



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission

Insurance – Consumer Behaviour

December 2015

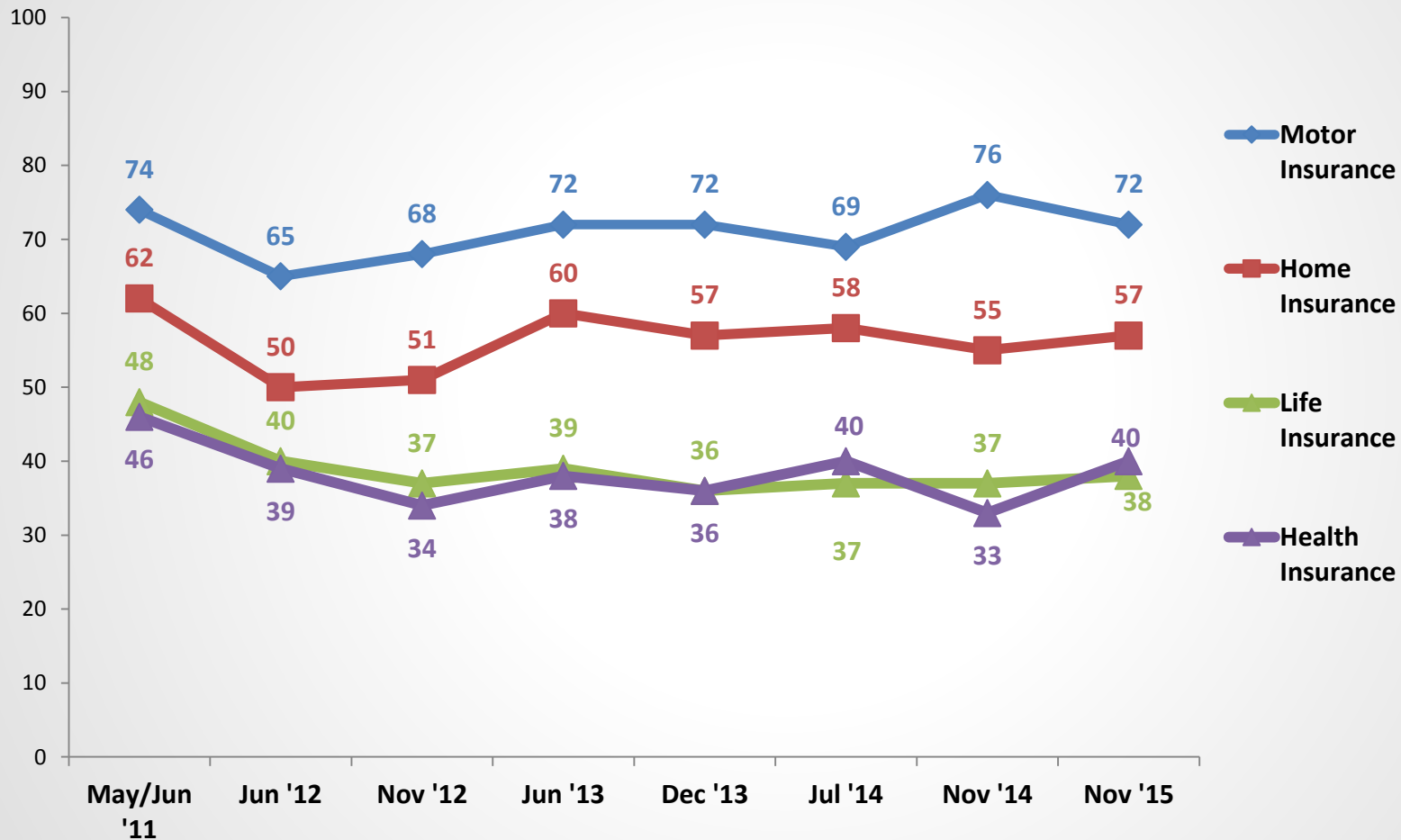


Key summary findings

- Comparison shopping continues to be most common in motor insurance at 73%.
- Just over half (52%) shop around for home insurance.
- There is some decline evident in the likelihood of shopping around for better home (-7%) and health (-8%) insurance policies.
- 35-49 year olds are the most likely to shop around when taking out/renewing insurance policies with over 65s the least likely to compare.
- Seeking quotes online continues to be the most popular method of shopping around. However, there has been some decline in the use of comparison sites.

Incidence of holding insurance

Base: Adults Aged 16+ - (1,001)



Q. 1 Which of the following insurance policies do you currently hold?

Incidence of holding insurance by demographic

Base: All adults 16+ - (1,001)

	Total	Gender		Age					Class			Region				Area	
		Male	Female	-24	25-34	35-49	50-64	65+	ABC1	C2DE	F	Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural
Base:	1001	478	523	134	161	307	231	168	486	455	60	289	253	289	170	638	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Car insurance provider	72	72	72	29	72	88	83	69	82	64	73	70	72	70	80	72	73
Home insurance provider	57	53	60	7	33	71	77	83	67	48	66	62	61	49	54	57	56
Health insurance provider	40	39	41	19	25	48	52	53	58	26	42	52	37	35	35	44	35
Life Insurance / Mortgage Protection provider	38	38	39	6	27	61	47	30	51	29	39	52	34	31	35	43	31

35-64 year olds and the socio-economic grouping ABC1s have highest ownership of insurance products

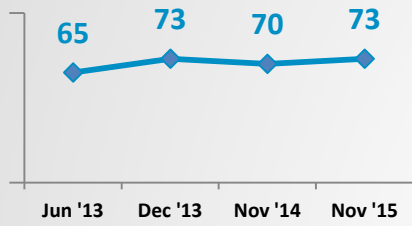
Q. 2b Which of the following insurance policies do you currently hold?



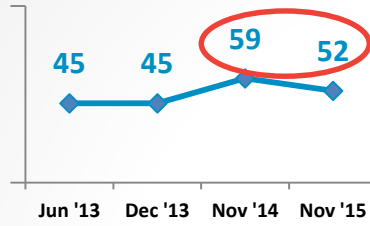
Incidence and method of shopping around for insurance

Base: All who hold each policy

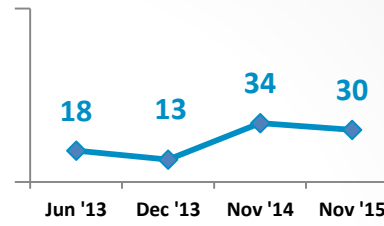
Motor Insurance (755)



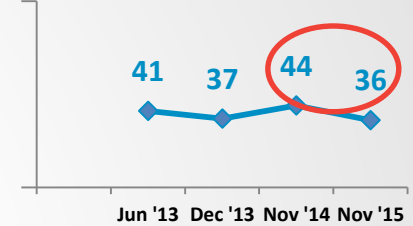
Home Insurance (626)



Life Insurance (416)



Health Insurance (454)



	Dec '13	Nov '14	Nov '15
Online	60	55	62
Phone	40	46	42
Broker	24	22	24
Other	1	1	1
Use of comparison sites (online shoppers)	68	66	63

	Dec '13	Nov '14	Nov '15
Online	53	53	59
Phone	40	46	46
Broker	22	21	23
Other	3	1	1
Use of comparison sites (online shoppers)	51	58	49

	Dec '13	Nov '14	Nov '15
Online	63	56	65
Phone	41	35	41
Broker	22	29	20
Other	4	2	1
Use of comparison sites (online shoppers)	65	49	42

	Dec '13	Nov '14	Nov '15
Online	64	57	68
Phone	37	50	40
Broker	11	18	15
Other	2	1	2
Use of comparison sites (online shoppers)	67	52	49

Comparison shopping continues to be most common in motor cover

Q. 13 Did you shop around for quotes when you last renewed/took out your...

Who shops around?

Base: All who hold each policy

	Total	Gender		Age				Class			Region				Area	
		Male	Female	U-35	35-49	50-64	65+	ABC1	C2DE	F*	Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Motor Insurance (Base: 755)	73	75	72	84	76	66	57	75	75	47	70	76	72	75	76	68
Home Insurance (Base: 626)	52	55	49	51	62	50	39	60	46	37	50	57	51	50	56	46
Life Insurance (Base: 416)	36	35	36	32	47	32	24	38	34	22	35	37	39	31	39	29
Health Insurance (Base: 454)	30	32	28	33	36	28	11	31	29	29	27	26	40	31	33	25

35-49 year olds are the most likely to shop around for quotes when taking out/renewing insurance policies, over 65s are the least likely.

Q. 13a Did you shop around for quotes when you last renewed/took out your _____ policy?



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Research Methodology and Sample Profile



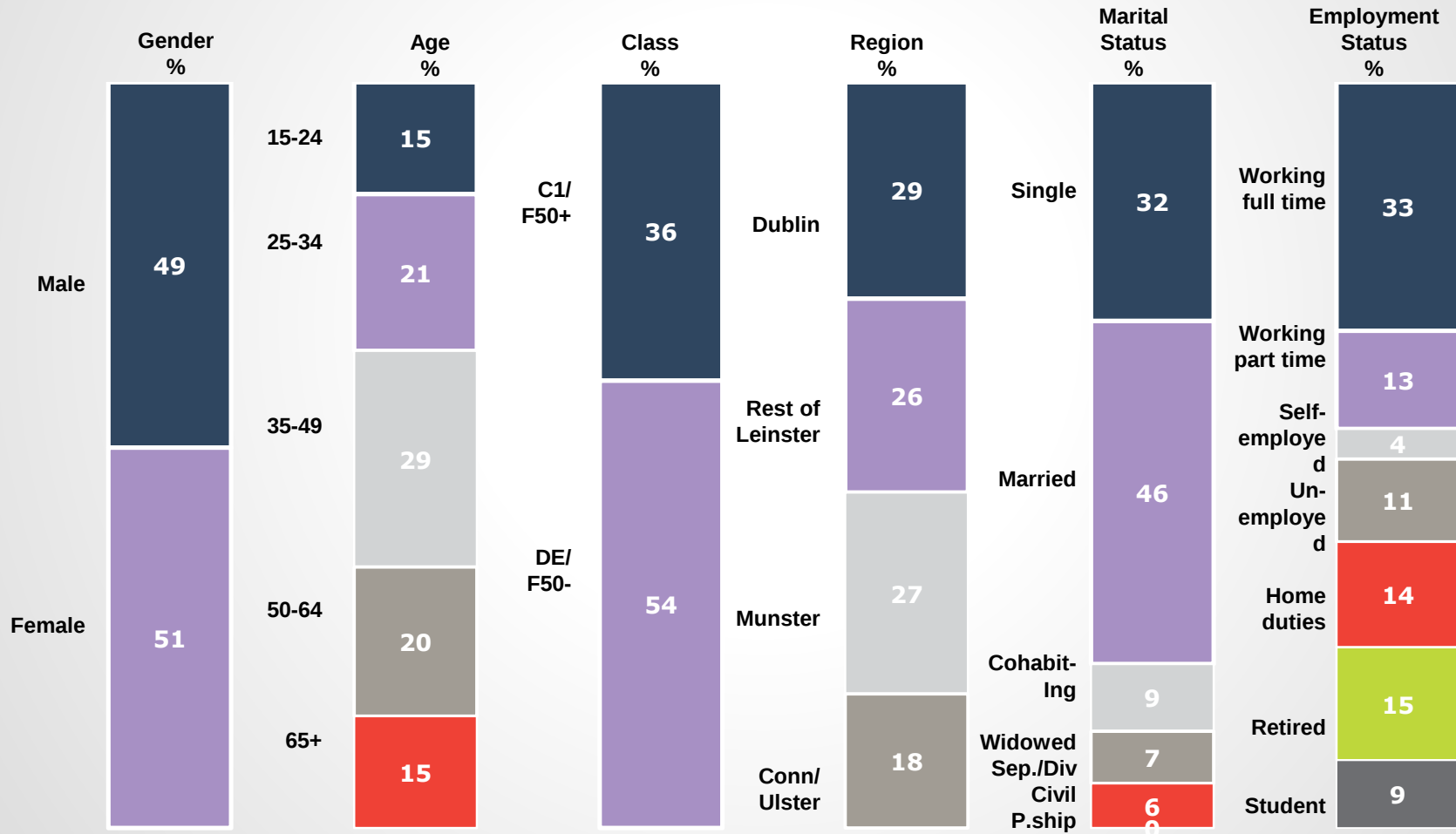
Research Methodology

- The research was undertaken through a face-to-face, in-home survey of 1,001 adults aged 16+.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation.) to ensure that the sample is reflective of the Irish population.
- When all assignments are cumulated the sample structure mirrors the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- All research was conducted from 6th – 20th November 2015.



Profile of Sample

Base: All Adults 16+ 1,001





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Thank You

