



36% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender	
Male	51%
Female	49%

Age	
Up to 19 years	10%
20-29 years	20%
30-39 years	15%
40-49 years	19%
Over 50 years	36%

Current occupation	
Employee	32%
Manager	7%
Self-employed / freelancer	16%
Still at school / trainee / student	17%
Other (e.g. housewife, pensioner)	28%

Total annual net income	
£45,000 and over	17%
£35,000 to £44,999	12%
£25,000 to £34,999	16%
£15,000 to £24,999	28%
Less than £15,000	27%

Does advertising in this category influence your brand or purchase decisions?

Yes	48%
No	52%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	36%
No	74%

Do you use online banking?

Yes	75%
No	25%

Have you ever bought insurance (e.g. motor insurance) or another financial service (e.g. credit card) online?

Yes	61%
No	39%

Could online instalment credit or online banking be a decisive factor when buying products online?

Yes	60%
No	40%

Which kind of insurance do you have?

(more than one answer possible)

Motor insurance	64%
Household insurance	61%
Travel insurance	40%
Accident insurance	63%
Private pensions	35%
Legal insurance	19%
Additional disability benefits	12%
None	17%
Other	10%