

TABLE OF CONTENTS

0.0 EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
What is this report about?	2
Rationale.....	2
Global consumer research	2
Other international research reports about extended warranties and insurance.....	3
2.0 SURVEY ANALYSIS.....	4
Introduction	4
Underlying market for white, brown and grey goods.....	6
Purchasing rates segmented by type of item	6
Purchasing rates segmented by gender, age and annual household income.....	7
Purchases segmented by retailer	10
Purchases segmented by purchase interface.....	16
Purchases segmented by product price	20
Extended warranties for white, brown and grey goods	21
Take-up rates segmented by type of item.....	21
Take-up rates segmented by gender, age and annual household income.....	25
Take-up rates segmented by retailer.....	28
Take-up rates segmented by purchase interface for underlying item.....	30
Take-up rates segmented by price of underlying item.....	31
Generic extended warranty cover held through banking products	32
Risks covered by extended warranties.....	34
Distribution channels	37
Distribution interfaces	39
Devices used for online sales	41
Cross-tabulation of distribution channels and interfaces	43
Time of acquisition	44
Purchasing prompts.....	47
Claims frequency and outcome	48
3.0 APPENDIX	52
Research sample statistics.....	52
Research structure.....	54

LIST OF GRAPHICS / TABLES

0.0 EXECUTIVE SUMMARY	1
1.0 INTRODUCTION	2
2.0 SURVEY ANALYSIS.....	4
Percentage of respondents in Australia buying selected white, brown and grey goods in the last three years, segmented by type, 2017	6
Percentage of respondents in Australia buying white, brown and grey goods in the last three years, segmented by category and gender, 2017	7
Percentage of respondents in Australia buying white, brown and grey goods in the last three years, segmented by category and age, 2017	8
Percentage of respondents in Australia buying white, brown and grey goods in the last three years, segmented by category and age, 2017 (table).....	8
Percentage of respondents in Australia buying white, brown and grey goods in the last three years, segmented by category and annual household income, 2017	9
Percentage of respondents in Australia buying white, brown and grey goods in the last three years, segmented by category and annual household income, 2017 (table)	9
White, brown and grey goods bought in the last three years in Australia, segmented by type and retailer, 2017	10
White goods bought in the last three years in Australia, segmented by type and retailer, 2017 (table)	11
Brown goods bought in the last three years in Australia, segmented by type and retailer, 2017 (table)	12
Grey goods bought in the last three years in Australia, segmented by type and retailer, 2017 (table).....	13
White, brown and grey goods bought in the last three years in Australia, segmented by category and retailer, 2017	14
White, brown and grey goods bought in the last three years in Australia, segmented by category and retailer, 2017 (table)	15
White, brown and grey goods bought in the last three years in Australia, segmented by type and interface used for purchase, 2017	16
White, brown and grey goods bought in the last three years in Australia, segmented by type and interface used for purchase, 2017 (table).....	17
White, brown and grey goods bought in the last three years in Australia, segmented by category and interface used for purchase, 2017	18
White, brown and grey goods bought in the last three years in Australia, segmented by category and interface used for purchase, 2017 (table)	19
White, brown and grey goods bought in the last three years in Australia, segmented by product price band, 2017	20
Take-up rates for extended warranties for white, brown and grey goods, segmented by type and adjusted for points of sale not offering extended warranties, 2017 (table).....	21
Take-up rates for extended warranties (overall and where offered) for white, brown and grey goods in Australia, segmented by category, 2017	22
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category, 2014 and 2017	23
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by type, 2014 and 2017	24
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and gender, 2017.....	25
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and age, 2017	26
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and age, 2017 (table)	26

WARRANTY METRICS: CONSUMER APPROACHES TO EXTENDED WARRANTIES FOR WHITE, BROWN AND GREY GOODS IN AUSTRALIA

Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and annual household income, 2017	27
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and annual household income, 2017 (table)	27
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by retailer, 2017	29
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by category and interface used to purchase goods, 2017	30
Take-up rates for extended warranties for white, brown and grey goods in Australia, segmented by product price band, 2017	31
Penetration rate for generic extended warranties attached to credit cards and banking accounts in Australia, 2014 and 2017	32
Penetration rate for generic extended warranties attached to credit cards and banking accounts in Australia, 2014 and 2017 (table)	33
Risks covered by extended warranties for white, brown and grey goods in Australia, 2014 and 2017	34
Risks covered by extended warranties for white, brown and grey goods in Australia, 2014 and 2017 (table)	35
Risks covered by extended warranties for white, brown and grey goods in Australia, segmented by category, 2017	35
Risks covered by extended warranties for white, brown and grey goods in Australia, segmented by category, 2017 (table)	36
Distribution channels used for extended warranties for white, brown and grey goods in Australia, 2014 and 2017	37
Distribution channels used for extended warranties for white, brown and grey goods in Australia, 2014 and 2017 (table)	37
Distribution channels used for extended warranties for white, brown and grey goods in Australia, segmented by category, 2017	38
Distribution channels used for extended warranties for white, brown and grey goods in Australia, segmented by category, 2017 (table)	38
Distribution interfaces used for extended warranties for white, brown and grey goods in Australia, 2014 and 2017	39
Distribution interfaces used for extended warranties for white, brown and grey goods in Australia, 2014 and 2017 (table)	40
Distribution interfaces used for extended warranties for white, brown and grey goods in Australia, segmented by category, 2017	40
Distribution interfaces used for extended warranties for white, brown and grey goods in Australia, segmented by category, 2017 (table)	41
Online sales of extended warranties for white, brown and grey goods in Australia, segmented by type of device used, 2014 and 2017	42
Online sales of extended warranties for white, brown and grey goods in Australia, segmented by type of device used, 2014 and 2017 (table)	42
Cross-tabulation of the distribution channels and interfaces used to acquire extended warranties for white, brown and grey goods in Australia, 2017	43
Time of acquiring extended warranties relative to time of acquiring white, brown and grey goods in Australia, 2014 and 2017	44
Time of acquiring extended warranties relative to time of acquiring white, brown and grey goods in Australia, 2014 and 2017 (table)	45
Time of acquiring extended warranties relative to time of acquiring white, brown and grey goods in Australia, segmented by category, 2017	46
Time of acquiring extended warranties relative to time of acquiring white, brown and grey goods in Australia, segmented by category, 2017 (table)	46
Main prompts for acquiring extended warranties for white, brown and grey goods in Australia, 2017	47
Frequency of claims for extended warranties for white, brown and grey goods in Australia, segmented by category, 2014 and 2017	48

WARRANTY METRICS: CONSUMER APPROACHES TO EXTENDED WARRANTIES FOR WHITE, BROWN AND GREY GOODS IN AUSTRALIA

Frequency of claims for extended warranties for white, brown and grey goods in Australia, segmented by category, 2014 and 2017 (table)	49
Frequency of claims for extended warranties for white, brown and grey goods in Australia, segmented by outcome of claims and type of policy, 2017	50
Frequency of claims for extended warranties for white, brown and grey goods in Australia, segmented by outcome of claims and type of policy, 2017 (table)	51
3.0 APPENDIX	52
Survey sample in Australia, segmented by geographical region	52
Survey sample in Australia, segmented by gender, age group and annual household income	53