

Finaccord

web: [www.finaccord.com](http://www.finaccord.com), e-mail: [info@finaccord.com](mailto:info@finaccord.com)

---

# Table of Contents

---

# TABLE OF CONTENTS

<b>0.0 EXECUTIVE SUMMARY</b> .....	<b>1</b>
<b>1.0 INTRODUCTION</b> .....	<b>3</b>
<b>Research rationale</b> .....	<b>4</b>
A number of motivating factors underpin the <i>Channel Metrics</i> report and series of briefings .....	4
<i>Updating the results from the 2005 and 2007 surveys</i> .....	4
<i>Analysis of consumers making an active distribution choice</i> .....	4
<i>Analysis of consumers purchasing or taking out financial services in prior years</i> .....	4
<i>Analysis of distribution interfaces</i> .....	4
<i>Analysis of specific distribution channels</i> .....	5
<i>Expanding upon the results from the 2005 and 2007 surveys</i> .....	5
<b>Finaccord</b> .....	<b>7</b>
<i>Channel Metrics briefings</i> .....	7
<i>Other UK consumer research publications</i> .....	8
<i>UK affinity and partnership marketing research publications</i> .....	9
<i>UK small business financial services research publications</i> .....	9
<b>2.0 ANALYSIS OF RESULTS</b> .....	<b>10</b>
<b>Introduction</b> .....	<b>11</b>
<b>Option for customised data analysis</b> .....	<b>11</b>
<b>Switching rates and brand new sales - 2009</b> .....	<b>12</b>
An increase in switching has more than compensated for a drop in sales to new buyers .....	12
<b>Distribution interfaces - 2009, 2007, 2005 and all previous buyers compared</b> .....	<b>13</b>
The Internet and outbound telephone sales are in the ascendant.....	13
<b>Distribution channels - 2009, 2007, 2005 and all previous buyers compared</b> .....	<b>16</b>
<i>Overview</i> .....	16
Financial partners' gains in household insurance were reversed between 2007 and 2009.....	16
<i>Detailed analysis</i> .....	19
Online aggregators now hold over a third of sales to switchers and new buyers .....	19
<b>3.0 APPENDIX</b> .....	<b>22</b>
<b>Research sample and mechanics</b> .....	<b>23</b>
<b>Research methodology and structure</b> .....	<b>25</b>

## GRAPHICS / TABLES

The financial services distribution channel universe - specific distribution channels and distribution interfaces	6
% of consumers switching provider or acquiring household insurance for the first time, 2009	12
Analysis of distribution interfaces used for acquiring household insurance, 2009, 2007, 2005 and all previous years	14
Analysis of distribution interfaces used for acquiring household insurance, 2009, 2007, 2005 and all previous years (data)	15
Overview of distribution channels used for acquiring household insurance, 2009, 2007, 2005 and all previous years	17
Overview of distribution channels used for acquiring household insurance, 2007, 2005 and all previous years (data)	18
Comparison of main distribution channels used for acquiring household insurance, 2009 and all previous years	20
Detailed analysis of distribution channels used for acquiring household insurance, 2009, 2007, 2005 and all previous years (data)	21
Sample breakdown by age group, household income band and geographical location	24

## DISTRIBUTION CHANNELS INVESTIGATED FOR THIS PRODUCT

Direct sales

Insurance aggregators and brokers

*namely*

Aggregators

Insurance brokers

Not-for-profit affinity groups

*namely*

Charities

Educational institutions

Professional and trade associations

Trade unions

Financial partners

*namely*

Banks and building societies

Credit card issuers

Non-financial commercial partners

*namely*

Automotive associations

Catalogue and other retailers

Electricity, gas and water companies

Estate agents

Football and other sports clubs

Loyalty schemes

Magazines, newspapers and other media entities

Post Office

Supermarkets

Worksite