

YouGov Survey Results

Sample Size: 2012

Fieldwork: 21st to 25th January 2013

	Social grade		Government Office Region								
	Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Home ownership

	2012	1311	701	471	305	200	202	542	99	176	17
Base: All											
Own the leasehold/freehold outright	53%	51%	56%	51%	57%	58%	52%	49%	58%	51%	71%
Buying leasehold/freehold on a mortgage	47%	49%	44%	49%	43%	43%	48%	51%	42%	49%	29%
Rented from local authority	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-
It belongs to a Housing Association	-	-	-	-	-	-	-	-	-	-	-
Dont know	-	-	-	-	-	-	-	-	-	-	-

Social grade

	2012	1311	701	471	305	200	202	542	99	176	17
Base: All											
ABC1	65%	100%	-	65%	67%	63%	73%	65%	57%	63%	65%
C2DE	35%	-	100%	35%	33%	37%	27%	35%	43%	37%	35%

Government Office Region

	2012	1311	701	471	305	200	202	542	99	176	17
Base: All											
North	23%	23%	24%	100%	-	-	-	-	-	-	-
Midlands	15%	15%	15%	-	100%	-	-	-	-	-	-
East	10%	10%	11%	-	-	100%	-	-	-	-	-
London	10%	11%	8%	-	-	-	100%	-	-	-	-
South	27%	27%	27%	-	-	-	-	100%	-	-	-
Wales	5%	4%	6%	-	-	-	-	-	100%	-	-
Scotland	9%	8%	9%	-	-	-	-	-	-	100%	-
Northern Ireland	1%	1%	1%	-	-	-	-	-	-	-	100%

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Age

Base: All	2012	1311	701	471	305	200	202	542	99	176	17
18-24 [21]	1%	1%	2%	1%	1%	3%	2%	1%	2%	-	-
25-34 [29.5]	10%	12%	8%	10%	8%	8%	14%	11%	9%	11%	24%
35-44 [39.5]	15%	17%	12%	17%	17%	9%	16%	16%	13%	14%	18%
45-54 [49.5]	20%	19%	21%	21%	20%	24%	17%	18%	13%	23%	12%
55+ [60]	53%	51%	57%	51%	54%	57%	51%	53%	63%	52%	47%
Mean	51.15	50.62	52.13	51.04	51.55	52.27	49.78	50.89	52.37	51.41	47.97

Gender

Base: All	2012	1311	701	471	305	200	202	542	99	176	17
Male	53%	51%	58%	55%	55%	55%	50%	52%	48%	59%	35%
Female	47%	49%	42%	45%	45%	45%	51%	48%	52%	41%	65%

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Income - gross household

	2012	1311	701	471	305	200	202	542	99	176	17
Base: All											
under £5,000 per year [2500]	1%	1%	1%	1%	0%	1%	-	1%	4%	1%	-
£5,000 to £9,999 per year [7500]	2%	2%	4%	2%	2%	5%	2%	2%	4%	1%	-
£10,000 to £14,999 per year [12500]	5%	3%	9%	6%	6%	6%	3%	4%	7%	5%	6%
£15,000 to £19,999 per year [17500]	7%	6%	10%	8%	12%	7%	4%	6%	6%	6%	6%
£20,000 to £24,999 per year [22500]	8%	7%	10%	9%	5%	11%	7%	7%	7%	9%	12%
£25,000 to £29,999 per year [27500]	7%	6%	8%	8%	4%	9%	4%	7%	9%	9%	-
£30,000 to £34,999 per year [32500]	7%	6%	7%	7%	4%	6%	3%	8%	10%	9%	-
£35,000 to £39,999 per year [37500]	6%	5%	6%	6%	8%	7%	5%	6%	1%	5%	6%
£40,000 to £44,999 per year [42500]	6%	7%	4%	6%	7%	6%	1%	5%	8%	9%	24%
£45,000 to £49,999 per year [47500]	5%	6%	4%	4%	7%	3%	6%	5%	9%	5%	-
£50,000 to £59,999 per year [55000]	6%	7%	4%	6%	6%	4%	5%	7%	4%	5%	12%
£60,000 to £69,999 per year [65000]	5%	6%	3%	5%	6%	5%	5%	5%	8%	3%	-
£70,000 to £99,999 per year [87500]	7%	10%	2%	6%	5%	7%	17%	7%	3%	6%	29%
£100,000 to £149,999 per year [125000]	2%	3%	1%	1%	2%	3%	4%	3%	1%	2%	-
£150,000 and over [175000]	1%	2%	0%	1%	1%	1%	2%	2%	-	-	-
Dont know	3%	3%	4%	3%	3%	3%	5%	3%	1%	4%	-
Prefer not to answer	22%	21%	23%	23%	21%	21%	25%	20%	17%	23%	6%
Not asked	0%	0%	-	0%	-	-	-	0%	-	-	-
Mean	43387.42	49196.70	32030.33	39102.01	41456.52	40065.36	57693.66	46636.25	35740.74	39980.62	51875.00

Total	Social grade		Government Office Region							
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Are you aware of Home Emergency Assistance cover?

Base: All	2012	1311	701	471	305	200	202	542	99	176	17
Yes	76%	77%	74%	75%	79%	77%	73%	77%	76%	75%	41%
No	17%	17%	17%	19%	14%	14%	16%	17%	20%	18%	41%
Not sure	7%	6%	8%	6%	7%	9%	10%	6%	4%	7%	18%

Do you currently have Home Emergency Assistance cover?

Base: Aware of Home Emergency Assistance cover	1525	1004	521	353	240	154	148	416	75	132	7
Yes, I do	37%	37%	38%	40%	40%	37%	36%	33%	31%	46%	14%
No, I don't and I have never had Home Emergency Assistance cover	46%	47%	44%	42%	45%	45%	48%	50%	47%	41%	57%
No, I don't but I have had Home Emergency Assistance cover in the past	13%	12%	14%	14%	12%	12%	11%	14%	13%	12%	-
Not sure	4%	4%	4%	4%	3%	6%	4%	4%	9%	1%	29%
Net: Have HEC	37%	37%	38%	40%	40%	37%	36%	33%	31%	46%	14%
Net: Do not have HEC	59%	59%	58%	56%	57%	56%	59%	64%	60%	53%	57%

Did you buy your Home Emergency Assistance cover standalone or was it included as part of your home insurance or added value bank account?
Please select all that apply.

Base: Have Home Emergency Assistance cover	569	371	198	142	95	57	54	136	23	61	1
Standalone, (e.g. through an energy supplier)	56%	56%	57%	64%	59%	58%	57%	49%	52%	51%	-
With my Home Insurance	36%	36%	34%	34%	32%	32%	39%	42%	30%	33%	100%
With an Added value bank account	8%	8%	8%	8%	9%	9%	6%	7%	9%	8%	-
None of the above	6%	6%	7%	4%	6%	4%	2%	10%	9%	8%	-

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How did you buy your Home Emergency Assistance cover?

Base: Have Home Emergency Assistance cover

	569	371	198	142	95	57	54	136	23	61	1
Direct from insurer via their website	22%	21%	24%	22%	22%	14%	22%	28%	26%	15%	-
Via a broker (f2f, telephone, website)	2%	2%	2%	1%	2%	2%	-	4%	4%	2%	-
Via a retail outlet (i.e. supermarket)	0%	0%	-	-	1%	-	-	-	-	-	-
Via my energy supplier	36%	37%	34%	39%	40%	42%	39%	27%	35%	36%	-
Direct from insurer via telephone	21%	22%	20%	23%	16%	23%	22%	23%	4%	21%	100%
Via a club/membership	1%	1%	1%	1%	2%	-	2%	-	-	2%	-
Other	11%	12%	11%	8%	12%	12%	7%	13%	13%	18%	-
Not sure	6%	5%	8%	6%	5%	7%	7%	5%	17%	7%	-

Which of the following, if any, provides your Home Emergency cover?

Base: Have Home Emergency Assistance cover

	569	371	198	142	95	57	54	136	23	61	1
British Gas	37%	37%	37%	41%	38%	30%	33%	34%	39%	48%	-
HomeServe	19%	20%	18%	17%	17%	25%	30%	18%	26%	15%	-
The AA	5%	5%	7%	4%	5%	4%	4%	8%	-	7%	-
Home3	-	-	-	-	-	-	-	-	-	-	-
Home Assistance UK	1%	1%	-	1%	-	-	-	1%	-	2%	-
ARAG	-	-	-	-	-	-	-	-	-	-	-
AXA Assistance	1%	1%	1%	1%	-	4%	-	1%	-	-	-
Other	18%	19%	17%	22%	22%	16%	17%	15%	22%	13%	-
Not sure	18%	17%	21%	14%	18%	23%	17%	24%	13%	16%	100%

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Which of the following factor(s), if any, influenced your decision to purchase Home Emergency Assistance cover? Please select all that apply.

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
Had already had a Home Emergency incident and didn't have cover in place	5%	5%	6%	6%	5%	4%	7%	6%	4%	2%	-
Like to have peace of mind	60%	59%	61%	63%	62%	56%	67%	58%	48%	54%	-
It seemed good value for money	37%	36%	40%	35%	35%	32%	44%	40%	48%	36%	-
Received a discounted price	15%	15%	15%	15%	18%	11%	9%	16%	17%	11%	100%
Saw promotional materials in a retail outlet	1%	1%	2%	1%	2%	-	2%	1%	4%	-	-
Saw it promoted on a website	2%	2%	2%	1%	2%	4%	6%	2%	-	-	-
Other	10%	12%	7%	8%	15%	12%	9%	7%	-	15%	-
Don't know	4%	5%	3%	5%	3%	4%	2%	3%	-	8%	-

How much do you pay for your Home Emergency Assistance cover _per month_?

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
£0-£5 [2.5]	10%	12%	6%	9%	6%	5%	4%	13%	17%	18%	100%
£6-£10 [7.5]	15%	13%	17%	13%	17%	14%	17%	14%	13%	16%	-
£11-£20 [15]	23%	20%	27%	23%	28%	19%	24%	22%	22%	16%	-
£21-£30 [25]	14%	15%	14%	13%	17%	14%	11%	15%	22%	11%	-
£31-£40 [35]	7%	8%	5%	11%	3%	7%	2%	8%	4%	5%	-
More than £40 [45]	2%	2%	3%	1%	3%	7%	2%	1%	-	2%	-
Don't know	29%	30%	29%	29%	25%	33%	41%	27%	22%	31%	-
Mean	16.54	16.50	16.60	17.62	16.62	19.80	15.55	16.06	14.86	13.75	2.50

Total	Social grade		Government Office Region							
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Please indicate to what extent you agree or disagree with the following statement. "My home emergency cover provides value for money"

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
Strongly agree	24%	21%	29%	20%	32%	28%	20%	18%	43%	23%	-
Somewhat agree	42%	43%	40%	46%	46%	35%	41%	40%	26%	44%	-
Neither agree nor disagree	24%	25%	22%	25%	15%	21%	31%	29%	22%	20%	100%
Somewhat disagree	5%	5%	4%	5%	2%	11%	4%	5%	4%	3%	-
Strongly disagree	1%	1%	1%	1%	-	2%	-	3%	-	2%	-
Don't know	5%	5%	5%	3%	5%	4%	4%	5%	4%	8%	-
Net: Agree	66%	64%	69%	67%	78%	63%	61%	57%	70%	67%	-
Net: DisAgree	6%	7%	5%	6%	2%	12%	4%	8%	4%	5%	-

Since purchasing Home Emergency Assistance cover, how many times have you made claim?

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
I haven't	50%	47%	56%	47%	51%	47%	43%	57%	48%	49%	100%
Once	18%	18%	19%	15%	16%	21%	26%	15%	22%	23%	-
Twice	15%	16%	13%	14%	13%	11%	19%	16%	17%	16%	-
Three times	6%	6%	5%	6%	9%	11%	6%	2%	-	3%	-
More than three times	10%	12%	7%	14%	11%	9%	6%	10%	13%	7%	-
Not sure	1%	2%	1%	3%	1%	2%	2%	-	-	2%	-
Net: Made a claim	49%	52%	43%	50%	48%	51%	56%	43%	52%	49%	-

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Thinking about your most recent claim, what was the claim for? Please select all that apply.

	277	192	85	71	46	29	30	59	12	30	-
Base: Made a claim											
Boiler and heating	47%	46%	49%	48%	54%	38%	43%	51%	50%	37%	-
Plumbing and drainage	44%	46%	40%	45%	35%	52%	53%	39%	50%	47%	-
Electrics	9%	8%	11%	4%	11%	7%	20%	8%	8%	10%	-
Roof	1%	1%	1%	1%	-	3%	-	-	-	3%	-
Pest control	0%	-	1%	-	2%	-	-	-	-	-	-
Locks and keys	3%	2%	4%	1%	4%	7%	-	-	-	7%	-
Glazing	2%	2%	1%	1%	2%	3%	3%	2%	-	-	-
Other	2%	3%	1%	3%	2%	3%	-	2%	-	3%	-
Not sure	2%	2%	2%	3%	4%	-	-	2%	-	-	-

Do you intend to renew your Home Emergency Assistance cover when it is next up for renewal?

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
Yes, I am	70%	71%	69%	69%	77%	68%	76%	64%	70%	72%	100%
No, I am not	4%	5%	3%	4%	3%	2%	2%	4%	4%	8%	-
Not sure	26%	25%	28%	27%	20%	30%	22%	32%	26%	20%	-

Total	Social grade		Government Office Region							
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For which of the following reasons, if any, do you NOT intend to renew your Home Emergency Assistance cover? Please select all that apply.

	22	17	5	5	3	1	1	6	1	5	-
Base: Do not intend to renew	22	17	5	5	3	1	1	6	1	5	-
It's too expensive	23%	29%	-	-	33%	-	-	33%	100%	20%	-
I want to save/spend the money on something else	14%	18%	-	-	33%	-	-	33%	-	-	-
The quality of service from my provider was poor	14%	18%	-	20%	-	100%	-	-	-	20%	-
I prefer to use a contractor to fix the problems when they happen	32%	29%	40%	20%	-	-	-	50%	-	60%	-
The level of cover did not meet my needs	9%	6%	20%	40%	-	-	-	-	-	-	-
I don't trust that it will pay out if I need to claim	18%	12%	40%	40%	-	-	-	33%	-	-	-
Other	14%	12%	20%	-	33%	-	100%	17%	-	-	-
Don't know	14%	18%	-	40%	33%	-	-	-	-	-	-

Sensors can be purchased for the home that can detect when a home emergency is likely to happen such as a sudden drop in temperature. How interested or uninterested would you be in purchasing a sensor like this for your home?

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover	569	371	198	142	95	57	54	136	23	61	1
Very interested	5%	5%	6%	7%	4%	4%	7%	6%	9%	2%	-
Somewhat interested	23%	25%	20%	26%	21%	18%	30%	22%	30%	21%	-
Neither interested nor uninterested	22%	19%	28%	23%	26%	21%	9%	25%	22%	20%	-
Not very interested	26%	28%	23%	29%	23%	23%	31%	27%	22%	23%	-
Not at all interested	18%	18%	17%	9%	21%	26%	19%	15%	17%	28%	100%
Don't know	5%	5%	6%	6%	4%	9%	4%	5%	-	7%	-
Net: Interested	29%	30%	26%	33%	25%	21%	37%	28%	39%	23%	-
Net: Not Interested	44%	46%	40%	38%	44%	49%	50%	42%	39%	51%	100%

	Social grade		Government Office Region							
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Energy monitors are simple handheld or table top gadgets that give you an estimate of the amount of electricity you are using in real time. This means that by monitoring your energy use you could lower the amount of energy you use and reduce your annual energy bills. How interested or uninterested would you be in purchasing an energy monitor?

	569	371	198	142	95	57	54	136	23	61	1
Base: Have Home Emergency Assistance cover											
Very interested	14%	14%	13%	19%	15%	7%	17%	13%	22%	2%	-
Somewhat interested	34%	34%	34%	32%	32%	39%	43%	33%	30%	36%	-
Neither interested nor uninterested	19%	20%	18%	18%	19%	18%	17%	18%	26%	26%	-
Not very interested	15%	14%	17%	14%	14%	16%	13%	17%	9%	20%	-
Not at all interested	16%	15%	18%	12%	20%	18%	9%	18%	13%	16%	100%
Don't know	2%	3%	1%	5%	1%	4%	2%	2%	-	-	-
Net: Interested	48%	48%	47%	51%	46%	46%	59%	46%	52%	38%	-
Net: Not Interested	31%	29%	34%	26%	34%	33%	22%	35%	22%	36%	100%

How much would you be prepared to pay for an energy monitor?

	272	179	93	73	44	26	32	62	12	23	-
Base: Interested in energy monitor											
£0-£10 [5]	43%	41%	45%	40%	39%	46%	50%	48%	25%	39%	-
£11-£20 [15]	29%	29%	30%	29%	30%	19%	19%	35%	25%	43%	-
£21-£30 [25]	7%	8%	5%	12%	5%	4%	6%	6%	17%	-	-
£31 or more [35]	1%	2%	-	-	2%	-	3%	-	8%	4%	-
Not sure	19%	19%	19%	19%	25%	31%	22%	10%	25%	13%	-
Mean	11.00	11.48	10.07	11.61	11.06	8.89	10.20	10.36	16.11	11.50	-

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For which of the following reasons, if any, do you not have Home Emergency Assistance cover?

	894	592	302	198	137	87	88	265	45	70	4
I don't see a need to have it	26%	27%	23%	21%	21%	28%	26%	30%	27%	29%	-
I prefer to use a contractor to fix the problems when they happen	47%	49%	42%	47%	49%	49%	52%	46%	33%	43%	50%
It's too expensive	42%	44%	39%	47%	45%	45%	30%	42%	47%	36%	50%
I want to save/spend the money on something else	17%	19%	14%	16%	16%	14%	20%	17%	16%	26%	-
I had it before and didn't claim	8%	9%	7%	12%	10%	6%	7%	6%	7%	7%	-
I had it before and received poor quality service	6%	6%	5%	6%	4%	7%	7%	7%	2%	6%	-
I wasn't aware of this insurance product	0%	0%	1%	-	-	1%	-	1%	2%	-	-
I don't understand it	1%	1%	2%	1%	1%	-	1%	2%	2%	1%	-
Other	10%	9%	10%	9%	9%	11%	11%	9%	9%	10%	50%
Don't know	1%	1%	2%	3%	1%	1%	1%	1%	-	1%	-

Total	Social grade		Government Office Region							
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Which of the following, if any, would persuade you to consider purchasing Home Emergency Assistance cover?

Base: Do not have Home Emergency Assistance cover

	894	592	302	198	137	87	88	265	45	70	4
Better understanding of the product benefits	12%	12%	12%	15%	11%	6%	14%	14%	4%	9%	25%
A home emergency incident	7%	8%	6%	7%	6%	3%	9%	9%	4%	10%	25%
Better value for money	42%	45%	35%	45%	39%	38%	40%	44%	42%	31%	75%
Promotional offer or discount	15%	15%	16%	18%	16%	16%	16%	13%	18%	14%	25%
Ongoing support and help from the insurance provider	8%	7%	11%	7%	7%	3%	10%	12%	-	10%	25%
A guarantee of approved, skilled contractors	17%	19%	15%	17%	13%	11%	19%	22%	13%	14%	25%
A guarantee of first class customer service	17%	17%	16%	13%	16%	9%	20%	22%	16%	17%	25%
Other	5%	5%	4%	5%	4%	7%	9%	3%	2%	6%	25%
Don't know	7%	7%	8%	6%	9%	8%	3%	8%	11%	7%	-
Nothing would	32%	31%	35%	29%	32%	33%	30%	35%	29%	31%	25%

Please imagine you did consider purchasing Home Emergency assistance cover. From which of the following, if any, might you buy it?

Base: Do not have Home Emergency Assistance cover

	894	592	302	198	137	87	88	265	45	70	4
I would never consider it	26%	24%	28%	26%	23%	25%	19%	29%	24%	24%	25%
British Gas	23%	24%	20%	25%	26%	21%	24%	22%	22%	20%	25%
HomeServe	13%	14%	10%	17%	16%	11%	13%	10%	7%	7%	25%
The AA	18%	20%	15%	17%	20%	15%	28%	19%	16%	11%	25%
Home3	2%	2%	2%	2%	1%	2%	2%	2%	-	3%	-
Home Assistance UK	5%	4%	6%	6%	4%	5%	6%	5%	2%	6%	-
ARAG	1%	1%	2%	2%	1%	1%	2%	0%	-	4%	-
AXA Assistance	10%	11%	8%	10%	9%	7%	16%	9%	7%	10%	25%
Other	4%	4%	4%	2%	3%	3%	2%	5%	9%	6%	25%
Not sure	38%	37%	39%	37%	37%	43%	40%	33%	40%	47%	25%

Total	Social grade		Government Office Region							
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

And, how much would you be prepared to pay for it per month?

Base: Do not have Home Emergency Assistance cover and would not consider from a provider

	329	230	99	73	54	28	36	100	16	20	2
£0-£5 [2.5]	36%	34%	39%	36%	35%	46%	28%	36%	31%	45%	-
£6-£10 [7.5]	34%	37%	29%	19%	35%	36%	39%	41%	63%	25%	-
£11-£20 [15]	16%	17%	14%	29%	17%	14%	11%	10%	-	20%	50%
£21-£30 [25]	4%	3%	6%	4%	2%	-	6%	6%	-	5%	-
£31-£40 [35]	1%	1%	-	3%	-	-	-	-	-	-	-
£41 or more [45]	1%	1%	-	1%	-	-	-	1%	-	-	-
Don't know	9%	7%	11%	8%	11%	4%	17%	6%	6%	5%	50%
Mean	8.05	8.20	7.67	10.07	7.29	6.20	8.00	7.90	5.83	7.63	15.00

Have you experienced a Home Emergency incident before, such as a burst pipe or defective boiler?

Base: Do not have Home Emergency Assistance cover

	894	592	302	198	137	87	88	265	45	70	4
Yes	60%	62%	57%	60%	54%	60%	65%	61%	62%	60%	75%
No	39%	38%	42%	39%	45%	39%	34%	38%	38%	40%	25%
Not sure	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-

Total	Social grade		Government Office Region							
	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

And, who did you contact to help rectify this situation?

Base: Have experienced a home emergency incident

	537	366	171	119	74	52	57	162	28	42	3
Friend/relative	10%	8%	13%	10%	12%	13%	11%	10%	7%	2%	-
Local company, used before	46%	48%	42%	41%	39%	44%	44%	51%	57%	48%	67%
National company, used before	12%	12%	11%	13%	14%	8%	11%	9%	14%	21%	-
Call someone from Yellow Pages	8%	10%	4%	8%	7%	15%	16%	6%	7%	5%	-
Sort it myself	15%	11%	22%	13%	20%	15%	9%	15%	14%	12%	33%
Other	9%	10%	8%	15%	8%	4%	11%	8%	-	10%	-
Not sure	0%	0%	1%	1%	-	-	-	-	-	2%	-

Sensors can be purchased for the home that can detect when a home emergency is likely to happen such as a sudden drop in temperature. How interested or uninterested would you be in purchasing a sensor like this for your home?

Base: Do not have Home Emergency Assistance cover

	894	592	302	198	137	87	88	265	45	70	4
Very interested	2%	3%	2%	1%	2%	2%	7%	3%	-	1%	-
Somewhat interested	22%	23%	21%	26%	20%	24%	22%	21%	18%	24%	50%
Neither interested nor uninterested	13%	13%	13%	14%	14%	11%	13%	12%	13%	13%	25%
Not very interested	21%	22%	20%	19%	24%	18%	18%	19%	33%	29%	25%
Not at all interested	37%	35%	40%	35%	37%	36%	38%	41%	36%	29%	-
Don't know	4%	4%	4%	6%	4%	8%	3%	3%	-	4%	-
Net: Interested	25%	26%	23%	26%	22%	26%	28%	24%	18%	26%	50%
Net: Not Interested	58%	57%	60%	54%	61%	54%	56%	60%	69%	57%	25%

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

Energy monitors are simple handheld or table top gadgets that give you an estimate of the amount of electricity you are using in real time. This means that by monitoring your energy use you could lower the amount of energy you use and reduce your annual energy bills. How interested or uninterested would you be in purchasing an energy meter?

Base: Do not have Home Emergency Assistance cover

	894	592	302	198	137	87	88	265	45	70	4
Very interested	12%	13%	12%	13%	10%	15%	16%	11%	16%	11%	-
Somewhat interested	34%	35%	30%	34%	34%	29%	39%	34%	31%	36%	50%
Neither interested nor uninterested	14%	13%	17%	11%	12%	13%	10%	20%	11%	13%	-
Not very interested	14%	16%	12%	17%	14%	15%	11%	12%	24%	10%	50%
Not at all interested	24%	22%	27%	23%	28%	26%	20%	23%	18%	29%	-
Don't know	2%	2%	2%	2%	2%	2%	3%	1%	-	1%	-
Net: Interested	46%	48%	43%	47%	44%	44%	55%	45%	47%	47%	50%
Net: Not Interested	38%	38%	39%	40%	42%	41%	32%	35%	42%	39%	50%

How much would you be prepared to pay for an energy monitor?

Base: Interested in an energy monitor

	413	284	129	93	60	38	48	118	21	33	2
£0-£10 [5]	51%	50%	54%	53%	52%	53%	40%	55%	52%	52%	-
£11-£20 [15]	31%	34%	23%	28%	28%	29%	33%	31%	43%	27%	50%
£21-£30 [25]	9%	10%	9%	8%	10%	16%	17%	8%	-	6%	50%
£31+ [35]	1%	1%	1%	2%	2%	3%	-	-	-	-	-
Not sure	8%	6%	12%	10%	8%	-	10%	6%	5%	15%	-
Mean	10.67	10.93	10.04	10.48	10.82	11.84	12.44	9.95	9.50	9.64	20.00

	Social grade		Government Office Region							
Total	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

If your internet broadband connection goes down and the fault is yours, you could be liable for a charge of circa £200 + VAT to get it fixed. How interested would you be in an insurance product that protects you from this happening and gives you mobile broadband as a temporary solution?

	2012	1311	701	471	305	200	202	542	99	176	17
Base: All											
Very interested	2%	2%	2%	2%	2%	1%	2%	2%	3%	-	-
Somewhat interested	13%	13%	12%	13%	12%	12%	14%	12%	16%	11%	12%
Neither interested nor uninterested	16%	16%	15%	17%	14%	13%	12%	16%	20%	19%	12%
Not very interested	26%	27%	24%	24%	29%	26%	26%	27%	21%	28%	29%
Not at all interested	39%	38%	42%	38%	41%	43%	37%	41%	34%	36%	47%
Don't know	5%	4%	6%	6%	3%	7%	8%	3%	5%	5%	-
Net: Interested	14%	14%	14%	16%	14%	12%	16%	13%	19%	11%	12%
Net: Not Interested	66%	66%	65%	62%	69%	68%	63%	68%	56%	65%	76%

YouGov Survey Results

Sample Size: 2012

Fieldwork: 21st to 25th January 2013

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Home ownership

	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Base: All													
Own the leasehold/freehold outright	53%	48%	18%	18%	34%	76%	56%	48%	54%	51%	52%	55%	51%
Buying leasehold/freehold on a mortgage	47%	52%	82%	82%	66%	24%	44%	52%	46%	49%	48%	45%	49%
Rented from local authority	-	-	-	-	-	-	-	-	-	-	-	-	-
Rented from private landlord	-	-	-	-	-	-	-	-	-	-	-	-	-
It belongs to a Housing Association	-	-	-	-	-	-	-	-	-	-	-	-	-
Dont know	-	-	-	-	-	-	-	-	-	-	-	-	-

Social grade

	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Base: All													
ABC1	65%	30%	74%	73%	63%	63%	62%	69%	65%	67%	63%	66%	66%
C2DE	35%	70%	26%	27%	37%	37%	38%	31%	35%	33%	37%	34%	34%

Government Office Region

	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Base: All													
North	23%	13%	22%	26%	25%	22%	24%	23%	25%	21%	25%	21%	22%
Midlands	15%	13%	12%	17%	16%	15%	16%	15%	17%	16%	14%	13%	15%
East	10%	22%	8%	6%	12%	11%	10%	10%	10%	10%	9%	16%	10%
London	10%	17%	14%	10%	9%	10%	9%	11%	9%	10%	9%	10%	10%
South	27%	26%	30%	28%	25%	27%	26%	28%	24%	30%	29%	24%	30%
Wales	5%	9%	4%	4%	3%	6%	4%	5%	4%	5%	5%	11%	5%
Scotland	9%	-	9%	8%	10%	9%	10%	8%	11%	8%	8%	2%	8%
Northern Ireland	1%	-	2%	1%	1%	1%	1%	1%	0%	1%	-	3%	0%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Age

Base: All	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
18-24 [21]	1%	100%	-	-	-	-	1%	1%	0%	1%	1%	5%	1%
25-34 [29.5]	10%	-	100%	-	-	-	8%	13%	7%	11%	6%	19%	10%
35-44 [39.5]	15%	-	-	100%	-	-	14%	17%	12%	17%	23%	21%	18%
45-54 [49.5]	20%	-	-	-	100%	-	21%	19%	18%	21%	16%	10%	20%
55+ [60]	53%	-	-	-	-	100%	56%	50%	62%	50%	54%	45%	51%
Mean	51.15	21.00	29.50	39.50	49.50	60.00	52.11	50.04	53.36	50.78	51.43	46.90	50.92

Gender

Base: All	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Male	53%	48%	41%	49%	56%	56%	100%	-	55%	57%	62%	40%	58%
Female	47%	52%	59%	51%	44%	44%	-	100%	45%	43%	38%	60%	42%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Income - gross household

	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Base: All													
under £5,000 per year [2500]	1%	4%	1%	-	2%	1%	1%	1%	1%	0%	1%	2%	1%
£5,000 to £9,999 per year [7500]	2%	-	0%	0%	3%	3%	2%	3%	1%	3%	2%	3%	3%
£10,000 to £14,999 per year [12500]	5%	13%	2%	1%	3%	8%	4%	6%	4%	6%	3%	8%	5%
£15,000 to £19,999 per year [17500]	7%	4%	6%	4%	4%	10%	7%	7%	7%	7%	7%	6%	7%
£20,000 to £24,999 per year [22500]	8%	9%	4%	5%	8%	9%	9%	7%	9%	7%	6%	2%	7%
£25,000 to £29,999 per year [27500]	7%	9%	6%	6%	5%	8%	8%	5%	5%	7%	8%	10%	7%
£30,000 to £34,999 per year [32500]	7%	-	8%	8%	6%	6%	7%	6%	7%	6%	8%	8%	6%
£35,000 to £39,999 per year [37500]	6%	9%	7%	6%	6%	5%	6%	6%	7%	6%	6%	3%	6%
£40,000 to £44,999 per year [42500]	6%	9%	9%	7%	7%	5%	6%	6%	5%	6%	7%	10%	6%
£45,000 to £49,999 per year [47500]	5%	4%	3%	10%	6%	4%	5%	5%	6%	5%	6%	2%	5%
£50,000 to £59,999 per year [55000]	6%	9%	10%	7%	8%	4%	6%	6%	6%	6%	7%	10%	6%
£60,000 to £69,999 per year [65000]	5%	9%	9%	9%	7%	3%	5%	6%	5%	6%	6%	2%	6%
£70,000 to £99,999 per year [87500]	7%	9%	11%	13%	9%	4%	8%	7%	7%	9%	10%	2%	9%
£100,000 to £149,999 per year [125000]	2%	4%	2%	4%	5%	1%	3%	2%	2%	3%	1%	2%	2%
£150,000 and over [175000]	1%	-	1%	2%	2%	0%	1%	1%	1%	1%	2%	2%	1%
Dont know	3%	-	6%	3%	2%	3%	2%	5%	3%	3%	2%	5%	2%
Prefer not to answer	22%	9%	15%	14%	19%	26%	20%	23%	21%	19%	19%	26%	19%
Not asked	0%	-	0%	0%	0%	-	0%	0%	-	-	1%	-	0%
Mean	43387.42	43095.24	50606.06	55009.80	51150.16	34685.85	44108.64	42500.00	44354.65	45259.09	45849.67	38604.65	45387.62

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Are you aware of Home Emergency Assistance cover?

Base: All	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Yes	76%	39%	67%	79%	74%	78%	80%	71%	100%	100%	100%	100%	100%
No	17%	48%	26%	16%	19%	14%	15%	20%	-	-	-	-	-
Not sure	7%	13%	7%	5%	7%	8%	5%	9%	-	-	-	-	-

Do you currently have Home Emergency Assistance cover?

Base: Aware of Home Emergency Assistance cover	1525	9	141	243	293	839	860	665	569	700	194	62	894
Yes, I do	37%	11%	28%	28%	36%	42%	37%	38%	100%	-	-	-	-
No, I don't and I have never had Home Emergency Assistance cover	46%	44%	55%	48%	51%	42%	47%	45%	-	100%	-	-	78%
No, I don't but I have had Home Emergency Assistance cover in the past	13%	11%	9%	19%	11%	12%	14%	11%	-	-	100%	-	22%
Not sure	4%	33%	9%	5%	2%	3%	3%	6%	-	-	-	100%	-
Net: Have HEC	37%	11%	28%	28%	36%	42%	37%	38%	100%	-	-	-	-
Net: Do not have HEC	59%	56%	63%	66%	62%	54%	61%	56%	-	100%	100%	-	100%

Did you buy your Home Emergency Assistance cover standalone or was it included as part of your home insurance or added value bank account?
Please select all that apply.

Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
Standalone, (e.g. through an energy supplier)	56%	-	38%	61%	57%	57%	57%	55%	56%	-	-	-	-
With my Home Insurance	36%	100%	43%	35%	35%	35%	32%	40%	36%	-	-	-	-
With an Added value bank account	8%	-	18%	9%	9%	7%	10%	6%	8%	-	-	-	-
None of the above	6%	-	3%	1%	4%	8%	7%	5%	6%	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

How did you buy your Home Emergency Assistance cover?

Base: Have Home Emergency Assistance cover

	569	1	40	69	105	354	314	255	569	-	-	-	-
Direct from insurer via their website	22%	100%	33%	29%	19%	20%	21%	24%	22%	-	-	-	-
Via a broker (f2f, telephone, website)	2%	-	8%	1%	3%	1%	2%	2%	2%	-	-	-	-
Via a retail outlet (i.e. supermarket)	0%	-	-	1%	-	-	-	0%	0%	-	-	-	-
Via my energy supplier	36%	-	30%	39%	39%	35%	39%	32%	36%	-	-	-	-
Direct from insurer via telephone	21%	-	10%	20%	21%	22%	19%	23%	21%	-	-	-	-
Via a club/membership	1%	-	3%	-	-	1%	2%	0%	1%	-	-	-	-
Other	11%	-	13%	7%	10%	13%	13%	10%	11%	-	-	-	-
Not sure	6%	-	5%	1%	9%	7%	4%	9%	6%	-	-	-	-

Which of the following, if any, provides your Home Emergency cover?

Base: Have Home Emergency Assistance cover

	569	1	40	69	105	354	314	255	569	-	-	-	-
British Gas	37%	100%	33%	54%	32%	36%	40%	34%	37%	-	-	-	-
HomeServe	19%	-	18%	7%	20%	22%	17%	22%	19%	-	-	-	-
The AA	5%	-	13%	6%	3%	5%	4%	7%	5%	-	-	-	-
Home3	-	-	-	-	-	-	-	-	-	-	-	-	-
Home Assistance UK	1%	-	-	1%	1%	0%	0%	1%	1%	-	-	-	-
ARAG	-	-	-	-	-	-	-	-	-	-	-	-	-
AXA Assistance	1%	-	3%	-	-	1%	0%	2%	1%	-	-	-	-
Other	18%	-	20%	14%	18%	19%	21%	15%	18%	-	-	-	-
Not sure	18%	-	15%	17%	26%	17%	17%	20%	18%	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Which of the following factor(s), if any, influenced your decision to purchase Home Emergency Assistance cover? Please select all that apply.

	569	1	40	69	105	354	314	255	569	-	-	-	-
Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
Had already had a Home Emergency incident and didn't have cover in place	5%	100%	5%	4%	7%	5%	6%	4%	5%	-	-	-	-
Like to have peace of mind	60%	-	63%	52%	51%	63%	57%	63%	60%	-	-	-	-
It seemed good value for money	37%	-	43%	38%	29%	39%	38%	36%	37%	-	-	-	-
Received a discounted price	15%	-	13%	13%	17%	14%	16%	13%	15%	-	-	-	-
Saw promotional materials in a retail outlet	1%	-	3%	4%	1%	1%	1%	2%	1%	-	-	-	-
Saw it promoted on a website	2%	-	-	7%	1%	2%	4%	0%	2%	-	-	-	-
Other	10%	-	10%	9%	12%	9%	10%	10%	10%	-	-	-	-
Don't know	4%	-	8%	1%	7%	3%	3%	5%	4%	-	-	-	-

How much do you pay for your Home Emergency Assistance cover _per month_?

	569	1	40	69	105	354	314	255	569	-	-	-	-
Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
£0-£5 [2.5]	10%	-	13%	13%	10%	9%	10%	10%	10%	-	-	-	-
£6-£10 [7.5]	15%	100%	28%	14%	9%	15%	13%	17%	15%	-	-	-	-
£11-£20 [15]	23%	-	15%	26%	29%	21%	27%	17%	23%	-	-	-	-
£21-£30 [25]	14%	-	15%	23%	17%	12%	15%	13%	14%	-	-	-	-
£31-£40 [35]	7%	-	3%	4%	10%	7%	8%	5%	7%	-	-	-	-
More than £40 [45]	2%	-	-	1%	-	3%	2%	2%	2%	-	-	-	-
Don't know	29%	-	28%	17%	27%	33%	25%	35%	29%	-	-	-	-
Mean	16.54	7.50	12.76	16.10	17.44	16.85	16.98	15.91	16.54	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Please indicate to what extent you agree or disagree with the following statement. "My home emergency cover provides value for money"

Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
Strongly agree	24%	-	20%	19%	14%	28%	23%	24%	24%	-	-	-	-
Somewhat agree	42%	100%	50%	45%	47%	39%	41%	43%	42%	-	-	-	-
Neither agree nor disagree	24%	-	13%	25%	25%	25%	26%	22%	24%	-	-	-	-
Somewhat disagree	5%	-	5%	4%	6%	5%	5%	5%	5%	-	-	-	-
Strongly disagree	1%	-	3%	1%	2%	1%	2%	1%	1%	-	-	-	-
Don't know	5%	-	10%	6%	7%	3%	4%	6%	5%	-	-	-	-
Net: Agree	66%	100%	70%	64%	61%	67%	64%	67%	66%	-	-	-	-
Net: DisAgree	6%	-	8%	6%	8%	5%	6%	5%	6%	-	-	-	-

Since purchasing Home Emergency Assistance cover, how many times have you made claim?

Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
I haven't	50%	100%	53%	49%	50%	49%	52%	47%	50%	-	-	-	-
Once	18%	-	28%	17%	22%	16%	13%	24%	18%	-	-	-	-
Twice	15%	-	8%	14%	16%	15%	18%	11%	15%	-	-	-	-
Three times	6%	-	3%	3%	5%	7%	6%	5%	6%	-	-	-	-
More than three times	10%	-	5%	16%	6%	11%	10%	10%	10%	-	-	-	-
Not sure	1%	-	5%	-	1%	1%	1%	2%	1%	-	-	-	-
Net: Made a claim	49%	-	43%	51%	49%	49%	47%	50%	49%	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Thinking about your most recent claim, what was the claim for? Please select all that apply.

	277	-	17	35	51	174	149	128	277	-	-	-	-
Base: Made a claim													
Boiler and heating	47%	-	47%	49%	55%	44%	52%	41%	47%	-	-	-	-
Plumbing and drainage	44%	-	53%	43%	45%	43%	40%	48%	44%	-	-	-	-
Electrics	9%	-	12%	9%	14%	7%	9%	9%	9%	-	-	-	-
Roof	1%	-	-	3%	-	1%	1%	2%	1%	-	-	-	-
Pest control	0%	-	-	-	-	1%	-	1%	0%	-	-	-	-
Locks and keys	3%	-	6%	-	4%	2%	1%	4%	3%	-	-	-	-
Glazing	2%	-	6%	3%	2%	1%	1%	3%	2%	-	-	-	-
Other	2%	-	-	-	-	3%	2%	2%	2%	-	-	-	-
Not sure	2%	-	-	3%	-	2%	1%	2%	2%	-	-	-	-

Do you intend to renew your Home Emergency Assistance cover when it is next up for renewal?

	569	1	40	69	105	354	314	255	569	-	-	-	-
Base: Have Home Emergency Assistance cover													
Yes, I am	70%	100%	70%	77%	61%	71%	72%	68%	70%	-	-	-	-
No, I am not	4%	-	3%	7%	7%	3%	3%	5%	4%	-	-	-	-
Not sure	26%	-	28%	16%	32%	26%	25%	27%	26%	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

For which of the following reasons, if any, do you NOT intend to renew your Home Emergency Assistance cover? Please select all that apply.

	22	-	1	5	7	9	10	12	22	-	-	-	-
Base: Do not intend to renew	22	-	1	5	7	9	10	12	22	-	-	-	-
It's too expensive	23%	-	100%	20%	14%	22%	40%	8%	23%	-	-	-	-
I want to save/spend the money on something else	14%	-	-	40%	-	11%	30%	-	14%	-	-	-	-
The quality of service from my provider was poor	14%	-	-	20%	14%	11%	10%	17%	14%	-	-	-	-
I prefer to use a contractor to fix the problems when they happen	32%	-	-	20%	29%	44%	20%	42%	32%	-	-	-	-
The level of cover did not meet my needs	9%	-	-	-	14%	11%	20%	-	9%	-	-	-	-
I don't trust that it will pay out if I need to claim	18%	-	-	20%	29%	11%	40%	-	18%	-	-	-	-
Other	14%	-	-	20%	14%	11%	10%	17%	14%	-	-	-	-
Don't know	14%	-	-	40%	14%	-	10%	17%	14%	-	-	-	-

Sensors can be purchased for the home that can detect when a home emergency is likely to happen such as a sudden drop in temperature. How interested or uninterested would you be in purchasing a sensor like this for your home?

	569	1	40	69	105	354	314	255	569	-	-	-	-
Base: Have Home Emergency Assistance cover	569	1	40	69	105	354	314	255	569	-	-	-	-
Very interested	5%	-	13%	7%	7%	4%	6%	4%	5%	-	-	-	-
Somewhat interested	23%	100%	20%	29%	25%	22%	25%	21%	23%	-	-	-	-
Neither interested nor uninterested	22%	-	23%	19%	22%	23%	21%	23%	22%	-	-	-	-
Not very interested	26%	-	30%	29%	27%	25%	24%	29%	26%	-	-	-	-
Not at all interested	18%	-	8%	10%	15%	21%	18%	17%	18%	-	-	-	-
Don't know	5%	-	8%	6%	5%	5%	5%	5%	5%	-	-	-	-
Net: Interested	29%	100%	33%	36%	31%	26%	32%	25%	29%	-	-	-	-
Net: Not Interested	44%	-	38%	39%	42%	46%	42%	46%	44%	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Energy monitors are simple handheld or table top gadgets that give you an estimate of the amount of electricity you are using in real time. This means that by monitoring your energy use you could lower the amount of energy you use and reduce your annual energy bills. How interested or uninterested would you be in purchasing an energy monitor?

Base: Have Home Emergency Assistance cover

	569	1	40	69	105	354	314	255	569	-	-	-	-
Very interested	14%	-	33%	22%	13%	10%	13%	14%	14%	-	-	-	-
Somewhat interested	34%	-	33%	48%	37%	31%	34%	34%	34%	-	-	-	-
Neither interested nor uninterested	19%	100%	13%	16%	22%	19%	19%	18%	19%	-	-	-	-
Not very interested	15%	-	8%	6%	12%	19%	14%	16%	15%	-	-	-	-
Not at all interested	16%	-	10%	6%	14%	19%	17%	14%	16%	-	-	-	-
Don't know	2%	-	5%	3%	1%	3%	1%	4%	2%	-	-	-	-
Net: Interested	48%	-	65%	70%	50%	41%	48%	48%	48%	-	-	-	-
Net: Not Interested	31%	-	18%	12%	27%	37%	32%	30%	31%	-	-	-	-

How much would you be prepared to pay for an energy monitor?

Base: Interested in energy monitor

	272	-	26	48	53	145	150	122	272	-	-	-	-
£0-£10 [5]	43%	-	50%	60%	36%	38%	41%	44%	43%	-	-	-	-
£11-£20 [15]	29%	-	38%	31%	30%	27%	33%	25%	29%	-	-	-	-
£21-£30 [25]	7%	-	-	6%	11%	8%	7%	8%	7%	-	-	-	-
£31 or more [35]	1%	-	-	-	-	3%	2%	1%	1%	-	-	-	-
Not sure	19%	-	12%	2%	23%	25%	17%	21%	19%	-	-	-	-
Mean	11.00	-	9.35	9.47	11.83	11.70	11.29	10.62	11.00	-	-	-	-

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

For which of the following reasons, if any, do you not have Home Emergency Assistance cover?

Base: Do not have Home Emergency Assistance cover

	894	5	89	161	182	457	521	373	-	700	194	-	894
I don't see a need to have it	26%	-	36%	27%	24%	24%	28%	23%	-	29%	13%	-	26%
I prefer to use a contractor to fix the problems when they happen	47%	-	39%	40%	44%	52%	48%	45%	-	49%	40%	-	47%
It's too expensive	42%	40%	52%	41%	45%	40%	42%	42%	-	42%	44%	-	42%
I want to save/spend the money on something else	17%	40%	34%	29%	13%	11%	16%	19%	-	17%	19%	-	17%
I had it before and didn't claim	8%	-	6%	10%	8%	8%	8%	8%	-	2%	29%	-	8%
I had it before and received poor quality service	6%	-	3%	4%	6%	7%	7%	5%	-	2%	22%	-	6%
I wasn't aware of this insurance product	0%	-	1%	1%	1%	-	0%	1%	-	0%	1%	-	0%
I don't understand it	1%	-	3%	1%	2%	1%	2%	1%	-	2%	-	-	1%
Other	10%	60%	4%	9%	10%	10%	11%	8%	-	10%	10%	-	10%
Don't know	1%	-	1%	2%	3%	0%	1%	2%	-	1%	1%	-	1%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Which of the following, if any, would persuade you to consider purchasing Home Emergency Assistance cover?

	894	5	89	161	182	457	521	373	-	700	194	-	894
Better understanding of the product benefits	12%	40%	16%	16%	13%	9%	12%	12%	-	12%	12%	-	12%
A home emergency incident	7%	20%	7%	11%	7%	7%	8%	7%	-	7%	10%	-	7%
Better value for money	42%	60%	49%	48%	49%	34%	43%	40%	-	40%	47%	-	42%
Promotional offer or discount	15%	20%	24%	25%	15%	11%	13%	19%	-	14%	21%	-	15%
Ongoing support and help from the insurance provider	8%	40%	8%	7%	9%	8%	8%	9%	-	8%	11%	-	8%
A guarantee of approved, skilled contractors	17%	40%	10%	19%	23%	16%	16%	19%	-	17%	20%	-	17%
A guarantee of first class customer service	17%	20%	13%	16%	17%	18%	19%	14%	-	15%	23%	-	17%
Other	5%	20%	4%	6%	4%	4%	5%	4%	-	3%	9%	-	5%
Don't know	7%	20%	7%	7%	7%	7%	5%	10%	-	8%	5%	-	7%
Nothing would	32%	-	25%	21%	29%	39%	33%	31%	-	35%	21%	-	32%

Please imagine you did consider purchasing Home Emergency assistance cover. From which of the following, if any, might you buy it?

	894	5	89	161	182	457	521	373	-	700	194	-	894
I would never consider it	26%	-	22%	18%	22%	30%	29%	21%	-	29%	12%	-	26%
British Gas	23%	80%	33%	34%	25%	16%	23%	23%	-	20%	34%	-	23%
HomeServe	13%	20%	16%	21%	12%	9%	13%	12%	-	9%	25%	-	13%
The AA	18%	40%	25%	27%	21%	13%	18%	19%	-	16%	28%	-	18%
Home3	2%	-	1%	4%	3%	1%	2%	2%	-	1%	3%	-	2%
Home Assistance UK	5%	-	6%	9%	5%	3%	6%	4%	-	5%	5%	-	5%
ARAG	1%	-	1%	4%	2%	0%	2%	1%	-	2%	1%	-	1%
AXA Assistance	10%	20%	17%	17%	9%	6%	10%	9%	-	9%	11%	-	10%
Other	4%	-	1%	2%	3%	5%	5%	3%	-	3%	6%	-	4%
Not sure	38%	20%	35%	35%	46%	36%	34%	43%	-	39%	32%	-	38%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

And, how much would you be prepared to pay for it per month?

Base: Do not have Home Emergency Assistance cover and would not consider from a provider

	329	4	38	75	59	153	193	136	-	221	108	-	329
£0-£5 [2.5]	36%	25%	45%	36%	36%	34%	34%	39%	-	36%	36%	-	36%
£6-£10 [7.5]	34%	25%	39%	39%	29%	33%	36%	32%	-	34%	34%	-	34%
£11-£20 [15]	16%	50%	16%	15%	22%	14%	17%	15%	-	16%	17%	-	16%
£21-£30 [25]	4%	-	-	8%	2%	4%	4%	4%	-	4%	5%	-	4%
£31-£40 [35]	1%	-	-	-	2%	1%	1%	1%	-	0%	1%	-	1%
£41 or more [45]	1%	-	-	1%	-	1%	1%	-	-	1%	-	-	1%
Don't know	9%	-	-	1%	10%	14%	8%	10%	-	9%	7%	-	9%
Mean	8.05	10.00	6.45	8.72	8.21	8.01	8.33	7.64	-	8.05	8.05	-	8.05

Have you experienced a Home Emergency incident before, such as a burst pipe or defective boiler?

Base: Do not have Home Emergency Assistance cover

	894	5	89	161	182	457	521	373	-	700	194	-	894
Yes	60%	20%	45%	60%	60%	63%	62%	57%	-	59%	62%	-	60%
No	39%	80%	55%	37%	39%	37%	37%	42%	-	40%	37%	-	39%
Not sure	1%	-	-	2%	1%	0%	0%	1%	-	1%	1%	-	1%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

And, who did you contact to help rectify this situation?

Base: Have experienced a home emergency incident

	537	1	40	97	110	289	325	212	-	416	121	-	537
Friend/relative	10%	100%	23%	11%	8%	8%	7%	14%	-	11%	6%	-	10%
Local company, used before	46%	-	38%	44%	44%	49%	41%	53%	-	48%	40%	-	46%
National company, used before	12%	-	10%	11%	15%	11%	13%	9%	-	10%	17%	-	12%
Call someone from Yellow Pages	8%	-	15%	13%	8%	6%	10%	7%	-	8%	9%	-	8%
Sort it myself	15%	-	5%	7%	15%	18%	20%	6%	-	16%	8%	-	15%
Other	9%	-	8%	11%	9%	9%	9%	10%	-	6%	20%	-	9%
Not sure	0%	-	3%	1%	-	-	-	1%	-	0%	1%	-	0%

Sensors can be purchased for the home that can detect when a home emergency is likely to happen such as a sudden drop in temperature. How interested or uninterested would you be in purchasing a sensor like this for your home?

Base: Do not have Home Emergency Assistance cover

	894	5	89	161	182	457	521	373	-	700	194	-	894
Very interested	2%	-	7%	4%	3%	1%	3%	2%	-	3%	2%	-	2%
Somewhat interested	22%	60%	33%	27%	23%	18%	23%	22%	-	21%	29%	-	22%
Neither interested nor uninterested	13%	40%	9%	14%	14%	12%	11%	16%	-	12%	15%	-	13%
Not very interested	21%	-	17%	18%	21%	23%	20%	24%	-	21%	24%	-	21%
Not at all interested	37%	-	29%	31%	34%	42%	41%	31%	-	40%	25%	-	37%
Don't know	4%	-	6%	6%	5%	4%	3%	6%	-	4%	6%	-	4%
Net: Interested	25%	60%	39%	31%	26%	19%	26%	24%	-	23%	30%	-	25%
Net: Not Interested	58%	-	46%	49%	55%	65%	60%	54%	-	61%	48%	-	58%

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

Energy monitors are simple handheld or table top gadgets that give you an estimate of the amount of electricity you are using in real time. This means that by monitoring your energy use you could lower the amount of energy you use and reduce your annual energy bills. How interested or uninterested would you be in purchasing an energy meter?

Base: Do not have Home Emergency Assistance cover

	894	5	89	161	182	457	521	373	-	700	194	-	894
Very interested	12%	20%	21%	14%	14%	9%	11%	15%	-	14%	8%	-	12%
Somewhat interested	34%	80%	44%	42%	34%	28%	32%	36%	-	32%	40%	-	34%
Neither interested nor uninterested	14%	-	13%	12%	17%	14%	14%	15%	-	14%	14%	-	14%
Not very interested	14%	-	10%	14%	14%	16%	15%	14%	-	14%	15%	-	14%
Not at all interested	24%	-	9%	17%	19%	31%	28%	18%	-	24%	21%	-	24%
Don't know	2%	-	2%	1%	3%	1%	1%	3%	-	2%	1%	-	2%
Net: Interested	46%	100%	65%	56%	48%	38%	43%	50%	-	46%	48%	-	46%
Net: Not Interested	38%	-	19%	31%	32%	47%	42%	32%	-	39%	36%	-	38%

How much would you be prepared to pay for an energy monitor?

Base: Interested in an energy monitor

	413	5	58	90	87	173	225	188	-	319	94	-	413
£0-£10 [5]	51%	40%	47%	60%	53%	48%	52%	51%	-	50%	54%	-	51%
£11-£20 [15]	31%	60%	43%	28%	26%	29%	27%	35%	-	32%	24%	-	31%
£21-£30 [25]	9%	-	10%	8%	11%	9%	11%	8%	-	9%	11%	-	9%
£31+ [35]	1%	-	-	1%	3%	-	1%	1%	-	1%	2%	-	1%
Not sure	8%	-	-	3%	6%	14%	9%	6%	-	8%	9%	-	8%
Mean	10.67	11.00	11.38	9.83	11.34	10.50	10.76	10.57	-	10.66	10.70	-	10.67

Total	Age					Gender		Do you currently have Home Emergency Assistance cover?				
	18-24 [21]	25-34 [29.5]	35-44 [39.5]	45-54 [49.5]	55+ [60]	Male	Female	Yes, I do	No, I don't and I have never had Home Emergency Assistance cover	No, I don't but I have had Home Emergency Assistance cover in the past	Not sure	NET: Do not have HEC

If your internet broadband connection goes down and the fault is yours, you could be liable for a charge of circa £200 + VAT to get it fixed. How interested would you be in an insurance product that protects you from this happening and gives you mobile broadband as a temporary solution?

	2012	23	210	309	398	1072	1075	937	569	700	194	62	894
Base: All													
Very interested	2%	4%	4%	1%	1%	2%	2%	1%	3%	1%	1%	3%	1%
Somewhat interested	13%	22%	15%	12%	12%	12%	11%	14%	15%	9%	12%	13%	10%
Neither interested nor uninterested	16%	26%	12%	14%	16%	16%	14%	18%	17%	13%	17%	18%	14%
Not very interested	26%	26%	28%	27%	27%	25%	25%	27%	29%	24%	27%	27%	25%
Not at all interested	39%	17%	35%	41%	39%	40%	46%	32%	31%	49%	41%	34%	47%
Don't know	5%	4%	6%	5%	5%	4%	2%	8%	5%	4%	2%	5%	3%
Net: Interested	14%	26%	19%	13%	13%	14%	13%	16%	18%	11%	12%	16%	11%
Net: Not Interested	66%	43%	62%	68%	66%	66%	71%	59%	60%	73%	69%	61%	72%