

Finaccord

web: [www.finaccord.com](http://www.finaccord.com), email: [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>	<i>4</i>
<i>Analysis of consumers making an active distribution choice .....</i>	<i>4</i>
<i>Analysis of consumers purchasing or taking out financial services in prior years.....</i>	<i>4</i>
<i>Analysis of distribution interfaces.....</i>	<i>4</i>
<i>Analysis of specific distribution channels.....</i>	<i>5</i>
<i>Expanding upon the results from the 2005 and 2007 surveys.....</i>	<i>5</i>
<b>Finaccord .....</b>	<b>7</b>
<i>Channel Metrics briefings.....</i>	<i>7</i>
<i>Other UK consumer research publications .....</i>	<i>8</i>
<i>UK affinity and partnership marketing research publications .....</i>	<i>9</i>
<i>UK small business financial services research publications .....</i>	<i>9</i>
<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>
The annual switching rate recorded a minor increase in 2009 .....	12
<b>Distribution interfaces - 2009, 2007, 2005 and all previous buyers compared.....</b>	<b>13</b>
Outbound telephone sales of personal accident insurance are growing strongly.....	13
<b>Distribution channels - 2009, 2007, 2005 and all previous buyers compared .....</b>	<b>16</b>
<i>Overview .....</i>	<i>16</i>
Excluding the worksite, sales are split quite evenly across the other five generic channels .....	16
<i>Detailed analysis.....</i>	<i>19</i>
Banks and building societies achieved a significant distribution share across all years surveyed ....	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 a mortgage for the first time, 2009	12
Analysis of distribution interfaces used for acquiring personal accident insurance, 2009, 2007, 2005 and all previous years	14
Analysis of distribution interfaces used for acquiring personal accident insurance, 2009, 2007, 2005 and all previous years (data)	15
Overview of distribution channels used for acquiring personal accident insurance, 2009, 2007, 2005 and all previous years	17
Overview of distribution channels used for acquiring personal accident insurance, 2009, 2007, 2005 and all previous years (data)	18
Comparison of main distribution channels used for acquiring personal accident insurance, 2009 and all previous years	20
Detailed analysis of distribution channels used for acquiring personal accident 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

Aggregators and financial advisers

*namely*

Aggregators

Financial advisers

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*

Catalogue and other retailers

Electricity, gas and water companies

Football and other sports clubs

Loyalty schemes

Magazines, newspapers and other media entities

Supermarkets

Worksite