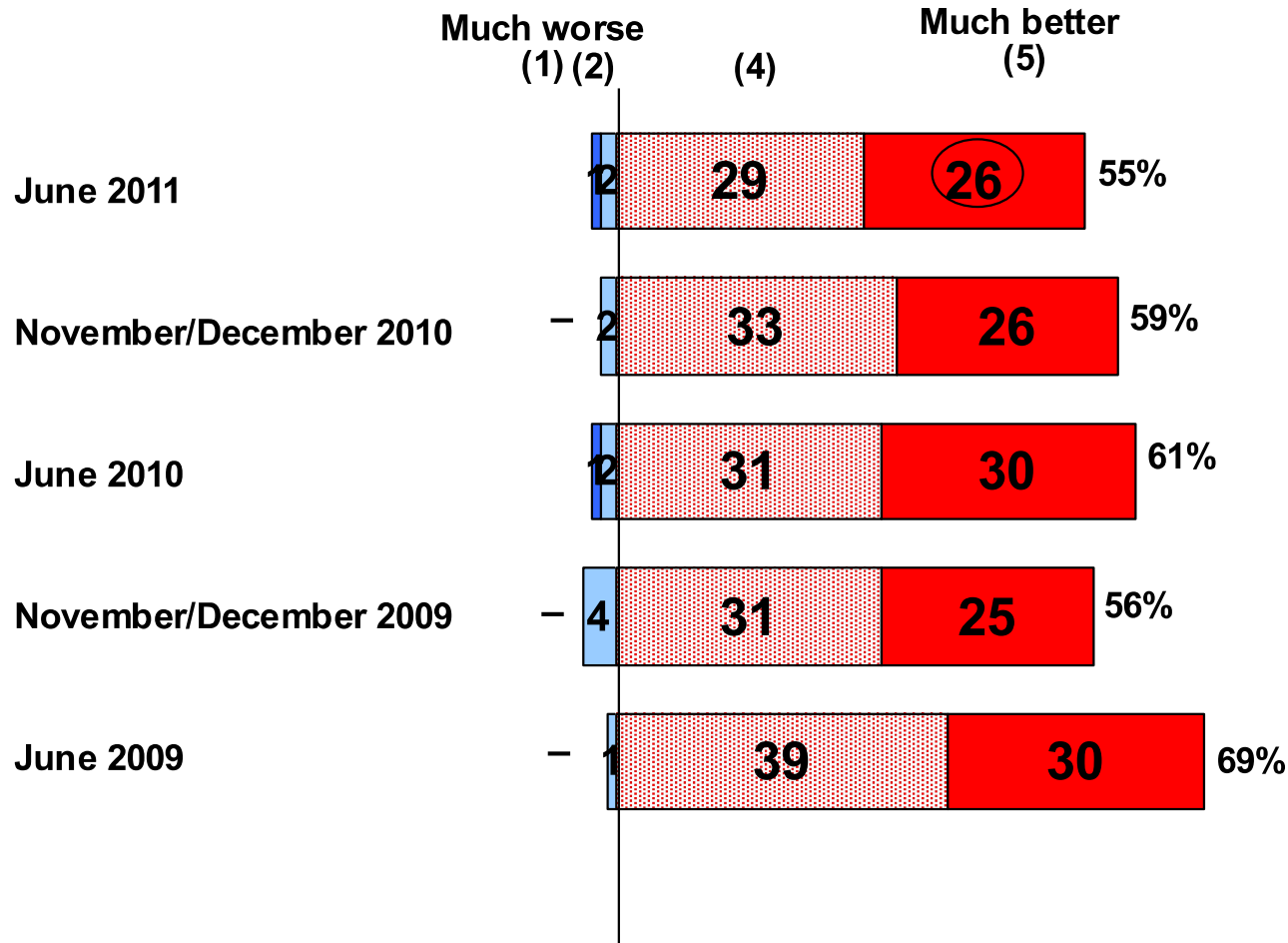


Service Receiving with New Provider

(Base: All who have switched providers in the past 12 months – 429)



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The same/ Don't know	Mean Score
42	3.8
39	3.9
36	4.0
40	3.9
30	4.0

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Future Likelihood of Switching Providers within the Next 12 Months



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(Base: All aged 15-74 – 1,000)

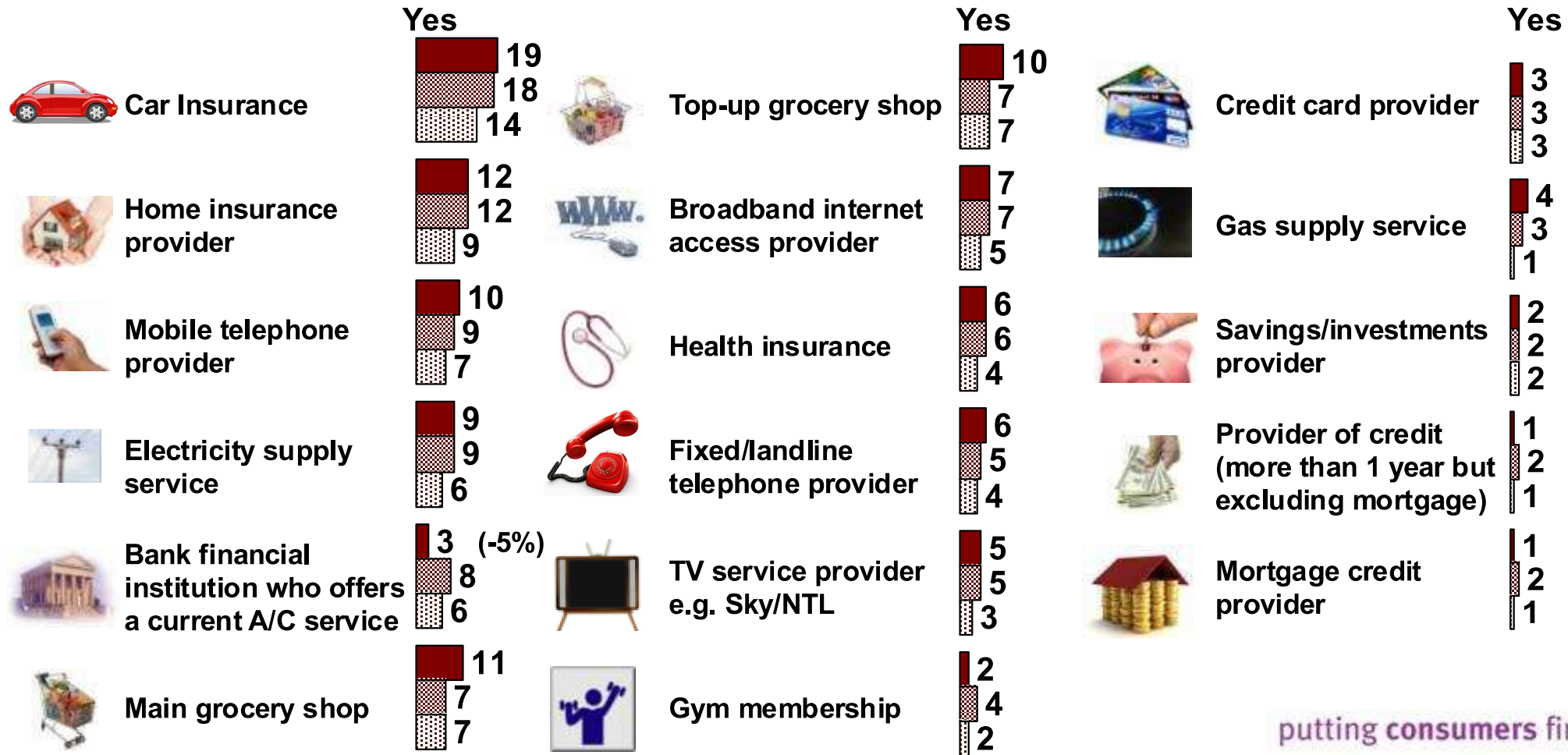
May/June '11
 Nov/Dec '10
 June 2010

Switching Providers

Primary

Secondary

Tertiary



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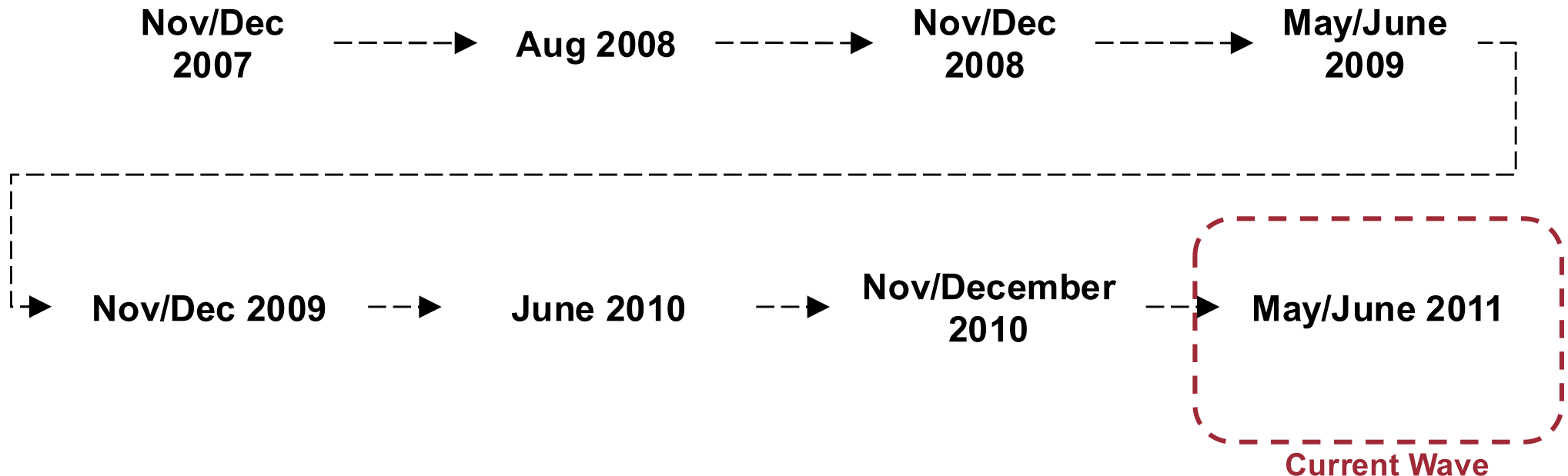
Research Background and Methodology

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Research Background and Methodology



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- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in May/June 2011.

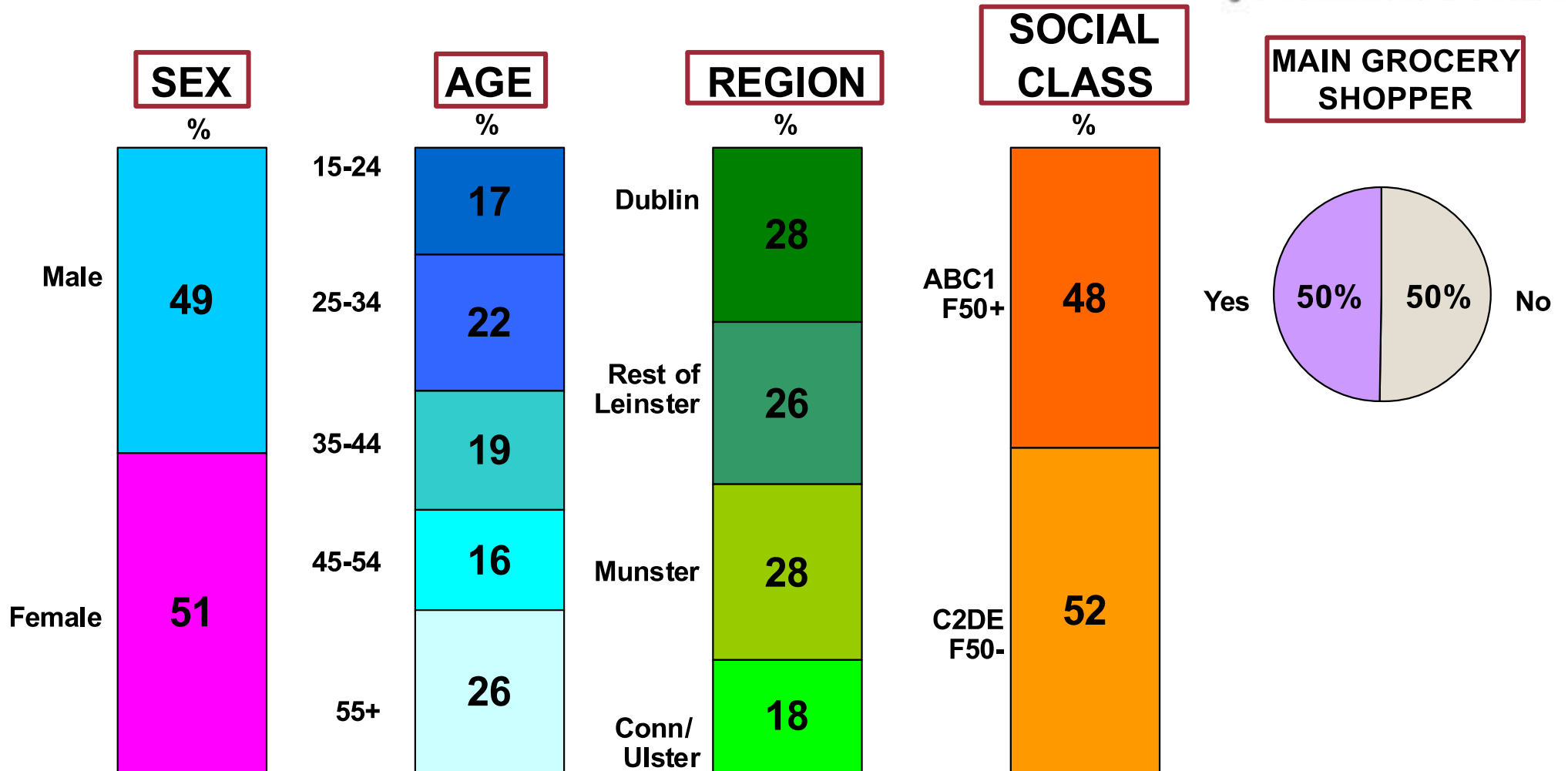
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Profile of Sample – I



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(Base: All aged 15-74 – 1,000)



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