

HOME INSURANCE POL

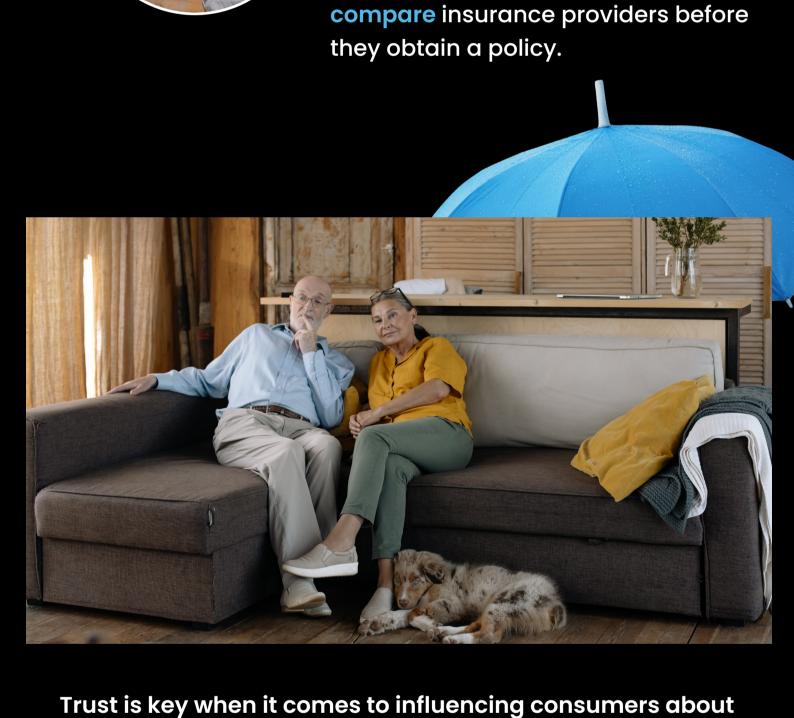
Almost 40% of Australians feel underinsured, with their policies not up to date or insufficient cover for them.

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2 in 5 are planning to sign up to a new insurance provider in the next 12 months (one they haven't previously used).

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59% say they research and

increase brand affinity and sales.

With almost a third of Australians say they don't understand their insurance policies, there's a strong need to educate consumers around their options, so they feel confident to

make an informed decision.

insurance and positive word of mouth has proven to

Shopper's extensive Retail digital OOH network helps build brand preference, consideration and saliency.



Contact MarketingandInsights@shoppermedia.com.au to find out more

or arrange a presentation of the full study findings.

shopper closer to customers