

Finaccord
info@finaccord.com

Jubilee Centre,
Exeter Road,
London, NW2 3UF,
United Kingdom.

Phone +44 20 8453 7552
Fax + 44 20 8453 7583
www.finaccord.com

Table of Contents

TABLE OF CONTENTS

0.0 EXECUTIVE SUMMARY	2
<i>The underlying demand for mobile telephone insurance in France is now being fulfilled.....</i>	<i>2</i>
<i>... although there is scope for insurers and distributors to develop more comprehensive policies.....</i>	<i>2</i>
<i>A sizeable proportion of insured mobile owners obtain cover through their household insurance.....</i>	<i>2</i>
<i>Propensity to purchase mobile telephone insurance through remote channels is relatively weak.....</i>	<i>3</i>
<i>If providers can manage retention and improve distribution, the market can continue to grow.....</i>	<i>3</i>
1.0 INTRODUCTION	5
Finaccord.....	5
<i>European consumer research</i>	<i>5</i>
<i>Mobile telephone insurance.....</i>	<i>5</i>
<i>Creditor insurance</i>	<i>5</i>
<i>Travel insurance</i>	<i>6</i>
<i>European market, partnership and bancassurance research</i>	<i>6</i>
Research rationale	7
<i>Can major continental European markets follow the development witnessed in the UK?</i>	<i>7</i>
Research sample.....	8
<i>The research embraces a total of 1,232 respondents in France.....</i>	<i>8</i>
Research strengths and weaknesses.....	10
<i>A mixed Internet and telephone research methodology produces balanced results.....</i>	<i>10</i>
<i>... assisting insurance companies and other interested parties to benchmark their performance.....</i>	<i>10</i>
2.0 SURVEY ANALYSIS.....	15
Introduction.....	15
% of respondents owning a mobile telephone.....	16
% of mobile owners in possession of mobile telephone insurance.....	17
Attitudes towards mobile telephone ins. of mobile owners without cover	18
Risks covered by mobile telephone insurance.....	19
Policies paid for separately and packaging with household insurance	21
Distribution channels used for mobile telephone insurance.....	22
Distribution interfaces used for mobile telephone insurance	23
Point in time chosen by mobile owners to obtain mobile telephone ins.....	24
Attitudes towards mobile telephone insurance of mobile owners with cover	26

GRAPHICS / TABLES

Sample breakdown in France by age group, household income band and geographical location	9
% of respondents in France owning a mobile telephone, 2006	16
% of respondents mobile owners in France in possession of mobile telephone insurance, 2006	17
% split of attitudes towards mobile telephone insurance of mobile owners in France, 2006	18
Risks covered by mobile telephone insurance in France, 2006 (pen. among those with mobile telephone ins.)	19
Risks covered by mobile telephone insurance in France, 2006 (penetration among all mobile owners)	20
Segment. of mob. tele. ins. in France between pols. paid for separately and pols. packaged with house. ins., 2006	21
Distribution channels used for stand-alone mobile telephone insurance in France, 2006	22
Distribution interfaces used for stand-alone mobile telephone insurance in France, 2006	23
Point in time chosen by respondents in France to obtain stand-alone mobile telephone, 2006	25
% split of attitudes towards mobile telephone insurance of mobile owners in France with cover, 2006	26