

# Insurance Insights

## Key Facts 2022

shopper

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



**53%** of shoppers are planning to switch **insurance** providers in the next 12 months, with **home and contents** the main priority.



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



**59%** say they **research and compare** insurance providers before they obtain a policy.



Trust is key when it comes to influencing consumers about insurance and positive word of mouth has proven to 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**.

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



Contact [MarketingandInsights@shoppermedia.com.au](mailto:MarketingandInsights@shoppermedia.com.au) to find out more or arrange a presentation of the full study findings.

shopper  
closer to customers