

TABLE OF CONTENTS

0.0 EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
What is this series about?	2
<i>The research examines the status of aggregators plus other key metrics in car and home insurance ...</i>	2
Rationale	2
<i>... including the behaviour of non-standard policyholders and the path to purchasing from aggregators</i>	2
Global consumer research	3
2.0 SURVEY ANALYSIS.....	6
Introduction	6
Consumer propensity to research and purchase insurance products online	7
Overview	7
Segmentation by age and annual household income	10
Number of websites consulted when researching insurance online	13
Usage of aggregators for products and services apart from insurance	15
Car insurance	16
Switchers and new buyers	16
Use of aggregators	17
Distribution channels	20
Distribution interfaces	23
Devices used for buying online	26
Cross-tabulation of distribution channels and interfaces	27
Standard and non-standard policies	28
Telematics-enabled and not telematics-enabled policies	35
Switching rates	42
Home insurance	43
Switchers and new buyers	43
Use of aggregators	43
Distribution channels	46
Distribution interfaces	49
Devices used for online purchases	52
Cross-tabulation of distribution channels and interfaces used	53
Standard and non-standard policies	54
Switching rates	61
Combined analysis of car and home insurance	62
Overlap in usage of aggregators	62
Use of aggregators by socio-demographic group	62
Peak months for purchasing car and home insurance	65
Awareness and usage of the leading eight aggregators	67
Consumer awareness	67
Consumer usage to research and purchase insurance	69
User conversion rates	71
Comparison of recent to historical usage	73

AGGREGATION METRICS: CONSUMER APPROACHES TO ONLINE INSURANCE COMPARISON SITES IN SPAIN

Planned usage of aggregators	75
3.0 APPENDIX	77
Research sample statistics	77
Research structure.....	79

LIST OF GRAPHICS / TABLES

0.0 EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
2.0 SURVEY ANALYSIS.....	6
Proportion of respondents in Spain that researches insurance products online before purchasing them, 2016 and 2019	7
Proportion of respondents in Spain that researches insurance products online before purchasing them, 2016 and 2019 (table).....	8
Proportion of respondents in Spain that purchases insurance products online segmented by purchase frequency, 2016 and 2019.....	9
Proportion of respondents in Spain that purchases insurance products online segmented by purchase frequency, 2016 and 2019 (table)	9
Respondent propensity to research and purchase insurance products online in Spain segmented by age, 2019	10
Respondent propensity to research and purchase insurance products online in Spain segmented by annual household income, 2019.....	11
Respondent propensity to research and purchase insurance products online in Spain segmented by age and annual household income, 2019 (table)	12
Number of websites consulted by respondents in Spain when researching insurance products, 2019	13
Number of websites consulted by respondents in Spain when researching insurance products, 2016 and 2019 (table).....	14
Percentage of respondents in Spain using aggregators to compare and take out banking products, home energy and broadband services, and mobile phone subscriptions, 2019.....	15
Percentage of respondents in Spain using aggregators to compare and take out banking products, home energy and broadband services, and mobile phone subscriptions, 2019 (table)	16
Percentage of respondents in Spain renewing a policy, switching provider or acquiring car insurance for the first time, 2019	17
Patterns in usage of aggregators for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019.....	18
Patterns in usage of aggregators for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table)	18
Percentage of customers in Spain that acquired car insurance via an aggregator segmented between renewals, switchers / new buyers and all customers, 2016 and 2019	19
Distribution channels used for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019	20
Distribution channels used for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table).....	21
Distribution channels used for acquiring car insurance in Spain segmented between customers acquiring via an aggregator, customers not acquiring via an aggregator and all customers, 2019	22
Distribution channels used for acquiring car insurance in Spain segmented between customers acquiring via an aggregator, customers not acquiring via an aggregator and all customers, 2019 (table)	22
Distribution interfaces used for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019	23
Distribution interfaces used for acquiring car insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table).....	24
Distribution interfaces used by all customers for acquiring car insurance in Spain, 2016 and 2019.....	25
Distribution interfaces used by all customers for acquiring car insurance in Spain, 2016 and 2019 (table)	25
Customers purchasing car insurance online in Spain segmented by type of device used, 2016 and 2019	26

AGGREGATION METRICS: CONSUMER APPROACHES TO ONLINE INSURANCE COMPARISON SITES IN SPAIN

Customers purchasing car insurance online in Spain segmented by type of device used, 2016 and 2019 (table)	26
Cross-tabulation of distribution channels and interfaces used for acquiring car insurance by switchers and new buyers in Spain, 2019	27
Customers with car insurance in Spain segmented between standard and non-standard policies, 2019	28
Customers with non-standard car insurance in Spain segmented by type(s) of policy held, 2019	29
Percentage of customers with car insurance in Spain stating that they acquired their cover via an aggregator segmented between standard and non-standard	30
Distribution channels used for acquiring car insurance in Spain segmented between standard and non-standard customers, 2019	31
Distribution channels used for acquiring car insurance in Spain segmented between standard and non-standard customers, 2019 (table).....	32
Distribution interfaces used for acquiring car insurance in Spain segmented between standard and non-standard customers, 2019	33
Distribution interfaces used for acquiring car insurance in Spain segmented between standard and non-standard customers, 2019 (table).....	33
Customers with standard and non-standard car insurance in Spain segmented by gender, age group, annual household income and employment status, 2019	34
Proportion of customers with car insurance in Spain with a telematics-enabled policy, 2016 and 2019	35
Telematics-enabled car insurance policies in Spain segmented between those based only on distance driven, those based only on driving performance and those based on both factors, 2016 and 2019.....	36
Telematics-enabled car insurance policies in Spain segmented between those based only on distance driven, those based only on driving performance and those based on both factors, 2016 and 2019 (table)	37
Percentage of customers with car insurance in Spain stating that they acquired their cover via an aggregator segmented between telematics-enabled and not telematics-enabled policies, 2019	37
Distribution channels used for acquiring car insurance in Spain segmented between telematics and non-telematics policies, 2019.....	38
Distribution channels used for acquiring car insurance in Spain segmented between telematics and non-telematics policies, 2019 (table)	39
Distribution interfaces used for acquiring car insurance in Spain segmented between telematics-enabled and not telematics-enabled policies, 2019.....	40
Distribution interfaces used for acquiring car insurance in Spain segmented between telematics-enabled and not telematics-enabled policies, 2019 (table)	40
Customers with telematics-enabled and not telematics-enabled car insurance in Spain segmented by gender, age group, annual household income and employment status, 2019	41
Switching rates for car insurance in Spain segmented between purchasers via aggregators and others, between standard and non-standard policies, and between telematics-enabled and not telematics-enabled policies, 2019.....	42
Percentage of respondents in Spain renewing a policy, switching provider or acquiring home insurance for the first time, 2019.....	43
Patterns in usage of aggregators for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019.....	44
Patterns in usage of aggregators for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table)	44
Percentage of customers with home insurance in Spain stating that they acquired their cover via an aggregator, 2016 and 2019	45
Distribution channels used for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019	46
Distribution channels used for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table).....	47
Distribution channels used for acquiring home insurance in Spain segmented between customers acquiring via an aggregator, customers not acquiring via an aggregator and all customers, 2019	48
Distribution channels used for acquiring home insurance in Spain segmented between customers acquiring via an aggregator, customers not acquiring via an aggregator and all customers, 2019 (table).....	48

AGGREGATION METRICS: CONSUMER APPROACHES TO ONLINE INSURANCE COMPARISON SITES IN SPAIN

Distribution interfaces used for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 201949

Distribution interfaces used for acquiring home insurance in Spain segmented between renewals, switchers / new buyers and all customers, 2019 (table).....50

Distribution interfaces used by all customers for acquiring home insurance in Spain, 2016 and 201951

Distribution interfaces used by all customers for acquiring home insurance in Spain, 2016 and 2019 (table)51

Customers purchasing home insurance online in Spain segmented by type of device used, 2016 and 201952

Customers purchasing home insurance online in Spain segmented by type of device used, 2016 and 2019 (table)52

Cross-tabulation of distribution channels and interfaces used for acquiring home insurance by switchers and new buyers in Spain, 2019.....53

Customers with home insurance in Spain segmented between standard and non-standard policies, 201954

Customers with non-standard home insurance in Spain segmented by type(s) of policy held, 2019.....55

Percentage of consumers stating that they acquired home insurance via an aggregator in Spain segmented between standard and non-standard policies, 201956

Distribution channels used for acquiring home insurance in Spain segmented between standard and non-standard customers, 201957

Distribution channels used for acquiring home insurance in Spain segmented between standard and non-standard customers, 2019 (table).....58

Distribution interfaces used for acquiring home insurance in Spain segmented between standard and non-standard customers, 201959

Distribution interfaces used for acquiring home insurance in Spain segmented between standard and non-standard customers, 2019 (table).....59

Customers with standard and non-standard home insurance in Spain segmented by gender, age group, annual household income and employment status, 201960

Switching rates for home insurance in Spain segmented between purchasers via aggregators and others and between standard and non-standard policies, 2019.....61

Overlap between purchasers of car and home insurance via aggregators in Spain, 201962

Users of aggregators to purchase car and / or home insurance in Spain segmented by age, 201963

Users of aggregators to purchase car and / or home insurance in Spain segmented by annual household income, 201964

Users of aggregators to buy car and home insurance in Spain segmented by age and annual household income, 2019 (table)64

Purchases of car and home insurance in Spain segmented by month, 2018 / 201965

Purchases of car and home insurance in Spain segmented by month, 2018 / 2019 (table)66

Comparison of reported awareness of respondents of major aggregators in Spain, 201967

Comparison of reported awareness of respondents of major aggregators in Spain, 2019 (table).....68

Comparison of usage by respondents of major aggregators in Spain to research and purchase insurance, 201969

Comparison of usage by respondents of major aggregators in Spain to purchase insurance, 201970

Comparison of usage by respondents of major aggregators in Spain to search for and purchase insurance, 2019 (table).....71

Comparison of conversion rate of usage to research to usage to purchase for major aggregators in Spain, 201972

Comparison of percentage of respondents in Spain using major aggregators to acquire insurance within last 12 months and longer than 12 months ago, 2019.....73

Comparison of percentage of respondents in Spain using major aggregators to acquire insurance within last 12 months and longer than 12 months ago, 2019 (table)74

Likelihood of using an aggregator to acquire insurance within the next 12 months in Spain, comparing respondents that have previously used an aggregator and those that have not, 201975

Likelihood of using an aggregator to acquire insurance within the next 12 months in Spain, comparing respondents that have previously used an aggregator and those that have not, 2019 (table).....76

3.0 APPENDIX	77
Survey sample in Spain segmented by geographical region, 2019.....	77
Survey sample in Spain segmented by age group and annual household income, 2019.....	78