

YouGov / Deloitte Survey Results

Sample Size: 2103

Fieldwork: 14th - 17th May 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2103	955	1148	180	316	329	325	953	1240	863	508	336	206	268	489	98	198
All GB online Adults	2103	1009	1094	252	365	370	380	736	1157	946	517	345	202	269	482	105	183

Which, if any, of the following non-life insurance policies do you have? (Please tick all that apply)

	60%	59%	61%	12%	46%	63%	70%	77%	70%	48%	60%	61%	66%	49%	62%	65%	60%
Buildings insurance	60%	59%	61%	12%	46%	63%	70%	77%	70%	48%	60%	61%	66%	49%	62%	65%	60%
Contents insurance	71%	69%	73%	26%	56%	75%	81%	88%	80%	61%	73%	70%	81%	59%	74%	78%	70%
Travel insurance	32%	33%	31%	22%	29%	29%	30%	40%	39%	23%	34%	28%	31%	36%	30%	28%	34%
Car insurance	72%	71%	73%	42%	64%	74%	78%	81%	80%	63%	74%	73%	78%	55%	77%	74%	66%
Health insurance	15%	17%	13%	6%	18%	19%	17%	14%	19%	10%	12%	16%	17%	17%	16%	12%	14%
Pet insurance	14%	11%	16%	5%	12%	18%	18%	14%	15%	12%	15%	15%	19%	9%	15%	10%	12%
Other non-life insurance policies	8%	10%	6%	3%	6%	10%	11%	8%	9%	7%	6%	10%	9%	6%	7%	11%	11%
Don't know	1%	1%	2%	3%	1%	3%	-	1%	1%	1%	1%	2%	0%	3%	1%	3%	1%
Not applicable - I don't have any non-life insurance policies	11%	12%	11%	33%	17%	8%	9%	3%	6%	18%	10%	12%	8%	17%	9%	7%	14%

Are you more or less likely to use a price comparison website than you were 12 months ago (i.e. since May 2009)?

	1886	868	1018	113	261	292	301	919	1166	720	463	297	189	225	447	89	176
Unweighted Base	1886	868	1018	113	261	292	301	919	1166	720	463	297	189	225	447	89	176
All GB online Adults with a non-life insurance policy	1842	882	960	162	300	328	345	708	1074	768	462	298	186	216	430	94	157
Much more likely	11%	12%	10%	7%	13%	14%	15%	8%	12%	11%	12%	13%	10%	12%	11%	2%	13%
More likely	21%	19%	22%	21%	21%	20%	24%	19%	19%	23%	22%	20%	18%	24%	18%	27%	18%
Neither more nor less likely	57%	57%	58%	59%	57%	58%	53%	59%	60%	53%	55%	58%	62%	52%	59%	60%	60%
Less likely	4%	5%	4%	5%	4%	1%	4%	5%	4%	4%	3%	4%	3%	6%	6%	1%	3%
Much less likely	3%	4%	3%	2%	2%	2%	2%	5%	3%	4%	5%	1%	3%	2%	4%	4%	4%
Don't know	3%	4%	3%	6%	3%	4%	2%	3%	2%	5%	3%	4%	3%	4%	3%	5%	2%

YouGov / Deloitte Survey Results

Sample Size: 2103

Fieldwork: 14th - 17th May 2010

	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2103	1017	301	72	483	53	177	1143	246	188	61	448
All GB online Adults	2103	1094	281	100	380	68	180	1066	267	173	50	532

Which, if any, of the following non-life insurance policies do you have? (Please tick all that apply)

Buildings insurance	60%	64%	59%	7%	76%	36%	45%	78%	57%	55%	70%	27%
Contents insurance	71%	73%	71%	25%	89%	45%	64%	85%	73%	77%	89%	39%
Travel insurance	32%	34%	31%	16%	40%	14%	17%	39%	31%	23%	30%	22%
Car insurance	72%	76%	71%	26%	81%	52%	62%	84%	69%	70%	58%	51%
Health insurance	15%	19%	11%	9%	11%	12%	7%	18%	13%	10%	13%	12%
Pet insurance	14%	15%	18%	-	13%	12%	10%	17%	16%	11%	22%	7%
Other non-life insurance policies	8%	10%	4%	1%	9%	7%	3%	10%	5%	5%	12%	6%
Don't know	1%	1%	3%	2%	1%	2%	1%	1%	2%	-	1%	2%
Not applicable - I don't have any non-life insurance policies	11%	8%	12%	43%	4%	29%	20%	4%	13%	10%	7%	25%

Are you more or less likely to use a price comparison website than you were 12 months ago (i.e. since May 2009)?

Unweighted Base	1886	938	267	37	462	38	144	1098	215	172	56	329
All GB online Adults with a non-life insurance policy	1842	996	240	54	362	47	143	1010	226	156	46	390
Much more likely	11%	13%	8%	3%	9%	16%	14%	12%	15%	10%	7%	9%
More likely	21%	21%	23%	34%	17%	28%	17%	21%	16%	20%	27%	21%
Neither more nor less likely	57%	56%	58%	48%	62%	50%	59%	58%	61%	58%	46%	56%
Less likely	4%	5%	4%	1%	4%	4%	2%	4%	3%	4%	3%	5%
Much less likely	3%	2%	5%	2%	5%	-	4%	3%	2%	4%	14%	3%
Don't know	3%	3%	3%	12%	3%	2%	4%	3%	3%	4%	4%	5%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2103	955	1148	180	316	329	325	953	1240	863	508	336	206	268	489	98	198
All GB online Adults	2103	1009	1094	252	365	370	380	736	1157	946	517	345	202	269	482	105	183

Have you switched any of your non-life insurance providers over the past 12 months (i.e. since May 2009) to save money?

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1886	868	1018	113	261	292	301	919	1166	720	463	297	189	225	447	89	176
All GB online Adults with a non-life insurance policy	1842	882	960	162	300	328	345	708	1074	768	462	298	186	216	430	94	157
Yes, I have	34%	35%	34%	19%	32%	35%	35%	38%	38%	29%	34%	37%	36%	30%	36%	30%	30%
No, I have not	66%	65%	66%	81%	68%	65%	65%	62%	62%	71%	66%	63%	64%	70%	64%	70%	70%

	Total	Working Status					Marital Status					
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	2103	1017	301	72	483	53	177	1143	246	188	61	448
All GB online Adults	2103	1094	281	100	380	68	180	1066	267	173	50	532

Have you switched any of your non-life insurance providers over the past 12 months (i.e. since May 2009) to save money?

	Total	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted Base	1886	938	267	37	462	38	144	1098	215	172	56	329
All GB online Adults with a non-life insurance policy	1842	996	240	54	362	47	143	1010	226	156	46	390
Yes, I have	34%	34%	34%	19%	40%	29%	29%	37%	36%	37%	39%	24%
No, I have not	66%	66%	66%	81%	60%	71%	71%	63%	64%	63%	61%	76%