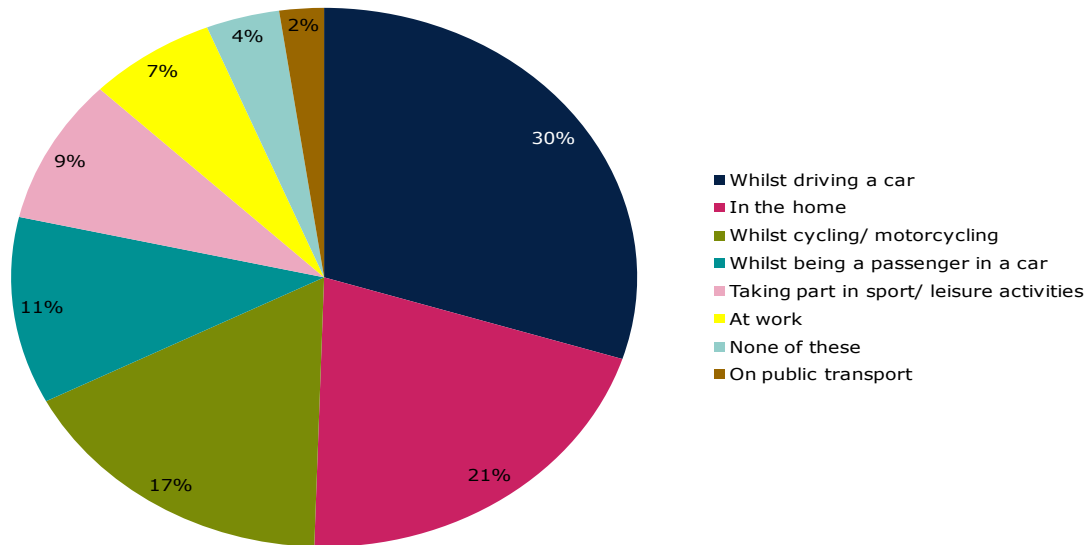


RESEARCH BRIEF

November 2009

ABI Motor Conference 2009: Customer survey results

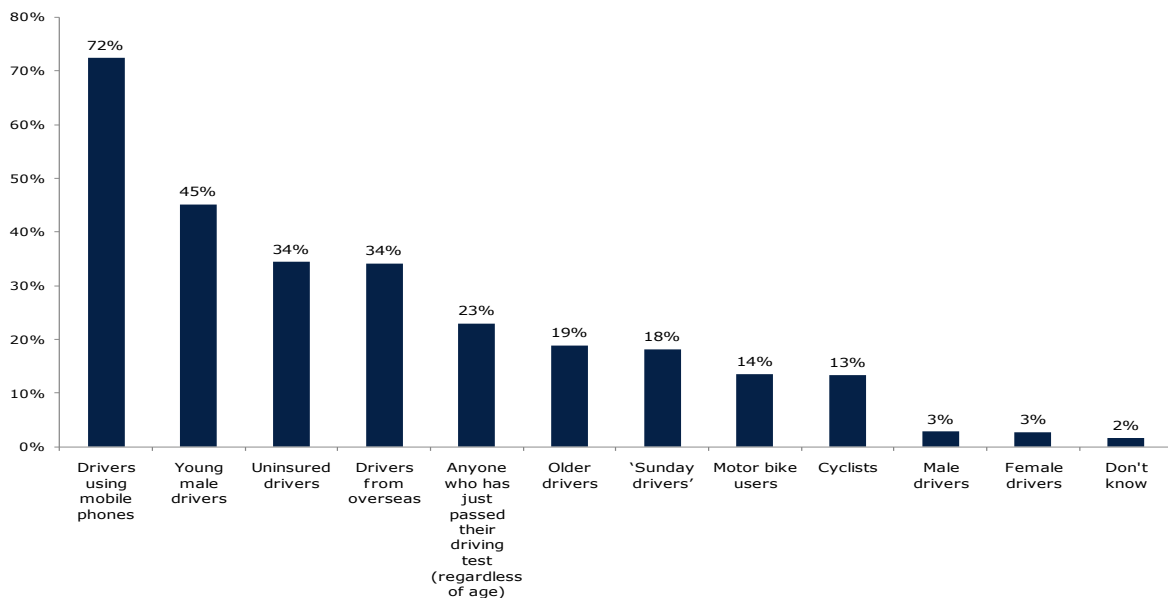
Figure 1: Where, if anywhere, do you think you are most likely to suffer a serious injury?



Notes: Figures are re-based to exclude those who replied 'Don't know'. Sample size of 1,892.

Source: ABI Research Department / YouGov Customer Survey.

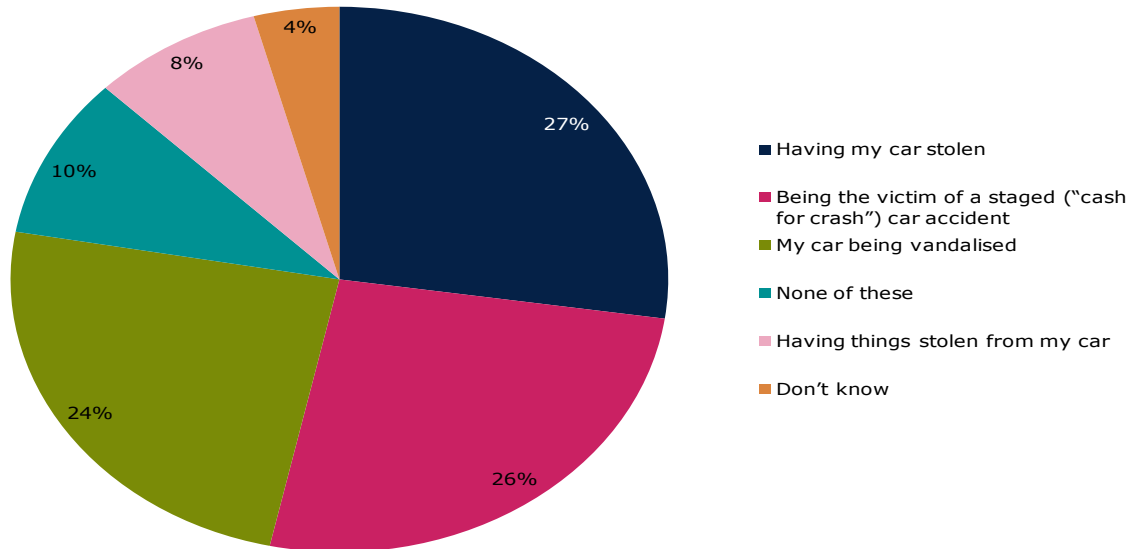
Figure 2: Which three, if any, of the following do you think are the most likely to cause an accident on our roads?



Notes: Respondents allowed to tick up to three options. Those who replied 'None of these' not shown. Sample size of 2,144.

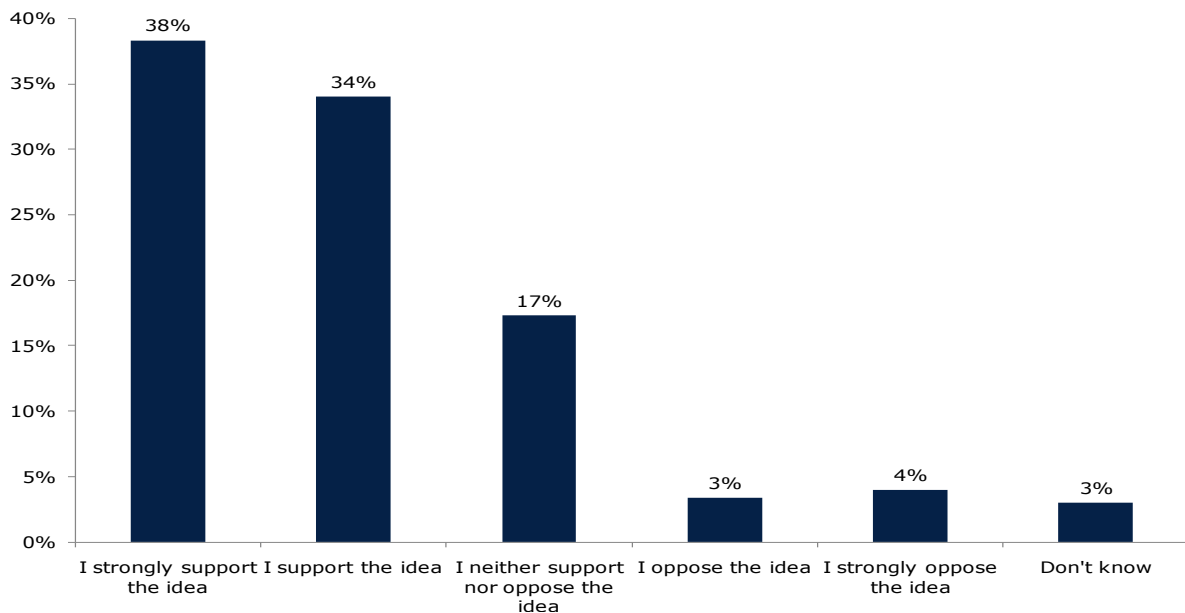
Source: ABI Research Department / YouGov Customer Survey.

Figure 3: Which one, if any, of the following car-related crimes worry you the most?



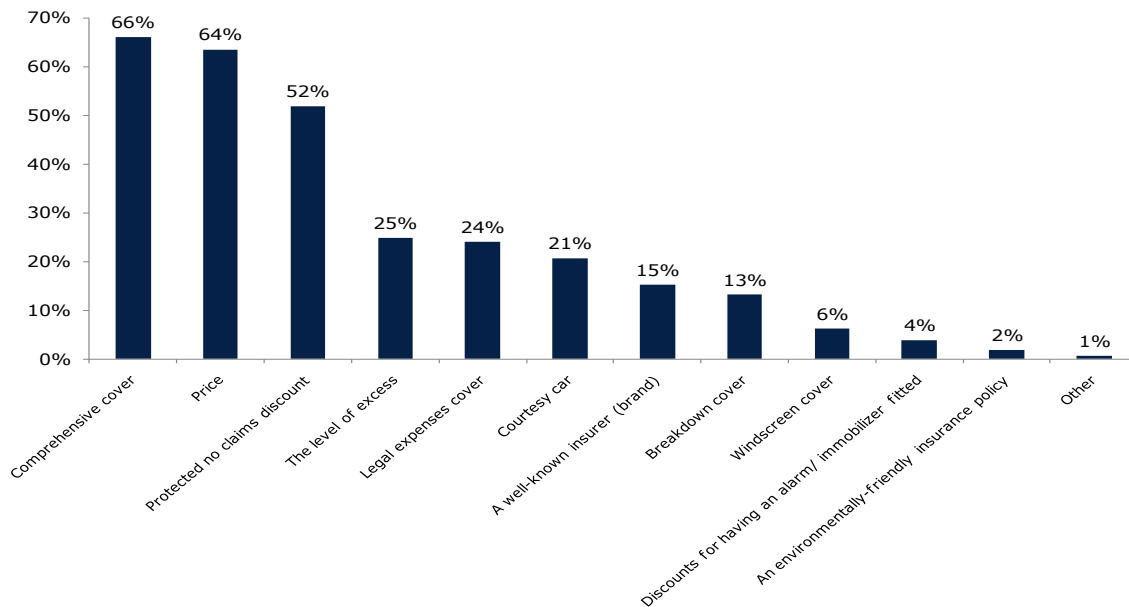
Note: All respondents who drive. Sample size of 1,845.
Source: ABI Research Department / YouGov Customer Survey.

Figure 4: Currently you do not have to provide your driving licence number when buying car insurance. Insurers could use the driving licence number to check that customers are paying the right price (by making sure people are not disqualified from driving and charging more to those with points on their licence). How do you feel about the idea of everyone having to provide their driving licence number when they buy car insurance?



Note: All respondents who drive. Sample size of 1,845.
Source: ABI Research Department / YouGov Customer Survey.

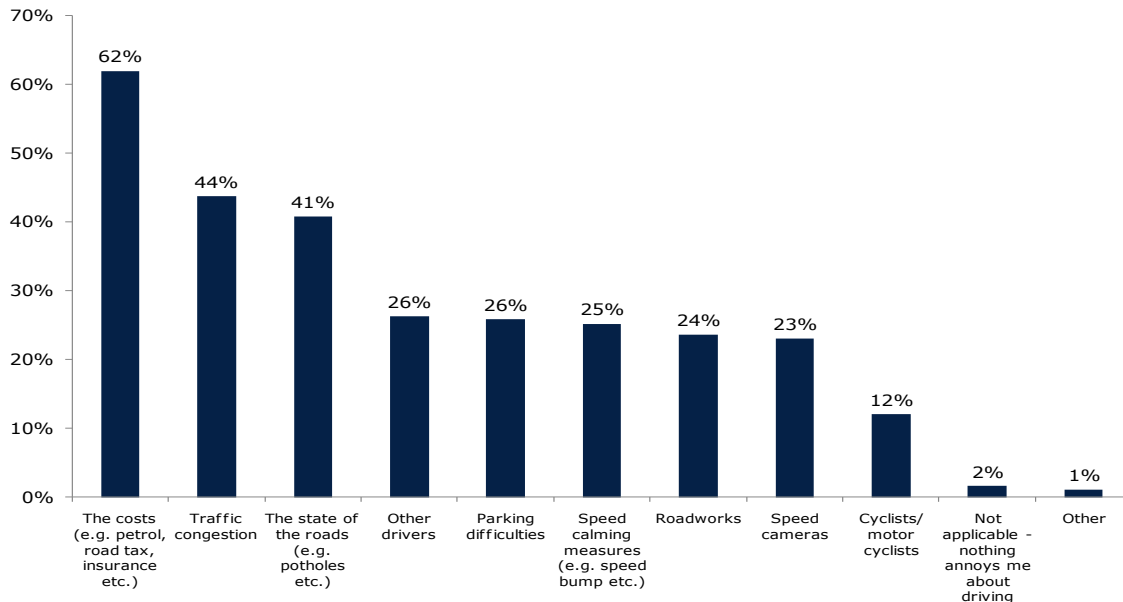
Figure 5: When buying motor insurance which three, if any, of the following do you think are the most important?



Note: Respondents allowed to tick up to three options. Figures are re-based to exclude those who replied 'Don't know' and 'Not applicable - I have never bought motor insurance'. All respondents who drive. Sample size of 1,764.

Source: ABI Research Department / YouGov Customer Survey.

Figure 6: Which three, if any, of the following annoy you the most about driving?



Note: Respondents allowed to tick up to three options. Figures are re-based to exclude those who replied 'Don't know'. All respondents who drive. Sample size of 1,825.

Source: ABI Research Department / YouGov Customer Survey.

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