



Dataset 1

Which of the following best applies to you?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
I have renewed my car insurance in the last 6 months	124	101	10	58	52	49	56
	20.70%	16.86%	1.67%	9.68%	8.68%	8.18%	9.35%
I have renewed my car insurance in the last year	212	162	24	78	104	93	75
	35.39%	27.05%	4.01%	13.02%	17.36%	15.53%	12.52%
Total	336	263	34	136	156	142	131



Dataset 2

How satisfied are you with your current insurance provider?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Very Satisfied	108	99	12	40	51	49	55
	18.03%	16.53%	2.00%	6.68%	8.51%	8.18%	9.18%
Satisfied	153	112	11	55	72	73	54
	25.54%	18.70%	1.84%	9.18%	12.02%	12.19%	9.02%
Neither satisfied nor dissatisfied	63	41	8	29	30	16	21
	10.52%	6.84%	1.34%	4.84%	5.01%	2.67%	3.51%
Dissatisfied	10	7	2	9	3	2	1
	1.67%	1.17%	0.33%	1.50%	0.50%	0.33%	0.17%
Very Dissatisfied	2	4	1	3	0	2	0
	0.33%	0.67%	0.17%	0.50%	0.00%	0.33%	0.00%
Total	336	263	34	136	156	142	131

How long have you been with your current insurance provider?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Under 1 year	122	80	17	45	56	38	46
	20.37%	13.36%	2.84%	7.51%	9.35%	6.34%	7.68%
1 – 2 years	106	77	12	43	55	45	28
	17.70%	12.85%	2.00%	7.18%	9.18%	7.51%	4.67%
2 – 3 years	52	44	3	30	19	24	20
	8.68%	7.35%	0.50%	5.01%	3.17%	4.01%	3.34%
3 – 4 years	19	23	1	10	11	10	11
	3.17%	3.84%	0.17%	1.67%	1.84%	1.67%	1.84%
Over 4 years	37	39	1	8	15	25	26
	6.18%	6.51%	0.17%	1.34%	2.50%	4.17%	4.34%
Total	336	263	34	136	156	142	131

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Fully comprehensive	295	239	20	110	147	130	127
	49.25%	39.90%	3.34%	18.36%	24.54%	21.70%	21.20%
Third-party, fire and theft	21	16	6	15	7	7	2
	3.51%	2.67%	1.00%	2.50%	1.17%	1.17%	0.33%
Third-party only	13	6	7	6	2	4	0
	2.17%	1.00%	1.17%	1.00%	0.33%	0.67%	0.00%
I don't know	7	2	1	5	0	1	2
	1.17%	0.33%	0.17%	0.83%	0.00%	0.17%	0.33%
Total	336	263	34	136	156	142	131

When your most recent policy ended, how did you choose your new policy?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Auto-renewed with my current provider	93	80	11	45	41	44	32
	15.53%	13.36%	1.84%	7.51%	6.84%	7.35%	5.34%
Negotiated a new policy with my provider	89	89	6	43	42	46	41
	14.86%	14.86%	1.00%	7.18%	7.01%	7.68%	6.84%
Searched online for the cheapest option	154	94	17	48	73	52	58
	25.71%	15.69%	2.84%	8.01%	12.19%	8.68%	9.68%
Total	336	263	34	136	156	142	131



Dataset 6 – Of those who Auto Renewed

Which option is closest to your reason for auto-renewing?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
I am aware of the savings that could be made by switching but didn't want to deal with the hassle	40	35	6	23	20	15	11
	23.12%	20.23%	3.47%	13.29%	11.56%	8.67%	6.36%
I remain convinced that I was getting the best deal possible by auto-renewing	41	31	3	12	18	20	19
	23.70%	17.92%	1.73%	6.94%	10.40%	11.56%	10.98%
I was unaware that I could have saved money by switching online	12	14	2	10	3	9	2
	6.94%	8.09%	1.16%	5.78%	1.73%	5.20%	1.16%
Total	93	80	11	45	41	44	32



Dataset 7 – Of those who stayed with the same provider

Which option is closest to your reason for staying with the same provider?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
I am aware of the savings that could be made by switching but it seemed like too much hassle	18	23	0	12	10	14	5
	10.11%	12.92%	0.00%	6.74%	5.62%	7.87%	2.81%
I remain convinced that I was getting the best deal possible by staying with the same provider	61	58	5	25	23	30	36
	34.27%	32.58%	2.81%	14.04%	12.92%	16.85%	20.22%
I was unaware that I could have potentially saved money by changing provider	10	8	1	6	9	2	0
	5.62%	4.49%	0.56%	3.37%	5.06%	1.12%	0.00%
Total	89	89	6	43	42	46	41

How much are you paying for your car insurance?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Under £200 per year	40	21	3	9	18	14	17
	6.68%	3.51%	0.50%	1.50%	3.01%	2.34%	2.84%
£200 – £400 per year	172	159	5	44	95	93	94
	28.71%	26.54%	0.83%	7.35%	15.86%	15.53%	15.69%
£400 – £800 per year	85	56	14	57	32	25	13
	14.19%	9.35%	2.34%	9.52%	5.34%	4.17%	2.17%
£800 - £1,000 per year	23	12	4	17	9	3	2
	3.84%	2.00%	0.67%	2.84%	1.50%	0.50%	0.33%
Over £1000 per year	10	7	7	4	1	3	2
	1.67%	1.17%	1.17%	0.67%	0.17%	0.50%	0.33%
I don't know	6	8	1	5	1	4	3
	1.00%	1.34%	0.17%	0.83%	0.17%	0.67%	0.50%
Grand Total	336	263	34	136	156	142	131

Do you feel like your insurance policy is giving you value for money?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
No	102	86	15	52	43	41	37
	17.03%	14.36%	2.50%	8.68%	7.18%	6.84%	6.18%
Yes	234	177	19	84	113	101	94
	39.07%	29.55%	3.17%	14.02%	18.86%	16.86%	15.69%
Total	336	263	34	136	156	142	131

Have you ever used a price comparison website to switch your car insurance provider?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
No	45	43	6	19	16	26	21
	7.51%	7.18%	1.00%	3.17%	2.67%	4.34%	3.51%
Yes	291	220	28	117	140	116	110
	48.58%	36.73%	4.67%	19.53%	23.37%	19.37%	18.36%
Total	336	263	34	136	156	142	131

How often do you pay your car insurance premiums?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Annually	166	140	8	58	77	77	86
	27.71%	23.37%	1.34%	9.68%	12.85%	12.85%	14.36%
Quarterly	17	15	4	13	9	4	2
	2.84%	2.50%	0.67%	2.17%	1.50%	0.67%	0.33%
Monthly	153	105	21	64	70	61	42
	25.54%	17.53%	3.51%	10.68%	11.69%	10.18%	7.01%
Other	0	3	1	1	0	0	1
	0.00%	0.50%	0.17%	0.17%	0.00%	0.00%	0.17%
Total	336	263	34	136	156	142	131

Who is your current car insurance provider?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
AA	24	18	3	9	6	18	6
	4.01%	3.01%	0.50%	1.50%	1.00%	3.01%	1.00%
Admiral	43	26	5	30	20	9	5
	7.18%	4.34%	0.83%	5.01%	3.34%	1.50%	0.83%
Churchill	24	22	5	8	14	13	6
	4.01%	3.67%	0.83%	1.34%	2.34%	2.17%	1.00%
Direct Line	25	33	2	6	18	15	17
	4.17%	5.51%	0.33%	1.00%	3.01%	2.50%	2.84%
Elephant	4	4	0	2	4	2	0
	0.67%	0.67%	0.00%	0.33%	0.67%	0.33%	0.00%
Hasting	40	21	4	16	17	13	11
	6.68%	3.51%	0.67%	2.67%	2.84%	2.17%	1.84%
LV	14	17	1	3	7	9	11
	2.34%	2.84%	0.17%	0.50%	1.17%	1.50%	1.84%
Other	162	122	14	62	70	63	75
	27.05%	20.37%	2.34%	10.35%	11.69%	10.52%	12.52%
Total	336	263	34	136	156	142	131

What was the price difference between your last policy and the one previous?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Under 10%	126	116	8	42	61	66	65
	21.04%	19.37%	1.34%	7.01%	10.18%	11.02%	10.85%
10 - 20%	97	85	6	41	55	41	39
	16.19%	14.19%	1.00%	6.84%	9.18%	6.84%	6.51%
20-30%	37	23	4	17	18	10	11
	6.18%	3.84%	0.67%	2.84%	3.01%	1.67%	1.84%
30-40%	9	6	2	8	1	2	2
	1.50%	1.00%	0.33%	1.34%	0.17%	0.33%	0.33%
40-50%	5	5		7	1	1	1
	0.83%	0.83%	0.00%	1.17%	0.17%	0.17%	0.17%
Over 50%	4	5	1	1	1	3	3
	0.67%	0.83%	0.17%	0.17%	0.17%	0.50%	0.50%
I don't know	58	23	13	20	19	19	10
	9.68%	3.84%	2.17%	3.34%	3.17%	3.17%	1.67%
Total	336	263	34	136	156	142	131

How many years no claims bonus do you have?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Under 1 year	18	11	9	10	7	3	0
	3.01%	1.84%	1.50%	1.67%	1.17%	0.50%	0.00%
1 – 2 years	35	23	10	24	14	6	4
	5.84%	3.84%	1.67%	4.01%	2.34%	1.00%	0.67%
2 – 3 years	27	20	7	22	11	4	3
	4.51%	3.34%	1.17%	3.67%	1.84%	0.67%	0.50%
3 – 4 years	17	22	4	15	11	8	1
	2.84%	3.67%	0.67%	2.50%	1.84%	1.34%	0.17%
4 - 6 years	33	21	2	22	16	11	3
	5.51%	3.51%	0.33%	3.67%	2.67%	1.84%	0.50%
Over 6 years	206	166	2	43	97	110	120
	34.39%	27.71%	0.33%	7.18%	16.19%	18.36%	20.03%
Total	336	263	34	136	156	142	131

Do you pay to protect your no claims bonus?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
No	136	112	14	73	70	46	45
	22.70%	18.70%	2.34%	12.19%	11.69%	7.68%	7.51%
Yes	154	130	13	45	72	83	71
	25.71%	21.70%	2.17%	7.51%	12.02%	13.86%	11.85%
I don't know	46	21	7	18	14	13	15
	7.68%	3.51%	1.17%	3.01%	2.34%	2.17%	2.50%
Total	89	89	6	43	42	46	41

Have you had any driving convictions?

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
No	293	203	30	112	128	117	109
	48.91%	33.89%	5.01%	18.70%	21.37%	19.53%	18.20%
Dangerous driving	4	0	1	2	1	0	0
	0.67%	0.00%	0.17%	0.33%	0.17%	0.00%	0.00%
Using a mobile while driving	3	5	0	5	3	0	0
	0.50%	0.83%	0.00%	0.83%	0.50%	0.00%	0.00%
Speeding	32	50	3	15	22	23	19
	5.34%	8.35%	0.50%	2.50%	3.67%	3.84%	3.17%
Other	4	5	0	2	2	2	3
	0.67%	0.83%	0.00%	0.33%	0.33%	0.33%	0.50%
Total	336	263	34	136	156	142	131

	Gender		Age				
	Female	Male	18 - 24	25 - 34	35 - 44	45 - 54	Over 54
Just me	133	121	19	68	63	53	51
	22.20%	20.20%	3.17%	11.35%	10.52%	8.85%	8.51%
2 people	184	118	12	56	82	83	69
	30.72%	19.70%	2.00%	9.35%	13.69%	13.86%	11.52%
3 people	13	17	2	10	6	4	8
	2.17%	2.84%	0.33%	1.67%	1.00%	0.67%	1.34%
More than 3 people	5	4	0	1	4	1	3
	0.83%	0.67%	0.00%	0.17%	0.67%	0.17%	0.50%
I don't know	1	3	1	1	1	1	0
	0.17%	0.50%	0.17%	0.17%	0.17%	0.17%	0.00%
Total	336	263	34	136	156	142	131