



Study on consumers' decision making in insurance services: a behavioural economics perspective

Annexes to the Final Report

Prepared by London Economics, Ipsos and VVA Europe

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Contact: Barbara Moench

E-mail: JUST-03@ec.europa.eu

*European Commission
B-1049 Brussels*

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Draft final report Annexes

Prepared by London Economics, Ipsos and VVA
Europe

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Introduction

This document presents annexes containing additional methodological information relating to the study *Consumers' decision making in insurance services: a behavioural economics perspective*.

The study comprised of three tasks:

- Task 1 – Preparatory Phase
- Task 2 – Experimental Phase
- Task 3 – Measuring the potential savings of consumers

Task 2 included an online behavioural experiment and survey (the online component) and a laboratory experiment (the laboratory component). The annexes in this document relate to Tasks 1 and 2:

- Annexes 1 to 4 relate to Task 1
- Annexes 5 to 9 relate to Task 2 – Online component
- Annexes 10 and 11 relate to Task 2 – Laboratory component
- Annexes 12, 13 and 14 present some additional analysis, results and technical information

There is no annex relating to Task 3 as all the methodology information for this task is provided in the main report, since this task requires much less explanation than the other two tasks.

ANNEXES RELATING TO TASK 1

1. Annex 1: Approach to the desk-based research

1.1. Literature review

The study team carried out a systematic literature review of existing studies and documents in 10 country case studies: France, Germany, Italy, Latvia, Luxemburg, Romania, Slovakia, Spain, Sweden, and the UK. The review was carried out simultaneously across the ten countries so as to gain a deeper understanding of the issues at stake across the whole range of European insurance markets. In addition to this in-depth systematic search, the team also conducted a broad sweep of literature outside the 10 case study countries which could be relevant to the study, including e.g. studies in the US or cross-country comparative publications. Furthermore, all documents identified through the stakeholder consultation were also considered in the research.

In order to answer the study research questions, the researchers focused on the following aspects:

- Characteristics of non-life insurance supply, such as: overview of the selected products, consumer complaints, practices of insurers, as well as key features of cross-border transactions;
- Aspects of consumer decision-making in the non-life insurance market, such as: consumer understanding and awareness, access to information and switching behaviour; and
- Effectiveness of remedies in helping consumers to make better decisions, such as: factors potentially leading to problems with consumer decision-making, remedies put in place.

During the literature review the study team collected information from legislative texts, academic literature, economic studies, and research papers / studies published by national supervisory authorities, consumer associations, complaints handling organisations as well as international organisations (e.g. OECD, European institutions).

1.2. Market data collection

In addition to the literature review, market data on non-life insurance in the sample countries was also collected, including on distribution channels, number of contracts, premiums, insurance density, claims, ratios, complaints, deductibles and switching rates.

The study team in cooperation with the European Commission prepared and agreed upon a data collection template which covered:

- Data on the non-life insurance market overall, and
- Data on four categories of insurance products: household, motor, car rental and add-on insurance. This part covered market data on the insurance category as a whole and on specific products covered by the study.

The template included past data between 2011 and 2015, as well as trends for the next 3 to 5 years. The detailed data collection template was prepared to streamline the data collection process and to allow the study team to ensure that all relevant data are recorded in the 10 countries.

The template columns provided data on:

- All non-life insurance business with consumers (B2C), to the extent possible in the relevant country: i.e. domestic business + incoming via freedom of establishment (FOE) + incoming via FPS; Business with consumers in the relevant country conducted cross-border via FPS: i.e. incoming via FPS; and
- Business of firms in the relevant country conducted cross-border via FPS: i.e. outwards sales via FPS.

Regarding B2C data, most data collected during the case studies was provided through national supervisory authorities, which do not distinguish B2C and B2B data, due to the fact that, as the authorities mentioned during interviews, contracts investigated in the context of the study are similar for private and commercial use (in addition national supervisory authorities may not distinguish the data in this way since it is not an important distinction for prudential supervision purposes). Therefore, the data are not collected separately. In this vein, stakeholders were reluctant to give quantitative estimations of the share of B2C in the data provided, but national supervisory authorities in Italy and Romania mentioned that the motor insurance market was largely dominated by B2C transactions. In other countries, interviewees declined to give input in this regard. Data specifically separating B2C was found in Latvia through the national supervisory authority for gross written premiums (GWP) in non-life insurance contracts (no data was provided per insurance product category) between 2011 and 2015, and these represented on average 40% of the total non-life GWP (please see Latvian country fiche for further information). However, all qualitative information gathered during interviews (e.g. obstacles to cross-border, complaints, understanding) related specifically to B2C.

The findings from the market data collection (quantitative and qualitative) were reported in 10 country fiches, one for each country studied, which contained:

- Descriptions of the 10 products of the study, including their coverage and deductibles where available;
- Overviews of the national non-life insurance markets, as well as the markets of the four product categories considered, i.e. household, motor, car rental and add-on insurance;
- Information on the different distribution channels available to consumers, and the usage trends (current and future);
- All quantitative data included in the data collection templates (e.g. on premiums, claims, complaints);
- Key features of cross-border transactions;
- Information on consumer decision-making in the non-life insurance market, including the types of problems, consumer understanding and awareness, as well as existing remedies and their efficiency.

Data for the country fiches were gathered in two steps: first, through a systematic search of available documentation in the case study country (including literature published by national supervisory bodies, trade associations, consumer associations, complaints handling organisations, etc.). While every effort was made to collect data on all indicators in this first stage, a number of data gaps remained. For instance, there were gaps in terms of distribution channels, existing remedies and cross-border operations as well as their obstacles. In a second stage therefore, background documentation indicated by our experts and stakeholders consulted in interviews was considered. Finally, the stakeholder interviews (see next section) were carried out to fill remaining data gaps, where possible. Despite this multi-stage approach a few data gaps remained in the country fiches (please refer to the country fiche document provided separately to this report), including data specifically on car rental and add-on insurance (except in the UK and Italy for the latter category), and data on B2B and B2C were rarely separated when collected by national supervisory authorities (except for gross written premiums in Latvia).

2. Annex 2: Approach to the stakeholder interviews

2.1. Preliminary list of stakeholders

During the inception phase, the study team developed a preliminary list of relevant stakeholders to be interviewed in the context of Task 1. These included five categories of stakeholders:

- National supervisory authorities (in control of non-life insurance products);
- Trade associations;
- Consumer associations;
- European Consumer Centres; and
- Consumer complaints handling organisations¹.

The preliminary list of interviewees was shared with the Commission and additional suggested interviewees were provided by Commission experts. During the desk research at Member State level, the study team identified those organisations that were more likely to hold up-to-date data and information about the non-life insurance products and contacted them first.

When other relevant organisations that could hold relevant data and information were identified, this information was shared with the Commission together with a justification of why these organisations should be approached. Following approval from the Commission, these organisations were then also interviewed.

2.2. Preparation ahead of the interviewing process

The stakeholder interview guides were finalised in March 2016. The final interview guides are presented in section 2.6.

To ensure that the study team had a full understanding of the subject, questions and objectives of both the study and the interviewing process, the research team provided internal guidelines to be used by the field researchers during the case studies. The guidelines can be found in section 2.6. This document was distributed to field researchers before meetings with the research team to discuss in depth the scope of the study.

The internal guidelines included:

- Introduction and objectives of the study;
- Definitions of relevant terms in English;
- Guidance to focus on questions in the interviews for which no robust quantitative secondary data had been identified in desk research;
- Guidance on how to identify additional stakeholders and contact details within relevant organisations in the preliminary list of stakeholders;
- Guidance on how interviews should be performed, including how to approach senior stakeholders;
- Standard steps for performing the interview; and
- Guidance for writing interview notes and reporting.

¹ The study team included consumer complaints organisations in the preliminary list of stakeholders. It was noted that these organisations vary in nature (e.g. ombudsman, national supervisory authorities, consumer associations). These organisations were expected to be in a position to provide useful information regarding complaints in particular, potentially helping to complete gaps in the information provided by other stakeholders, so it was considered appropriate to ask questions relating specifically to consumer complaints to these types of organisations (extracted from the interview guide for consumer associations).

The following templates were provided to all researchers:

- Data collection template;
- Country fiche template; and
- Stakeholder interview guides (as approved by the Commission), with specific set of questions for each of the five stakeholder categories.

Face-to-face briefing sessions were organised with all researchers in VVA-Europe's London and Brussels offices in April 2016. During the briefing session, the guidelines and templates were discussed in detail to ensure that the methodology and approach were aligned across the entire team. In addition to this one-off briefing session, the core team was on standby throughout Task 1 to provide day-to-day support to all researchers during the whole of Task 1.

2.3. Interviews at Member State level

During Task 1, our team of researchers contacted stakeholders across the 10 sample countries.

Interviews aimed at filling data and information gaps in the country fiches for the countries under review, to obtain up-to-date and first-hand information on the non-life insurance market.

The desk research at Member State level enabled the researchers to determine the data gaps for each country assessed. On the basis of these results, the stakeholder interview guide was adapted to focus on filling data gaps. The interview questions were shared with interviewees before the interview, as this allowed them to prepare their answers, to consult internally within their organisations (if required) and to gather necessary data before the interview.

Most interviews were undertaken in the national languages. In Romania, upon request by stakeholders, the interview guide was translated. Overall, the study team completed 41 interviews. Table 1 shows their distribution between different types of stakeholders in the 10 countries.

Table 1: Distribution of interviews in 10 Member States

	National supervisory authority	Trade association	Consumer association	ECC	Consumer complaints handling organisation
DE	Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)	Gesamtverband der Deutschen Versicherungswirtschaft	Verbraucherzentrale Bundesverband - Brussel Representation Office	Centre Européen des Consommateurs (ECC) ¹	Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)
ES	Ministerio de Economía, Dirección General de Seguros y Fondos de Pensiones (Ministry of Economy, Directorate general of	Unión Española de Entidades Aseguradoras y Reaseguradoras (Asociación empresarial del seguro - UNESPA) Asociación Española de Corredurías de	Organización de Consumidores y Usuarios (OCU)	European Consumer Centre Spain - Centro Europeo Del Consumidor	Servicio de Reclamaciones de la Dirección General de Seguros y Fondos de Pensiones (DGSFP)

	National supervisory authority	Trade association	Consumer association	ECC	Consumer complaints handling organisation
	Insurance and Pensions Funds)	Seguros (ADECOSE)			
FR	<i>Declined the interview request for ethical reasons</i>	Fédération Française des Sociétés d'Assurance (FFSA)	Consommation Logement et Cadre de Vie (CLCV)	Centre Européen des Consommateurs (ECC) ¹	<i>Declined the interview request for ethical reasons</i>
IT	Istituto per la Vigilanza sulle Assicurazioni (IVASS)	Italian National Association of Insurance Companies (ANIA) Associazione Italiana Brokers di Assicurazione e Riassicurazione (AIBA)	ALTROCONSUMO	<i>Did not have data or information specific to insurance</i>	Istituto per la Vigilanza sulle Assicurazioni (IVASS)
LU	Commissariat aux Assurances (CAA)	Association Professionnelle des Courtiers d'Assurance a.s.b.l. (APCAL) Association des Compagnies d'Assurance (ACA)	<i>Did not wish to partake in the study due to a lack of resources to carry out the interview²</i>	Centre Européen des Consommateurs Luxembourg (ECC)	Commissariat aux Assurances (CAA)
LV	Financial and Capital Market Commission	Latvian Insurers Association	<i>Did not wish to partake in the study due to a lack of resources to carry out the interview³</i>	<i>Did not have data or information specific to insurance</i>	Financial and Capital Market Commission Latvian Insurers Association
RO	Autoritatea de Supraveghere Financiară (Financial Supervisory Authority)	Uniunea Națională a Societăților de Intermedieri și Consultanță în Asigurări din România (National Union of Intermediary and Consultancy Firms in the Insurance Sector in Romania)	Asociația pentru Promovarea Asigurărilor (Association for Promoting Insurances) Asociația Utilizatorilor Români de Servicii Financiare (Association for Romanian Financial Services Users)	<i>Did not have data or information specific to insurance</i>	Autoritatea de Supraveghere Financiară (Financial Supervisory Authority)

	National supervisory authority	Trade association	Consumer association	ECC	Consumer complaints handling organisation
SE	Finansinspektionen	Svensk Forsakring Swedish Insurance Brokers association	Swedish Consumer Agency Consumer Insurance Agency (Konsumenterna som Forsakringsbyrå)	<i>Did not have data or information specific to insurance</i>	Swedish Consumer Agency
SK ⁴	National bank of Slovakia	<i>Did not wish to partake in the study</i>	SOS Poprad	ECC Slovakia	National bank of Slovakia SOS Poprad
UK ⁴	Financial Conduct Authority	Association of British Insurers British Insurance Brokers' Association	Financial Services Consumer Panel Citizen's Advice	<i>Did not have data or information specific to insurance</i>	Financial Conduct Authority

1. Joint interview for France and Germany. 2. The consumer association approached was the Union Luxembourgeoise des Consommateurs (ULC). 3. The consumer association approached was the Consumer Rights Protection Centre (CRPC). 4. Interviews in Slovakia and in the UK also included an interview with expert Financial Service User Group (FSUG) member.

Note: Regarding interviews with consumer complaints handling organisations, these were in some countries part of national supervisory authorities (DE, FR, IT, LU, LV, RO, SK, UK) or consumer associations (SE, SK), therefore one interview covered both categories of stakeholders.

2.4. Interviews with stakeholders at EU level

At European level, the study team conducted interviews with the following types of stakeholders: industry and consumer associations as well as insurance companies providing cross-border products via FOE and FPS. These interviews were crucial in *inter alia* raising awareness about the study, and accessing national data and national contacts for interviews at Member State level. The following organisations were interviewed as part of this sub-task:

- Insurance Europe;
- Association of Mutual Insurers and Insurance Cooperatives in Europe (AMICE);
- BEUC; and
- Companies providing cross-border services (i.e. Unipol S.A, Assurance Macif and BNP Paribas Cardif).

Interviews with Insurance Europe, AMICE and BEUC were undertaken face-to-face in Brussels while interviews with companies were done over the phone. Ahead of the interview, the interview guides were shared with all stakeholders to make them aware of the types of issues which were investigated during this study.

2.5. Full list of stakeholders interviewed and interview dates

Country	Stakeholder group	Organisation	Date of interview
DE	National supervisory authority / Consumer complaints organisation	Bundesanstalt für Finanzdienstleistungsaufsicht (BaFin)	06/06/2016
	Trade association	Gesamtverband der Deutschen Versicherungswirtschaft	03/04/2016
	Consumer association	Verbraucherzentrale Bundesverband - Brussel Representation Office	22/04/2016
	ECC	Centre Européen des Consommateurs (ECC)	21/04/2016 (Joint interview with French ECC)
ES	National supervisory authority	Ministerio de Economía, Dirección General de Seguros y Fondos de Pensiones (Ministry of Economy, Directorate general of Insurance and Pensions Funds)	26/05/2016
	Trade association	Unión Española de Entidades Aseguradoras y Reaseguradoras (asociación empresarial del seguro - UNESPA)	25/04/2016
	Trade association	Asociación Española de Corredurías de Seguros (ADECLOSE)	29/04/2016
	Consumer association	Organización de Consumidores y Usuarios – OCU	19/05/2016
	ECC	European Consumer Centre Spain - Centro Europeo Del Consumidor	23/05/2016
	Consumer complaints organisation	Servicio de Reclamaciones de la Dirección General de Seguros y Fondos de Pensiones (DGSFP)	09/06/2016
FR	Trade association	Fédération Française des Sociétés d'Assurance (FFSA)	25/05/2016

Country	Stakeholder group	Organisation	Date of interview
	Consumer association	Consommation, Logement et Cadre de Vie - CLCV	25/05/2016
	ECC	Centre Européen des Consommateurs France	21/04/2016 (Joint interview with German ECC)
IT	National supervisory authority / Consumer complaints organisation	Istituto per la Vigilanza sulle Assicurazioni (IVASS)	16/06/2016
	Trade Association	ANIA – Associazione Nazionale Imprese Assicuratrici	18/05/2016
	Trade association	AIBA – Italian Association of Insurance Brokers	20/05/2016
	Consumer association	Altroconsumo	23/05/2016
LU	National supervisory authority / Consumer complaints organisation	Commissariat aux Assurances (CA)	24/04/2016
	Trade association	Association professionnelle des courtiers en assurances du Luxembourg, asbl (APCAL)	02/05/2016
	Trade association	Association des Compagnies d'Assurance (ACA)	14/06/2016
	ECC	Centre Européen des Consommateurs Luxembourg	30/05/2016
LV	National supervisory authority / Consumer complaints organisation	Financial and Capital Market Commission	18/04/2016
	Trade association / Consumer complaints organisation	Latvian Insurers Association (LIA)	26/04/2016
RO	National supervisory authority / Consumer complaints organisation	Autoritatea de Supraveghere Financiară (Financial Supervisory Authority)	26/05/2016

Country	Stakeholder group	Organisation	Date of interview
	Trade association	Uniunea Națională a Societăților de Intermedieri și Consultanță în Asigurări din România (National Union of Intermediary and Consultancy Firms in the Insurance Sector in Romania)	10/05/2016
	Consumer association	Asociația pentru Promovarea Asigurărilor (Association for Promoting Insurances)	03/05/2016
	Consumer association	Asociația Utilizatorilor Români de Servicii Financiare (Association for Romanian Financial Services Users)	27/05/2016
SE	National supervisory authority	Finansinspektionen	11/05/2016
	Trade association	Swedish Insurance brokers association	04/05/2016
	Trade association	Svensk försäkring	23/05/2016
	Consumer association	Swedish Consumer Agency (Konsumentverket)	25/05/2016
	Consumer association	Consumer Insurance Agency (Konsumenternas Forsakringsbyra)	26/05/2016
SK	National supervisory authority / Consumer complaints organisation	National bank of Slovakia	18/05/2016
	Trade association	Slovakian insurance association	20/04/2016
	Consumer association	SOS Poprad	19/05/2016
	ECC	ECC Slovakia	09/05/2016
	FSUG Expert	Member of the Financial Services User Group	13/05/2016
UK	National supervisory authority / Consumer complaints organisation	Financial Conduct Authority (FCA)	31/05/2016
	Trade Association	Association of British Insurers	21/04/2016

Country	Stakeholder group	Organisation	Date of interview
	Trade association	British Insurance Brokers' Association (BIBA)	31/05/2016
	Consumer Association	Financial Services Consumer Panel	05/05/2016
	Consumer Association	Citizen's Advice	25/05/2016
	FSUG Expert	Chair of Financial Services User Group	23/05/2016
EU	EU organisation	BEUC	19/05/2016
	EU organisation	Insurance Europe	13/05/2016
	EU organisation	Association of Mutual Insurers and Insurance Cooperatives in Europe (AMICE)	19/05/2016
Cross-border	Company selling products cross-border	Unipol S.A.	31/05/2016
	Company selling products cross-border	Assurance Macif	07/06/2016
	Company selling products cross-border	BNP Paribas Cardif	06/06/2016

2.6. Stakeholder interview guides

2.6.1. General points for discussions at MS level

The interview guides were meant to provide some general points for discussion with interviewees at Member State level. They were intended to illustrate the areas that were covered in the interviews, and to be a broad template to follow when undertaking the interviews. Interviews were aimed at filling data and information gaps at Member State level, to obtain up-to-date and first-hand information on the non-life insurance market, and to explore the study object more in depth using the stakeholders' expertise.

These high level guides were adapted according to the desk research results. Once specific interview guides were drafted these were shared with the interviewees as this allowed them to prepare beforehand and gather necessary data in advance of the interview.

BEUC and trade associations at EU level² were contacted with a request for an interview with the study team. These interviews were important in *inter alia* raising awareness about the study, seeking national data and national contacts for interviews at MS level.

Focus of data collection was on B2C transactions and where possible only these data were collected. When these data were not available B2B (or a sum of B2B and B2C) data were

² These include: Insurance Europe, Association of Mutual Insurers and Insurance Cooperatives in Europe (AMICE) and European Insurance Brokers' Association (BIPAR)

collected and the stakeholders and the expert panel were asked to provide the share of B2C transactions. In the absence of data, the stakeholders were asked for estimates, however it has to be noted that some stakeholders were very reluctant to offer quantitative information.

Data collection was focused on the last 5 years for historical data and on the next 5 years for projections (depending on availability).

The interviews and data collection focused on the products agreed with the Commission on the 3rd of February 2016. Specifically, the interviews and data collection focused on the following non-life insurance products:

- **Household insurance:** Building insurance; content insurance; and, building and content insurance sold as one policy;
- **Car insurance:** Third party liability insurance and comprehensive cover insurance;
- **Car rental insurance:** Basic cover which is included in the car rental price, additionally bought insurance cover and collision damage waivers;
- **Insurance sold as an add-on to the primary products:** Extended warranties for furniture, home assistance and travel insurance.

Interviewers were aware that there were five 'categories' of business:

1. Domestic firm to domestic consumer (domestic business);
2. Domestic firm to consumer located abroad via freedom of establishment (outwards sales via FE);
3. Domestic firm to consumer located abroad via freedom to provide services (outwards sales via FPS);
4. Foreign firm to domestic consumer via freedom of establishment (incoming business via FE);
5. Foreign firm to domestic consumer via freedom to provide services (incoming business via FPS).

When requesting information and data, interviewers made it clear that they were seeking information and data relating to:

- All business with consumers in the relevant country: i.e. domestic business (1) + incoming via FE (4) + incoming via FPS (5);
- Business with consumers in the relevant country conducted cross-border via FPS: i.e. incoming via FPS (5); and
- Business of firms in the relevant country conducted cross-border via FPS: i.e. outwards sales via FPS (3).

2.6.2. General points for discussion, by type of stakeholder

National supervisory authorities

1. Is it possible to share data and/or information on (***Please note that our aim is to first collect secondary data though desk research and ask for recent/up-to-date data/information in order to fill the gaps. In case no data are available we will ask for estimates***):
 - **Coverage**

- Coverage types (scope, risks covered, limits for claims etc.)
- **Distribution channels**
 - Share of distribution channels used in the country, for non-life business in general and for selected products
 - The relevance of internet distribution
 - Role of comparison tools in online sales per selected product, to the extent possible
 - Role of other intermediaries in online sales per selected products, to the extent possible
- **Number of contracts**
 - Number of contracts sold and held per product category
 - Number of contracts sold and held cross-border, to the extent possible per selected products – *cross border sales refers only to sales under FPS (Freedom to Provide Services)*
- **Premiums**
 - Gross written premium (GWP) and earned premium per selected products, if possible per distribution channel
 - Gross written premium (GWP) of cross-border sales under FPS per product category, if possible per distribution channel
 - Average premium paid per contract (premium level), by selected products, to the extent possible
 - Any measures that are available on the variation in the level of premiums paid (e.g. max and min, percentiles, etc.), by product category
 - Premium development (i.e. trends in GWP, earned premium, average premium) over last years and projection for next years
 - Premium development of cross border business under FPS over last years and projection for next years
- **Insurance density**
 - Insurance density (i.e. ratio of premium to total population in the country) per product category
- **Claims**
 - Number of claims made
 - Number of successful claims or success rate of claims (i.e. number of successful claims over number of claims made)
 - Total and average pay-outs from claims per product (category)
- **Ratios**
 - Claims ratios (equal to gross claims expenditure as a percentage of total gross earned premiums)
 - Combined ratios (including claims, admins and sales costs) [equal to sum of the loss ratio and the expense ratio (expense ratio is gross operating expenses as a percentage of gross direct premiums written)]
- **Complaints**
 - Number/frequency of consumer complaints in the following areas: complaints regarding purchase, cancellation and claims handling of non-life insurance products
 - Number/frequency of complaints by selected products and type of problem (including regarding unsuccessful claims, or administrative/claims handling in general)
 - Complaints as a percentage of number contracts held (if possible)
- **Deductibles**
 - Any data on deductibles (e.g. average level per product category)

- **Switching**
 - Switching rates per product (category)
 - *(This guide should be read in conjunction with the data collection template, which shows the information and data that will be sought and filled in for each country based on the desk research and interviews.)*
2. Please provide an overview of the regulatory national environment – this will include questions regarding recent legislation, legislation in the pipeline, important court cases, coverage of the specific products (exclusions, covered risks, sums insured, deductibles, etc.) and any relevant tax regulations applicable to non-life insurance products? *(Please note that the scope of this question will rest on the results of desk research).*
 3. What are the main distribution channels used by suppliers of non-life insurance products? How popular/important are online sales for non-life insurance products? How has the importance of online sales changed in the last 3 – 5 years? What is the role of comparison tools in online sales? How has the role of online comparison tools changed in the last 3 – 5 years? In your opinion, what are the future trends in the use of different distribution channels used by suppliers (next 3-5 years)? *(Please note that we will ask only about the selected products not all non-life insurance products).*
 4. The distribution of insurance products varies between different Member States and products. In many Member States, consumers prefer to buy the insurance products under review through intermediaries³, while in others, many consumers deal with the insurance companies directly. Additionally, some consumers purchase insurance products online. What are consumer preferences in your country? What do you see as being the main future trends? How far is the internet already challenging the existing distribution models? What are your main concerns regarding the new, evolving distribution channels for consumers' decision-making?
 5. Do you have any evidence related to insurers' sales techniques and advertising strategies?
 6. Can you identify problematic selling and marketing strategies (e.g. aggressive sales, targeted advertising to preferred groups, teaser rates, tying and bundling) practices in your country? Are they focussed on specific sales channels? Please provide examples. How have these been reported? What was the follow-up?
 7. What are the main problems for consumers in terms of consumer understanding and awareness of insurance quality and price?
 8. To what extent can consumers in your country make use of alternative dispute resolution (ADR) entities to solve disputes with insurers? What are their roles? To what extent do they use their information to point at, for example, problematic product design and sales strategies of companies and to help the legislator in resolving these?
 9. In your view – and based on the complaints data that you may have – how would you summarise the main problems encountered by consumers in the market for non-life insurances and by the product types covered in the study? To what extent complaints have to be rejected, because they are based on a wrong/limited consumer understanding of the contract conditions (exclusions, obligations of insured person, etc.)?

³ Intermediaries include tied agents, brokers, bancassurance, and ancillary sellers such as travel agents and car rental companies.

10. In your view, what remedies for these problems can be envisaged? What remedies are currently explored in your country?
11. What are the switching rates in your country? (*focus on the selected products*). If the rates are low, what are the reasons for this? What do you think are the reasons for the differences in switching rates across products/product categories?
12. Are you aware of any evidence (studies, complaints, etc.) that consumers have any problems in terms of their decision making when buying and using non-life insurance (e.g. mis-understanding of contract features, exclusions, not taking relevant information into account)? What do you think are the main *reasons why* consumers sometimes don't make correct decisions (not purchasing the right cover, multiple coverage of same risk, not selecting the right deductible given their circumstances, etc.) in the non-life insurance sector?
13. In the last five years what measures have been proposed or put in place to improve consumer decision making, and to what extent have remedies been successful in reality? Are there any envisaged or upcoming measures? If so, what are these?
14. Do you have information regarding how often consumers own duplicate insurance cover? What are the most common overlaps and why? (*focus on the selected add-on insurance products*)
15. Are you aware of any evidence (studies, complaints, etc.) regarding particular obstacles to purchase cross-border non-life insurance products (based on Freedom to Provide Services)? How does this vary across the selected products? Are you aware of any evidence about the reasons why (some/most) consumers do not buy the selected products cross-border?
16. We understand that new Insurance Distribution Directive will come into force in 2018 but what are the expected impacts of the IDD on the supply and demand side (i.e. design, product supervision, distribution, sales, pricing) of non-life insurance products in the selected categories?
17. In your view, are low incomes impacting consumers' purchasing behaviour in the non-life insurance sector in your country? If so, what effects are low incomes having on purchasing behaviour in the sector?
18. Has your organisation ever attempted to calculate, or do you have information/data on the monetary detriment consumers experience as a result of problems they encounter in this market? For each of the selected products, can you provide an estimate of the potential savings that consumers could make if they were to make better insurance purchase decisions?

Trade associations: oversight

1. Is it possible to share data and/or information on the following? (*Please note that our aim is to first collect secondary data through desk search and ask for recent/up-to-date data/information in order to fill the gaps*)
 - **Coverage**
 - Coverage types (scope, risks covered, limits for claims etc.)
 - **Distribution channels**
 - Share of distribution channels used in the country, for non-life business in general and for selected products
 - The relevance of internet distribution
 - Role of comparison tools in online sales per selected product, to the extent possible
 - Role of other intermediaries in online sales per selected products, to the extent possible

- **Number of contracts**
 - Number of contracts sold and held per product category
 - Number of contracts sold and held cross-border, to the extent possible per selected products – *cross border sales refers only to sales under FPS (Freedom to Provide Services)*

- **Premiums**
 - Gross written premium (GWP) and earned premium per selected products, if possible per distribution channel
 - Gross written premium (GWP) of cross-border sales under FPS per product category, if possible per distribution channel
 - Average premium paid per contract (premium level), by selected products, to the extent possible
 - Any measures that are available on the variation in the level of premiums paid (e.g. max and min, percentiles, etc.), by product category
 - Premium development (i.e. trends in GWP, earned premium, average premium) over last years and projection for next years
 - Premium development of cross border business under FPS over last years and projection for next years

- **Insurance density**
 - Insurance density (i.e. ratio of premium to total population in the country) per product category

- **Claims**
 - Number of claims made
 - Number of successful claims or success rate of claims (i.e. number of successful claims over number of claims made)
 - Total and average pay-outs from claims per product (category)

- **Ratios**
 - Claims ratios (equal to gross claims expenditure as a percentage of total gross earned premiums)
 - Combined ratios (including claims, admins and sales costs) (equal to sum of the loss ratio and the expense ratio [expense ratio is gross operating expenses as a percentage of gross direct premiums written])

- **Complaints**
 - Number/frequency of consumer complaints in the following areas: complaints regarding purchase, cancellation and claims handling of non-life insurance products
 - Number/frequency of complaints by selected products and type of problem (including regarding unsuccessful claims, or administrative/claims handling in general)
 - Complaints as a percentage of number contracts held (if possible)

- **Deductibles**
 - Any data on deductibles (e.g. average level per product category)

- **Switching**
 - Switching rates per product (category)

(This guide should be read in conjunction with the data collection template, which shows the information and data that was sought and filled in for each country based on the desk research and interviews.)

2. Please provide an overview of the regulatory national environment – this will include questions regarding coverage of the specific products (covered risks, limits, deductibles, etc.). *Please note that specific questions will be largely linked to the results of desk research*

3. How important are different distribution channels for non-life insurance products in general and the products selected for this study? How important are online sales for non-life insurance products for your members? How has the importance of online sales changed in the last 3 – 5 years? What is the role of comparison tools in online sales for your members? How has this role changed over the last 3 – 5 years? In your opinion, what are the future trends in the use of different distribution channels used by suppliers (next 3-5 years)? Is it different for cross-border sales (under FPS)? If so, why?
4. What are the key obstacles to provision of cross-border non-life insurance products (*cross-border is meant solely as sales of insurance products under Freedom to Provide Services*)? How does this vary across the selected products? (*Please note the interviewer will distinguish between cross border provision via the 'freedom to provide services' and via the 'freedom of establishment' – we want to know about provision under Freedom to Provide Services*)

Consumer associations (including ECCs)

1. Is it possible to share data and/or information on (*Please note that our aim is to first collect secondary data though desk search and ask for recent/up-to-date data/information in order to fill the gaps*):
 - Share of distribution channels used in the country, in general and for selected products
 - Role of comparison tools in online sales per selected product
 - Success rate of claims (i.e. successful claims/claims made)
 - Number/frequency of complaints by product category and type of problem (including regarding unsuccessful claims, or administrative/claims handling in general)
 - Switching rates per product (category)
2. What are the main channels that consumers use to access information on non-life insurance products? What are the main distribution channels used for purchase? What is the role of comparison tools in online purchases? How has this role changed over the last 3 – 5 years? In your opinion, what are the future trends in the use of different distribution channels used by suppliers (next 3-5 years)? Is it different for cross-border sales (under Freedom to Provide Services)? If so, why? (*focus on the selected products – i.e. we will ask only about the selected products not all non-life insurance products*).
3. In your opinion, how easy is it for consumers in your country to find clear information about the non-life insurance products (*focus on selected products*)? How does this compare to finding information on these products, cross-border (*cross-border refers to provision under FPS*)?
4. What are the most effective/most popular sources of information for consumers about non-life insurance products (in general and for the products selected for this study) in your country?
5. What would you identify as the main differences between EU countries, or groups of countries, in terms of the provision of important information about non-life insurance products to consumers? (*question for ECCs or EU umbrella associations*).
6. Have you noted any trends in terms of the types of complaints your organisation has received during the past five years? To what extent complaints have to be rejected, because they are based on a wrong/limited consumer understanding of the contract conditions (exclusions, obligations of insured person, etc.)?
7. In your view – and based on the complaints data that you may have – how would you summarise the main problems encountered by consumers in the market for non-life insurance products?

8. Can consumers in your country make use of alternative dispute resolution (ADR) entities to solve disputes with insurers? If yes, please explain?
9. What are the switching rates in your country? If the rates are low, what are the reasons for this? How do you explain the differences in switching rates across products?
10. Do you have evidence (studies, complaints, etc.) that consumers have any problems in terms of their decision making when buying and using non-life insurance products (e.g. mis-understanding of contract features, not taking relevant information into account)? What do you think are the main *reasons why* consumers sometimes do not make correct decisions (not purchasing the right cover, not selecting the right deductible given their circumstances, etc.) in the non-life insurance sector?
11. In the last five years what measures have been proposed or put in place to improve consumer decision making, and to what extent have remedies been successful in reality? Are there any envisaged or upcoming measures? If so, what are these?
12. Do you have information regarding how often consumers own duplicate insurance cover? What are the most common overlaps and why? (*Focus on the selected add-on insurance products*).
13. Do you have evidence to which extent consumers buy cross-border non-life insurance products? (*Focus on the selected products*).
14. What are the reasons, ranked by importance, why (some/most) consumers do not buy non-life insurance cross-border? (*Focus on the selected products*).
15. Does your organisation receive complaints regarding cross-border non-life insurance products? What are the reasons for complaints? To what extent do they differ from complaints about domestic products? What do you think consumers' reasons are for no, or limited, complaints? Or, high/large number of complaints?
16. Approximately what percentage of the complaints your organisation has received relate to insurance purchases made in another EU Member State, or to purchases made in your country by non-residents? Please estimate.
17. Has there been a consumer awareness campaign in your country aimed at improving consumer information on non-life insurance products during the past three years? Additionally, has there been a large-scale public debate in the media/social media regarding consumer information on non-life insurance products?
18. Has your organisation ever attempted to calculate, or do you have information/data on the monetary detriment consumers experience as a result of problems they encounter in this market? For each of the selected products, can you provide an estimate of the potential savings that consumers could make if they were to make better insurance purchase decisions.

Companies providing cross-border products

1. What non-life insurance products do you provide for consumers (B2C) on the basis of the principle of Freedom to Provide Services (*focus on selected products*)?
 - Can you provide any data relating to your provision (B2C) of non-life insurance products cross-border via Freedom to Provide Services:
 - To the extent possible by product category?

- To the extent possible by my EU Member State in which you operate on FPS basis?
2. Are there any non-life insurance products/categories of non-life insurance products that are more often sold cross-border? Why?
 3. Regarding the non-life insurance products you sell cross-border, could you provide more details, if possible, regarding their:
 - Differences in coverage types (scope, risks covered, limits for claims etc.) as compared with the products offered in the domestic market(s)
 - Number of contracts sold and held cross-border, by product category
 - Differences in consumer complaints compared to the complaints regarding products offered in the domestic market(s)
 4. Where (country/geographical area) do you provide cross-border products? Why in this area? [If they respond there is a high level of demand in the regions in which they provide then ask] Why do you think the level of consumer demand for cross-border non-life products is high in these regions? Are there any particular features on the national/regional context (e.g. legislation, incentives) that enable you to provide these products in some countries/regions more than in others?
 5. What are the main distribution channels used to sell the cross-border products? How popular are online sales for cross-border products? What is the role of comparison tools in online sales? *(Please note that we will ask only about the selected products not all non-life insurance products).*
 6. What are the main obstacles in your opinion to the provision of cross-border products and (based on freedom to provide services)? How could these be addressed?
 7. What do you think are the reasons why the level of consumer demand for cross-border non-life products is low? Are there any measures that could increase consumer demand for cross-border non-life insurance products?

Concluding questions (for national supervisory authorities, industry and consumer associations)

1. Are you aware of any **best practices to empower consumers** in the insurance market (e.g. websites, publications, regulatory rules, industry agreements, etc.)?
2. Is your organisation currently undertaking or planning to undertake any of the following measures with the aim to increase consumer understanding and awareness of insurance quality and prices?
 - Run a comparison website
 - Provide an accreditation scheme for comparison websites
 - Issue guidance material (printed or on a website)
 - Other measures (please specify)
3. Are there any ongoing or planned initiatives to improve general consumer conditions in the non-life insurance market in your country?

Please include any other comments, information or sources that you consider relevant for the purposes of this study.

3. Annex 3: Country case study guidelines

Below are the guidelines that were provided to researchers across 10 studied countries to ensure that data collection in Task 1 (via desk-based research and semi-structured interviews) was coordinated and consistent. These guidelines included information on inter alia: aims, scope, products to be covered, different 'categories' of businesses (domestic, outwards/incoming business via FPS, outwards/incoming business via FOE), activities to be undertaken, and required outputs).

Study on consumers' decision making in insurance services: a behavioural economics perspective

Country case study guidelines

Overall aim of the study

The overarching objectives of the study are the following:

- Assess how product information for **non-life insurance** should be designed to assist consumers in better understanding **quality and price elements of the product(s)**, in terms of access and assessment of the information; and, how such simplified and streamlined information can enable consumers to act in terms of **better choices** and **create a level playing field across distribution channels**.
 - How can visual tools improve consumer understanding/comprehension of information on costs and charges?
 - How can (visual) tools improve consumers' awareness of how insurance contract parameters (e.g. covered risks, deductibles, claims handling management and quality, contract cancellation) impact upon price of the insurance; and, awareness of important non-price information (e.g. activation of the policy, claims handling, obligations in case of risk aggravation)
- In terms of **cross-border purchase of non-life insurance products**, what are the main factors that **limit** consumers' interest, particularly in instances where there are no cultural, social barriers and distance barriers.
 - To what extent would interventions increase **consumer interest in cross-border purchase and increase cross border demand**.

The country case studies were conducted in the framework of Task 1 of the study.

Country case study: general information

The case studies will be carried out in three different steps:

- Desk research
- Stakeholder interviews
- Drafting of country fiche

The focus of data collection will be on **B2C transactions** and if possible we will collect these data only. Alternatively, if these data are not available we will collect B2B (or a sum of B2B and B2C) and we will ask the stakeholders for the share of B2C transactions. Any deviations from B2C should be recorded in the data collection template.

Non-life insurance categories and product types

The research will focus on **4 categories of non-life insurance products**, namely household insurance, motor insurance, car rental insurance and insurance products sold as an add-on to other primary products. There are **10 specific products within these categories**, which are as follows in the table below.

Table 2: Insurance categories and product types

Insurance Category	Product type
Household insurance	Building insurance which provides financial protection against risks to property such as fire, theft and natural catastrophes (flood, storm, earthquake and drought)
	Content insurance which provides a cover to the policy holder's possessions within the household, and sometimes outside the home (in many instances up to certain limit).
	Building and content insurance which combine above two coverages in one product/policy.
Motor insurance	Third party liability insurance (M3PL): property damage and bodily injury other than to the vehicle owner are incorporated in Europe into this cover
	Comprehensive cover: M3PL and additional accidental damage to or theft of the owned vehicle, theft from the vehicle and fire are typically covered.
Car rental insurance	Basic cover included in the car rental price: we propose to investigate the basic level of cover for loss or damage (either insurance or waiver products) which is already included in the rental price, together with any exclusions and applicable excess amounts.
	Damage waivers: These products are purchased by consumers when they rent a car. They pay in advance for damages that could occur and in exchange, the company will waive of its right to make the renter pay for the damages covered by the waiver. Therefore, no insurance company is involved and the car hire companies usually do not consider these products as insurance.
Insurance products sold as an add-on to other primary products	Extended warranties with particular focus on extended warranties for furniture: sometimes known as service contracts) are taken out by consumers as protection against the failure of - or damage to - particular items, after the manufacturer's usual guarantee has expired.
	Home assistance insurance: covers events at the domicile of the insured that are considered to be an emergency
	Travel insurance: it can protect consumers in a variety of ways, such as compensating if flight gets delayed or cancelled, if luggage gets lost, or if expensive items such as cameras or laptops are stolen whilst on holiday. Also, it can provide cover of medical expenses or a medical evacuation back to the country of residence.

Cross border aspect (FPS and FOE)

There are two types of cross-border business:

- **Freedom of establishment (FOE)** The freedom of establishment is the right to set up companies in other Member States.

- **Freedom to provide services (FPS)** The freedom to provide services (FPS) allows nationals of a Member State to provide services in other Member States.

You should be aware that there are **five 'categories' of businesses**:

1. Domestic firm to domestic consumer (domestic business)
2. Domestic firm to consumer located abroad via freedom of establishment (outwards sales via FOE)
3. Domestic firm to consumer located abroad via freedom to provide services (outwards sales via FPS)
4. Foreign firm to domestic consumer via freedom of establishment (incoming business via FOE)
5. Foreign firm to domestic consumer via freedom to provide services (incoming business via FPS)

When collecting data, please make sure you are collecting the following:

- All business with consumers in the relevant country: i.e. domestic business (1) + incoming via FOE (4) + incoming via FPS (5);
- Business with consumers in the relevant country conducted cross-border via FPS: i.e. incoming via FPS (5); and
- Business of firms in the relevant country conducted cross-border via FPS: i.e. outwards sales via FPS (3)

Timeline for data collection

Data collection will be on:

- the **last 3 to 5 years** (since 2011) for historical data;
- the **next 3 to 5 years** for projections (depending on availability).

First step: desk research

The **first step** of conducting the case study will be desk research. This will allow us to understand what secondary information is available.

Data collection template filling guidelines: The data collection template is for **quantitative data** only.

There are four tabs for each category: Household Insurance – Motor Insurance - Car Rental Insurance - Insurance products sold as an add-on to other primary products in country, and then specific data for selected products within each category. You will also have one tab for the overall non-life insurance business in your country.

Country fiche: In addition to quantitative data from the data collection template, the country fiche has information needs that should be collected either through desk research and/or interviews. These are specified in the fiche under specific subsections.

Second step: semi-structured interviews

The interviews will be aimed at filling **data and information gaps** at Member State level, to obtain **up-to-date and first-hand information** on the non-life insurance market, and to explore the study object more **in depth** using to the stakeholders' expertise.

The **categories of interviewees** are as follows:

- National supervisory authorities;

- Trade associations;
- Consumer associations and European Consumer Centres; and
- Consumer complaints organisations.

There is a **preliminary list of stakeholders** to contact.

Specific **interview guides** have been developed per stakeholder group.

Interview guides should be sent to interviewees ahead of the interview. Be aware that within one organisation there can be several departments involved i.e. insurance supervisory authority in its supervisory capacity and dealing with consumer complaints – likely two different departments.

In the absence of data, we will also ask stakeholders for **estimates**. Stakeholders will be asked for data **since 2011**, but also for predictions for the **upcoming 3 to 5 years**.

Final outcome: Country fiche

The Country fiche will contain all the information collected during the research. It allows for the information and data to be reported in a structured manner.

The Country fiche will be used to report **all the data** collected throughout the case study.

It will contain:

- **quantitative** data from the data collection template;
- **qualitative/ quantitative** information collected during **interviews and desk research**;
- graphs, figures, etc.

The Country fiche will have a combination of narrative, graphs and table. Please adhere to the formatting in the template.

4. Annex 4: Approach to the focus groups

Consumer focus groups were carried out, with the aim of exploring consumer decision-making in non-life insurance products and services, and identifying sources of consumer problems in such decision-making. The focus groups provided in-depth qualitative outcomes to complement the experiment and consumer survey observations.

Focus groups involve bringing participants together, who are previously unknown to each other, to discuss an issue or respond to ideas or materials. The format of the discussions provides an insight into participants' views and concerns, and seeks to identify reasoning behind their opinions. Focus groups are thus helpful in gaining consumers' feedback, individual perceptions and ideas that cannot be obtained through quantitative research.

This section provides an overview of the methodological approach employed for this task, with a focus on the research design, sampling and recruitment, the discussion guide, and moderation.

4.1. Design of the focus group research

Two focus groups were conducted in each of the six countries (Germany, Italy, Romania, Slovakia, Sweden, and the United Kingdom). In order to obtain detailed information about the research topic, while avoiding respondent fatigue, each group was scheduled to last 90 minutes. In each country, groups were conducted in the local language, by experienced moderators.

All four types of insurance products of interest to the study (home insurance, car rental insurance, motor insurance and add-on insurance) were covered in the focus groups. Home insurance and car rental insurance were covered in all six countries. To ensure that there was sufficient time to cover the different research during each session, the two other types of insurance, namely motor insurance and add-on insurance, were equally allocated across the six countries: motor insurance was covered in Italy, Romania and the UK, while add-on insurance was covered in Germany, Slovakia and Sweden.

The following table presents the date, location and insurance products covered in each country.

Table 3: Focus groups

Country	Product allocation	Participants	Location	Date and time
Germany	Add-on insurance	8 participants – low education	Hamburg	06/04/2016 17.30 – 19.00
Germany	Add-on insurance	8 participants – high education	Hamburg	06/04/2016 20.00 – 21.30
Italy	Motor insurance	8 participants – low education	Milan	13/04/2016 19.00 – 20.30
Italy	Motor insurance	8 participants – high education	Milan	11/04/2016 19.00 – 20.30
Romania	Motor insurance	8 participants – low education	Bucharest	05/04/2016 17.00 – 18.30
Romania	Motor insurance	8 participants – high education	Bucharest	05/04/2016 19.00 – 20.30
Slovakia	Add-on insurance	8 participants – low education	Bratislava	04/04/2016 15.30 – 17.00

Country	Product allocation	Participants	Location	Date and time
Slovakia	Add-on insurance	8 participants – high education	Bratislava	04/04/2016 17.30 – 19.00
Sweden	Add-on insurance	8 participants – low education	Stockholm	06/04/2016 17.30 – 19.00
Sweden	Add-on insurance	8 participants – high education	Stockholm	06/04/2016 19.30 – 21.00
United Kingdom	Motor insurance	8 participants – low education	London	12/04/2016 18.30 – 20.00
United Kingdom	Motor insurance	8 participants – high education	London	12/04/2016 20.30 – 22.00

4.2. Sampling and recruitment

Eight participants were recruited per group. To insure attendance, local agencies over-recruited participants for each focus group session; while the aim was to conduct a focus group with eight participants, 10 people were recruited, to allow for drop out.

Group dynamic is most efficient when a relatively homogeneous group of participants is convened for group discussions, creating a comfortable environment in which views are likely to be expressed. Thus, in each country, one focus group was conducted with people of high educational level, and one with participants of a lower educational level. In each group, we aimed to include a balanced mix of men and women, aged 25 to 60 years old (this age range was set in order to ensure that the age gap between participants was not too wide, bearing in mind the need to maximise communication and participation). Each group included participants of different age groups and life stages and from different professional backgrounds.⁴

Most participants had at least some experience with the type of insurance products discussed (by owning, having bought in the past or planning to buy in the future one or several of the insurance products discussed).

In all countries, all participants were recruited using free-find face-to-face techniques, which means that they were approached and invited to take part in the research on the street, in a shop etc., as opposed to being selected from a list of people who have registered their interest in taking part in research projects. Recruitment was handled by Ipsos' in-house field teams, following strict instructions provided by the Ipsos coordination team. The field force responsible for recruitment in each country are experienced in recruiting for group discussions; they are able to determine which individuals will be comfortable in a group environment and, therefore, willing to contribute to the discussion. Recruitment was undertaken using a detailed screener questionnaire (see section 4.4). The Ipsos coordination team was in close contact with the local field team in each country throughout the recruitment process, providing detailed instructions and addressing any concerns that arose.

All participants had to meet the following eligibility requirements:

⁴ Different professional backgrounds was set as a "soft" criterion, not included in the screener questionnaire. We simply asked recruiters to take care that not all participants belonged to the same category (not two respondents with the same profession, mix of employed and non-working etc.).

- Individuals were excluded from consideration if they had participated in another focus group in the past six months;
- Individuals were excluded from consideration if they worked in the insurance sector;
- Individuals had to be responsible or co-responsible for decisions in their household with regards to buying/renewing insurance contracts; and
- Individuals had to complete the screener questionnaire in order to assess their group membership (low education group vs. high education group) and their experience with the insurance products covered in the group (home, motor, car rental or add-on insurance).

All participants received a small financial payment as an incentive to participate and a monetary "thank you" for their time (the value of the incentive varied between 20 euro and 50 euro, depending on the country).

4.3. Discussion guide

The purpose of the discussion guide was to ensure there was commonality between the groups, and to guide the discussion around the key research topics. The document was structured as following:

- Presentation and introduction;
- Warm up section: general discussion about participants' experience with non-life insurance products;
- Decision-making process when selecting:
 - Home insurance
 - Car rental insurance
 - Motor insurance (in Italy, Romania and the UK)
 - Insurance products bought as an add-on (in Germany, Slovakia and Sweden); and
- Attitudes and experience with regards to cross-border insurance.

The table below outlines the structure of the discussion guide, and indicative timing for each part. After the focus groups, a debriefing session with the moderators was organised. These confirmed that the experience had been positive for participants; moreover, moderators confirmed that it had been possible to cover all research topics and that the discussion guide was comprehensive.

Table 4: Structure of discussion guide

	Guide sections	Subjects	Guide timings
1	Presentations and introduction to the study	<ul style="list-style-type: none"> • Setting the scene, reassuring participants about the discussion, confidentiality • Introduction and presentations • Presenting the objective - general discussion on insurances, and on what could help people make more informed decisions when choosing insurance products 	5 min
2	General experience with various insurance products	<ul style="list-style-type: none"> • General discussion about insurances, in order to get participants familiar with the topic <ul style="list-style-type: none"> • types of insurance owned • experiences with filing claims 	15 min
3	Home insurance	<ul style="list-style-type: none"> • Insurance selection • Awareness/understanding of contract terms • Decision-making process <ul style="list-style-type: none"> ○ Information process, availability of pre-contractual information ○ Comparing, use of comparison tools ○ Selection criteria • Solutions/remedies 	20 min
4	Car rental insurance	<ul style="list-style-type: none"> • Awareness • Experience • Decision-making process • Solutions/remedies 	15 min
5a	Car insurance	<ul style="list-style-type: none"> • Awareness • Experience • Decision-making process • Solutions/remedies 	20 min – covered in IT, RO and UK
5b	Insurance products bought as an add-on	<ul style="list-style-type: none"> • Awareness • Experience • Decision-making process • Solutions/remedies 	20 min – covered in DE, SK and SE
6	Cross border insurance	<ul style="list-style-type: none"> • Awareness • Experience • Perceived advantages and disadvantages • Factors encouraging consumers to purchase cross-border insurance • Solutions/remedies to encourage/facilitate purchasing insurance from another country 	15 min
7	Conclusion and thanks	<ul style="list-style-type: none"> • Thanking respondents for their participation, all while reassuring them of confidentiality 	5 min

4.4. Focus group recruitment screening questions

4.4.1. Screener for recruitment - DE SK SE

Consumers' decision-making in insurance services Recruitment Screener

April 2016

RECRUITMENT

Two 90-minute focus groups (with at least 8 participants each) are to be conducted in each country:

- 1 group with higher educated participants, 1 group with lower educated participants;
- All participants should be between 25 and 60 years old;
- In each group, we expect a balanced mix across gender and age groups.
- All participants should be responsible or co-responsible for decisions with regards to insurance products in their household;
- At the recruitment stage, in each group, priority should be given to people who have experience with certain insurance products (see "conditions for participation").

EXCLUSION CRITERIA

1. Do you work in the insurance sector?

Yes	<input type="checkbox"/> 1	<i>If "yes" (code 1), thank and terminate</i>
No	<input type="checkbox"/> 2	

2. Have you participated in a focus group discussion in the past six months?

Yes	<input type="checkbox"/> 1	<i>If "yes" (code 1), thank and terminate</i>
No	<input type="checkbox"/> 2	

CONDITIONS FOR PARTICIPATION

3. Are you responsible or co-responsible for decisions in your household with regards to buying/renewing insurance contracts?

Yes	<input type="checkbox"/> 1	<i>If "no" (code 2), thank and terminate</i>
No	<input type="checkbox"/> 2	

4. Which of the following types of insurance do you currently have, or have you had in the past? And which of these are you planning to buy in the future?

	Currently has	Has had in the past	Is planning to buy	None of these	<i>If "none of these" on all types of insurance, thank and terminate*</i>
1. Home insurance (building and/or contents)					
2. Car rental insurance					
3. Insurance bought as an add-on (travel insurance or extended warranties – e.g. bought with a					

mobile phone or electronic equipment)					
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* Note: if you recruit 10 participants (final number of participants should be at least 8), at least 8 participants should currently have home insurance. Try to recruit at least a few participants who also have experience with car rental insurance and/or insurance bought as add-on.

DEMOGRAPHIC COMPOSITION OF THE GROUPS

5. Ask or mark the respondents' gender:

Man	<input type="checkbox"/> 1	<i>Please make sure you include a mixed balance of men and women in each group*</i>
Woman	<input type="checkbox"/> 2	

* Note: if you recruit 10 participants (final number of participants should be at least 8), recruit 4 to 6 men and 4 to 6 women.

6. How old are you?

Younger than 25	<input type="checkbox"/> 1	<i>Thank and terminate</i>
25-35 years old	<input type="checkbox"/> 2	<i>Please make sure to include a balanced mix of each group*</i>
36-45 years old	<input type="checkbox"/> 3	
45-60 years old	<input type="checkbox"/> 4	
61 years old or older	<input type="checkbox"/> 5	<i>Thank and terminate</i>

* Note: if you recruit 10 participants (final number of participants should be at least 8), recruit 3 to 4 participants in each age group (3 to 4 25-35 year-olds, 3 to 4 36-45 year-olds and 3 to 4 45-60 year-olds).

7. What is the highest level of education you have completed?

Never been in formal education/never completed primary education (ISCED 0)	<input type="checkbox"/> 1	Edu_recode = 1
Primary education (ISCED 1)	<input type="checkbox"/> 2	Edu_recode = 1
Lower secondary education (ISCED 2)	<input type="checkbox"/> 3	Edu_recode = 1
Upper secondary (ISCED 34)	<input type="checkbox"/> 4	Edu_recode = 1
Vocational training (ISCED 35)	<input type="checkbox"/> 5	Edu_recode = 1
Post-secondary education, non-tertiary (ISCED 4)	<input type="checkbox"/> 6	Edu_recode = 1
Short-cycle tertiary education (ISCED 5)	<input type="checkbox"/> 7	Edu_recode = 2
Bachelor or equivalent (ISCED 6)	<input type="checkbox"/> 8	Edu_recode = 2
Master or equivalent (ISCED 7)	<input type="checkbox"/> 9	Edu_recode = 2
Doctorate or equivalent (ISCED 8)	<input type="checkbox"/> 10	Edu_recode = 2
Refused	<input type="checkbox"/> 11	<i>Thank and end interview</i>

Edu_recode		
Lower level of education	<input type="checkbox"/> 1	<i>GROUP 1: all participants with lower education level (code 1) GROUP 2: all participants with high education level (code 2)</i>
Higher level of education	<input type="checkbox"/> 2	

8. Are you currently:

Married/living as a couple	<input type="checkbox"/> 1
Widow(er)/divorced/separated	<input type="checkbox"/> 2
Single	<input type="checkbox"/> 3

9. Including yourself, how many people aged 18 and older live in your household?

___ household member 18 and older (including participant)

10. How many children under the age of 18 live in your household?

___ household member under 18

4.4.2. Screener for recruitment – IT RO UK

Consumers' decision-making in insurance services Recruitment Screener

April 2016

RECRUITMENT

Two 90-minute focus groups (with at least 8 participants each) are to be conducted in each country:

- 1 group with higher educated participants, 1 group with lower educated participants;
- All participants should be between 25 and 60 years old;
- In each group, we expect a balanced mix across gender and age groups.
- All participants should be responsible or co-responsible for decisions with regards to insurance products in their household;
- At the recruitment stage, in each group, priority should be given to people who have experience with certain insurance products (see "conditions for participation").

EXCLUSION CRITERIA

1. Do you work in the insurance sector?

Yes	<input type="checkbox"/> 1	<i>If "yes" (code 1), thank and terminate</i>
No	<input type="checkbox"/> 2	

2. Have you participated in a focus group discussion in the past six months?

Yes	<input type="checkbox"/> 1	<i>If "yes" (code 1), thank and terminate</i>
No	<input type="checkbox"/> 2	

CONDITIONS FOR PARTICIPATION

3. Are you responsible or co-responsible for decisions in your household with regards to buying/renewing insurance contracts?

Yes	<input type="checkbox"/> 1	
-----	----------------------------	--

No	<input type="checkbox"/> 2	If "no" (code 2), thank and terminate
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4. Which of the following types of insurance do you currently have, or have you had in the past? And which of these are you planning to buy in the future?

	Currently has	Has had in the past	Is planning to buy	None of these	If "none of these" on all types of insurance, thank and terminate*
1. Home insurance (building and/or contents)					
2. Motor insurance					
3. Car rental insurance					

* Note: if you recruit 10 participants (final number of participants should be at least 8), at least 8 participants should currently have home insurance and/or motor insurance. Try to recruit at least a few participants who also have experience with car rental insurance.

DEMOGRAPHIC COMPOSITION OF THE GROUPS

5. Ask or mark the respondents' gender:

Man	<input type="checkbox"/> 1	Please make sure you include a mixed balance of men and women in each group*
Woman	<input type="checkbox"/> 2	

* Note: if you recruit 10 participants (final number of participants should be at least 8), recruit 4 to 6 men and 4 to 6 women.

6. How old are you?

Younger than 25	<input type="checkbox"/> 1	Thank and terminate
25-35 years old	<input type="checkbox"/> 2	Please make sure to include a balanced mix of each group*
36-45 years old	<input type="checkbox"/> 3	
45-60 years old	<input type="checkbox"/> 4	
61 years old or older	<input type="checkbox"/> 5	Thank and terminate

* Note: if you recruit 10 participants (final number of participants should be at least 8), recruit 3 to 4 participants in each age group (3 to 4 25-35 year-olds, 3 to 4 36-45 year-olds and 3 to 4 45-60 year-olds).

7. What is the highest level of education you have completed?

Never been in formal education/never completed primary education (ISCED 0)	<input type="checkbox"/> 1	Edu_recode = 1
Primary education (ISCED 1)	<input type="checkbox"/> 2	Edu_recode = 1
Lower secondary education (ISCED 2)	<input type="checkbox"/> 3	Edu_recode = 1
Upper secondary (ISCED 34)	<input type="checkbox"/> 4	Edu_recode = 1
Vocational training (ISCED 35)	<input type="checkbox"/> 5	Edu_recode = 1
Post-secondary education, non-tertiary (ISCED 4)	<input type="checkbox"/> 6	Edu_recode = 1
Short-cycle tertiary education (ISCED 5)	<input type="checkbox"/> 7	Edu_recode = 2
Bachelor or equivalent (ISCED 6)	<input type="checkbox"/> 8	Edu_recode = 2
Master or equivalent (ISCED 7)	<input type="checkbox"/> 9	Edu_recode = 2
Doctorate or equivalent (ISCED 8)	<input type="checkbox"/> 10	Edu_recode = 2

Refused	<input type="checkbox"/> 11	<i>Thank and end interview</i>
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Edu_recode		
Lower level of education	<input type="checkbox"/> 1	<i>GROUP 1: all participants with lower education level (code 1) GROUP 2: all participants with high education level (code 2)</i>
Higher level of education	<input type="checkbox"/> 2	

8. Are you currently:

Married/living as a couple	<input type="checkbox"/> 1
Widow(er)/divorced/separated	<input type="checkbox"/> 2
Single	<input type="checkbox"/> 3

9. Including yourself, how many people aged 18 and older live in your household?

___ household member 18 and older (including participant)

10. How many children under the age of 18 live in your household?

___ household member under 18

ANNEXES RELATING TO TASK 2 – ONLINE COMPONENT

5. Annex 5: Design of the online experiment and survey

This chapter presents a design document that was prepared during the inception phase of the study.

An online survey with an embedded behavioural experiment of an average length of 20 minutes was developed and implemented in six countries, namely Germany, Italy, Romania, Slovakia, Sweden, and the UK.

Prior to implementation across the six member states, the online survey and experiment were piloted in the UK and Slovakia to test its functionality and fitness for purpose.

The broad objectives of the survey and behavioural experiment were threefold and in line with the task description of the terms of reference.

- First, it collected primary data on consumers' experience, attitudes, and interests in insurance purchases through survey questions.
- Second, it examined whether consumers' decisions during a non-life insurance purchasing process could be improved through the use of behavioural remedies.
- Third, it tested respondents' interest in buying insurance cross-border and how this might be increased and potential barriers to cross-border purchases.

We briefly outline all components of the experiment in the following sections (full details can be seen in the survey and experiment script in Annex 7).

5.1. Sample sizes

The total sample size was 5,404, with roughly 850 responses collected in each of the comparably smaller countries of the sample (RO=850, SE=850 and SK=852), and roughly 950 responses collected in each of the larger countries (DE=952, IT=950 and the UK=950).⁵ The 850:950 split of the full sample between the countries was agreed in the inception phase of the study, based on, among others, a note provided by the Consortium assessing the different options (see Annex 9).

5.2. Components of the experiment and survey

The experiment and survey included the following components:

- **Introduction to the Survey:** This part introduced the topic and importance of the study for the European Commission, and introduced the concept of incentives by indicating that respondents could have gained additional extra survey points based on their decisions in the experimental exercise (see section 5.5 on the incentive structure below).
- **Socio-demographics:** A series of questions on the socio-demographic background of our respondents, some of which were used for quota purposes (age, gender, education). Others were important for the analysis of consumers' decision-making in the experiment, such as the financial situation of participants or how close they live to the nearest bordering country.

Respondents' financial situation was used in the experiment in order to assess their decisions in terms of excess choice. That is, a higher excess is associated with a lower premium, meaning that those who were able to afford it should have chosen a higher excess. This question was placed at the beginning of the survey and prior

⁵ Relative country size is defined in terms of population, which is a proxy for the number of actual or potential non-life insurance consumers. The populations of RO, SE and SK are all well below the average of the six countries covered in the survey, whereas the populations of DE, IT and UK are all well above the average.

to the experiment. Participants when making their choice within the experiment were told to consider their financial situation.

The distance respondents' live from the nearest border was used in the analysis of the cross-border questions and in the choice of cross-border provider within the experiment. In the analysis, distance from the border can be used as an explanatory variable to determine if people living closer to borders are more likely to choose a cross-border provider in the experiment, and more likely to have purchased cross-border before or would consider doing so in the future. This question was also placed at the beginning of the survey alongside other socio-demographic questions.

Socio-demographics served as control variables in later analyses to explain differences in behaviour, understanding and awareness in regard to insurance contracts. For example if there are specific behavioural remedies more or less effective for specific groups of consumers such as those with low levels of education.

- **Cognitive ability and behavioural characteristics:** Information on behavioural drivers such as cognitive ability, risk aversion and trust in the insurance sector was collected for use in the later analysis and reporting of the findings from the behavioural experiment. Similar to the use of socio-demographics, it could be that the effect of the tested remedies is dependent on certain behavioural characteristics, for example, it could be that very risk-averse individuals are more likely to read additional information provided during the purchasing process. Respondents who are more trusting may be less likely to read additional information and/or may be more likely to purchase cross-border insurance as lack of trust in cross-border providers was identified as a barrier to cross-border purchase in the focus groups.
- **Insurance contract choice task:** The aim of the insurance choice task was to mimic the consumer journey through the purchasing process for non-life insurance and to apply a range of treatments (described in the next section) in order to investigate the factors that affect decision-making. It is described in section 5.3 below.
- **Comprehension and awareness questions:** These questions, some of which were direct follow-up questions to the contract choice task, assessed participants' comprehension and awareness regarding insurance policies. The concepts covered related to risk coverage, geographic limitations, consumers' and insurers' rights to cancel a policy and consumers' obligations.
- **Experience with non-life insurance:** These questions examined participants' current or previous experiences with non-life insurance purchases, such as the types of products they had previously purchased, the way they accessed information about these products, their switching behaviour, and reasons for purchasing specific types of non-life insurance products. One question, which asked participants about their awareness about cross-border provision of non-life insurance products, was asked together with the socio-demographic questions before the choice task. This was done in order not to bias responses due to learning during the choice task.
- **Identifying cross-border oriented consumers:** The survey included questions to identify consumers who were more likely to be 'cross-border oriented' when it comes to purchasing insurance. According to the terms of reference, respondents were classified as cross-border oriented if they lived in border regions (i.e. we asked for the distance of the place of residence to the next border), consumers who are living/working or have lived/worked in another EU country in the past, or envisage doing so in the future, online shoppers for insurance or domestic shoppers who indicated that they have bought insurance from another EU country in the past or were potentially interested to do so in the future.
- **Questions on interest in and potential obstacles to cross-border insurance purchases:** This part of the survey asked participants about their awareness of the possibility to purchase and interest in purchasing insurance from cross-border providers, as well as about the potential barriers to cross-border purchases.

The survey questions are presented in Annex 7.

5.3. Structure of the contract choice task

The contract choice task was embedded within the survey questions. The aim of the choice task was to mimic the consumer journey through the purchasing process for non-life insurance and to apply a range of treatments (described in section 5.4) in order to investigate the factors that affect decision-making in the non-life insurance market.

The task was introduced as an exercise in which respondents should choose to purchase the most suitable (fictitious) insurance product offered to them, taking into account the information that was provided to them as well as their own personal situation. They were moreover informed that they could earn additional survey points (i.e. monetary stakes) for correct choices (see section 5.5 below for details).

Respondents completed the contract choice task for one of the four types of insurance of interest, namely home, motor, car rental or add-on insurance. However, the task was set up in order to allow conclusions that could be generalised, to the extent possible, across the different product types, distribution channels, and Member States. For this reason, the experiment environment included mainly important elements of the product selection process that are common across different non-life insurance products and distribution channels in different Member States.

The task was designed with an identical structure for the product pair of home and motor insurance, and with a similar but slightly different setup for the product pair of car rental and add-on (i.e. furniture) insurance. This design choice was made to allow a pooling of the data by product pair during the data analysis to boost sample sizes and thus reliability of the results.⁶

The table below sets out the main steps of the contract choice task for each product pair.

Table 5: Stages of the contract choice task

	Home contents and comprehensive motor insurance	Car rental and add-on (i.e. furniture) insurance
Stage 1)	Consumer profile information	Consumer profile information
Stage 2)	Profile questionnaire	Initial offer stage
Stage 3)	Comparison stage	Comparison stage
Stage 4)	Confirmation stage	Confirmation stage

Stage 1) Consumer profile information

All respondents were given a situation in which they may wish to purchase insurance and told that over the following few screens they would be able to access information about

⁶ In the process of designing the experiment, we have identified common structures in the purchasing process of non-life insurance across different product types. For example, product search and comparison, as well as product features are by and large equivalent for home and motor insurance, as they are for car rental and add-on insurance. We designed the choice task and product offers in a way that respects these similarities between the product pairs and thus allow the pooling of the data for the analysis.

and choose the most appropriate (in terms of contract features including the premium, excess and insured risks) between alternative insurance offers. They received information regarding the type of insurance they were 'shopping' for and were given some essential background information regarding the vehicle, home contents, rental car or piece of furniture that they could insure –or not. A key purpose of this stage was to set up the choice task such that there were objectively correct and incorrect choices at later stages of the task.

Following the pilot testing, it was decided to have respondents spend at least 30 seconds on this screen to encourage that all information is sufficiently read and to decrease 'speeding' through the survey.

Stage 2) Profile questionnaire (home and motor insurance)

Respondents in the home and motor insurance settings then completed a 'profile questionnaire', which asked them about their basic preferences regarding the type of insurance they desired. For example, they were asked to choose an excess and some of the specific risks they wished to cover. The correct decisions for each respondent at this stage depended on the information presented to them at the profile information stage and their own personal financial situation. In particular, those who (in answer to another survey question) reported that they could cover an unexpected demand for a certain amount of money "easily" or by spending "less on luxuries" should have chosen a higher excess, while the risks that should have been covered were specified at the profile information stage.

Stage 2) Initial offer stage (car rental and add-on insurance)

Instead of the profile questionnaire, respondents in the car rental and add-on insurance settings were shown one selected insurance offer up front (i.e. before any of the other alternative offers). This was in order to mimic the way in which retailers and car rental agencies commonly promote one particular insurance product to consumers at the point-of-sale. At this stage, respondents had the choice to select the insurance policy on offer, choose to see alternative offers, or decide not to purchase insurance at all. Those who decided to continue without purchasing insurance finished the choice task at this point and went on to answer comprehension and awareness questions. Those who selected the product on offer were routed to the confirmation stage (stage 4 described below). Those who chose to see alternative offers continued to the comparison stage (stage 3 below).

Selecting to see alternative offers was always a correct choice at this initial stage. Alternatively, depending on the personal financial situation of the participant and the precise offer which was shown up front, it was sometimes optimal to either purchase the offered policy, or to proceed without purchasing insurance. More specifically, respondents were faced with one of two possible situations, either one insurance offer provided good value-for-money (i.e. it was in line with the lowest premium level found in the market for car rental or furniture insurance), or all offers were overpriced (i.e. the premiums are so high that they are difficult to justify given the likelihood of a claim and value of potential claims). If the offer shown up front provided good value-for-money, then it was optimal to confirm it. Similarly, if respondents were sufficiently affluent to easily cover the maximum liability without additional insurance (i.e. replace the piece of furniture, pay the maximum excess liability according to the car rental agreement) it was optimal for them to self-insure by selecting to proceed without purchasing insurance.⁷

Stage 3) Comparison stage

⁷ It is important to note that these optimality conditions rely on a few design choices such as that the car rental insurance offered to participants in the experiment was in addition to the mandatory third-party liability cover which is included in the rental agreement. Moreover, in the experiment, the maximum liability in case of an at-fault incidence was limited to €500 (or local currency equivalent). This was equivalent to the retail price of the piece of furniture (i.e. a bed) used in the add-on insurance choice task.

This stage presented **three different insurance offers** to respondents for comparison (from insurers 'A', 'B' and 'C').

For **home and motor insurance** there were 18 offers in total in the experiment.⁸ Each respondent was shown 3 out of these 18 offers. The 3 offers shown were determined by which treatment respondents were allocated to and by their answers at the profile stage - namely, whether they wanted to include cover for natural hazards (home) or vandalism (motor) and their preferred level of excess.

In the case of **car rental and add-on insurance**, there were 6 offers in total⁹; and, each respondent saw 3 of these. The 3 offers shown depended on which experimental condition respondents were allocated to. That is, they either saw 3 expensive (i.e. overpriced) offers, or a selection of 3 offers among which one was 'cheap' (i.e. provided value-for-money).

Information was presented on each offer including the insurer name and address, insurance premium, excess, additional less relevant information¹⁰ and, depending on the experimental treatment (see Timing and Highlighting treatment in section 5.4.5 below), which precise risks were covered or not.

Respondents could select to confirm any one of the three offers, or decide to continue without purchasing insurance. If they chose the latter, they were routed to the comprehension and awareness questions. If they selected an offer, they would continue to the confirmation stage (stage 4 described below).

In addition, at this stage half of the respondents in the **home and motor settings** were able to manipulate the level of the excess and the risks covered (which in turn would automatically change the premiums shown). See the description of the 'manipulation' treatment (section 5.4.4) below for more details.

The conceptual design of the offers is described in the design document in Annex 6, and the precise final content of the offers (i.e. the exact parameter values and wording of the features) can be seen in an Excel file (which is available on request) that accompanied the script. The content of the insurance offers was based on desk research, which examined the features of the respective insurance products in the market of the countries under review, as well as on insights from country experts (see Annex 6 for further detail). Further feedback from Commission experts and the external expert panel was incorporated in the final content and design of the offers.

Stage 4) Confirmation stage

This stage displayed a summary of the respondent's selected insurance offer, with greater details than at the comparison or initial offer stages. Respondents could confirm their selection, choose to continue without purchasing insurance, or return to the comparison stage (although this was only available to respondents who had reached the comparison stage previously, which was not the case for those in the car rental and add-on settings who chose the initial offer).

The first two of these three choices ended the choice task for respondents and routed them to the comprehension and awareness questions. Otherwise, respondents were returned to the comparison stage (stage 3), as described above.

⁸ There were 18 offers in total as there were 3 providers offering insurance contracts with 3 different levels of excess and 2 levels of risk.

⁹ There were 6 offers in total as there were 3 providers and 2 price levels (i.e. either all offers were overpriced, or one offer provided value-for-money).

¹⁰ This additional information included qualitative claims of the insurers' quality such as 'reliable cover', an indication on customer service availability, e.g. '24h customer service', or information on coverage such as excess for garden furniture which was not relevant for making the optimal choice.

The precise content and layout of this stage can be seen in the script (see Annex 7) and an accompanying Excel file (which is available on request).

5.4. Treatments

Five types of treatment were applied within the contract choice task. For each treatment type, each participant was independently and randomly assigned to a single treatment group or 'condition'. The number of groups/conditions per treatment type ranged from two to four. The types of treatment related to:

- Cross-border information;
- Marketing practices at the initial offer stage;
- Information provision;
- Manipulation of the excess and covered risks; and
- Timing and highlighting of information.

We briefly describe each type of treatment in turn below.

5.4.1. Cross-border information

Before seeing any insurance offers, either at the initial offer or comparison stage, some respondents were shown an information 'banner', which gave them information about cross-border insurance policies.

Participants were randomly assigned to one of the following groups:

- **Domestic:** Respondents in this baseline group saw only insurance offers from domestic providers. They saw no cross-border information banner.
- **Cross-border without banner:** Under this condition, one randomly selected insurance provider was identified as being from another EU country (namely Luxembourg). All other features of the cross-border provider (including the insurance policies offered by the provider) remained the same as they were under the 'Domestic' condition. The country of origin of the cross-border provider was made evident via the provider's address, which was shown at the initial, comparison, and confirmation stages. Respondents in this condition saw no cross-border information banner. Compared to the baseline, this condition tests whether the mere presence of a cross-border insurance provider has an impact on insurance choice. Comparing behaviour under this condition to behaviour under the baseline condition will provide a benchmark for understanding whether consumers have favourable or unfavourable attitudes towards cross-border insurance offers.
- **Cross-border with banner A:** Under this condition, one insurance provider was identified as being from another EU country and, in addition, respondents saw a cross-border information banner which gave them key information relating to the pre-contractual phase. More specifically, the 'banner' told respondents that (i) insurers from other countries could be cheaper, or offer additional cover and (ii) the same payment methods applied for domestic and foreign providers. This condition was introduced in order to see whether the information provided would change consumer behaviour by alleviating fears relating to the pre-contractual phase of a non-life insurance product and thus increase the willingness to purchase cross-border insurance.
- **Cross-border with banner B:** As above, but this time the banner featured information relevant during the lifetime of the contract. It informed participants that (i) all insurance offers shown to them, including those from providers in other EU countries, would cover them in their own country according to European Law, (ii) foreign insurance companies offered customer service in their own language, and

(iii) they could always make a claim through a local agent or representative if they were insured by a foreign provider.

The basic designs of these treatment conditions were developed by the Consortium in consultation with the Commission. The final design featured two banners with different types of information. The rationale behind this design decision was to enable to answer the research questions set out in the terms of reference to understand better what currently deters cross-border insurance purchases, and to understand which types of information could encourage interest in cross-border purchases. The content of the banners was also validated by initial findings from Task 1, namely the discussions in the focus groups which explored concerns surrounding legal issues of cross-border insurance, and fears relating to language concerns and the availability of customer service (e.g. whether the same rules and legislation applied in another country, uncertainties regarding the content of the insurance cover provided by a foreign insurer, or whether their rights to claim or complain might be inhibited if they were not a domestic consumer).

The final versions of the banners can be seen in the script (Annex 7).

5.4.2. Marketing practices at the initial offer stage

These treatments were only applicable to respondents in the car rental and add-on insurance settings. These respondents were split at random into three groups:

- **No Pressure:** This was the baseline case as described above under 'Step 2) Initial offer stage' above.
- **Pressure:** Participants in this group saw an identical screen to those in the 'No Pressure' group, but they only had 20 seconds to make their choice at this screen. The time pressure was made evident to respondents by a prominently placed 'countdown' on the screen and the instruction to make a choice within 20 seconds. If they failed to choose, they were routed to the confirmation stage (see above for more detail) as if they had confirmed the initial offer. This condition was designed to mimic the time pressure and persuasive sales techniques that can be felt when car rental and add-on insurance is offered by ancillary sellers at the point-of-sale of the primary product. The focus group results have confirmed that time pressure is often felt by consumers in purchasing decisions of car rental and add-on insurance. Consumers seem to feel time pressure as being imposed by the ancillary seller, or self-inflicted (e.g. due to travelling arrangements and schedules). This treatment furthermore mimics the effects of economics of scarcity, where scarcity can be broadly defined as availability of limited resources such as time, money, nutrition etc.¹¹
- **Low Prominence:** This condition was similar to the 'No Pressure' condition, except that the buttons via which individuals could select to see alternative offers or proceed without purchasing insurance were visually less prominent. This condition was added during the course of the design of these treatments in order to mimic current market practices. In particular for online sales, pages are sometimes designed to make the choice of purchasing the add-on insurance more prominent compared to not purchasing it. Moreover, it is sometimes difficult to access alternative offers for comparison because for example, the limited number of offers available at point-of-sale.

The final design is visible in the script (Annex 7).

¹¹ See seminal papers on the economics of scarcity: Mani, Mullainathan, Shafir, Zhao (2013) 'Poverty Impedes Cognitive Function', *Science*. Shah, Mullainathan, Shafir (2015) 'Scarcity Frames Value', *Psychological Science*.

5.4.3. Information provision

These treatments (applied to all four products) varied whether additional explanatory information (regarding the features of the contracts shown) was available to respondents, and the way in which this information was presented to them. These variations across treatments can be seen in the Excel file (which is available on request). There were three treatment groups:

- **No Information:** Respondents did not have access to the additional information during the contract choice task.
- **Glossary:** Respondents in this group had access to a self-contained 'glossary' document which explained selected technical terms such as the meaning of the word "excess", explanations of risks such as "natural hazards", "vandalism", etc. This glossary was available via a click-on button at the bottom of the page at the profile questionnaire (home and motor only), comparison (all), and confirmation (all) stages.
- **Short Guide:** Respondents in this group had access to the same information as those in the 'Glossary' treatment group. However, for this group of respondents the information was presented via multiple small click-on icons that were attached to the relevant terms at the profile questionnaire, comparison, and confirmation stages.

Following the pilot, the 'Glossary' and 'Short guide' treatments were slightly adapted through the addition of an information banner on top of the relevant screens which invited participants to use this information. This was implemented in order to increase the salience of this treatment as the available information was accessed by relatively few participants in the pilot stage. The precise design and wording of this 'banner' was decided in agreement with the Commission.

5.4.4. Manipulation of the excess and covered risks at the comparison stage

These treatments were relevant only for participants in the home and motor settings. These respondents were divided at random into two groups:

- **Manipulation possible:** Respondents in this group were able to manipulate their chosen level of excess and risks covered (i.e. whether to include cover for natural hazards or vandalism) at the comparison stage. The treatment featured dropdown menus to change these two features for the offers being compared. The three offers being displayed would update automatically according to these manipulations and display the resulting price change.
- **Manipulation not possible:** Respondents in this group were unable to manipulate their chosen level of excess and risks covered at the comparison stage.

See script (Annex 7) for the presentation and functionality of this treatment. The treatments were slightly modified following low rates of usage of the manipulation functionality during the pilot. Specifically, a banner was added at the top of the relevant screens which invited participants to use the tool. This was implemented in order to increase the salience of this treatment. The precise design and wording of this 'banner' was decided in agreement with the Commission.

5.4.5. Timing and highlighting of information at the comparison stage

These treatments varied the timing and highlighting of information provided relating to the alternative offers. Participants were divided at random into three groups:

- **High 1:** All key features were shown at the comparison stage, including risks covered and not covered, and no features were highlighted. This was the baseline condition.

- **High 2:** The column showing which risks are covered and which are not covered was not shown at the comparison stage. This condition was intended to test potentially detrimental current market practices which hide important information from consumers at certain stages during the purchasing process.
- **High 3:** This condition was identical to the baseline condition (High 1), but also highlighted the column showing which risks are covered/not covered.

5.4.6. Interlocking of treatments

In order to collect data to answer all research questions of the terms of reference, the total number of treatment groups was rather large compared to the overall sample size. To maintain scientifically robust sample sizes per treatment group the experiment has been designed such that treatments could be interlocked for the later analysis.

This means that participants were assigned to a specific group in one treatment, say to the manipulation group, and independent from this first assignment, they were also assigned to a group within the other treatments, say within the information and highlighting treatments. In the analysis, treatment effects were presented for a particular treatment while averaging effects across all other treatments. This assured that the sample was never split into more than four groups (in case of the cross-border treatment) during the analysis.

This is good practice in experimental research and a validated approach for measuring so called local average treatment effects.¹² We have previously used this approach, for example, in studies for the Commission and the UK Financial Conduct Authority.¹³

The theoretical argument that validates the approach is that for an experiment to identify the causal effects of a particular treatment, the treatment variable must be uncorrelated with the outcome variable. This is achieved by random assignment of participants to treatments. Furthermore, so called 'selection bias' can appear if other covariates such as demographics, or other effects caused by other treatments, are correlated with the treatment assignment. This bias could therefore appear if, for example, mostly older participants were assigned to a particular treatment. It would then be difficult to disentangle the effect of the treatment from the effect of age. However, in our design, due to the fully random and independent assignment of participants to all treatments, all covariates (including other treatments) were uncorrelated with the treatment under examination.

Mathematical derivation of the argument

In mathematical terms, the measurement of the treatment effect derives as follows.

The outcome variable in the experiment could vary with the treatment status. It can be expressed as:

$$Y_i = \begin{cases} Y_{1i} & \text{if } D_i = 1 \\ Y_{0i} & \text{if } D_i = 0 \end{cases}$$

$$(1) \quad Y_i = Y_{0i} + (Y_{1i} - Y_{0i})D_i$$

Where Y_i is the outcome (or independent) variable (e.g. whether an individual chooses the optimal insurance offer in the choice task), D_i is the treatment status (e.g. assigned to the manipulation treatment or not), Y_{0i} stands for the outcome of an untreated individual (e.g.

¹² See Imbens and Angrist (1994) 'Identification and Estimation of Local Average Treatment Effects', *Econometrica*. As well as Angrist and Pischke (2008) 'Mostly Harmless Econometrics – An Empiricist's Companion', Princeton University Press.

¹³ Two recent example studies are: EC (2015) 'Consumer market study on the functioning of legal and commercial guarantees for consumers in the EU'; FCA (2015) 'High-Cost Short-Term Credit Price Comparison Websites - A behavioural study for the Financial Conduct Authority'.

offer chosen by individual without the manipulation tool), Y_{1i} respectively for a treated (e.g. offer chosen by individual with the manipulation tool).

This expression can be re-written in form of a regression model, and again be expressed in terms of the above equation.

$$(2) \quad Y_i = \alpha + \rho D_i + \varepsilon_i$$

$$(3) \quad Y_i = E(Y_{0i}) + (Y_{1i} - Y_{0i})D_i + Y_{0i} - E(Y_{0i})^{14}$$

Where ε_i is the error term of the regression.

The treatment effect, i.e. the difference in the outcome variable for treated vs untreated respondents, is then identified by varying the treatment status D_i between 0 and 1, such that:

$$E(Y_i|D_i = 1) - E(Y_i|D_i = 0) = \rho + E(\varepsilon_i|D_i = 1) - E(\varepsilon_i|D_i = 0)$$

where the latter term describes the selection bias. Because of random assignment to treatments, D_i is by design uncorrelated with any other characteristics of the respondent, hence also with ε_i . The selection bias is thus equal to zero, and ρ is the treatment effect.

The same argument holds for an extended version of the regression model including also other covariates such as respondent characteristics (e.g. demographics) or other treatments ($X_i'\gamma$):

$$Y_i = \alpha + \rho D_i + X_i'\gamma + \varepsilon_i$$

The presence of other covariates which influence the outcome have an effect on the treatment only through the introduction of general noise (i.e. variance). This could potentially reduce the overall power of an estimation. However, the additional noise is reduced (i.e. controlled for) if the covariates are included in the regression.¹⁵

5.5. Incentive structure

The choice experiment and a part of the comprehension and awareness questions were incentivised. All respondents received a fixed payment for their participation in the study following good practice in market research.

Respondents were informed at the outset of the experiment that they could earn additional incentives for correct answers in the choice experiment. The payments were made as set out below:

- **Home and motor insurance choice task:** Correct answers, i.e. choosing the correct provider, correct level of excess, and the correct coverage, paid the full incentive. Respondents could earn partial points for partially correct choices.
- **Car rental and add-on insurance:** Respondents were paid the full incentive for the choice task if they either purchased from the correct provider, correctly self-insured by not purchasing any insurance in case they were able to cover the loss given their financial situation¹⁶, or correctly decided not to purchase insurance if all products on offer were overpriced (see section 5.3 for further detail).

¹⁴ To transform the equation into its final form, equations (1) and (2) are combined, and some algebraic and statistical manipulations are applied, such as expected values (e.g. $E(Y_{0i})$).

¹⁵ See pp. 10- 18 of this PDF version of the Angrist and Pischke (2008) 'Mostly Harmless Econometrics – An Empiricist's Companion' book, in particular the first paragraph of p. 18 for the argument regarding the introduction and controlling for covariates.
http://www.development.wne.uw.edu.pl/uploads/Main/recrut_econometrics.pdf.

¹⁶ Each respondent's financial situation was established via a survey question asking whether they could cover an unexpected demand for a certain amount of money.

Moreover, one comprehension and awareness question (i.e. question S4Q1 in the script, see Annex 7), which was asked as a direct follow-up to the choice task, was incentivised. Respondents were paid this additional incentive if they answered this question correctly.

The value of the maximum additional incentive payment for the choice task and the comprehension question was revealed to the participants up front, and amounted to at least 50% and up to 100% of the fixed participation payment (See Annex 8). The monetary incentives in the choice experiment were therefore significant and should be sufficient to ensure respondents' attention to and engagement with the task.

5.6. Incorporation of findings from Task 1 and the pilot into the experimental design

In May 2016 the pilot of the online and laboratory survey and experiment (task 2 of the assignment) was undertaken in the UK and in Slovakia. The UK was chosen because the experiment was designed and the working script was developed in English, which allowed testing and review of the experiment by the Consortium and the Commission in a common language. Slovakia was selected as the second Member State because it allowed the piloting of both the online and the laboratory testing. 100 and 101 responses were collected online respectively in the UK and in Slovakia. The number of responses in the laboratory pilot session, which was conducted in Bratislava, was limited to 10 for pragmatic reasons.

In addition, preliminary evidence was provided by the focus groups and from a subset of the interviews undertaken so far during Task 1.

The overview below summarises how the key observations from Task 1 and the pilot experiment informed the final experimental design. Further details are provided in subsections 5.6.1 to 5.6.5 below.

Table 6: Integration of insights from Task 1 into the experiment

Task 1 method	Issue identified	Integration in experiment
Lab experiment pilot follow-up discussion	Participants raised the issue of language barriers when considering the purchase of cross-border insurance	To control for this in the experiment, and test if language capability impacts on the choice of cross-border offers, a survey question on respondents' language skills was added to the survey. Also, the cross-border information banner dispels fears relating to language issues by stating clearly that all claims may be filed through a local representative in the local language.
Stakeholder interviews and desk-based research	Consumers' limited or lack of information regarding the insurance product characteristics	Provision of an information guide in the behavioural experiment
	Information and terminology is too complex for consumers	Provision of an information guide that streamlines information to aide comparison

Task 1 method	Issue identified	Integration in experiment
		and highlighting of key terms in the guide
	Consumers do not read and do not understand conditions/features of the insurance contract	Treatments in the behavioural experiment were designed to test (a) do consumers use the information tools provided; (b) if they use these tools do they improve decision-making in the experiment; and (c) is decision making improved when important contract features are highlighted
	Consumers do not know what they are covered for	The 'manipulation' and 'highlighting' treatments specifically addressed this issue. They tested whether respondents make better decisions if they can adjust excess and risk of their insurance policy, and/or if important contract features are highlighted at the comparison stage. Respondents' understanding of the chosen insurance cover was assessed through a follow-up comprehension question.
	Terms and conditions are lengthy and complicated	The experiment streamlined information in concise and practical ways (Information guide, highlighting). Furthermore, a survey question asked respondents about the pre-contractual information they use when purchasing insurance products.
	Consumers' lack of trust in the insurance industry	Trust questions included in the survey following the experiment component
	Consumers have a preference for the familiar and this acts as a barrier to the purchase of cross-border insurance	<p>Survey questions were included to assess respondents interest in cross-border purchases</p> <p>The cross-border information banner stated that all claims may be filed through a local representative in the local language, and that the same payment methods apply for domestic and foreign offers.</p>

Task 1 method	Issue identified	Integration in experiment
	Consumers have a lack of knowledge about foreign jurisdictions	Survey question included to assess knowledge Cross-border information banner informed respondents of insurance cover according to EU law
	Consumers are unaware that it is possible to purchase insurance cross-border	Survey question included to assess awareness Cross-border information banner informed respondents about the availability and cover of cross-border insurers
	Low levels of trust in foreign providers	Cross-border information banner included in the experiment aimed to mitigate trust concerns
	Language barriers when considering the purchase of cross-border insurance	Cross-border information banner included in the experiment aimed to mitigate language barriers
Focus groups	Low levels of knowledge and awareness in regard to what is covered (risks, sum insured and excess)	The experiment tested the use of various decision-making tools such as: a glossary of terms and short information guide, a manipulation tool (to manipulate risk coverage and excess), highlighting of key features. Comprehension and awareness questions verify whether these tools have affected comprehension levels.
	Reputation of insurance provider, existing relationships and recommendations from family and friends are important in choice	Survey question included to assess the most important sources of information when renewing insurance contracts
	Information may be available about the features of an insurance product but it is not always easy to understand due to length of the documents.	A short information guide was included in the experiment and survey questions on what information is important to consumers when making choices about insurance products
	Car rental and add-on insurance: time pressure and pressure from sales person makes it more difficult to process and understand information	Time pressure included in the experiment for these products

Task 1 method	Issue identified	Integration in experiment
	Participants reported that they generally do not compare insurance offers	<p>Survey question included to assess how many respondents compared offers</p> <p>The contract choice task for car rental and add-on insurance furthermore allowed respondents to choose before reaching the comparison stage</p>
	Lower prices for cross-border insurance are a driver for these purchases	<p>The experiment design varied the optimal choice between domestic and cross-border insurance offers. This design allowed isolation of what drives cross-border purchases.</p> <p>In addition the information banner was included</p>

The following subsections cover:

- Functioning of the survey and experiment during the pilot
- Answers and behaviour in the pilot survey and experiment
- Qualitative feedback from the group discussion following the pilot lab session
- Preliminary findings from the stakeholder interviews relevant to the experiment and survey
- Preliminary findings from the focus groups relevant to the experiment and survey

5.6.1. Functioning of the survey and experiment during the pilot

This subsection presents insights into the general working of the survey and experiment during the pilot with regards to the functioning of the script and the time spent on each subtask by participants.

Allocation of respondents across products

A first step in order to confirm that the survey/experiment was working correctly was to check that the routing of respondents occurred as it should have. This confirmed that the allocation across different insurance products was balanced and operated as planned (i.e. there was an even distribution across products).

Allocation of respondents across treatments

This experiment involved very complicated randomisation and routing. As such, we expected to identify areas in which the routing and randomisation needed to be corrected following the pilot. Indeed, we identified that respondents were not randomly and independently allocated across treatments and products in the pilot. This meant that in the pilot data there was correlation between the treatment allocation and the product allocation, and correlation between some treatments. For example, respondents assigned to the home insurance product only saw domestic offers in the cross-border treatment.

Following the experience in the pilot stage, the allocation of respondents across treatments and across products was made independent.

Time spent on subtasks

Overall, we saw that respondents spent a reasonable amount of time on each component of the experiment (based on our judgement), i.e. no component was 'skipped-through' by the average respondent, which was reassuring. The results also indicate that within the choice task respondents spent most time at the profile and comparison stages. This was encouraging since these were the stages where important information had to be taken on board by the respondent and where the respondent had to choose between several offers (which was of course key to selecting the best offer), respectively.

Comparing the times taken by the pilot respondents to reasonable times based on approximately how long it takes to read the relevant information out loud (around 30 seconds for the profile information and around 15-20 seconds for the cross-border banner), it seemed that large shares of pilot respondents moved on from these subtasks 'too quickly'.

Recommendation: Therefore, one recommendation for the main-stage fieldwork was to require respondents to remain at the profile information stage for at least 30 seconds and at the cross-border banner for at least 20 seconds.

5.6.2. Answers and behaviour in the pilot survey and experiment

Systematic patterns of non-response

There were no systematic patterns of non-response (i.e. no answer or "Don't know") to questions in the pilot experiment or survey. It did not appear that certain questions troubled participants such that they preferred not to answer or selected "Don't know" options. This was an important finding from the pilot since it was an indication that respondents found the survey feasible and that they overall seemed to engage with the questions and answered accordingly.

For the main stage, the question about respondents' financial situation was modified such that the "refuse not to answer" response only appeared if respondents tried to skip the question without answering.

A high rate of "Don't know" responses was observed for the question on awareness of cross-border insurance provision, which is expected since previous studies have also shown that consumers are relatively unaware of the possibility to buy insurance cross-border.¹⁷

Finally, there were also high rates of "Don't know" responses to comprehension questions and questions measuring cognitive ability, which again is to be expected (since the questions were specifically designed in order to be tests).

Use of the information tools in the choice task

Some respondents had the information tools available to them throughout the simulated insurance purchasing process. This information was provided to some respondents via a self-contained document which could be accessed by clicking on a "Glossary of terms" button at the bottom of the page during the profile¹⁸, comparison and confirmation stages.

Alternatively, the same information could be accessed by other respondents by clicking on '?' icons attached to technical terms, which opened small boxes containing the relevant definitions. Like the glossary, these icons are available to the respondents in this treatment at the profile questionnaire, comparison and confirmation stages.

¹⁷ EC (2015) 'Provision of two online consumer surveys as support and evidence base to a Commission study: Identifying the main cross-border obstacles to the Digital Single Market and where they matter most'. ECC-Net Germany (2014) 'Der Europäische Versicherungsbinnenmarkt - Genzüberschreitende Versicherungsverträge: Abschluss oder Ausschluss?'

¹⁸ Home and motor insurance only.

Use of the Glossary of terms in the choice task

One-fifth (19%) of respondents in the relevant treatment group (i.e. who could use the glossary) made use of the glossary of terms (i.e. clicked on the button in order to see it) at the profile stage for motor and home insurance. However, across all four insurance product categories, only 2% of respondents in the relevant group used the glossary at the comparison stage and no respondents used it at the confirmation stage.

Recommendation: Therefore, a recommendation for the main-stage fieldwork in order to increase the saliency of the glossary was to add a prompt such as *"You should click on "Glossary of terms" for useful information!"*

Use of the '?' icons in the choice task

Similarly, the '?' icons were little used:

- Four out of 23¹⁹ respondents clicked on any icon at the profile questionnaire stage.
- Two out of 42 respondents clicked on any icon at the comparison stage.
- Four out of 68 respondents clicked on any icon at the confirmation stage.

Recommendation: Therefore, a recommendation for the main-stage fieldwork in order to increase usage of the information icons was to add a prompt such as *"?" icons for useful tips!"*

Manipulation of key contract features in the choice task

Some respondents who undertook the choice task for home or motor insurance had the possibility to modify key contract features at the comparison stage.

Among those who could use this tool, around 10% of respondents used it. 10% (5/51) used it to manipulate the excess level and 8% (4/51) manipulated the risk coverage. Four out of the five respondents who used this tool used both dropdown menus.

The dropdown menus were already reasonably prominent on the page, but these menus could still have been made more prominent. In addition, respondents may not have realised the potential usefulness of these menus.²⁰ Both of these factors could explain the relatively low usage of the dropdown menus observed in the pilot.

Recommendation: Therefore, possible recommendations for the main-stage fieldwork in order to increase usage of the dropdown menus were: (1) increase the prominence of the menus by increasing their font sizes and/or placing them in a shaded box and (2) add a prompt such as *"Make sure you have the right excess and cover by using these menus!"*.

Performance in the choice task

This subsection reports on respondent performance in the choice task during the pilot.

The pilot reveals that when looking at each performance measure in isolation, respondents did reasonably well. 43% of respondents chose the correct excess level. The share of incorrect responses was in particular driven by almost 50% of UK respondents choosing too low excess levels.

¹⁹ The base number of respondents varies depending on the stage because the profile questionnaire stage was only relevant for home and motor insurance and because not all respondents in the car rental and add-on categories saw the comparison stage (since they accept the offer shown at the initial offer stage).

²⁰ Note that among the five respondents who did use the dropdown menus to change their chosen excess, three corrected their selection from the profile questionnaire stage, whereas the other two ended up leaving it the same. All five ended up with the correct level of excess given their financial situation. Hence, among those who did use the dropdown menus, these menus worked well for them.

The choice of the optimal provider was not straightforward, which helped to explain why only about 30% of respondents choose optimally. Provider A was likely chosen by respondents who wished to purchase very comprehensive cover, maybe for “peace of mind” reasons. In the design phase, we made Provider A significantly more expensive compared to Providers B and C, the aim being to ensure that choosing Provider A is clearly a suboptimal choice. However, the price spread between Provider A and the other providers may not have been large enough to deter people from this Provider A in the pilot.

Recommendation: Therefore, a possible recommendation for the main-stage fieldwork was to increase slightly the price differential between Provider A and the other two providers. The precise change needed to be considered carefully. For home insurance, for example, Provider A offered additional accidental damage cover, very limited additional garden furniture cover, and limited bicycle cover. Thus, in its entirety, Provider A was already clearly overpriced compared to Provider B. However, it was decided to consider increasing the spread further so that the argument that choosing Provider A is suboptimal is stronger.

Choice at the confirmation stage (home and motor insurance) in the choice task

Once respondents had (correctly) chosen at the comparison stage, they had the choice to confirm the insurance offer at the confirmation stage. This was the optimal choice for respondents in Home and Motor insurance scenarios at this stage. Alternatively, they can “Proceed without purchasing insurance”. A majority of respondents, 68%, correctly decide to purchase insurance by confirming the offer.

Choice and the initial offer stage (car rental and add-on insurance) in the choice task

Respondents who were asked to purchase add-on insurance (for furniture) or car rental insurance saw an initial offer up front. At this initial offer stage they had three choices: to confirm the insurance policy shown upfront, to see alternative offers; or to continue without purchasing insurance.

The most interesting observation from the pilot data was that almost 50% of respondents chose to compare the market by selecting to “See alternative offers”. In a majority of cases, this was a prerequisite for being able to choose optimally overall.

Selecting a cross-border offer in the choice task

Some respondents saw an offer by a cross-border provider (i.e. from Luxembourg). On average across the two pilot countries, the shares of respondents who selected a cross-border offer when one was available (including those who chose no insurance at all) ranged from 16% for add-on insurance to 27% for car rental insurance.²¹

Answers to the comprehension and awareness questions

It appeared from the pilot data that consumers' comprehension and awareness may, overall, be relatively low. Only for a few questions were a majority of respondents able to answer correctly. This confirmed the relevance and importance of the study and these questions in the survey.

Furthermore, the variation in respondents' ability to answer the comprehension and awareness questions suggested that several factors may have been at play. The first is consumers' *intuition* for insurance, whereas a second factor is consumers' ability to read and understand information provided to them about insurance policies.

Recommendation: Therefore, an interesting additional follow-up question in the main-stage fieldwork could ask respondents whether they answered the comprehension and

²¹ Due the randomisation issues explained above, all respondents in the home insurance category saw only domestic offers. This issue is being corrected for the main stage.

awareness questions “based primarily on their intuition” or “by examining the information available to them”.

Cross-border orientation

A key objective of the pilot was to verify that we would expect to have a sufficiently large number of cross-border oriented consumers included in the final (main-stage fieldwork) dataset. The following types of consumers qualified as cross-border oriented:

- Have lived, and or worked abroad in the past;
- Envisage living abroad in the future;
- Have previously purchase insurance cross-borders; or
- Can imagine purchasing insurance cross-borders in the future.

In the pilot sample, 42% of respondents fell into one of the above categories and were thus identified as ‘cross-border oriented’. Thus, we were confident about reaching the target of 10% cross-border oriented consumers during the main-stage data collection.

Attitudes towards and perceptions of cross-border insurance purchasing

The pilot responses to questions on consumers’ attitudes towards and perceptions of cross-border insurance shed light on the reasons why consumers might tend not to purchase insurance cross-border. The key observations from the pilot data were that:

- Consumers tend to be less confident when purchasing insurance from a provider located in another country than when purchasing insurance from a provider in their own country.
- Language barriers are a big factor in consumers’ unease about purchasing insurance cross-border.
- Another important factor is that consumers are more likely to know where they can get information and advice about insurance products offered by providers in their own country than about products offered by providers in another EU country
- Consumers tend to think that completing an insurance purchase with a provider from another EU country would be more complicated than with a provider in their own country.

These findings supported the design of the experiment, since the cross-border information banners contained information that would be expected to alleviate these concerns that consumers have about buying insurance cross border.

Recommendation: Given the apparent importance of language barriers to cross-border insurance purchases, a recommendation for the main-stage fieldwork was to include a demographic question on respondents’ language skills.

5.6.3. Qualitative feedback from the group discussion following the pilot lab session

The laboratory experiment was piloted in Slovakia with 10 participants. Following the session qualitative feedback was gathered from participants in order to better understand their perceptions of the experiment and the issues covered.

Participants’ general perceptions of the laboratory experiment

Participants felt that the exercise was not too complicated and all steps were clear. Some noted that the offers were rather complex (which was the intention since insurance offers are complex in reality), so they needed sufficient time to decide which insurance product to choose.

Awareness of cross-border insurance provision and interest in purchasing insurance cross-borders

Participants noticed the offer from a provider from another country. Some were surprised to see insurance being offered by a provider from another EU country. Some participants expected that offers from providers from other countries would be more expensive.

Some participants said they thought that providers from other EU countries are less trustworthy and that "it is a bit suspicious". When asked to explain why it was "suspicious", participants explained it was mainly because they had no experience with providers from other EU countries. Participants also noted that it is very important to have some personal experience with these providers or to have received a recommendation from friends or family to learn to trust providers from other EU countries.

Advantages and disadvantages of cross-border insurance purchases

Participants raised a wide range of potential advantages, including the following points:

- More options/more choice of insurance products;
- More competition leading to lower prices (also for insurance offered by providers in Slovakia);
- More options for risks covered by insurance products;
- Better coverage for insurance offered in other EU countries;
- Customer service in other countries could potentially be better informed;
- Policy cancellation could potentially be better (quicker and easier to cancel an insurance contract);
- If insurance is needed abroad (when on holiday), it probably is better to get the insurance from a provider in that country;
- Providers from other countries could be more "advanced" and "experienced";
- The procedure to make a claim could be more effective abroad and without unnecessary bureaucracy.

Participants identified a number of potential disadvantages, including the following:

- Issues with understanding the offers because of language issues;
- Difficulties to compare offers because of language issues;
- Language barriers as an obstacle to contact customer service;
- Doubts about the laws that would apply for the insurance bought abroad (participants felt they should know more about "how the law works" in other EU countries);
- Doubts about the procedure to make a claim and how much they would be paid when making a claim;
- Worries about high cost of court proceedings in the case of an unsuccessful claim on the insurance.

Recommendation: These findings reinforced one of the recommendations presented above (in section 5.6.2). Given the apparent importance of language barriers to cross-border insurance purchases, a recommendation for the main-stage fieldwork was to include a demographic question on respondents' language skills.

Recommendation: In addition, a further recommendation for the main-stage lab experiment was to identify the foreign provider as being located in a country that borders the region from which the respondent comes (i.e. not Luxembourg, as it was in the pilot).

Interventions/factors that could encourage cross-border purchases

Cheaper offers could boost interest in buying insurance from providers in other EU countries. However, participants added that, if the offers were too cheap it would cause them to be suspicious and discourage them from buying cross-border. Better cover and a higher quality were identified as important factors in the choice of an insurance provider (also providers from other countries).

Friends and family are the most trusted source to recommend buying insurance from another EU country. A recommendation from friends is considered more important than the reputation of insurance providers. Publications by various types of mass media (online, print, TV) could also encourage buying insurance from another EU country.

Participants also noted that it would be important to have some recommendation from their government about buying insurance from another EU country so that they are sure about legislation and insurance conditions.

Perceptions of the cross-border information banner

Participants had noticed the information banner, and said that, when realising that insurance conditions abroad could be the same or better than for insurance bought in Slovakia, they were more inclined to consider the offer from the provider from another EU country.

However, they still felt more comfortable opting for an insurance company from Slovakia because they have no experience with such "foreign" companies and do not feel informed about the exact conditions when choosing an insurance from a provider in another country. However, little detail was available from the pilot regarding which statements on the banner were most powerful.

5.6.4. Preliminary findings from the stakeholder interviews relevant to the experiment and survey

The local researchers were asked to provide preliminary evidence from the interviews relating to four topics:

- Consumers' main problems in terms of understanding and awareness of insurance quality and price;
- Main reasons why consumers sometimes don't make correct decisions;
- What measures have been proposed or put in place to improve consumer decision making; and
- Why consumers do not buy the selected products cross-border

Overall, the key points raised by interviewees in the following four areas aligned well with the experiment design. This reassured us that the experiment would be able to provide insights into how to:

- Improve consumer understanding and awareness of insurance price and quality;
- What leads to poor consumer decisions;
- What measures could be used to improve consumer decisions; and
- What are the barriers to cross-border purchase and how could these barriers be mitigated to encourage cross-border purchase.

Preliminary findings from the stakeholder interviews regarding consumers' main problems in terms of understanding and awareness of insurance quality and price

The table below extracts the key findings in relation to main problems of understanding and awareness, and highlights the features of the experiment that address these areas.

Table 7: Consumers' main problems in terms of understanding and awareness of insurance quality and price – preliminary findings from the stakeholder interviews

Topic	Named in countries	Elements in the experiment which address the issues
Lack of information for consumers	FR, LU, SK, SE, RO	Provision of information (Information guide)
Information and terminology is too complex	FR, LU, SK, SE, RO	Streamline information in concise and practical ways (Information guide, highlighting)
As a consequence of the first two issues, consumers do not read and do not understand conditions/features of the insurance contract	FR, LU, SK, SE, RO	The experimental treatments are designed to test (a) do consumer use the information tools provided; and, (b) if they use these tools do they improve decision-making in the experiment.
Consumers not being sure of their coverage	SK	The 'manipulation' and 'highlighting' treatments specifically address this issue. They test whether respondents make better decisions if they can adjust excess and risk of their insurance policy, and/or if important contract features are highlighted at the comparison stage. Respondents' understanding of the chosen insurance cover is assessed through a follow-up comprehension question.

Preliminary findings from the stakeholder interviews as to why consumers sometimes don't make correct decisions

The table below extracts the key findings in relation to why consumers do not make the correct decisions when choosing an insurance product and highlights the features of the experiment that can address these areas.

Table 8: Why consumers sometimes don't make correct decisions – preliminary findings from the stakeholder interviews

Topic	Named in countries	Elements in the experiment which address the issues
Consumer disinterest in insurance products	FR	
Lengthy and complicated T&Cs	LV, UK	Streamline information in concise and practical ways (Information guide, highlighting) Terms and conditions are also addressed in the complimentary EC T&C study.
Lack of awareness of basic understanding of an insurance product	RO	Comprehension questions; Provide basic information (Information guide)

Lack of trust in the industry	UK (and elsewhere under other points)	Survey questions
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Preliminary findings from the stakeholder interviews in regards to proposed or existing measures to improve consumer decision making

The table below extracts the key findings in relation to proposed or existing measures to improve consumer decision making and highlights the features of the experiment that can address these areas.

Table 9: Proposed or existing measures to improve consumer decision making – preliminary findings from the stakeholder interviews

Topic	Named in countries	Elements in the experiment which address the issues
Promotion and/or verification of brokers	LU, SE, RO, (SK)	
Public awareness campaigns	LV	
Self-regulation guidelines for transparency	ES	Information is in line with setup of the experiment – provision of information guide and highlighting of key features
Standardised information	DE, LV, RO	Not addressed in this study. Addressed in the EIOPA complimentary study – presentation of KID.
Facilitate contract termination, switching	FR	
Shorten T&Cs	LV, UK	Addressed in the EC T&C study
Illustrate basic functioning of insurance via cartoons, mobile apps	LV, UK	Manipulation tool is one way of illustrating functioning between excess and risk

Preliminary findings from the stakeholder interviews regarding the absence of cross-border insurance purchases

The table below extracts the key findings in relation to proposed or existing measures to mitigate barriers to cross-border purchases, how to encourage more cross-border purchases and highlights the features of the experiment that can address these areas.

Table 10: Absence of cross-border insurance purchases – preliminary findings from the stakeholder interviews

Topic	Named in countries	Elements in the experiment which address the issues
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Preference for familiarity (i.e. domestic providers)	DE, LU, ES, UK	Survey questions on interest in and potential obstacles of cross-border purchases particularly S5Q2 and S5Q3
Lack of knowledge of foreign jurisdictions	ES, RO	Survey question particularly S5Q3
Unawareness/little FPS products available	DE, LU, FR, RO, UK	Survey question particularly S5Q2 and S5Q3
Different insurance landscaped (different products are mandatory in different countries)	DE	
Little trust in foreign providers (might not be familiar enough with domestic market, may offer lower quality products)	FR, DE, LU, RO, SK, UK	Information banner
Want physical agent to deal with	LU, FR	
Language barriers (at contract conclusion or over lifetime)	FR, RO, SK	Information banner
Consumer inertia (no switching)	RO, DE	

Note: Topic 4 was not covered in SE.

5.6.5. Preliminary findings from the focus groups relevant to the experiment and survey

Preliminary evidence is available from the focus groups on the following issues:

- What pre-contractual information consumers look for and is most important
- Whether pre-contractual information is easy to find and to understand
- What remedies can help consumer decision-making
- Awareness of cross-border insurance offers
- Factors that deter consumers from making cross-border insurance purchases
- Factors that would encourage consumers to buy insurance from another EU country

In the tables below we summarise the findings from the focus groups and the elements of the experiment design that address these issues. Overall, as for the findings from the stakeholder interviews, the experiment design addresses many of the points raised by focus group participants.

Table 11: What pre-contractual information consumers look for and is most important – preliminary findings from the focus groups

Issue	Elements covered in the experiment
Home and motor insurance: risks covered, risks not covered, sum	Glossary of terms and short guide, highlighting of key features, comprehension questions

insured and deductible/excess	
Car rental: amount of excess/deductible	Highlighting of features, comprehension questions
Reputation of the insurance company and relationship with insurance company	Survey questions S2Q7 asks about the most important sources of information when renewing
Recommendations from family and friends	Survey questions S2Q7 asks about the most important sources of information when renewing

Table 12: Whether pre-contractual information is easy to find and understand – preliminary findings from the focus groups

Issue	Elements covered in the experiment
Participants agreed information is available but not always easy to understand due to length of documents	Short guide Survey questions on what information is important when making choices about insurance products S2Q8
Difficult to understand what is included and what is not, exclusions hard to understand	Highlighting of features and comprehension questions
Car rental and add-on insurance time pressure and pressure from sales person make it more difficult to process and understand information	Time pressure included in the experiment

Table 13: Comparing offers – preliminary findings from the focus groups

Issue	Elements covered in the experiment
Participants reported they had not compared offers for car rental	Question S2Q6 asks how many offers compared.
Reported that they had not been offered a choice for add-on insurance or that the insurance comes with the product	FCA study on add-on insurance addresses this issue
May not compare home insurance because this type of insurance is too important and they prefer	Survey question S2Q5 asks about recommendations if a respondent decided to switch provider

a trusted insurance provider	
Information about the provider's reputation, friends and family or consumer forums	Survey questions on where respondents seek information about insurance providers/offer

Table 14: What remedies can help consumer decision-making – preliminary findings from the focus groups

Issue	Elements covered in the experiment
Comparison tools could be helpful	Cross-reference to previous EC comparison tool study
Scores and ratings based on consumer reviews	Addressed in EC comparison tool study
Advices should be personal and personalised, objective and unbiased	
Glossary of terms and short guide with relevant information only	Glossary and short guide in the experiment
For add-on, clear information at point of sale, information in one's own language (when renting abroad) personal contact/hotline in one's own country	

Table 15: Awareness of cross-border insurance offers – preliminary findings from the focus groups

Issue	Elements covered in the experiment
Little experience with cross-border offers and unaware it is possible	Survey questions on whether respondents have bought cross border previously or would consider doing so in the future. Plus questions on perceptions of and barriers/drivers of cross-border purchase (S5Q2 and S5Q3)

Table 16: Factors that would encourage consumers to buy cross-border – preliminary findings from the focus groups

Issue	Elements covered in the experiment
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<p>Factors that encourage: lower price, more choice, "better" insurance, insurance companies with good reputations</p>	<p>Varying the optimal choice in the online experiment between home and cross-border allows us to isolate what drives cross-border purchase.</p> <p>Information banner</p> <p>Plus questions on perceptions of and barriers/drivers of cross-border purchase (S5Q2 and S5Q3)</p>
<p>Barriers: Communication difficulties, suspicion and scepticism</p>	<p>Information banner</p> <p>Plus questions on perceptions of and barriers/drivers of cross-border purchase (S5Q2 and S5Q3)</p>
<p>What is needed to consider buying cross-border: documentation in local language, easy contact in local language and no extra cost, trustworthiness would be increased if cross-border providers were recognised by local authorities, or an international supervisory board, recommendations from a trusted source</p>	<p>Information banner</p> <p>Questions on perceptions of and barriers/drivers of cross-border purchase (S5Q2 and S5Q3)</p>
<p>Tailored to suit individual and geographic conditions</p>	<p>Information banner – offers valid in own country</p>

6. Annex 6: Design of offers in the contract choice task

Below the calibrated insurance offers that were shown during the behavioural experiment are presented.

For **home and motor insurance**, there was a total of **18 insurance offers** for each product category. These 18 offers consisted of:

3 providers x 3 levels of excess x 2 levels of risk cover (i.e. natural hazards cover in home, and vandalism cover in motor insurance)

The insurance offers for home and motor were calibrated based on desk research conducted on insurer websites and comparison websites in Germany, Italy, Romania and the UK.²²

For car **rental and add-on insurance**, there was a total of **6 insurance offers** for each product category. These 6 offers consisted of:

3 providers x 2 price levels (i.e. either all offers are expensive, or at least one offer is cheap)

The offers for car rental insurance were calibrated based on desk research conducted on car rental company websites, car rental intermediary/comparison websites, and car rental insurance provider websites in Germany, Italy and the UK.²³

To create the offers for furniture insurance, we consulted furniture retailers, and furniture insurance provider websites in Germany, Italy and the UK.²⁴

The resulting premium levels of the offers were calibrated using insurance data from all countries of observation. The premiums were initially calibrated in DE/IT Euro, and converted into other currencies using currency exchange rates and purchasing power parities²⁵. They were furthermore compared and adapted to match actual insurance premiums for comparable policies in real markets in the different countries of observation. The resulting premiums were sense-checked by country experts, the Commission and the expert panel.

²² The web sweep covered comparison websites such as: www.moneysupermarket.com, www.confused.com, www.moneysavingsexpert.com, www.check24.de, www.financescout24.de, www.preisvergleich.de, www.facile.it, www.seguigio.it, <http://isvap.sviluppoeconomico.gov.it/>, <http://www.casco-jeftin.ro/casco/calculator-casco>. Insurance documents and conditions were furthermore assessed from: Europa.de, DVV, Axa, HanseMerkur, Reale Mutua, Admiral, Zurich-connect.it, Inter, Diamond, Bell, and Aviva.

²³ The web sweep covered insurance examples from: www.icarhireinsurance.com, www.sixt.com, www.budget.com, www.avis.com, www.travelsupermarket.com, www.confused.com, <http://www.insurance4carhire.com/>. Providers operating in several Member States were accessed in local language. Often times, the general insurance terms and conditions documents were identical across countries and only available in English.

²⁴ Furniture insurance was only available in the UK, targeted searches in Germany and Italy did not show similar policies. The only furniture insurance available was for fitted kitchens or electrical appliances. The web sweep covered for example: www.argos.co.uk, www.johnlewis.com, www.diy-kitchens.com, www.habitat.co.uk, www.wickes.co.uk, www.churchill.com, www.travisperkins.scene7.com, www.hoeffner.de, www.ladenzeile.de, www.ikea.co.uk (.de & .it & .fr).

²⁵ PPP establish differences in price levels between countries and can be applied in addition to exchange rates between two currencies, as well as within the same currencies. This concept is useful for the conversions in the experiment because it allows us to adjust prices such that they reflect even differences within two countries having the Euro. The concept assumes a "representative basket of goods" and estimates the amount of PPP necessary in each country to purchase this same basket of goods. In the EU, it thus establishes for example whether €100 buys more in Slovakia than in Germany (i.e. some goods are cheaper in Slovakia than in Germany). Such differences in PPP may result due to differences in wages and other economic factors.

6.1. Offers home insurance

Each offer as comprised of the following components:

- Insurer's name and address
- Annual premium
- The sum insured
- Risks insured & Exclusions
- Other features

The details of all offers are displayed in the Excel file "Random allocations and offers" (which is available on request) in the sheets "Home 0 - 3". These sheets define all four components listed above for each offer.

6.1.1. Menu of offers shown at the comparison stage

Which offers were displayed to a particular respondent at the comparison stage depended on their responses to the profile questionnaire. At the profile questionnaire stage, respondents indicated if they wished to include cover for natural hazards, and their preferred level of excess. Depending on these choices, the following offers were shown at the comparison stage:

Preferred Excess	Include cover for Natural Hazards	show offers (identifier)	show offers (number)
0€	yes	A0y, B0y, C0y	1,2,3
100€	yes	A100y, B100y, C100y	4,5,6
500€	yes	A500y, B500y, C500y	7,8,9
0€	no	A0n, B0n, C0n	10,11,12
100€	no	A100n, B100n, C100n	13,14,15
500€	no	A500n, B500n, C500n	16,17,18

Note: The offer identifiers are displayed in columns "A" and "B" in the designated Excel sheet (which is available on request).

The standard representation of the three offers at the comparison stage is shown in the mock-up below:

Compare the offers for home contents insurance below!			
	Annual Premium	Risks insured	Other features
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home (✓) Bicycle cover (✓) Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Accidental damage ✓ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.
Insurer C 5 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Accidental damage ✗ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Reliable cover.
			Proceed without purchasing insurance.

The order in which providers were presented was randomised. That is, it was randomised which offer was shown as first, second, third in the ranking.

The first column showed the provider name and address. This column allowed us to introduce the cross-border provider by exchanging the domestic address with an address from Luxembourg.

The “Annual Premium” column showed the annual price for the insurance policy as well as the associated excess. Every three offers provided displayed the same level of excess. This means, if a respondent selected a preferred excess of “€100” in the profile questionnaire, she only saw offers that respected this preference.²⁶ This was in line with best practice recommendations issued by the Italian Insurance Supervisory Authority.²⁷

In the “Risks insured” column, the same items were represented for all providers to allow easy comparison between providers. Checkmarks (✓) and crosses (✗) clearly marked the risks insured as well as the exclusions. This type of representation followed current good practice in sophisticated comparison tools and was in line with best practice recommendations issued by the Italian Insurance Supervisory Authority.²⁸

The column “Other features” gave less relevant details relating to customer service and excess levels. This was in line with current market practice consulted in the web-sweep.

6.1.2. Differences between providers

In each menu of three offers shown, the offers by the three providers differed in a systematic way.

All three insurers covered the same level of basic high-impact risks (fire, theft). They also all presented the same exclusion (gross misconduct, long absences).

²⁶ Some respondents were furthermore be able to modify the excess level according to the “Manipulation of contract features” treatment.

²⁷ IVASS (2014) ‘Indagine sui siti comparativi nel mercato assicurativo italiano’

²⁸ IVASS (2014) ‘Indagine sui siti comparativi nel mercato assicurativo italiano’

Offers between providers varied in the extent to which they also insured the respondent against low-impact risks (cover for possessions away from home, accidental damage, bicycle cover, garden furniture) and with respect to the cover of the optional high-impact risk 'natural hazards'.

Insurer A offered the most comprehensive level of cover, but at substantially higher prices compared to the premiums charged by Insurers B and C. The level of cover by Insurer A comprised cover against all high-impact risks (if cover against natural hazards was selected), as well as against low-impact risks. Insurer A was clearly overpriced as it covered additional low-impact risks, and the cover provided against these risks was quite limited. For example, high excess levels applied to bicycles and garden furniture.

Insurer B offered cover against all high-impact risks (if cover against natural hazards was selected) and against some low-impact risk (here cover for possessions away from home). Insurer B was priced at a fair level. We based the meaning of a "fair price" on our findings from the desk research. Prices of Insurer B were inspired by the lowest prices we found in the market for a comparable insurance which might be an indicator of what would be "actuarially fair".

Offers by Insurer C covered some low-impact risks, never covers the high-impact risk 'natural hazards' even if the respondent wished to cover it, and Insurer C was only marginally cheaper than B.

Insurer B was thus the optimal provider.

These details regarding the differences between providers are summarised in the table below:

Provider	Important risks covered	Extras covered	Price	Optimality
Insurer A	Yes	Yes, many	Much more expensive than B and C	Overpriced with respect to fair value.
Insurer B	Yes	Fewer than A	Slightly more expensive than C	Fair premium. Optimal provider.
Insurer C	No	Fewer than A	Cheapest	Cheapest provider but suboptimal compared to B. Never covers 'natural hazards'

6.1.3. Confirmation stage

If a respondent chose to proceed with a particular offer at the comparison stage, she reached the confirmation stage.

Following current market practice, the confirmation stage repeated all information provided at the comparison stage and extended this information with additional details.

The confirmation stage was presented in accordance with the "scenario policies" shown in previous versions of the "Comprehension and Awareness Questions".

A mock-up of the confirmation stage is shown below. The confirmation stages for all 18 offers are provided in the sheets "Home 0 - 3" in the Excel file "Random allocations and offers" (which is available on request).

Summary of features of this home contents insurance policy!	
Insurer B	
63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: Cover provided for: - damage to contents in the home caused by fire, explosion, or water escaping from pipes, tanks or heating systems. - theft of contents in the home.	€320 per year
Maximum sum covered:	€25,000
Excess:	€100 per claim
Natural hazards: Any damage caused by forces of nature including wind, water, snow, hail, landslides, earthquakes.	Covered
Personal possessions away from home:	€1000 per claim
Accidental Damage: Including damage to glass, mirrors and antiques up to a maximum of:	Not covered
Other features: - 24h customer service via landline. - During absence, doors and accessible windows must be locked. - Loss where the home has not been occupied for 60 consecutive days is not covered.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017
Proceed without purchasing insurance	Confirm Purchase

6.2. Offer motor insurance

The offers for motor insurance follow the same logic as the offers for home insurance.

The details of all offers are displayed in the Excel file "Random allocations and offers" (which is available on request) in the sheets "Motor 0 - 3".

6.2.1. Menu of offers shown at the comparison stage

Depending on respondents' choices at the profile questionnaire, a specific menu of three offers was shown at the comparison stage. In the motor insurance setup, the cover against damages caused by vandalism took the place of "Natural hazards" cover in the home insurance setup.

Preferred Excess	Include cover for Vandalism	show offers (identifier)	show offers (number)
0€	yes	A0y, B0y, C0y	1,2,3
100€	yes	A100y, B100y, C100y	4,5,6
500€	yes	A500y, B500y, C500y	7,8,9
0€	no	A0n, B0n, C0n	10,11,12
100€	no	A100n, B100n, C100n	13,14,15
500€	no	A500n, B500n, C500n	16,17,18

Note: The offer identifiers are displayed in columns "A" and "B" in the designated Excel sheet (which is available on request).

An example comparison stage is represented as shown in the mock-up below:

Compare the offers for comprehensive motor insurance below!			
	Annual Premium	Risks insured	Other features
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€809 Excess: €100	✓ Fire and theft ✓ At fault collision ✓ Vandalism ✓ Windshield cover ✓ Personal possessions stolen from the vehicle ✓ Key cover ✓ Driving in other EU countries ✗ Gross misconduct ✗ General wear and tear to tyres and brakes	• 24hr customer service. • Key cover up to €300. • Immediate cover.
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€620 Excess: €100	✓ Fire and theft ✓ At fault collision ✓ Vandalism ✓ Windshield cover ✗ Personal possessions stolen from the vehicle ✗ Key cover ✓ Driving in other EU countries ✗ Gross misconduct ✗ General wear and tear to tyres and brakes	• 24hr customer service. • Quick claim valuation and payout.
Insurer C 3 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	€615 Excess: €100	✓ Fire and theft ✓ At fault collision ✓ Vandalism ✗ Windshield cover ✗ Personal possessions stolen from the vehicle ✗ Key cover (✓) Driving in other EU countries ✗ Gross misconduct ✗ General wear and tear to tyres and brakes	• 24hr customer service. • Reliable cover.
			Proceed without purchasing insurance.

6.2.2. Differences between providers

Insurer A was again the most expensive offer covering many low-impact risks.

Insurer B was optimal as it was priced at a fair level. Insurer C was again the cheapest but never covered the high-impact risk 'vandalism'.

6.2.3. Confirmation stage

The confirmation stage for motor insurance offers followed the same design as the confirmation stage for home insurance offers. The confirmation stages for all 18 offers are shown in sheets "Motor 0 - 3" in the Excel file "Random allocations and offers" (which is available on request). A mock-up is shown below:

Summary of features of this comprehensive motor insurance policy!	
Insurer B	
63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: Cover for loss or theft of your vehicle, damage to your vehicle or to another person's property as a result of an accident caused by you.	Comprehensive cover: €620 per year
Excess:	€100 per claim
Vandalism cover: Any damage caused by acts of vandalism or malicious mischief while parking on public spaces.	Covered
Personal possessions stolen from the vehicle covered up to a maximum of:	Not covered
Windscreen and Mirror cover: Cover for damage to windshield, and mirrors up to a maximum of:	€500 per claim
Driving abroad: The same cover applies while driving in other EU countries.	Up to 60 days comprehensive cover.
Exclusions & Obligations: -Damage caused while driving under the influence of alcohol or drugs, or using the vehicle for any commercial purpose. - The vehicle must be locked during absence. Any declared system such as alarm or immobiliser must be fitted and maintained.	Not covered Alarm & Immobiliser
Other features: - 24h customer service via landline.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017
<div style="display: flex; justify-content: space-between;"> Proceed without purchasing insurance Confirm Purchase </div>	

6.3. Car rental insurance

Each offer was comprised of the following components:

1. Insurer's name and address
2. Premium
3. Risks insured & Exclusions
4. Other features

The details of all offers are displayed in the Excel file "Random allocations and offers" (which is available on request) in the sheets "Car rental 0 - 3". The sheets define all four components listed above for each offer.

6.3.2. Menu of offers shown at the comparison stage

Individuals were assigned at random to one of two groups. If they were assigned to "Expensive" they saw offers 1, 2, 3 from the menu of six. If they were assigned to "Cheap" they saw offers 4, 5, 6 at the comparison stage.

Please note that the "expensive" and "cheap" offers by Insurer A and C were identical. The content of the "expensive" and "cheap" offers by Insurer B were also identical, but the premium charged by this provider varied between conditions.

A mock-up of the comparison stage is provided below:

Compare the offers for car rental insurance below!				
	Premium	Risks insured	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	40€ per day Excess reduction from €500 to €0.	✓ Collision damage waiver ✓ Fire, theft ✗ Damage to windscreen and tyres ✗ Vandalism ✗ Personal possessions stolen from vehicle ✗ EU wide cover ✗ Additional drivers ✗ Gross misconduct	• Collision damage waiver included • 24h customer assistance	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	35€ per day Excess: €0	✓ Collision damage waiver ✓ Fire, theft ✓ Damage to windscreen and tyres ✓ Vandalism ✓ Personal possessions stolen from vehicle ✓ EU wide cover ✓ Additional drivers ✗ Gross misconduct	• Peace of mind during your holiday • 24h customer assistance	Proceed with Insurer B
Insurer C 3 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	25€ per day Excess: €0	✓ Collision damage waiver ✓ Fire, theft ✓ Damage to windscreen and tyres ✗ Vandalism ✗ Personal possessions stolen from vehicle ✓ EU wide cover ✗ Additional drivers ✗ Gross misconduct	• Easy claims handling • 24h customer assistance	Proceed with Insurer C
				Proceed without purchasing insurance.

The ranking order was again randomised.²⁹

6.3.3. Differences between providers

The offers by Insurers A, B and C again differed systematically.

Insurer A offered merely an excess waiver. I.e. it reduced the excess of €500 described in the product profile to €0. This insurer covered no extras. Insurer A's offer was overpriced with respect to the fair value of the proposition.

²⁹ The first offer for a given respondent was also displayed up-front in the "Initial offer / Pressure" stage.

Insurer B was the optimal provider. It waived the excess and provided cover against numerous extras. In the "expensive" treatment, it was still overpriced compared to the fair value of the proposition, but in the "cheap" treatment, it was priced at a fair level.

Insurer C offered the excess waiver and a few extras, but less than Insurer B. Like the offer by Insurer A, also Insurer C's offers were overpriced.

Please note that the offers by Insurers A and C were identical in both treatments "Cheap" and "Expensive". Only the price of Insurer B's offer varied in the "Cheap" treatment.

6.3.4. Confirmation stage

The confirmation stage was equivalent for all four products. A mock-up for a car rental insurance was provided below. The confirmation stages for all 6 offers are shown in sheet "Car rental 0 - 3" in the Excel file "Random allocations and offers" (which is available on request).

Summary of features of this car rental insurance policy!	
Insurer B	
63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: For the duration of your rental, cover is provided against at-fault accidents, fire, and theft of the vehicle	€25 per day
Excess: Collision damage waiver covers the excess for at-fault collision accidents, fire, and theft of the vehicle	€0 per claim
Additional drivers:	Not covered
Personal possessions stolen from the vehicle covered up to a maximum of:	Not covered
Geographical scope: Driving outside the country in which the vehicle was hired	Covered
Windshield and tyres: Cover for accidental damage to windshield, and tyres.	Not covered
Vandalism cover: Any damage caused by acts of vandalism or malicious mischief while parking on public spaces.	Not covered
Exclusions & Obligations: - Damage caused while driving under the influence of alcohol or drugs, or using the vehicle for any commercial purpose. - A seatbelt must be worn at all times, and the vehicle must be locked when not in use.	Not covered
Other features: - Collision damage waiver included. - 24 hours customer assistance	
<div style="display: flex; justify-content: space-between; align-items: center;"> Proceed without purchasing insurance Confirm Purchase </div>	

6.4. Add-on insurance

The structure of offers for add-on insurance was identical to that for car rental insurance.

The comparison stage offers are shown in sheet "Add-on 0 - 3".

A mock-up is shown below:

Compare the offers for furniture insurance below!				
	Premium	Risks insured	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€ 50	✓ Cost of repairs up to price of product ✗ Accidental damage ✓ Structural defects ✗ Wear and tear ✗ Commercial or non-domestic use ✗ Transit damage	<ul style="list-style-type: none"> • Extended warranty • 3 year cover 	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€ 25	✓ Cost of repairs up to price of product ✓ Accidental damage ✓ Structural defects ✗ Wear and tear ✗ Commercial or non-domestic use ✗ Transit damage	<ul style="list-style-type: none"> • Cover for damages caused by pets or children • 3 year cover 	Proceed with Insurer B
Insurer C 3 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	€ 67	✓ Cost of repairs up to price of product ✓ Accidental damage ✓ Structural defects ✗ Wear and tear ✗ Commercial or non-domestic use ✗ Transit damage	<ul style="list-style-type: none"> • Peace of mind for your sleep • 2 year cover 	Proceed with Insurer C
				Proceed without purchasing insurance.

A mock-up of the confirmation stage is shown below. The confirmation stages for all six offers in shown in the sheet "Add-on 0 - 3" in the Excel file "Random allocations and offers" (which is available on request).

Summary of features of this furniture insurance policy!	
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: Cover provided for the cost of repairs or replacement up to the price of the product	€ 67
Excess:	€0 per claim
Accidental Damage: Including rips, tears, burns, scratches, water marks, heat rings, stains, and breakage	Covered
Structural defects: Defects limited to breakage of frame components, springs, metal components, cushion interiors and upholstery	Covered
Exclusions: - Deliberate damage - Wear and tear - Commercial or non-domestic use - Damage to the product in transit	Not covered
Other features: Damages caused by pets or children.	1 incident per policy term
Term validity: The insurance for structural damage will start following the expiry of the manufacturer's guarantee.	01/06/2016 – 01/06/2018
<div style="display: flex; justify-content: space-between;"> Proceed without purchasing insurance Confirm Purchase </div>	

7. Annex 7: Survey and experiment script

7.1. Introduction to the Survey

[PROG: SHOW ALL]

Q_intro. Thank you for taking part in this important study for the European Commission. The survey is about non-life insurance products. For example, home insurance, car insurance, insurance that can be taken out when buying another product and car rental insurance. You will be asked some questions about your experience with these products.

The survey includes an exercise where you will be asked to make some 'virtual' purchases of insurance. This exercise will not actually involve purchasing real insurance products, nor will you be asked to provide any form of payment. Please answer all questions to the best of your knowledge.

To thank you for helping us, you will have an opportunity to be awarded extra survey points based on your decisions in this exercise.

7.2. Socio-demographics (D1)

[PROG: ASK D1 TO ALL]

D1. How old are you?

[PROG: NUMERIC – MINIMUM VALUE: 1, MAXIMUM VALUE: 99, 2 DECIMALS]

I__|__| years old

[IF D1 <18 END INTERVIEW, IF D1>99 ASK FOR CORRECTION]

[PROG: RECODE INTO: HIDDEN VARIABLE]

[PROG: ASK D2 TO ALL]

D2. Are you a...

[PROG: SINGLE ANSWER]

1. Woman

2. Man

[PROG: ASK D3 TO ALL]

D3. Please select the region where you live...

[PROG: SINGLE ANSWER]

[PROG: insert list of regions as from standard panel question]

[PROG: Make "Prefer not to answer" category less prominent, if easily possible. LOW PRIORITY CHANGE, not necessary if difficult to implement.]

[PROG: ASK D4 ONLY IF Qcountry = (1 to 5) OR (Qcountry=6 and D3=Northern Ireland)]

D4. How far do you live from the nearest national border with another EU country?

[PROG: SINGLE ANSWER]

1. Less than 5 kilometres
2. Between 5 and 50 kilometres
3. Between 50 and 100 kilometres
4. More than 100 kilometres
9. Don't know

[PROG: ASK D5 TO ALL]

D5_UK. What is the highest level of education you have achieved?

[PROG: SINGLE ANSWER]

1. Primary education: "Primary school" / "Skills for Life" or equivalent
2. Lower secondary education (usually ages 11-15): "Secondary school" / "Skill start" or equivalent
3. Upper secondary education (usually ages 16-19): "GCSE / SCE Standard Grades"/ "General National Vocational Qualification", Apprenticeship/ Scottish National Qualification Higher / General Certificate of Education / Welsh Advanced Baccalaureate / International Baccalaureate
4. Post-secondary education (after secondary school, not including university or equivalent): HE Access
5. University (undergraduate and post-graduate) or equivalent vocational training: Bachelor's Degree / Master's Degree / National Vocational Qualification (Level 4 or 5) / Higher National Certificate / Professional Post-Graduate on-the-job training / Post-Graduate Diplomas and Certificates
6. PHD/ advanced research qualification: Doctor of Philosophy

D5_UK_recode

1. Low (if D5_UK = CODE 1 OR 2)
2. Medium (if D5_UK = CODE 3 OR 4)
3. High (if D5_UK = CODE 5 or 6)

[PROG: for other countries, please use standard education questions from panel]

D5_occup. What is your current occupation?

[PROG: SINGLE ANSWER]

1. Self-employed
2. Manager
3. Other white collar
4. Blue collar
5. Student
6. House-person and other not in employment

7. Seeking a job

8. Retired

99. Don't know **[PROG: DISPLAY DON'T KNOW CODE ONLY WHEN RESPONDENT TRIES TO SKIP THE QUESTION WITHOUT ANSWERING]**

[PROG: ASK D6 TO ALL]

D6. Which of the following best describes your situation?

[PROG: SINGLE ANSWER]

- 1) Single household
- 2) Single, living with children under the age of 18.
- 3) Living with a partner or other adults, no children under the age of 18.
- 4) Living with a partner or other adults and with children under the age of 18.

[PROG: ASK D7 ONLY IF D6 = CODE 3 OR 4]

D7. Do you usually take the financial decisions in your household?

[PROG: SINGLE ANSWER]

- 1) Yes
- 2) No

D8. Which languages can you use comfortably for personal interests such as shopping, searching the web or other uses?

[PROG: MULTIPLE ANSWERS. OPTION 7 IS EXCLUSIVE]

- 1) **[(Official language of Qcountry (if >1 official languages list all))]**
- 2) English **[not show when Qcountry : UK]**
- 3) French
- 4) German **[not show when Qcountry : Germany]**
- 5) Other language I know - specify
- 6) Any language by using automatic translation (e.g. Google translate)
- 7) None

[PROG: ASK S5Q1 TO ALL – SHOW AS A GRID]

S5Q1. To your knowledge, are the following insurance products available for you to purchase from insurers **located in other EU countries** (i.e. in countries other than **[PROG: INSERT QCOUNTRY]**)?

[PROG: STATEMENTS IN ROW.]

- 1) Buildings insurance
- 2) Home contents insurance
- 3) Motor insurance
- 4) Car rental insurance
- 5) Travel insurance
- 6) Add-on insurance (e.g. for purchased furniture)
- 7) Home assistance insurance

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). SELECT ONE RESPONSE PER STATEMENT

1. Yes
2. No
9. Don't know

[PROG: ASK D9 TO ALL]

D9. Imagine you received an unexpected demand for **[PROG: if Qcountry = 6: insert "£500"; if Qcountry = 1 or 2 insert "€500"; if Qcountry = 3 or 4 insert '€350'; if Qcountry = 5 insert '5000kr']**, for example for an unpaid bill. Which of the following would best apply to your situation as a result of this demand? Please select one answer.

[PROG: SINGLE ANSWER]

1. You could cover it easily (e.g. from savings or spare income)
2. You would have to spend less on luxuries
3. You would have to spend less on essentials (as well as luxuries)
4. You would have to borrow money
5. You could not cover this demand at all
9. Prefer not to answer

[PROG: SHOW ANSWER CATEGORY 9 ONLY IF PARTICIPANT ATTEMPTS TO SKIP WITHOUT ANSWERING]

7.3. Cognitive ability and behavioural characteristics (S3)

[PROG: ASK S3Q1 TO ALL]

S3Q1. Suppose a person has a 5% chance of being burgled over 5 years. If they are burgled, they would have to pay **[PROG: INSERT CURRENCY]** 1000 to replace their possessions. What is the average cost they would expect to pay to replace their possessions? Please select one answer.

[PROG: SINGLE ANSWER]

1. **[PROG: INSERT CURRENCY]** 50
2. **[PROG: INSERT CURRENCY]** 100
3. **[PROG: INSERT CURRENCY]** 500
4. **[PROG: INSERT CURRENCY]** 1000
9. Don't know

[PROG: ASK S3Q2 TO ALL]

S3Q2. When buying a television originally priced at **[PROG: INSERT CURRENCY]** 150, which is better – a cash discount of **[PROG: INSERT CURRENCY]** 15 or a 15% discount? Please select one answer.

[PROG: SINGLE ANSWER]

1. A cash discount of **[PROG: INSERT CURRENCY]** 15
2. A 15% discount
3. There is no difference
9. Don't know

[PROG: ASK S3Q3 TO ALL]

[PROG: SHOW AS A GRID]

S3Q3. Please indicate the extent to which you agree with the following statements:

[PROG: Please ensure the tables fit on the screen properly.]

[PROG: STATEMENTS IN ROW. RANDOMIZE STATEMENTS]

- a. You'd better be cautious when dealing with insurance providers and intermediaries.
- b. When I have to make a claim, I trust that my insurance will cover the damage.
- c. Insurance providers are more concerned about making money than providing security to people.
- d. You generally think that most people would try to take advantage of you if they got a chance.

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). SELECT ONE RESPONSE PER STATEMENT]

0. Fully disagree
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
10. Fully agree
99. Don't know

[PROG: ASK S3Q4 TO ALL – SHOW AS GRID]

S3Q4. Imagine you are playing a game of chance by flipping a coin. If the coin comes up heads you win [PROG: INSERT CURRENCY] 30, but if it comes up tails you win nothing. Would you rather play this game or alternatively receive the amounts shown below for sure?

For each amount from [PROG: INSERT CURRENCY] 5 to [PROG: INSERT CURRENCY] 30, please indicate whether you would prefer to play the game or receive the amount for sure.

[PROG: STATEMENTS IN ROW]

1. [PROG: INSERT CURRENCY] 5 for sure
2. [PROG: INSERT CURRENCY] 10 for sure
3. [PROG: INSERT CURRENCY] 15 for sure
4. [PROG: INSERT CURRENCY] 20 for sure
5. [PROG: INSERT CURRENCY] 25 for sure
6. [PROG: INSERT CURRENCY] 30 for sure

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). SELECT ONE RESPONSE PER STATEMENT

1. I would prefer to play the game
2. I would prefer this amount for sure

7.4. Allocation to products and treatments

7.4.1. Online experiment

The following random allocations are specific to the online experiment. Section 7.4.2 shows the allocations in the laboratory experiments.

[PROG: CREATE VARIABLE 'RA1': RANDOMLY ALLOCATE RESPONDENTS TO 1 of 4 product categories: home (H); motor (M); car rental (CR) or add-on (AO)]

Randomly allocate respondents to 1 of 4 product categories:

1. Home (H)
2. Motor (M)
3. Car rental (CR)
4. Add-on (AO)

[PROG: IF RESPONDENT IS IN RA1 = H OR M THEN RANDOMLY ALLOCATE RESPONDENTS FOR RA2 TO 'Risk' or 'NoRisk']

[PROG: IF RESPONDENT IS IN RA1 = CR OR AO THEN RANDOMLY ALLOCATE RESPONDENTS FOR RA3 TO 'Expensive' or 'Cheap']

Random Allocation 2 (RA2):

If respondent is in H, or M, split sample at random into 2 groups:

1. Risk
2. NoRisk

Random Allocation 3 (RA3):

If respondent is in CR, or AO, split sample at random into 2 groups:

1. Expensive
2. Cheap

[PROG: IF RESPONDENT IS IN RA1 = H OR M THEN RANDOMLY ALLOCATE RESPONDENTS FOR RA4 TO 'NoManip' or 'Manip']

[PROG: IF RESPONDENT IS IN RA1 = CR OR AO THEN RANDOMLY ALLOCATE RESPONDENTS FOR RA5 TO 'NoPressure' or 'Pressure' or 'LowProm']

Random Allocation 4 (RA4):

If respondent is in H, or M, split sample at random into 2 groups:

1. NoManip

2. Manip

Random Allocation 5 (RA5):

If respondent is in CR, or AO, split sample at random into 3 groups:

1. NoPressure
2. Pressure
3. LowProm

[PROG: CREATE VARIABLE 'RA6': RANDOMLY ALLOCATE RESPONDENTS TO 1 of 3 groups: High1; High2; High3]

Random Allocation 6 (RA6):

Split all respondent at random into 3 groups

1. High1
2. High2
3. High3

[PROG: CREATE VARIABLE 'RA7': RANDOMLY ALLOCATE RESPONDENTS TO 1 of 3 groups: NoInfo; Glossary OR ShortInfo]

Random Allocation 7 (RA7):

Split all respondent at random into 3 groups

1. NoInfo
2. Glossary
3. ShortInfo

[PROG: CREATE VARIABLE 'RA8': RANDOMLY ALLOCATE RESPONDENTS TO 1 of 4 groups: dom; xbnb; xbbA OR xbbB]

Random Allocation 8 (RA8):

Split all respondent at random into 4 groups

1. dom
2. xbnb
3. xbbA
4. xbbB

[PROG: if 'RA8' = 2 to 4 ('xbnb'; 'xbbA' OR 'xbbB') → split INTO 1 of 3 groups & create variable 'RA9': Sheet1; Sheet2 OR Sheet3]

Random Allocation 9 (RA9):

Within RA8 there is a "nested randomisation" as follows:

If in RA8 respondent was assigned to **dom**, no further split happens.

If in RA8 respondent was assigned to **xbnb**, **xbbA** or **xbbB** split respondents further into 3 groups

1. sheet1
2. sheet2
3. sheet3

Each group refers to the sheet of the Excel file "Random allocations and offer" from which the content of the respective insurance offers will be shown.

Respondents in "sheet1" will see offers from sheet [PRODUCT] 1. [PRODUCT] stands for the respective product – i.e. "Home" for H, "Motor" for M, "Car Rental" for CR, and "Add-on" for AO.

[PROG: IF RA1 = CR OR AO then CREATE VARIABLE 'RA10' AND RANDOMLY ALLOCATE RESPONDENTS TO 1 of 3 groups: A, B OR C]

Random Allocation 10 (RA10):

This random allocation is relevant only for the Initial offer/Pressure stage. It applies to all respondents in CR and AO. 3 groups:

1. A
2. B
3. C

Overview of all allocation to be done during experiment:

Random Allocation code	Number of variants	Names of variants	Description	Applies to
RA1	4	H	Home	All
		M	Motor	
		CR	Car rental	
		AO	Add-on	
RA2	2	Risk	A particular risk is present in consumer profile	Those allocated to H or M
		NoRisk	No particular risk is present in consumer profile	
RA3	2	Expensive	All offers are expensive	Those allocated to CR or AO
		Cheap	At least one offer is cheap	
RA4	2	NoManip	No manipulation of excess and risk	

Random Allocation code	Number of variants	Names of variants	Description	Applies to
		Manip	Manipulation of excess and risk possible	Those allocated to H or M
RA5	3	NoPressure	No time pressure	Those allocated to CR or AO
		Pressure	Time pressure	
		LowProm	Low prominence of alternative offers	
RA6	4	High1	All features shown, no highlights	All
		High2	Some features not shown, no highlights	
		High3	All features shown, important highlights	
RA7	3	NoInfo	No information provided	All
		Glossary	Glossary of all terms provided on click	
		ShortGuide	Glossary provided via short guides and click-on icons	
RA8	4	Dom	Domestic offers only	All
		xbnb	Cross-border offers shown, no banner	
		xbbA	Cross-border offers and banner A shown	
		xbbB	Cross-border offers and banner B shown	
RA9	3	Sheet1	Show offers from Sheet [RA PRODUCT] 1	This is a nested randomisation and applies to groups xbnb, xbbA and xbbB from RA8 (NOT to dom)
		Sheet2	Show offers from Sheet [RA PRODUCT] 2	
		Sheet3	Show offers from Sheet [RA PRODUCT] 3	
RA10	3	A	Show initial offer from Provider A	

Random Allocation code	Number of variants	Names of variants	Description	Applies to
		B	Show initial offer from Provider B	Those allocated to CR or AO
		C	Show initial offer from Provider C	

7.4.2. Laboratory experiment

[PROG: If in **RA1** allocate all participants to **M**]

[PROG: If in **RA2** allocate all participants to **Risk**]

RA3 – not applicable

[PROG: If in **RA4** allocate all participants to **Manip**]

RA5 – not applicable

[PROG: If in **RA6** allocate all participants to **High1**]

[PROG: If in **RA7** allocate all participants to **NoInfo**]

[PROG: CREATE VARIABLE 'RA8a': RANDOMLY ALLOCATE RESPONDENTS TO 1 of 2 groups: xbnb OR xbb]

Random Allocation 8a (RA8a):

Split all respondent at random into 2 groups

1. xbnb

2. xbb

[PROG: If in **RA9** allocate all participants to **Sheet 2**]

RA10 – not applicable.

7.5. Incentives and introduction to the experiment task

[PROG: SHOW ALL]

The next few sections of the survey are an exercise in which you will be given some information and asked to make some choices between insurance offers.

You will be awarded the usual number of points for your participation, regardless of your choices in the experiment.

In addition, you can earn [PROG: if Qstage is 1 OR 3 → insert text "up to [PROG: insert maximum points]"] **extra points for correct answers**. You will not gain any extra points for incorrect choices. **There will always be a best choice**. You should

answer all questions to the **best of your knowledge**, consider **all information provided** to you and take into account your **actual personal situation**.

7.6. Choice task

7.6.1. Profile stage

[TIMER1: START]

[PROG: If RA1 = H and RA2 = NoRisk, show text below]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you recently moved into the home in which you live and that you do not have insurance for your home contents yet. Also imagine that the home in which you live is located on a ground floor close to a park. You read that 3 years ago the park facilities were improved. Furthermore, imagine that the value of your contents is **[PROG: if Qcountry = 6: insert "£25,000"; if Qcountry = 1 or 2 insert "€25.000"; if Qcountry = 3 or 4 insert '€17.500'; if Qcountry = 5 insert '250.000kr']** and that you own a bicycle worth around **[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr']** which you keep locked in front of your home.

*In the next few screens, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for home contents. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[PROG: If RA1 = H and RA2 = Risk, show text below:]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you recently moved into the home in which you live and that you do not have insurance for your contents yet. Also imagine that the home in which you live is located on a ground floor in a valley close to a river. You read that 3 years ago the valley was flooded, but the property has been completely refurbished since then. Furthermore, imagine that the value of your contents is **[PROG: if Qcountry = 6: insert "£25,000"; if Qcountry = 1 or 2 insert "€25.000"; if Qcountry = 3 or 4 insert '€17.500'; if Qcountry = 5 insert '250.000kr']** and that you own a bicycle worth around **[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr']** which you keep locked in front of your home.

*In the next few screens, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for home contents. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[PROG: If RA1 = M and RA2 = NoRisk, show text below:]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you recently purchased, or started leasing, the car you drive, and that you already have the mandatory insurance cover for third party liability, but no comprehensive cover.

Also imagine that you use your car for commuting and that you always park it in a covered space off the street, both at work and at home. You read that 3 years ago the roads were improved in your local area. Furthermore, imagine that the car you drive opens and functions through modern electronic car keys.

*In the next few screens, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for your car. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[PROG: If RA1 = M and RA2 = Risk, show text below:]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you recently purchased, or started leasing, the car you drive, and that you already have the mandatory insurance cover for third party liability, but no comprehensive cover.

Also imagine that you use your car for commuting and that you always park it in a public space on the street, both at work and at home. You read that 3 years ago some cars were damaged whilst parked in your local area. Furthermore, imagine that the car you drive opens and functions through modern electronic car keys.

*In the next few screens, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for your car. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[PROG: If RA1 = CR show the following text]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you are at a car rental agency to collect a rental car for 7 days.

The rental agreement has the following characteristics:

- no additional drivers registered
- unlimited **[PROG: insert "mileage" if Qcountry = 6; if Qcountry = 1 to 5 insert "kilometres"]**
- third party liability insurance included
- **[PROG: if Qcountry = 6 show '£500'; if Qcountry = 1; 2 insert '€500'; if Qcountry = 5 insert '5000kr'; if Qcountry = 3 or 4 insert '€350']** excess in case of at fault damage

The car is fully fuelled at pick up and must be returned with a full tank as well.

*In the next few screens, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for your rental car. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[PROG: If RA1 = AO show the following profile:]

Please read the following information carefully and remember the key points as you will need this information later.

Imagine that you are purchasing a new bed for your home at your local retailer.

The bed has the following characteristics:

- slatted frame
- high-quality foam mattress
- upholstered headboard
- 2 year legal guarantee for manufacturing faults
- Retail price: [PROG: if Qcountry = 6 insert '£500'; if Qcountry = 1; 2 insert '€500'; if Qcountry = 5 insert '5000kr'; if Qcountry = 3 or 4 insert '€350']

The bed will be delivered in 2 weeks.

*In the following, you may access information about different insurance offers, from which you may choose to purchase (or not) an appropriate insurance for your bed. When making your decision, **please take into account all the information given above and your actual personal financial situation.***

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 30 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 30 seconds.

[TIMER1: STOP]

7.6.2. Profile questionnaire – H and M only

[PROG: SHOW 6.2 ONLY if RA1 = H or M]

[TIMER2: START]

Please enter the following information to obtain your insurance quotation:	
<p>[PROG: SHOW only if RA01 = H]</p> <p>P1_H. What size property do you live in? Please select on answer.</p> <p>[PROG: SINGLE ANSWER; RECORD ANSWER]</p> <p>P1H_1. 1 bedroom</p> <p>P1H_2. 2 bedroom</p> <p>P1H_3. 3 bedroom</p> <p>P1H_4. 4 bedrooms or more</p>	<p>[PROG: SHOW only if RA01 = M]</p> <p>P1_M. How many [PROG: if Qcountry = 6 insert "miles"; if Qcountry = 1 to 5 insert "kilometres"] do you drive per year? Please select one answer.</p> <p>[PROG: SINGLE ANSWER; RECORD ANSWER]</p> <p>P1M_1. Less than [PROG: if Qcountry=6 insert "5.000 mi"; if Qcountry = 1 to 5 insert "10.000 km"]</p> <p>P1M_2. [PROG: if Qcountry=6 insert "5.000 mi – 10.000 mi"; if Qcountry = 1 to 5 insert "10.000 km – 20.000 km"]</p> <p>P1M_3. [PROG: if Qcountry=6 insert "10.000 mi – 20.000 mi"; if Qcountry = 1 to 5 insert "20.000 km – 30.000 km"]</p> <p>P1M_4. Over [PROG: if Qcountry=6 insert "30.000 mi"; if Qcountry = 1 to 5 insert "30.000 km"]</p>
<p>[PROG: SHOW P2 ONLY if RA1 = H or M]</p> <p>P2. Please choose your excess.</p> <p>[PROG: SINGLE ANSWER; RECORD ANSWER]</p> <p>P2_0. [PROG: if Qcountry = 6 insert '£0'; if Qcountry = 1 to 4 insert '€0'; if Qcountry = 5 insert '0kr']</p> <p>P2_low. [PROG: if Qcountry = 6 insert '£100'; if Qcountry = 1; 2 insert '€100'; if Qcountry = 5 insert '1000kr'; if Qcountry = 3 or 4 insert '€70']</p> <p>P2_high. [PROG: if Qcountry = 6 insert '£500'; if Qcountry = 1; 2 insert '€500'; if Qcountry = 5 insert '5000kr'; if Qcountry = 3 or 4 insert '€350']</p>	
<p>[PROG: SHOW only if RA01 = H]</p> <p>[PROG: NON-MANDATORY QUESTION]</p> <p>P3_H. Do you wish to include cover for...? Please select all that apply.</p> <p>[PROG: MULTIPLE ANSWERS; RECORD ANSWER]</p> <p>P3H_1. Personal possessions away from home</p> <p>P3H_2. Bicycles</p>	<p>[PROG: SHOW only if RA01 = M]</p> <p>[PROG: NON-MANDATORY QUESTION]</p> <p>P3_M. Do you wish to include cover for...? Please select all that apply.</p> <p>[PROG: MULTIPLE ANSWERS; RECORD ANSWER]</p> <p>P3M_1. Personal possessions stolen from vehicle</p> <p>P3M_2. Windshields</p>

P3H_3. Natural hazards	P3M_3. Vandalism
P3H_4. Accidental damage	P3M_4. Key

Information Treatment (RA 7)

[PROG: IF RA7 = 'NoInfo', present questions P1 to P3 as shown below; answer possibilities could be "tick boxes" or in "dropdown menus"; present questions side-by-side or sequentially one below another].

Please enter the following information to obtain your insurance quotation:

<p>What size property do you live in?</p> <p>Please select:</p> <p>1 bedroom 2 bedroom 3 bedroom 4 bedrooms or more</p>	<p>Please choose your excess.</p> <p>£0 £100 £500</p>	<p>Do you wish to include cover for...?</p> <p>Please select:</p> <p><input type="checkbox"/> Personal possessions away from home <input type="checkbox"/> Bicycles <input type="checkbox"/> Natural hazards <input type="checkbox"/> Accidental Damage</p>
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[PROG: IF RA7 = 'glossary' show questions as presented below AND add button "Glossary of terms" that should be visible while answering P1 to P3. This could either be done by putting the questions into a scrolling frame on which the "Glossary of terms" button would always feature visibly on the bottom. Alternatively the button could once be shown on top and on the bottom of the page.]

[PROG: Add a colour-shaded box containing the following text as shown in the above mock-up:]

Click below on "Glossary of terms" for useful information.

Please enter the following information to obtain your insurance quotation:

Click below on [Glossary of terms](#) for useful information!

<p>What size property do you live in?</p> <p>Please select:</p> <p>1 bedroom 2 bedroom 3 bedroom 4 bedrooms or more</p>	<p>Choose your excess.</p> <p>£0 £100 £500</p>	<p>Do you wish to include cover for...?</p> <p>Please select:</p> <p><input type="checkbox"/> Personal possessions away from home <input type="checkbox"/> Bicycles <input type="checkbox"/> Natural hazards <input type="checkbox"/> Accidental Damage</p>
---	--	---

[Glossary of terms](#)

[PROG: RECORD IF CLICKED ON GLOSSARY BUTTON]

[PROG: If clicked on "Glossary of terms"-button, show text from Excel file "Random allocations and offers", sheet "Glossary":

- If RA1 = H, show items 1, 4, 5, 7, 9, 10 (item numbers are specified in **column A** in the sheet "Glossary") in the Glossary.
- If RA1 = M, show items 3, 5, 6, 9, 10, 12 in the Glossary.
- Display items in alphabetical order based on words in column TITLE.
- Display Glossary such that: [insert TITLE – see column B sheet "Glossary"] [insert TEXT – see column C sheet "Glossary"]]

Mock up if RA1 = H AND RA7 = Glossary:

Please enter the following information to obtain your insurance quotation:

Click below on [Glossary of terms](#) for useful information!

<p>What size property do you live in?</p> <p>Please select:</p> <p>1 bedroom 2 bedroom 3 bedroom 4 bedrooms or more</p>	<p>Choose your excess.</p> <p>£0 £100 £500</p>	<p>Do you wish to include cover for...?</p> <p>Please select:</p> <p><input type="checkbox"/> Personal possessions away from home <input type="checkbox"/> Bicycles <input type="checkbox"/> Natural hazards <input type="checkbox"/> Accidental Damage</p>
---	--	---

Glossary of terms

Accidental damage: This covers damages you or your family accidentally cause to things in your home such as breaking a vase while cleaning, or spilling wine on a sofa. Including this cover could increase your premium.

Cover for personal possessions away from home: This covers items you normally wear, or carry when you leave the home, for example jewellery, phone, or handbag. Including this cover could increase your premium.

Excess: The fixed amount you need to pay when you make any claim. If you increase your excess, your premium should be reduced.

Natural hazards: This covers damages caused by natural forces such as flood, storm, earthquakes, avalanches, landslides, and volcanic eruptions. Such damages can be substantial.

Risks covered: You are covered for risks with a *. Be sure to cover the essentials, but not covering everything may save you money on the premium.

Risks not covered: You are not covered for risks with a *. Be sure to cover the essentials, but not covering everything may save you money on the premium.

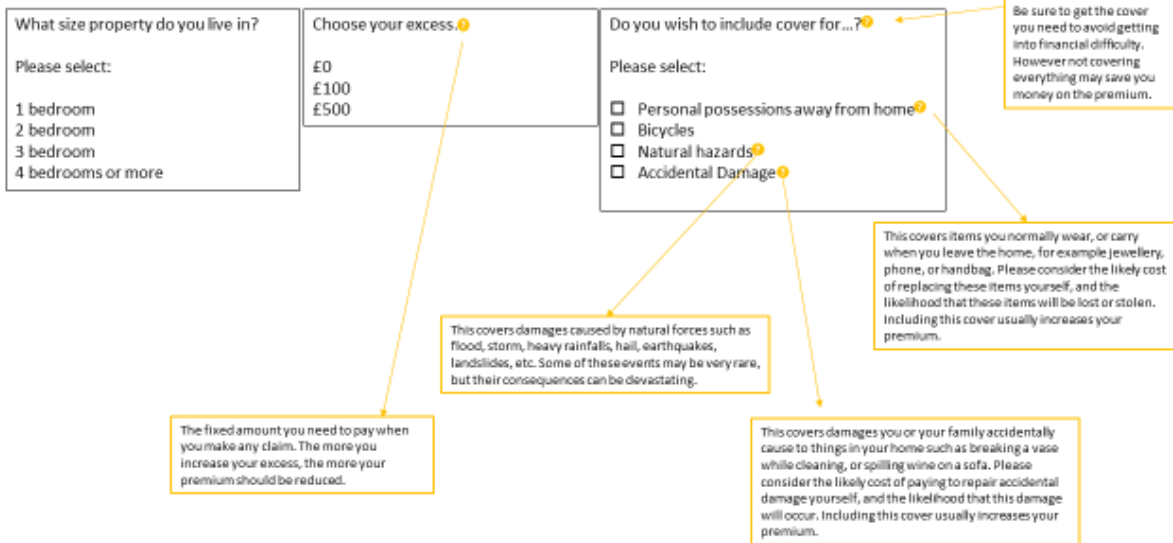
[PROG: If RA7 = ShortGuide, present questions P1 to P3 as shown below; insert text for the Info boxes from Excel file "Random allocations and offers", tab "Glossary"]

[PROG: Add a colour-shaded box containing the following text as shown in the above mock-up:]

Click below on "?" for useful information.

Please enter the following information to obtain your insurance quotation:

Click below on ? for useful information!



[PROG: If RA1 = H, show '?' icons for items 1, 4, 5, 7, 8 (item numbers are specified in column A in the sheet "Glossary") as described in table below.

[PROG: If RA1 = M, show '?' icons for items 3, 5, 6, 8, 12 as described in table below].

If RA1 = H	If RA1 = M
No icon for P1_H	No icon for P1_M
Place '?' icon for item 5 (Excess) at the end of question P2.	
Place '?' icon for item 8 close at the end of question P3.	
Place '?' icon for item 4 close at the end of response P3H_1.	Place '?' icon for item 3 close to end of response P3M_1.
Place '?' icon for item 7 close to end of response P3H_3.	Place '?' icon for item 12 close to end of response P3M_3.
Place '?' icon for item 1 close to end of response P3H_4.	Place '?' icon for item 6 close to end of response P3M_4.

[PROG: IF CLICKED ON '?' ICON → open box which contains the item's [TEXT] as specified in column C in the sheet "Glossary" in the Excel file "Random allocations and offers".]

[PROG: RECORD WHEN CLICKED ON '?' ICONS AND RECORD WHICH ICON WAS CLICKED ON]

[PROG: AFTER ALL QUESTIONS HAVE BEEN ANSWERED Respondents move on to the next screen by clicking on the NEXT button].

[TIMER2: STOP]

7.6.3. Cross-border information

Online experiment

[TIMER3: START]

Before continuing, please take a moment to read the following information on buying insurance from a foreign provider.

[PROG: SHOW ONLY RAS = xbbA → show following text in the way presented in the mock-up:]

[PROG: Increase font size of text in banner and use white font colour (or otherwise improve readability of the banner and text, please.)

Did you know that...

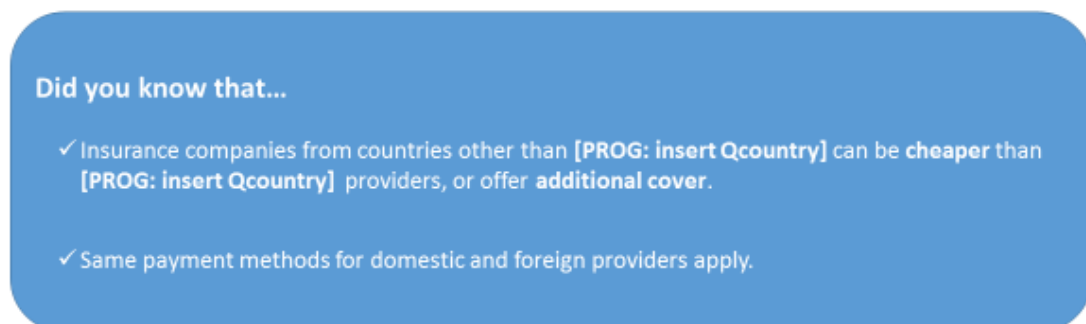
- Insurance companies from countries other than **[PROG: insert Qcountry]** can be **cheaper** than **[PROG: insert Qcountry]** providers, or offer **additional cover**.
- Same payment methods for domestic and foreign providers apply.

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 20 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 20 seconds.

Mock-up of text (should look like this):



You will be able to continue to the next screen after 20 seconds

Next

[PROG: SHOW ONLY IF RA8 = xbbB → show following text in the way presented in the mock-up:]

[PROG: Increase font size of text in banner and use white font colour]

Did you know that...

- **All insurance offers** that will be shown to you, including those from providers in other EU countries, will cover you in [PROG: insert Qcountry] according to European Law.
- Foreign insurance companies offer **customer service** in [PROG: insert official language of Qcountry; for UK 'English'].
- You can always make a claim through a **local agent or representative** if you are insured by a foreign provider.

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 20 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 20 seconds.

Mock-up of text (should look like this):

Did you know that...

- ✓ All insurance offers that will be shown to you, including those from providers in other EU countries, will cover you in [PROG: insert Qcountry] according to European Law.
- ✓ Foreign insurance companies offer customer service in [PROG: insert official language of Qcountry; for UK 'English'].
- ✓ You can always make a claim through a local agent or representative if you are insured by a foreign provider.

You will be able to continue to the next screen after 20 seconds

Next

[TIMER3: STOP]

Lab experiment

[TIMER3: START]

[PROG: only display this section if Qstage = 4 (labs) AND RA8a = xbb]

Before continuing, please take a moment to read the following information on buying insurance from a foreign provider.

[FOR TRANSLATION: This text simply combines the text from xbbA and xbbB]

Did you know that...

- **All insurance offers** that will be shown to you, including those from providers in other EU countries, will cover you in **[PROG: insert Qcountry]** according to European Law.
- Foreign insurance companies offer **customer service** in **[PROG: insert official language of Qcountry; for UK 'English']**.
- You can always make a claim through a **local agent or representative** if you are insured by a foreign provider.
- Insurance companies from countries other than **[PROG: insert Qcountry]** can be **cheaper** than **[PROG: insert Qcountry]** providers, or offer **additional cover**.
- Same payment methods for domestic and foreign providers apply.

[PROG: Increase font size of text in banner and use white font colour]

[PROG: DELAY THE APPEARANCE OF "Next" BUTTON BY 20 SECONDS]

[PROG: Add text following text, close to "Next" Button:]

You will be able to continue to the next screen after 20 seconds.

Mock-up of text (should look like this):

Did you know that...

- ✓ **All insurance offers** that will be shown to you, including those from providers in other EU countries, will cover you in **[PROG: insert Qcountry]** according to European Law.
- ✓ Foreign insurance companies offer **customer service** in **[PROG: insert official language of Qcountry; for UK 'English']**.
- ✓ You can always make a claim through a **local agent or representative** if you are insured by a foreign provider.
- ✓ Insurance companies from countries other than **[PROG: insert Qcountry]** can be **cheaper** than **[PROG: insert Qcountry]** providers, or offer **additional cover**.
- ✓ Same payment methods for domestic and foreign providers apply.

You will be able to continue to the next screen after 20 seconds

Next

[TIMER3: STOP]

7.6.4. Initial offer/Pressure stage – CR and AO only

[PROG: SHOW section 6.4 ONLY If RA1 = CR or AO]

Advise for scripters:

This stage will be inserted between the profile stage and the comparison stage for CR and AO, however, please read the section on the comparison stage before reading and programming this “Initial offer/Pressure stage”. This stage is a reduced version of the later comparison stage.

There is no “profile questionnaire” for RA1 = CR OR AD. Instead, respondents see one randomly selected insurance offer from the (later) comparison stage. The random selection of the offer is based on RA3, RA9 and RA10 as explained below.

[PROG: 1 offer should be shown now, which offer to show depends on allocation and responses to P questions. All offers are displayed in Excel sheet “Random allocations and offers”.]

[PROG: 1 Display following text on top of mock-up below]

[PROG: If RA4=NoPressure display:]

Please decide whether you wish to buy this insurance.

Display one offer as shown in mock-up below; Figure 1 Baseline presentation of Initial offer/Pressure stage

The insurance for this rental car is shown below:

	Insurance Premium	Risks insured	Other features	
Insurer A <small>17 High Street, 2AB 3CD, Teastahire, UK info@insurerA.co.uk</small>	€309 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home [✓] Bicycle cover [✓] Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	<ul style="list-style-type: none"> • 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover. 	Confirm insurance
				See alternative offers
				Proceed without purchasing insurance

[PROG: See guidance on column width of “Risks insured” below (Section 7.6.5)]

[PROG: If RA8 = ‘dom’ show the offer as explained in table below:]

PROG: If allocation RA3 =	AND allocation at RA10 =	THEN Show offer:
Expensive	A	A_exp from sheet Car rental 0 // Add-on 0
Expensive	B	B_exp from sheet Car rental 0 // Add-on 0
Expensive	C	C_exp from sheet Car rental 0 // Add-on 0
Cheap	A	A_cheap from sheet Car rental 0 // Add-on 0
Cheap	B	B_cheap from sheet Car rental 0 // Add-on 0
Cheap	C	C_cheap from sheet Car rental 0 // Add-on 0

[PROG: IF RA8 = xbnb OR xbbA OR xbbB show the offer as explained in table below:]

PROG: If allocation RA3 =	AND allocation at RA10 =	AND allocation at RA9	THEN Show offer:
Expensive	A	Sheet1	A_exp from sheet Car rental 1 // Add-on 1
Expensive	B	Sheet1	B_exp from sheet Car rental 1 // Add-on 1
Expensive	C	Sheet1	C_exp from sheet Car rental 1 // Add-on 1
Cheap	A	Sheet1	A_cheap from sheet Car rental 1 // Add-on 1
Cheap	B	Sheet1	B_cheap from sheet Car rental 1 // Add-on 1
Cheap	C	Sheet1	C_cheap from sheet Car rental 1 // Add-on 1
Expensive	A	Sheet2	A_exp from sheet Car rental 2 // Add-on 2
Expensive	B	Sheet2	B_exp from sheet Car rental 2 // Add-on 2
Expensive	C	Sheet2	C_exp from sheet Car rental 2 // Add-on 2
Cheap	A	Sheet2	A_cheap from sheet Car rental 2 // Add-on 2
Cheap	B	Sheet2	B_cheap from sheet Car rental 2 // Add-on 2

Cheap	C	Sheet2	C_cheap from sheet Car rental 2 // Add-on 2
Expensive	A	Sheet3	A_exp from sheet Car rental 3 // Add-on 3
Expensive	B	Sheet3	B_exp from sheet Car rental 3 // Add-on 3
Expensive	C	Sheet3	C_exp from sheet Car rental 3 // Add-on 3
Cheap	A	Sheet3	A_cheap from sheet Car rental 3 // Add-on 3
Cheap	B	Sheet3	B_cheap from sheet Car rental 3 // Add-on 3
Cheap	C	Sheet3	C_cheap from sheet Car rental 3 // Add-on 3

[TIMER4: START]

[PROG: IF RA1 = CR → show title on top of the stage as 'The insurance for this rental car is shown below:']

[PROG: IF RA1 = AO → show title on top of the stage as 'The insurance for this bed is shown below:']

[PROG: If RA4 = Pressure, show offer with timer in upper right box; the timer ticks and respondent can only see offer for 15 seconds. If the respondent does not make a decision within this time (i.e. they 'time-out'), forward the respondent to Confirmation stage]

[PROG: 1 Display following text on top of mock-up below]

[PROG: If RA4=Pressure display:]

Please decide whether you wish to buy this insurance within 20 seconds.

Mock-up of how this offer should be shown if RA4 = Pressure:

The insurance for this rental car is shown below:

	Insurance Premium	Risks insured	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home ✓ Bicycle cover ✓ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	You have 20 seconds to decide
	Excess: €100			Confirm insurance
	Maximum sum covered: €25,000			See alternative offers
				Proceed without purchasing insurance

[PROG: If RA4 = LowProm, show this stage as shown below; buttons “See alternative offers” and “Proceed without purchasing insurance” are less prominent as they are shown in grey shades. No time pressure.]

[PROG: 1 Display following text on top of mock-up below]

[PROG: If RA4=LowProm display:]

Please decide whether you wish to buy this insurance.

The insurance for this rental car is shown below:

	Insurance Premium	Risks insured	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home ✓ Bicycle cover ✓ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Confirm insurance
	Excess: €100			See alternative offers
	Maximum sum covered: €25,000			Proceed without purchasing insurance

[PROG: for all offers, If respondent clicks on "Confirm insurance" or if respondent is "timed out", go to Section 7.6.6.]

[PROG: for all offers, If respondent clicks on "See alternative offers", go to Section 7.6.5.]

[PROG: for all offers, If respondent clicks on "Proceed without purchasing insurance", go to Confirmation stage]

[TIMER4: STOP]

7.6.5. Comparison stage

[PROG: SHOW 3 OFFERS. Every offer has four components:

1. Insurer's name and address
2. Annual premium & Excess
3. Risks insured & not insured
4. Other features

Use Excel file "Random allocations and offers" for all Details of the four components for all products.]

[PROG: If RA8 = dom → show offers from sheet "Home 0" if RA1 = H; "Motor 0" if RA1 = M, "Car Rental 0" if RA1= CR, and "Add-on 0" if RA1= AO].

[PROG: If (RA8 = xbnb OR xbbA OR xbbB) AND (RA9 = Sheet1) → select offers from sheet "Home 1" if RA1 = H; "Motor 1" if RA1 = M, "Car Rental 1" if RA1= CR, and "Add-on 1" if RA1= AO]

[PROG: If (RA8 = xbnb OR xbbA OR xbbB) AND (RA9 = Sheet2) → select offers from sheet "Home 2" if RA1 = H; "Motor 2" if RA1 = M, "Car Rental 2" if RA1= CR, and "Add-on 2" if RA1= AO]

[PROG: If (RA8 = xbnb OR xbbA OR xbbB) AND (RA9 = Sheet3) → select offers from sheet "Home 3" if RA1 = H; "Motor 3" if RA1 = M, "Car Rental 3" if RA1= CR, and "Add-on 3" if RA1= AO]

Offer selection for H and M

[PROG: IF RA1 = H OR M, 3 insurance offers need to be shown depending on answers to P2 and P3, as shown in the table below:

[PROG: selected	If	AND H_3 or P3M_3 was selected	P3	THEN show offers with identifier (see column B in sheet)	show offers with numbers (column C in sheet)
P2_0	yes			A0y, B0y, C0y	1,2,3
P2_low	yes			A100y, B100y, C100y	4,5,6
P2_high	yes			A500y, B500y, C500y	7,8,9

[PROG: selected]	If	AND H_3 or P3M_3 was selected	P3	THEN show offers with identifier (see column B in sheet)	show offers with numbers (column C in sheet)
P2_0		Not selected		A0n, B0n, C0n	10,11,12
P2_low		Not selected		A100n, B100n, C100n	13,14,15
P2_high		Not selected		A500n, B500n, C500n	16,17,18

Offer selection for CR and AO

[PROG: IF RA1 = CR OR AO show a selection of 3 insurance offers from a set of 6 offers will be shown, based on allocation of RA3:

- **If RA3 = Expensive → show 3 offers from Column B 'Identifier': A_exp, B_exp, C_exp; offers numbers (in column C) are 1,2,3.**
- **If RA3 = Cheap → show 3 offers from Column B 'Identifier': A_cheap, B_cheap, C_cheap; offers numbers (in column C) are 4,5,6.**

Allocation to RA3	show offers (Identifier)	show offers (number)
Expensive	A_exp, B_exp, C_exp	1,2,3
Cheap	A_cheap, B_cheap, C_cheap	4,5,6

Display of offers

[TIMER4: START]

[PROG: 1 Display following text on top of all comparison stage screens]

Please make your choice below and remember the previous information given to you:

[PROG: If RA1 = H and RA2 = NoRisk, show text below in a box]

Imagine that you recently moved into the home in which you live and that you do not have insurance for your home contents yet. Also imagine that the home in which you live is located on a ground floor close to a park. You read that 3 years ago the park facilities were improved. Furthermore, imagine that the value of your contents is **[PROG: if Qcountry = 6: insert "€25,000"; if Qcountry = 1 or 2 insert "€25.000"; if Qcountry = 3 or 4 insert '€17.500'; if Qcountry = 5 insert '250.000kr']** and that you own a bicycle worth around **[PROG: if Qcountry = 6: insert "€300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr']** which you keep locked in front of your home.

[PROG: If RA1 = H and RA2 = Risk, show text below in a box]

Imagine that you recently moved into the home in which you live and that you do not have insurance for your contents yet. Also imagine that the home in which you live is located on a ground floor in a valley close to a river. You read that 3 years ago the valley was flooded,

but the property has been completely refurbished since then. Furthermore, imagine that the value of your contents is [PROG: if Qcountry = 6: insert "£25,000"; if Qcountry = 1 or 2 insert "€25.000"; if Qcountry = 3 or 4 insert '€17.500'; if Qcountry = 5 insert '250.000kr'] and that you own a bicycle worth around [PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr'] which you keep locked in front of your home.

[PROG: If RA1 = M and RA2 = NoRisk, show text below in a box]

Imagine that you recently purchased, or started leasing, the car you drive, and that you already have the mandatory insurance cover for third party liability, but no comprehensive cover.

Also imagine that you use your car for commuting and that you always park it in a covered space off the street, both at work and at home. You read that 3 years ago the roads were improved in your local area. Furthermore, imagine that the car you drive opens and functions through modern electronic car keys.

[PROG: If RA1 = H and RA2 = NoRisk, show text below in a box]

Imagine that you recently purchased, or started leasing, the car you drive, and that you already have the mandatory insurance cover for third party liability, but no comprehensive cover.

Also imagine that you use your car for commuting and that you always park it in a public space on the street, both at work and at home. You read that 3 years ago some cars were damaged whilst parked in your local area. Furthermore, imagine that the car you drive opens and functions through modern electronic car keys.

[PROG: If RA1 = CR, show text below in a box]

Imagine that you are at a car rental agency to collect a rental car for 7 days.

The rental agreement has the following characteristics:

- no additional drivers registered
- unlimited [PROG: insert "mileage" if Qcountry = 6; if Qcountry = 1 to 5 insert "kilometres"]
- third party liability insurance included
- [PROG: if Qcountry = 6 show '£500'; if Qcountry = 1; 2 insert '€500'; if Qcountry = 5 insert '5000kr'; if Qcountry = 3 or 4 insert '€350'] excess in case of at fault damage

The car is fully fuelled at pick up and must be returned with a full tank as well.

[PROG: If RA1 = AO, show text below in a box]

Imagine that you are purchasing a new bed for your home at your local retailer.

The bed has the following characteristics:

- slatted frame
- high-quality foam mattress
- upholstered headboard
- 2 year legal guarantee for manufacturing faults
- Retail price: **[PROG: if Qcountry = 6 insert '£500'; if Qcountry = 1; 2 insert '€500'; if Qcountry = 5 insert '5000kr'; if Qcountry = 3 or 4 insert '€350']**

The bed will be delivered in 2 weeks.

[PROG: The content of the offers from the Excel file "Random allocations and offers" sheets "[RA1 product] 0 -3" convert as follows (see also screenshot mock-up below):

[PROG: ADJUST COLUMN WITH OF COLUMN "Risks Insured & not insured" SUCH THAT TEXT DOES NOT WRAP OR SUCH THAT THE ✓ AND * REMAIN DETACHED FROM THE FOLLOWING TEXT]

[PROG: see instructions below for title] TITLE					
		[PROG: if RA1 = H OR M → insert 'Annual Premium'; IF RA1 = CR or AO → insert 'Premium']	Risks insured & not insured	Other features	
[PROG: RANDOMIZE ORDER OF DISPLAY ROWS]	ADD Content column E	Add Content column F	Add Content column G	Add Content column H	Add Content column I
	ADD Content column E	Add Content column F	Add Content column G	Add Content column H	Add Content column I
	ADD Content column E	Add Content column F	Add Content column G	Add Content column H	Add Content column I
					Proceed without purchasing insurance

[PROG: RANDOMIZE order of offers]

[PROG: if RA1 = H → show title as 'Compare the offers for **home contents insurance** below!']

[PROG: if RA1 = M → show title as 'Compare the offers for **comprehensive motor insurance** below!']

[PROG: if RA1 = CR → show title as 'Compare the offers for **car rental insurance** below!']

[PROG: if RA1 = AO → show title as 'Compare the offers for **furniture insurance** below!']

[PROG: Please use bigger font size and put in bold: "Insurer A/B/C" in column E, and the "premium value" in column F].

[PROG: For items marked in column G, display symbols as follows and add a large space between symbol and subsequent text]

Marked in Excel sheet as	Display in Experiment as
+	✓
(+)	(✓)
-	✘

[EXAMPLE] Figure 2 Baseline presentation of the comparison stage.

Compare the offers for home contents insurance below!				
	Annual Premium	Risks covered & not covered	Other features	
Insurer A 17 High Street, ZAB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✘ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home {✓} Bicycle cover {✓} Garden furniture ✘ Gross misconduct ✘ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Proceed with Insurer A
Insurer B 63 Upper Street, ZDA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✘ Natural hazards ✘ Accidental damage ✓ Personal possessions away from home ✘ Bicycle cover ✘ Garden furniture ✘ Gross misconduct ✘ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WAO, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✘ Natural hazards ✘ Accidental damage ✘ Personal possessions away from home ✘ Bicycle cover ✘ Garden furniture ✘ Gross misconduct ✘ Absences over 60 days	• 24hr customer service. • Reliable cover.	Proceed with Insurer C
Relatively decrease this column width		No wrapping of text. Add space between ✓ ✘ and text		Proceed without purchasing insurance.

[PROG: Compared to pilot version, please increase the width of column "Risks covered & not covered" relative to Columns Insurer A/B/C, Annual Premium and/or Other features. APPLIES TO ALL VERSIONS OF THE COMPARISON STAGE]

[PROG: green buttons can be clicked on. If clicked "Proceed with Insurer A / B / C" → go to see section 7.6.6. If they click "Proceed without purchasing insurance" → go to Confirmation stage].

[PROG: RECORD WHICH BUTTON CLICKED ON].

[PROG: RECORD WHICH OFFER CHOSEN].

[PROG: presentation of offers varies with RA4, RA6, RA7 as explained in the following sub-sections.

Information Treatment – RA7: NoInfo, Glossary, ShortGuide

[PROG: If RA7 = NoInfo, show offers as displayed in mock-up ([EXAMPLE] Figure 2 above)].

The presentation of the offers in the mock-up above is the **baseline** for all treatments. This mock-up corresponds to the following randomisation:

For RA1 = H & M:

RA4	RA6	RA7	Variant number *
NoManip	High1	NoInfo	1

For CR & AO:

RA6	RA7	Variant number *
High1	NoInfo	1

Note: * The variant numbers refer to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: if RA7 = Glossary, place a button "Glossary of terms" below the offers]

[PROG: Add a colour-shaded box containing the following text as shown in the mock-up:]

Click below on the "Glossary of terms" for useful information.

Click below on [Glossary of terms](#) for useful information!

Compare the offers for home contents insurance below!

	Annual Premium	Risks covered & not covered	Other features	
Insurer A 17 High Street, ZAB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage [✓] Bicycle cover [✓] Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Proceed with Insurer A
Insurer B 63 Upper Street, ZDA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WAO, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✗ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Reliable cover.	Proceed with Insurer C

[Glossary of terms](#)

xxxxxxxx: yyyyyyyyyy
 xxxxxx: zzzzzzzz

Proceed without purchasing insurance.

The above mock-up corresponds to the following randomisations:

For RA1 = H & M:

RA4	RA6	RA7	Variant number *
NoManip	High1	Glossary	2

For CR & AO:

RA6	RA7	Variant number *
High1	Glossary	2

Note: * The variant numbers refer to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: If clicked on "Glossary of terms"-button, show text of the Glossary document is shown in Excel file "Random allocations and offers", tab "Glossary":

- If RA1 = H, show items 1, 4, 5, 7, 9, 10 in the Glossary.
- If RA1 = M, show items 3, 5, 6, 9, 10, 12 in the Glossary.
- If RA1 = CR, show items 2, 3, 14, 9, 10 in the Glossary.
- If RA1 = AO, show items 1, 5, 9, 10, 11, 13 in the Glossary.
- Display items in alphabetical order based on words in column TITLE.
- Display Glossary such that: [insert TITLE] [insert TEXT]

[PROG: RECORD CLICK ON GLOSSARY BUTTON]

[PROG: If RA7 = ShortGuide, add Info boxes with text Excel file "Random allocations and offers", tab "Glossary":

- **If RA1 = H, show items 1, 4, 5, 7, 9, 10 in the Glossary (item numbers are specified in column A in the sheet "Glossary").**
- **If RA1 = M, show items 3, 5, 6, 9, 10, 12 in the Glossary.**
- **If RA1 = CR, show items 2, 3, 14, 9, 10 in the Glossary.**
- **If RA1 = AO, show items 1, 9, 10, 11, 13 in the Glossary.**

If RA1 = H	If RA1 = M	If RA1 = CR	If RA1 = AO
Place '?' icon for item 5 close to the word Excess in column "Annual Premium".		Place '?' icon for item 14 close to the word Excess in column "Insurance Premium".	Not applicable
Place '?' icon for item 9 close to the words "Risks covered" in column "Risks covered & not covered".			
Place '?' icon for item 10 close to the words "not covered" in column "Risks covered & not covered".			
Place '?' icon for item 7 close to words "Natural hazards" (3 rd in list).	Place '?' icon for item 12 close to words "Vandalism" (3 rd in list).	Place '?' icon for item 2 close to words "Collision damage waiver" (1 st in list).	Place '?' icon for item 1 close to words "Accidental Damage" (2 nd in list).
Place '?' icon for item 1 close to words "Accidental damage" (4 th in list).	Place '?' icon for item 6 close to words "Key cover" (4 th in list).	Not applicable	Place '?' icon for item 11 close to words "Structural damage" (3 rd in list).
Place '?' icon for item 4 close to words "Personal possessions away from home" (5 th in list).	Place '?' icon for item 3 close to words "Personal possessions stolen from vehicle" (5 th in list).	Place '?' icon for item 3 close to words "Personal possessions stolen from vehicle" (5 th in list).	Place '?' icon for item 13 close to words "Wear and tear" (4 th in list).

[PROG: text from icon only shown when clicked on '?' icon]

[PROG: RECORD CLICKS ON '?' ICONS]

[PROG: RECORD WHICH OFFER CHOSEN].

[PROG: Add a colour-shaded box containing the following text as shown in the mock-up:]

Click below on the "?" for useful information.

EXAMPLE mock up:

Click below on ? for useful information!

Compare the offers for home contents insurance below!

	Annual Premium	Risks covered & not covered	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Personal possessions away from home ✓ Accidental damage [✓] Bicycle cover [✓] Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Reliable cover.	Proceed with Insurer C
				Proceed without purchasing insurance.

The above mock-up corresponds to the following randomisations:

For H & M:

RA4	RA6	RA7	Variant number *
NoManip	High1	ShortGuide	3

For CR & AO:

RA6	RA7	Variant number *
High1	ShortGuide	3

Note: * The variant numbers refer to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

Manipulation Treatment (for RA1 = H OR M only) – RA4: NoManip, Manip

[PROG: If (RA1 = H OR M) AND RA4 = NoManip, show offers as displayed mock-up ([EXAMPLE] Figure 2 above).

[PROG: If (RA1 = H OR M) AND RA4 = Manip, show offers and add above offers two sentences and a colour-shaded box containing the following text as in the mock-up below:]

Choose the right excess and cover by using these menus.

1. Please choose your excess: [PROG: drop down menu showing P2 answer categories 'P2_0'; 'P2_low'; 'P2_high'; record if respondent used drop down menu]

[PROG: if other answer is chosen, offers need to change based on answer so offers in sheets "[RA1 PRODUCT] 0-3" in Excel file "Random allocations and offers" need to be shown]

2. Include cover for [PROG: INSERT "natural hazards" if RA1 = H; insert "vandalism" if RA1 = M]. [PROG: drop down menu answers 'Yes' and 'No'; record if respondent used drop down menu].

[PROG: if 'Yes' is chosen, offers need to change like if P3H_3 OR P3M_3 was ticked; if 'No' is chosen, offers need to change like if P3H_3 OR P3M_3 was NOT ticked so offers in sheets "[RA1 PRODUCT] 0-3" in Excel file "Random allocations and offers" need to be shown]

EXAMPLE MOCK-UP

Choose the right excess and cover by using these menus!

Please choose your excess:

Include cover for natural hazards:

Compare the offers for home contents insurance below!

	Annual Premium	Risks covered & not covered	Other features	
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Personal possessions away from home ✓ Accidental damage [✓] Bicycle cover [✓] Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WAO, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25,000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Personal possessions away from home ✓ Accidental damage ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Reliable cover.	Proceed with Insurer C
				Proceed without purchasing insurance.

Dropdown menu: 0, Low_excess, High_excess

Dropdown menu: Yes, No

The above mock-up corresponds to the following randomisation:

RA4	RA6	RA7	Variant number *
Manip	High1	NoInfo	10

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: RECORD WHICH OFFER CHOSEN].

Timing and Highlighting Treatment - RA6: High1, High2, High3

[PROG: If RA6 = High1, show comparison stage as displayed in the baseline mock-up ([EXAMPLE] Figure 2 above).]

[PROG: If RA6 = High2, do not show the “Risks covered & not covered” column (column G of the offer details in the Excel sheets).]

Example Mock-up RA6 = High2:

Compare the offers for home contents insurance below!			
	Annual Premium	Other features	
Insurer A 17 High Street, ZAB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover. 	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • Quick claim valuation and payout. 	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WA0, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • Reliable cover. 	Proceed with Insurer C
			Proceed without purchasing insurance.

The above mock-up corresponds to the following randomisations:

For RA1 = H OR M:

RA4	RA6	RA7	Variant number *
NoManip	High2	NoInfo	4

For RA1 = CR OR AO:

RA6	RA7	Variant number *
High2	NoInfo	4

Note: * The variant numbers refer to the number assigned to each randomisation in the Excel file “Random allocations and offers”, tab “Treatment variants”.

[PROG: RECORD WHICH OFFER CHOSEN].

[PROG: If RA6 = High3 → put all the information in column “Risks insured” in bold, and place a coloured frame around the relevant cells.]

Example Mock-up RA6 = High3:

Compare the offers for home contents insurance below!				
	Annual Premium	Risks covered & not covered	Other features	
Insurer A 17 High Street, ZAB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home (✓) Bicycle cover (✓) Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover.	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Accidental damage ✓ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Quick claim valuation and payout.	Proceed with Insurer B
Insurer C 5 Southside Avenue, HG3 WAD, Testchester, UK www.insurerC.co.uk	€215 Excess: €100 Maximum sum covered: €25.000	✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✗ Accidental damage ✓ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days	• 24hr customer service. • Reliable cover.	Proceed with Insurer C
				Proceed without purchasing insurance.

The above mock-up corresponds to the following randomisations:

For RA1 = H & M:

RA4	RA6	RA7	Variant number *
NoManip	High3	NoInfo	7

For RA1 = CR & AO:

RA6	RA7	Variant number *
High3	NoInfo	7

Note: * The variant numbers refer to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[TIMER5: STOP]

Mock-ups of other variants of the comparison stage

Randomisations RA4, RA6, RA7 all affect the comparison stage. Moreover, these randomisations are independent of each other. This means that an individual could be, for example, in the "NoManip" group from RA4, and be either in the "NoInfo", "Glossary", or "ShortGuide" group from RA7, etc.

The idea is that all levels of each randomisation 'overlap' and 'interact' at the comparison stage to produce the 18 **variants** in **H & M** and 9 **variants** in **CR & AO** which are displayed in the sheet "Treatment variants" in the Excel sheet "Random allocations and offers".

Some examples are illustrated in the mock-ups below:

Choose the right excess and cover by using these menus!

Please choose your excess: 100

Include cover for natural hazards: Yes

Dropdown menu: 0, Low_excess, High_excess

Compare the offers for home contents insurance below!

	Annual Premium	Risks covered & not covered	Other features	Dropdown menu: Yes, No
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> ✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home ✓(✓) Bicycle cover ✓(✓) Garden furniture ✗ Gross misconduct ✗ Absences over 60 days 	<ul style="list-style-type: none"> • 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover. 	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> ✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days 	<ul style="list-style-type: none"> • 24hr customer service. • Quick claim valuation and payout. 	Proceed with Insurer B
Insurer C 33, Boulevard Testeur, L-2450, Luxembourg www.insurerC.lu	€215 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> ✓ Theft ✓ Fire, explosions, water leakage ✗ Natural hazards ✓ Accidental damage ✓ Personal possessions away from home ✗ Bicycle cover ✗ Garden furniture ✗ Gross misconduct ✗ Absences over 60 days 	<ul style="list-style-type: none"> • 24hr customer service. • Reliable cover. 	Proceed with Insurer C
				Proceed without purchasing insurance.

The above mock-up corresponds to either of the following two randomisations:

RA4 (H&M only)	RA6	RA7	Variant number *
Manip	High3	NoInfo	16

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

Click below on ? for useful information!

Choose the right excess and cover by using these menus!

Please choose your excess: 100

Include cover for natural hazards: Yes

Dropdown menu: 0, Low_excess, High_excess

Compare the offers for home contents insurance below!

	Annual Premium	Other features	Dropdown menu: Yes, No
Insurer A 17 High Street, 2AB 3CD, Testshire, UK www.insurerA.co.uk	€309 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • €200 excess for bicycles and garden furniture. • Immediate cover. 	Proceed with Insurer A
Insurer B 63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	€220 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • Quick claim valuation and payout. 	Proceed with Insurer B
Insurer C 33, Boulevard Testeur, L-2450, Luxembourg www.insurerC.lu	€215 Excess: €100 Maximum sum covered: €25,000	<ul style="list-style-type: none"> • 24hr customer service. • Reliable cover. 	Proceed with Insurer C
			Proceed without purchasing insurance.

The fixed amount you need to pay when you make any claim. If you increase the deductible, your premium should be reduced.

The above mock-up corresponds to either of the following two randomisations:

RA4 (H&M only)	RA6	RA7	Variant number *
Manip	High2	ShortGuide	15

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

For all groups, record which offer is selected and continue to confirmation stage for the selected offer

If respondent clicks on "Proceed without purchasing insurance" go to confirmation stage.

7.6.6. Confirmation stage

Respondents who selected an offer, or were timed out

[TIMER6: START]

[PROG: Please, use BLACK font colour instead of DARK GREY for the comparison stage offer content. Currently white text can stay white.]

Please make your choice and remember the key points of this insurance policy as you will need this information later.

[PROG: If respondent **chose to proceed with a specific offer** → show the **selected offer** with same features again].

[PROG: If respondent was "**timed out**" at the "Initial offer/pressure" stage → show the **selected offer** with same features again].

[PROG: If RA8 = **dom** show chosen offer but at **confirmation stage** from sheet "[RA1 PRODUCT] 0", so "Home 0" for H, "Motor 0" for M, "Car rental 0" for CR, "Add-on 0" for AO.]

[PROG: If **RA9 = (xbnb OR xbbA OR xbbB) AND RA9 = Sheet 1** → select offers from confirmation stage from sheet "[RA1 PRODUCT] 1]

[PROG: If **RA9 = (xbnb OR xbbA OR xbbB) AND RA9 = Sheet 2** → select offers from confirmation stage from sheet "[RA1 PRODUCT] 2]

[PROG: If **RA9 = (xbnb OR xbbA OR xbbB) AND RA9 = Sheet 3** → select offers from confirmation stage from sheet "[RA1 PRODUCT] 3]

In the excel file, the confirmation stages are written below the comparison stage information **from cell J23 for H & M, and from cell I11 for CR and AO.**

[PROG: go to next screen if respondent clicked on "Proceed without purchasing insurance" or "Confirm this offer"].

[PROG: if respondent clicks on button "Go back to comparison" → show on next screen exactly the same offers as shown in the comparison stage. Respondents will remain in the same treatment groups (i.e. they would see the same information treatment etc.), and they will see the same offers (i.e. considering responses to P2 and P3 for RA1 = H&M, and offer selection criteria explained above). It would disregard any manipulations respondents made in the manipulation treatment (RA4).]

Respondents who selected "Proceed without purchasing insurance" at the comparison stage

[PROG: if respondent selected "Proceed without purchasing insurance" → show following text:

[PROG: if RA1 = H] Thank you. Your choice has been recorded. Now please look at the **home contents insurance** policy described below and remember the key points of this insurance policy as you will need this information later.

-

- **[PROG: if RA1 = M]** Thank you. Your choice has been recorded. Now please look at the **comprehensive motor insurance** policy described below and remember the key points of this insurance policy as you will need this information later.

- **[PROG: if RA1 = CR]** Thank you. Your choice has been recorded. Now please look at the **car-rental insurance** policy described below and remember the key points of this insurance policy as you will need this information later.

- **[PROG: if RA1 = AO]** Thank you. Your choice has been recorded. Now please look at the **furniture insurance** policy described below and remember the key points of this insurance policy as you will need this information later.

[PROG: below the thank you text show the confirmation stage of offer

- **B100n** from sheet "[RA1 PRODUCT] 0" if RA1 = H or M;
- if RA1 = CR or AO → show the confirmation stage of offer B_exp]

Example of mock up

Summary of features of this home contents insurance policy!	
Insurer B	
63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: Cover provided for: - damage to contents in the home caused by fire, explosion, or water escaping from pipes, tanks or heating systems. - theft of contents in the home.	€320 per year
Maximum sum covered:	€25,000
Excess:	€100 per claim
Natural hazards: Any damage caused by forces of nature including wind, water, snow, hail, landslides, earthquakes.	Covered
Personal possessions away from home:	€1000 per claim
Accidental Damage: Including damage to glass, mirrors and antiques up to a maximum of:	Not covered
Other features: - 24h customer service via landline. - During absence, doors and accessible windows must be locked. - Loss where the home has not been occupied for 60 consecutive days is not covered.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017

Continue

[PROG: if continue/next button is clicked → go to next screen].

Variants of the confirmation stage

[PROG: only difference in confirmation stage is the buttons at the bottom of the screen: if respondent chose a specific offer → buttons as in mock up; if respondent was “timed-out”, no “go back to comparison” button is shown; if respondent selected previously “Proceed without purchasing insurance” → the three green buttons are replaced by one simple “Continue” button.

[PROG: Please, use BLACK font colour instead of DARK GREY for the comparison stage offer content. Currently white text can stay white.]

Figure 3 Mock-up presentation of the confirmation stage

Summary of features of this home contents insurance policy!	
Insurer B	
63 Upper Street, 2DA 3AB, Testham, UK www.insurerB.co.uk	
Premium: Cover provided for: - damage to contents in the home caused by fire, explosion, or water escaping from pipes, tanks or heating systems. - theft of contents in the home.	€320 per year
Maximum sum covered:	€25,000
Excess:	€100 per claim
Natural hazards: Any damage caused by forces of nature including wind, water, snow, hail, landslides, earthquakes.	Covered
Personal possessions away from home:	€1000 per claim
Accidental Damage: Including damage to glass, mirrors and antiques up to a maximum of:	Not covered
Other features: - 24h customer service via landline. - During absence, doors and accessible windows must be locked. - Loss where the home has not been occupied for 60 consecutive days is not covered.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017
<div style="display: flex; justify-content: space-between; align-items: center;"> Proceed without purchasing insurance Confirm this offer </div> <div style="display: flex; justify-content: center; margin-top: 5px;"> Go back to Comparison </div>	

At the confirmation stage, only the information treatment (RA7) influences the presentation of the screen.

[PROG: if RA7 = NoInfo, see mock up Figure 3]

The above mock-up corresponds to either of the following randomisations, which are all equivalent in their representation:

For RA1 = H OR M:

RA4	RA6	RA7	Variant number *
NoManip	High1	NoInfo	1
NoManip	High2	NoInfo	4
NoManip	High3	NoInfo	7
Manip	High1	NoInfo	10

Manip	High2	NoInfo	13
Manip	High3	NoInfo	16

For RA1 = CR OR AO:

RA6	RA7	Variant number *
High1	NoInfo	1
High2	NoInfo	4
High3	NoInfo	7

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: if RA7 = glossary, show "glossary of terms" button and colour-shaded box between intro text and confirmation stage content as shown in mock-up below:]

Click on "Glossary of terms" for useful information!

Confirmation stage as displayed below:

Click below on [Glossary of terms](#) for useful information!

Summary of features of this home contents insurance policy!

Insurer B
63 Upper Street, 2DA 3AB, Testham, UK
www.insurerB.co.uk

Premium: Cover provided for: - damage to contents in the home caused by fire, explosion, or water escaping from pipes, tanks or heating systems. - theft of contents in the home.	€320 per year
Maximum sum covered:	€25.000
Excess:	€100 per claim
Natural hazards: Any damage caused by forces of nature including wind, water, snow, hail, landslides, earthquakes.	Covered
Personal possessions away from home:	€1000 per claim
Accidental Damage: Including damage to glass, mirrors and antiques up to a maximum of:	Not covered
Other features: - 24h customer service via landline. - During absence, doors and accessible windows must be locked. - Loss where the home has not been occupied for 60 consecutive days is not covered.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017

[Proceed without purchasing insurance](#)
[Go back to Comparison](#)
[Confirm this offer](#)

[Glossary of terms](#)

XXXXXX: YYYYYYYY

The above mock-up corresponds to either of the following randomisations, which are all equivalent in their representation:

For RA1 = H & M:

RA4	RA6	RA7	Variant number *

NoManip	High1	Glossary	2
NoManip	High2	Glossary	5
NoManip	High3	Glossary	8
Manip	High1	Glossary	11
Manip	High2	Glossary	14
Manip	High3	Glossary	17

For RA1 = CR & AO:

RA6	RA7	Variant number *
High1	Glossary	2
High2	Glossary	5
High3	Glossary	8

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: If clicked on "Glossary of terms"-button, show text of the Glossary document is shown in Excel file "Random allocations and offers", tab "Glossary":

- **If RA1 = H, show items 1, 4, 5, 7, 9, 10 in the Glossary.**
- **If RA1 = M, show items 3, 5, 6, 9, 10, 12 in the Glossary.**
- **If RA1 = CR, show items 2, 3, 14, 9, 10 in the Glossary.**
- **If RA1 = AO, show items 1, 5, 9, 10, 11, 13 in the Glossary.**
- **Display items in alphabetical order based on words in column TITLE.**
- **Display Glossary such that: [insert TITLE] [insert TEXT]**

[PROG: RECORD IF CLICK ON GLOSSARY BUTTON]

[PROG: if RA7= ShortGuide, show Infoboxes with text from Excel file "Random allocations and offers", tab "Glossary":

- **If RA1 =H, show items 1, 4, 5, 7 in the Glossary.**
- **If RA1 =M, show items 3, 5, 6 12 in the Glossary.**
- **If RA1 =CR, show items 2, 3, 14 in the Glossary.**
- **If RA1 =AO, show items 1, 5, 11, 13 in the Glossary]**

If RA1= H	If RA1 = M	If RA1 = CR	If RA1 = AO
Place '?' icon for item 5 close to the word Excess.		Place '?' icon for item 14 close to the word Excess.	Place '?' icon for item 5 close to the word Excess.
Place '?' icon for item 7 close to words "Natural hazards".	Place '?' icon for item 12 close to words "Vandalism".	Place '?' icon for item 2 close to words "Collision damage waiver" in the last row.	Place '?' icon for item 13 close to words "Wear and tear".
Place '?' icon for item 1 close to words "Accidental damage".	Place '?' icon for item 6 close to words "Key cover".	Not applicable	Place '?' icon for item 1 close to words "Accidental damage".
Place '?' icon for item 4 close to words "Personal possessions away from home".	Place '?' icon for item 3 close to words "Personal possessions stolen from vehicle".	Place '?' icon for item 3 close to words "Personal possessions stolen from vehicle".	Place '?' icon for item 11 close to words "Structural damage".

[PROG: only show text of shortguide if clicked on icon]

[PROG: RECORD if CLICKed ON '?' ICONS]

[PROG: Add a colour-shaded box containing the following text as shown in the mock-up:]

Click below on the "?" for useful information.

Click below on for useful information!

Summary of features of this home contents insurance policy!

Insurer B

63 Upper Street, 2DA 3AB, Testham, UK
www.InsurerB.co.uk

Premium: Cover provided for: - damage to contents in the home caused by fire, explosion, or water escaping from pipes, tanks or heating systems. - theft of contents in the home.	€320 per year
Maximum sum covered:	€25,000
Excess:	€100 per claim
Natural hazards: Any damage caused by forces of nature including wind, water, snow, hail, landslides, earthquakes.	Covered
Personal possessions away from home:	€1000 per claim
Accidental Damage: Including damage to glass, mirrors and antiques up to a maximum of:	Not covered
Other features: - 24h customer service via landline. - During absence, doors and accessible windows must be locked. - Loss where the home has not been occupied for 60 consecutive days is not covered.	
Term validity: Cancellation must be made in writing at least one month before the end of contract term.	01/06/2016 – 31/05/2017

Proceed without purchasing insurance

Confirm this offer

Go back to Comparison

The above mock-up corresponds to either of the following randomisations, which are all equivalent in their representation:

For H & M:

RA4	RA6	RA7	Variant number *
NoManip	High1	ShortGuide	3
NoManip	High2	ShortGuide	6
NoManip	High3	ShortGuide	9
Manip	High1	ShortGuide	12
Manip	High2	ShortGuide	15
Manip	High3	ShortGuide	18

For RA1 = CR OR AO:

RA6	RA7	Variant number *
High1	ShortGuide	3
High2	ShortGuide	6
High3	ShortGuide	9

Note: * The variant number refers to the number assigned to each randomisation in the Excel file "Random allocations and offers", tab "Treatment variants".

[PROG: If respondent clicks on "Confirm this offer" go to Section 7.7]

[PROG: If respondent clicks on "Go back to Comparison" go to Section 7.6.5]

[PROG: If respondent clicks on "Proceed without purchasing insurance" go to Section 7.7].

[PROG: in case respondent only sees a "Continue" button, this button also directs them to Section 7.7]

[TIMER6: STOP]

7.7. Comprehension and awareness questions (S4)

[TIMER7: START]

[PROG: Please follow instruction in following table for set up of this S4 section:]

If respondent clicked on "Confirm this offer" → show screen:	If respondent clicked on 'Proceed without purchasing insurance' → show screen:	If respondent clicked on 'Continue/Next' → show screen:
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<p>Outro_choice task. Thank you for your choice.</p> <p>Based on your responses, at this stage you have earned {#Mrk_IpsosPoints} extra survey points on top of the points you will receive for participating in this experiment.</p> <p>You may still earn additional survey points for the following question which is about your choices in the previous task.</p>	<p>Outro_choice task. Thank you for your choice.</p> <p>Based on your responses, at this stage you have earned {#Mrk_IpsosPoints} extra survey points on top of the points you will receive for participating in this experiment.</p> <p>You may still earn additional survey points for the following question which is about your choices in the previous task.</p>
<p>S4Q1_confirm. Please think about the [PROG: if RA1 = H insert 'home contents'; if RA1 = M insert 'comprehensive motor'; if RA1 = CR insert 'car rental'; if RA1 = 'furniture'] insurance policy you just chose.</p> <p>Which of the following risks or events are covered by your chosen policy?</p> <p>Please select all that are covered.</p> <p>[PROG: insert answer possibilities based on allocation]</p>	<p>S4Q1. Please think about the [PROG: if RA1 = H insert 'home contents'; if RA1 = M insert 'comprehensive motor'; if RA1 = CR insert 'car rental'; if RA1 = 'furniture'] insurance policy you just saw.</p> <p>Which of the following risks or events would it have covered?</p> <p>Please select all that are covered.</p> <p>[PROG: insert answer possibilities based on allocation]</p>

[PROG: if RA1 = H, show answer possibilities at S4Q1 OR S4Q1_confirm]

[PROG: MULTIPLE ANSWERS]

1. Damage to contents caused by heavy rain during a storm
2. Theft of contents from the home when a window was left open.
3. Risks of landslides, earthquakes, and flood
4. Breaking a vase while cleaning
5. Theft of bicycles kept outdoors
6. Theft of a handbag or rucksack during grocery shopping.
7. Damage by children to garden furniture
8. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: if RA1 = M, show answer possibilities at S4Q1 OR S4Q1_confirm:

[PROG: MULTIPLE ANSWERS]

1. Damage to your vehicle due to an accident caused by you
2. Theft of your vehicle from a public street or parking space

3. An unknown person scratched and dented the paint of your vehicle while it was parked in a public parking.
4. Theft of a handbag or rucksack from your car
5. Repair or replacement of a broken windshield
6. Damage you caused to your vehicle while driving in another EU country
7. Damage you caused to another person's vehicle or property while driving in another EU country
8. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: if RA1 = CR, show answer possibilities at S4Q1 OR S4Q1_confirm:]

[PROG: MULTIPLE ANSWERS]

1. Damage to the rental car due to an accident caused by you
2. Theft of the rental car from a public street or parking space
3. An unknown person scratched and dented the paint of the rental vehicle while it was parked in a public parking
4. Theft of a photo camera from the rental car
5. A crack in the windshield
6. Damage you caused to the rental car while driving in an EU country other than that in which the car was hired
7. Damage you caused to another person's vehicle or property while driving in an EU country other than that in which the car was hired
8. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: if RA1 = AO, show answer possibilities at S4Q1 OR S4Q1_confirm:]

[PROG: MULTIPLE ANSWERS]

1. Accidental spillages or burns to the upholstery of the bed
2. Repair or replacement of the mattress 1 year after purchase if it has become too soft
3. Repair or replacement of the mattress if a cat scratched the upholstery of the bed 1 year after purchase
4. Breakage of the bed frame caused while moving home (e.g. from one house to another)
5. Breakage of the bed frame resulting from normal use 2.5 years after purchase
6. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: show S4Q2 to all]

S4Q2. What is the meaning of the term "excess"? Please select one answer.

[PROG: SINGLE ANSWER]

1. An additional premium that must be paid
2. The commission that is paid to a broker for placing insurance with an insurer
3. The amount that the policy holder must pay towards costs/ damages when they make claim
4. A short period during which cover may be extended beyond its expiry date
9. Don't know

[PROG: only show S4Q3_H if RA1 = H]

S4Q3_H. Which of the following statements do you think are true for a typical car rental insurance policy that is **included in the car rental agreement?** Please select all that apply.

[PROG: MULTIPLE ANSWERS]

1. The policy will cover damage caused to other peoples' vehicles

2. In the event of a collision, the customer would not have to pay for any damage to the rental car
3. If the rental car was stolen, the customer would not have to pay the cost of replacing the car
7. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: only show S4Q3_AO if RA1 = AO]

S4Q3_AO. Which of the following statements do you think are true for a typical **motor insurance** policy? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

1. The insured person must tell their insurer if a new driver is added to the insurance (e.g. teenager who just received their licence)
2. The insured person must tell their insurer if they repaint their vehicle in its original colour
3. The insured person must tell their insurer about any vehicle modifications (e.g. uprated brakes)
4. The insurer has a right to cancel the policy mid-term if the insured person makes more than one claim during the term of the policy
5. The insurer has a right to cancel the policy mid-term if the insured person provided incorrect information regarding their address
6. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: only show S4Q3_CR if RA1 = CR]

S4Q3_CR. Which of the following statements do you think are true for a typical **home insurance** policy? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

1. The insured person must tell their insurer immediately if they extend their property
2. The insured person must tell their insurer immediately if they repaint or re-carpet their property
3. The insured person must tell their insurer immediately if their property is to be rented out
4. The insurer has a right to cancel the policy mid-term if the insured person makes more than one claim during the term of the policy
5. The insurer has a right to cancel the policy mid-term if the insured person provided incorrect information regarding the size of the property
6. None of the above **[PROG: KEEP POSITION - EXCLUSIVE]**
9. Don't know

[PROG: Show S4Q4_H_intro and S4Q4_H only if RA1 = H and on the same screen]

S4Q4_H_intro. Please look at the insurance policy for a **rental car** described below:

[PROG: show "confirmation stage" for offer "A_exp" from sheet "Car rental 0"]

[PROG: please apply same treatments as in the confirmation stage depending on RA7]

[PROG: Please record clicks of ?-icons and "Glossary of terms" button]

[PROG: Please add colour-shaded boxes prompting the "?" and "Glossary of terms" buttons as described above.]

S4Q4_H. Suppose a consumer bought this insurance policy. Suppose the consumer caused an accident while driving the rental car, resulting in damage to the rental car of [PROG: if Qcountry = 6: insert "£1,000"; if Qcountry = 1 or 2 insert "€1.000"; if Qcountry = 3 or 4 insert '€700'; if Qcountry = 5 insert '10.000kr'] and damage to the other driver's car of [PROG: if Qcountry = 6: insert "£800"; if Qcountry = 1 or 2 insert "€800"; if Qcountry = 3 or 4 insert '€560'; if Qcountry = 5 insert '8.000kr']. Which of the following would apply? Please select one answer.

[PROG: SINGLE ANSWER]

1. The insurer would cover the cost of all the damage to both cars
2. The consumer would have to pay for all the damage to the rental car
3. The consumer would have to pay for [PROG: if Qcountry = 6: insert "£500"; if Qcountry = 1 or 2 insert "€500"; if Qcountry = 3 or 4 insert '€350'; if Qcountry = 5 insert '5000kr']-worth of damage to the rental car
4. The consumer would have to pay for all the damage to the other driver's car
9. Don't know

[PROG: Show S4Q4M_intro and S4Q4_M only if RA1=M and on the same screen]

S4Q4_M_intro. Please look at the insurance policy for a **bed** described below:

[PROG: show "confirmation stage" for offer "C_exp" from sheet "Add-on 0"]

[PROG: please apply same treatments as in the confirmation stage depending on RA7]

[PROG: Please record clicks of ?-icons and "Glossary of terms" button]

[PROG: Please add colour-shaded boxes prompting the "?" and "Glossary of terms" buttons as described above.]

S4Q4_M. Suppose a consumer purchased a new bed and also bought this insurance policy on 1st April 2016. Which of the following damages to the bed would be covered by the policy? Please select one answer.

[PROG: SINGLE ANSWER]

1. Staining caused by wine spilt on New Year's Eve 2016
2. A cat scratched the upholstery in May 2019
3. Faulty springs discovered by the consumer in September 2016
4. Damaged caused by tenants if the consumer decided to rent out her house
9. Don't know

[PROG: Show S4Q4_CR to S4Q6_CR only if RA1 = CR and on the same screen]

[PROG: show "confirmation stage" for offer "B100n" from sheet "Home 0" above S4Q4_CR]

[PROG: please apply same treatments as in the confirmation stage depending on RA7]

[PROG: Please record clicks of ?-icons and "Glossary of terms" button]

[PROG: Please add colour-shaded boxes prompting the "?" and "Glossary of terms" buttons as described above.]

S4Q4_CR. Suppose a consumer bought this **home insurance** policy. Suppose the consumer suffered damage worth [PROG: if Qcountry = 6: insert "£5,000"; if Qcountry = 1 or 2 insert "€5.000"; if Qcountry = 3 or 4 insert '€3.500'; if Qcountry = 5 insert '50.000kr'] to the contents of her home due to flooding caused by heavy rain. Would she be able to make a successful claim on this policy? Please select one answer.

[PROG: SINGLE ANSWER]

1. The policy would cover this in full
2. The policy would cover this if all items are located more than 1m above ground
3. The policy would only cover damage to the building, but not to the contents
4. The policy does not cover these damages
9. Don't know

S4Q5_CR. Suppose the consumer had her laptop computer, worth [PROG: if Qcountry = 6: insert "£2,000"; if Qcountry = 1 or 2 insert "€2.000"; if Qcountry = 3 or 4 insert '€1.400'; if Qcountry = 5 insert '20.000kr'], stolen while traveling on a bus. Would she be able to make a successful claim on this policy? Please select one answer.

[PROG: SINGLE ANSWER]

1. She would be able to claim [PROG: if Qcountry = 6: insert "£2,000"; if Qcountry = 1 or 2 insert "€2.000"; if Qcountry = 3 or 4 insert '€1.400'; if Qcountry = 5 insert '20.000kr']
2. She would be able to claim [PROG: if Qcountry = 6: insert "£1,000"; if Qcountry = 1 or 2 insert "€1.000"; if Qcountry = 3 or 4 insert '€700'; if Qcountry = 5 insert '10.000kr']
3. She would be able to claim [PROG: if Qcountry = 6: insert "£500"; if Qcountry = 1 or 2 insert "€500"; if Qcountry = 3 or 4 insert '€350'; if Qcountry = 5 insert '5.000kr']
4. She would not be able to claim anything at all
9. Don't know

S4Q6_CR. Suppose the consumer's property is destroyed by a fire. Replacing her contents costs more than [PROG: if Qcountry = 6: insert "£50,000"; if Qcountry = 1 or 2 insert "€50.000"; if Qcountry = 3 or 4 insert '€35.000'; if Qcountry = 5 insert '500.000kr']. What could she claim with this policy? Please select one answer.

[PROG: SINGLE ANSWER]

1. She would be able to claim [PROG: if Qcountry = 6: insert "£50,000"; if Qcountry = 1 or 2 insert "€50.000"; if Qcountry = 3 or 4 insert '€35.000'; if Qcountry = 5 insert '500.000kr']
2. She would be able to claim [PROG: if Qcountry = 6: insert "£25,000"; if Qcountry = 1 or 2 insert "€25.000"; if Qcountry = 3 or 4 insert '€17.500'; if Qcountry = 5 insert '250.000kr']
3. She would be able to claim [PROG: if Qcountry = 6: insert "£26,000"; if Qcountry = 1 or 2 insert "€26.000"; if Qcountry = 3 or 4 insert '€18.200'; if Qcountry = 5 insert '260.000kr']
4. She would not be able to claim anything at all
9. Don't know

[PROG: Show S4Q4_AO to S4Q6_AO only if RA1 = AO and on the same screen]

[PROG: show "confirmation stage" for offer "C100n" from sheet "Motor 0" above S4Q4_CR]

[PROG: please apply same treatments as in the confirmation stage depending on RA7]

[PROG: Please record clicks of ?-icons and "Glossary of terms" button]

[PROG: Please add colour-shaded boxes prompting the "?" and "Glossary of terms" buttons as described above.]

S4Q4_AO. Suppose a consumer bought this insurance policy. Suppose the consumer caused an accident while driving in her home town, in which both her own car and the other driver's car were damaged. Which of the following would best apply to her situation? Please select one answer.

1. The policy covers her own car, the other driver's insurance will cover their car
2. The policy covers both her own car and the other driver's car
3. The policy covers the other driver's car, but not her own car
4. The policy covers the other driver's car, and damages to her own car up to [PROG: if Qcountry = 6: insert "£500"; if Qcountry = 1 or 2 insert "€500"; if Qcountry = 3 or 4 insert '€350'; if Qcountry = 5 insert '5000kr']
9. Don't know

S4Q5_AO. Suppose the consumer caused an accident with her car while on a shopping weekend abroad in France [country inserted here various depending on the survey country], in which both her own car and the other driver's car were damaged. Which of the following would best apply to her situation? Please select one answer.

1. The policy covers her own car, the other driver's insurance will cover their car
2. The policy covers both her own car and the other driver's car
3. The policy covers the other driver's car, but not her own car
4. The policy covers the other driver's car, and damages to her own car up to [PROG: if Qcountry = 6: insert "£500"; if Qcountry = 1 or 2 insert "€500"; if Qcountry = 3 or 4 insert '€350'; if Qcountry = 5 insert '5000kr']
9. Don't know

S4Q6_AO. Suppose the consumer decided to earn extra money by offering to carry passengers via an online app. If she caused an accident while carrying paying passengers, which of the following would apply to her situation? Please select one answer.

1. The policy would cover the cost of any damage to her car
2. The policy would cover the cost of any damage to other peoples' property
3. The policy would cover the cost of any refunds to her passengers
4. The policy would not cover her at all
9. Don't know

S4Q8. Thinking about the question(s) you just answered about the insurance policy you saw, did you answer these question(s) based mainly on your **intuition, knowledge and experience**, or based on the **information** that was provided in the **summary policy document**?

[PROG: SINGLE ANSWER]

1. I answered mainly based on my intuition, knowledge and experience with insurance products.
2. I answered mainly based on the information provided in the summary policy document.

[PROG: show S4Q7_M_CR if RA1 = (M or CR)]

S4Q7_M_CR. Which of the three **home insurance** policies shown in the table below would you expect to have the **lowest premium**? And which would you expect to have the **highest premium**?

[PROG: show following table]

	Policy A	Policy B	Policy C
Excess	[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert "€210"; if Qcountry = 5 insert '3.000kr']	[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert "€210"; if Qcountry = 5 insert '3.000kr']	[PROG: if Qcountry = 6: insert "£200"; if Qcountry = 1 or 2 insert "€200"; if Qcountry = 3 or 4 insert "€140"; if Qcountry = 5 insert '2.000kr']
Coverage for risk of flood	Included	Included	Included
Coverage for items outside the home	[PROG: if Qcountry = 6: insert "£1,000"; if Qcountry = 1 or 2 insert "€1.000"; if Qcountry = 3 or 4 insert "€700"; if Qcountry = 5 insert '10.000kr']	Excluded	[PROG: if Qcountry = 6: insert "£1,000"; if Qcountry = 1 or 2 insert "€1.000"; if Qcountry = 3 or 4 insert "€700"; if Qcountry = 5 insert '10.000kr']

a. Which policy would have the lowest premium?

1. Policy A
2. Policy B
3. Policy C
9. Don't know

b. And which policy would have the highest premium?

1. Policy A
2. Policy B
3. Policy C
9. Don't know

[PROG: show S4Q7_H_AO if RA1 = (H or AO)]

S4Q7_H_AO. Which of the three **motor insurance** policies shown in the table below would you expect to have the **lowest premium**? And which would you expect to have the **highest premium**?

[PROG: show following table]

	Policy A	Policy B	Policy C
--	----------	----------	----------

	[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr']	[PROG: if Qcountry = 6: insert "£300"; if Qcountry = 1 or 2 insert "€300"; if Qcountry = 3 or 4 insert '€210'; if Qcountry = 5 insert '3.000kr']	[PROG: if Qcountry = 6: insert "£200"; if Qcountry = 1 or 2 insert "€200"; if Qcountry = 3 or 4 insert '€140'; if Qcountry = 5 insert '2.000kr']
Excess			
Coverage for risk of vandalism	Included	Included	Included
Payment method	Monthly payment	Annual payment	Monthly payment

a. Which policy would have the lowest premium?

1. Policy A
2. Policy B
3. Policy C
9. Don't know

b. And which policy would have the highest premium?

1. Policy A
2. Policy B
3. Policy C
9. Don't know

[TIMER7: STOP]

Incentive_S4. Thank you for your answers. Based on your responses, you conclude the survey with a total of **{#Mrk_IpsosPoints}** extra survey points on top of the points you will receive for participating in this experiment.

7.8. Experience with non-life insurance

7.8.1. Products currently held or previously purchased

[PROG: SHOW S2Q1 TO ALL]

S2Q1. Do you currently own or have you ever purchased in the past any of the following non-life insurance products? This can be either in your own name or jointly with someone else. Please select all that apply.

[PROG: MULTIPLE ANSWERS]

- 1) Buildings insurance
- 2) Home contents insurance
- 3) Third party liability car insurance
- 4) Motor insurance covering damage to your own vehicle (e.g. comprehensive cover)
- 5) Insurance for a rental car in addition to the cover included in the rental agreement
- 6) Travel insurance (e.g. travel health insurance or travel cancellation insurance)
- 7) Add-on insurance which is bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, home appliances etc.)
- 8) Home assistance insurance

- 9) I have never bought any of these insurance products **[PROG: KEEP POSITION - EXCLUSIVE]**

[PROG: CREATE VARIABLE 'RA_S2Q1': If respondent selected any of 1,2,4-8 in S2Q1, RANDOMLY ALLOCATE RESPONDENTS TO one of the insurance categories that they selected (among options 1,2,4-8) in S2Q1 – PRIORITIZE CATEGORY 7 and 8 IF POSSIBLE:]

1. "buildings insurance"
2. "home contents insurance"
4. "comprehensive car insurance"
5. "insurance for a rental car in addition to the cover included in the rental agreement"
6. "travel insurance"
7. "add-on insurance"
8. "home assistance insurance"

7.8.2. Reasons for purchasing the insurance

[PROG: ONLY ASK S2Q2 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 or 8 WAS SELECTED]

S2Q2. You said you currently own or have purchased **[PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1]**. Why did you buy this insurance? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

[PROG: IF RA_S2Q1 = CODE 1 OR 2 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by friends or family
- 2) I was advised to do so by my financial advisor or bank
- 3) It was mandatory in order to buy or rent my home
- 4) I have previously experienced loss of/damage to my home and/or contents.
- 5) It's important to cover the risk. Although losses and damages happen rarely, the associated costs can be substantial
- 6) I believe it is likely that I may need file a claim
- 7) It provides me with peace of mind
- 8) Other
- 9) Don't know **[PROG: exclusive]**

[PROG: IF RA_S2Q1 = CODE 4 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by friends or family
- 2) I was advised to do so by my financial advisor or bank
- 3) It was mandatory in order to register and drive my car
- 4) It was mandatory in order to lease my car
- 5) I have experienced damage or loss previously to my car
- 6) I believe it is likely I may need to file a claim
- 7) It provides me with peace of mind
- 8) Other
- 9) Don't know **[PROG: exclusive]**

[PROG: IF RA_S2Q1 = CODE 5 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by friends or family
- 2) I was advised to do so by the car rental agency
- 3) I was advised to do so by my travel agency

- 4) It was mandatory in order to rent the car
- 5) I have experienced damage or loss previously to a rental car
- 6) I believed it was likely I may have needed to use the insurance
- 7) It provided me with peace of mind
- 8) Other
- 9) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 6 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by friends or family
- 2) I was advised to do so by my travel agent
- 3) I was advised to do so by my financial advisor
- 4) I have experienced damage, loss or health issues previously when traveling
- 5) I believed it was likely I may have needed to use the insurance
- 6) It provided me with peace of mind
- 7) Other
- 9) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 7 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by family or friends
- 2) I was advised to do so by the sales assistant/retailer at the time I bought the furniture
- 3) I have experienced accidental damage to furniture I have bought before
- 4) I believe it was likely I may need to file a claim
- 5) It provided me with peace of mind
- 6) Other
- 9) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 8 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) I was advised to do so by friends or family
- 2) I was advised to do so by my buildings or contents insurance provider
- 3) I was advised to do so by my financial advisor
- 4) I have experienced an emergency previously
- 5) I believe it is likely that I may need file a claim
- 6) It provides me with peace of mind
- 7) Other
- 9) Don't know [PROG: exclusive]

7.8.3. Reasons for renewing or switching insurance

[PROG: ASK S2Q3 ONLY IF RA_S2Q1 = CODE 1 OR 2 OR 4 OR 8]

S2Q3. Have you ever either renewed your [PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1] with the same provider or switched to a different provider? Please select one answer.

[PROG: SINGLE ANSWER]

1. Yes, I have renewed with the same provider
2. Yes, I switched to a different provider
3. Yes, I have both renewed with the same provider and switched provider
4. No, I have never renewed or switched
9. Don't know

[PROG: ASK S2Q4 ONLY IF S2Q3 = CODE 1 OR 3]

S2Q4. And why did you decide to renew your [PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1] with the same provider? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

- 1) My contract automatically rolled over
- 2) I looked at alternatives and my current provider had the best offer
- 3) I did not think there would be any better offers on the market
- 4) I feel more comfortable staying with a provider I know
- 5) I thought it would take too long to search for other offers
- 6) Other
- 9) Don't know [PROG: exclusive]

[PROG: ASK S2Q4a ONLY IF S2Q4 = CODE 6]

S2Q4a. Please specify:

[PROG: OPEN ENDED QUESTION, USE SMALL BOX]

[PROG: ADD BUTTON FOR EXCEPTION CODE 99 'Don't know']

[PROG: ASK S2Q5 ONLY IF S2Q3 = CODE 2 or 3]

S2Q5. And, why did you decide to switch your [PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1] to another provider? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

- 1) The new provider offered a better deal in terms of premium/excess
- 2) The new provider offered a better deal in terms of coverage
- 3) The new provider offered a better deal in terms of customer service/claims handling
- 4) I had a poor experience with my previous provider
- 5) My needs and/or circumstances changed
- 6) The new provider was recommended to you
- 7) Other
- 9) Don't know [PROG: exclusive]

7.8.4. Rational for access and preference of different sales channels purchase

[PROG: ONLY ASK S2Q6 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 TO 8 WAS SELECTED]

S2Q6. Thinking about the last time you purchased or renewed [PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1], did you compare alternative offers? Please select one answer.

[PROG: SINGLE ANSWER]

- 1) Yes, I compared more than 3 offers
- 2) Yes, I compared 2 or 3 offers
- 3) No, I did not compare offers (I only looked at the offer I bought/renewed)

[PROG: ONLY ASK S2Q7 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 TO 8 WAS SELECTED]

S2Q7. Still thinking about the last time you purchased or renewed [PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1], which of the following were your main

sources for information about different insurance providers and offers? Please select your **first and second most important** sources of information.

[PROG: STATEMENTS IN ROW. RANDOMIZE STATEMENTS]

- 1) Websites of insurers
- 2) Comparison websites
- 3) I visited providers in person
- 4) I called providers
- 5) My bank
- 6) An insurer's agent
- 7) An independent advisor/broker (e.g. my financial advisor)
- 8) Advertisements (print, radio, television)
- 9) Websites of national consumer associations
- 10) Websites of public authorities/agencies/supervisors
- 11) Friends/family
- 12) Blogs/online discussions
- 13) Other

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). ONLY ONE ANSWER PER COLUMN POSSIBLE]

1. First most important
2. Second most important

7.8.5. Information interested in when shopping around for insurance

[PROG: ONLY ASK S2Q8 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 TO 8 WAS SELECTED]

S2Q8. Still thinking about the last time you purchased or renewed **[PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1]**, which of the following pieces of information did you use to make your choice? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

[PROG: IF RA_S2Q1 = CODE 1 OR 2 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Premium
- 2) Excess and/or deductible
- 3) Sum insured
- 4) Which risks are covered/not covered
- 5) Exclusions when claims cannot be made
- 6) Your obligations under the contract
- 7) Whether possessions are covered outside the home
- 8) Period of the contract (start/end dates)
- 9) Claims handling procedure
- 10) Cancellation provisions
- 11) Other
- 99) Don't know **[PROG: exclusive]**

[PROG: IF RA_S2Q1 = CODE 3 OR 4 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Premium
- 2) Excess and/or deductible

- 3) Sum insured
- 4) Which risks are covered/not covered
- 5) Exclusions when claims cannot be made
- 6) Your obligations under the contract
- 7) Geographic coverage (where you are/are not covered)
- 8) Period of the contract (start/end dates)
- 9) Claims handling procedure
- 10) Cancellation provisions
- 11) No-claims bonus
- 12) Other
- 99) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 5 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Price
- 2) Excess and/or deductible
- 3) Which risks are covered/not covered
- 4) Exclusions when claims cannot be made
- 5) Your obligations under the contract
- 6) Geographic coverage (where you are/are not covered)
- 7) Claims handling procedure
- 8) Cancellation provisions
- 9) If hiring abroad, legal rights once back in your home country
- 10) Other
- 99) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 6 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Price
- 2) Excess and/or deductible
- 3) Maximum amounts the insurer will pay out
- 4) Which risks are covered/not covered
- 5) Situations in which claims cannot be made
- 6) Your obligations under the contract
- 7) Geographic coverage (where you are/are not covered)
- 8) Period of the contract (start/end dates)
- 9) Claims handling service
- 10) Cancellation provisions
- 11) Other
- 99) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 7 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Premium
- 2) Excess and/or deductible
- 3) Maximum amount the insurer will pay out
- 4) Which risks are covered/not covered
- 5) Exclusions when claims cannot be made
- 6) Your obligations under the contract
- 7) Period of the contract (start/end dates)
- 8) Claims handling procedure
- 9) Cancellation provisions
- 10) Other
- 99) Don't know [PROG: exclusive]

[PROG: IF RA_S2Q1 = CODE 8 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Premium
- 2) Excess and/or deductible

- 3) Maximum amount the insurer will pay out
- 4) Which risks are covered/not covered
- 5) Exclusions when claims cannot be made
- 6) Your obligations under the contract
- 7) Period of the contract (start/end dates)
- 8) Claims handling procedure
- 9) Cancellation provisions
- 10) Other
- 99) Don't know **[PROG: exclusive]**

7.8.6. Price paid for insurance

[PROG: ONLY ASK S2Q9 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 TO 8 WAS SELECTED]

S2Q9. Thinking about the **[PROG: INSERT ITEM RESPONDENT IS ALLOCATED TO IN RA_S2Q1]** that you currently own or most recently purchased, was the price/premium you paid (or are you paying) for this insurance a one-off, annual or monthly payment? Please select one answer.

[PROG: SINGLE ANSWER]

1. A one-off payment
2. An annual payment
3. A monthly payment
4. Don't know

[PROG: ONLY ASK S2Q10 IF AT S2Q1 ANY OF CODE 1, 2, 4, 5, 6, 7 TO 8 WAS SELECTED]

S2Q10. And approximately how much was the price/premium you paid or are you paying for this insurance? Please answer to the best of your knowledge. Please select one answer.

[PROG: SINGLE ANSWER]

[PROG: IF S2Q9 = CODE 1 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) Between **[PROG: INSERT CURRENCY]** 1 and **[PROG: INSERT CURRENCY]** 20
- 2) Between **[PROG: INSERT CURRENCY]** 20 and **[PROG: INSERT CURRENCY]** 40
- 3) Between **[PROG: INSERT CURRENCY]** 40 and **[PROG: INSERT CURRENCY]** 60
- 4) Between **[PROG: INSERT CURRENCY]** 60 and **[PROG: INSERT CURRENCY]** 100
- 5) Between **[PROG: INSERT CURRENCY]** 100 and **[PROG: INSERT CURRENCY]** 150
- 6) Between **[PROG: INSERT CURRENCY]** 150 and **[PROG: INSERT CURRENCY]** 200
- 7) Between **[PROG: INSERT CURRENCY]** 200 and **[PROG: INSERT CURRENCY]** 250
- 8) Between **[PROG: INSERT CURRENCY]** 250 and **[PROG: INSERT CURRENCY]** 300
- 9) More than **[PROG: INSERT CURRENCY]** 300
99. Don't know

[PROG: IF S2Q9 = CODE 2 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) **[PROG: INSERT CURRENCY]** 1 to **[PROG: INSERT CURRENCY]** 20 per year
- 2) **[PROG: INSERT CURRENCY]** 20 to **[PROG: INSERT CURRENCY]** 40 per year
- 3) **[PROG: INSERT CURRENCY]** 40 to **[PROG: INSERT CURRENCY]** 60 per year
- 4) **[PROG: INSERT CURRENCY]** 60 to **[PROG: INSERT CURRENCY]** 100 per year
- 5) **[PROG: INSERT CURRENCY]** 100 to **[PROG: INSERT CURRENCY]** 150 per year
- 6) **[PROG: INSERT CURRENCY]** 150 to **[PROG: INSERT CURRENCY]** 300 per year
- 7) **[PROG: INSERT CURRENCY]** 300 to **[PROG: INSERT CURRENCY]** 450 per year
- 8) **[PROG: INSERT CURRENCY]** 450 to **[PROG: INSERT CURRENCY]** 600 per year
- 9) More than **[PROG: INSERT CURRENCY]** 600 per year
99. Don't know

[PROG: IF S2Q9 = CODE 3 → SHOW FOLLOWING ANSWER CATEGORIES]

- 1) [PROG: INSERT CURRENCY] 1 to [PROG: INSERT CURRENCY]20 per month
- 2) [PROG: INSERT CURRENCY]20 to [PROG: INSERT CURRENCY]40 per month
- 3) [PROG: INSERT CURRENCY]40 to [PROG: INSERT CURRENCY]60 per month
- 4) [PROG: INSERT CURRENCY]60 to [PROG: INSERT CURRENCY]80 per month
- 5) [PROG: INSERT CURRENCY]80 to [PROG: INSERT CURRENCY]100 per month
- 6) [PROG: INSERT CURRENCY]100 to [PROG: INSERT CURRENCY] 150 per month
- 7) [PROG: INSERT CURRENCY]150 to [PROG: INSERT CURRENCY] 200 per month
- 8) More than [PROG: INSERT CURRENCY] 200 per month
99. Don't know

7.9. Identifying cross-border oriented consumers

7.9.1. Living and/or working or having lived and/or worked abroad

[PROG: ASK S1Q1 TO ALL]

S1Q1. Since the age of 18, did you ever live and/or work in a country other than [PROG: INSERT QCOUNTRY]? Please select all that apply.

[PROG: MULTIPLE ANSWERS]

1. Yes, you lived and worked in another country in the past
2. Yes, you lived in another country at some point in the past, but did not work there
3. Yes, you have come from abroad and both live and work in [PROG: INSERT QCOUNTRY]
4. Yes, you worked in another country in the past but did not live there (i.e. commuted)
5. Yes, you have come from abroad and live but do not work in [PROG: INSERT QCOUNTRY]
6. Yes, you work in another country but do not live there (i.e. commute)
7. No [PROG: exclusive]

[PROG: ONLY ASK S1Q1a IF S1Q1 = CODE 1 OR 2 OR 4 OR 6]

S1Q1a. And for how long did you live and/or work abroad?

(If you have lived/worked abroad several times, please answer for the time that you lived/worked abroad for longest)

[PROG: SINGLE ANSWER]

- 1) up to 3 months
- 2) more than 3 months but less than 6 months
- 3) at least 6 months but less than 1 year
- 4) at least 1 year but less than 5 years
- 5) 5 years or longer

[PROG: ASK S1Q1b TO ALL]

S1Q1b. Do you envisage living and/or working abroad in the future?

[PROG: SINGLE ANSWER]

1. Yes
2. No
9. Don't know

7.9.2. Having bought or being open to buying non-life insurance cross-border

[PROG: ASK S1Q2 TO ALL - SHOW AS A GRID]

For the data collection template, this implies that the coding of this question becomes 8x4 binary variables (8 categories with 4 answer possibilities each) instead of 8 scales.

S1Q2. In the past 2 years, have you purchased or tried to purchase any **non-life insurance** product from an insurer located in [PROG: INSERT QCOUNTRY] or in **another EU country** in any of the following ways? Please select all that apply.

By non-life insurance product, we mean any insurance product with the exception of life insurance.

[PROG: STATEMENTS IN ROW. RANDOMIZE STATEMENTS]

1. From a branch of an insurer
2. Online from an insurer's website
3. By telephone from an insurer
4. From an insurance company's agent
5. From an independent advisor or broker
6. From a bank
7. Via a comparison website
8. From a company that sells insurance but not as its main business (e.g. travel agent, car rental agency, retailer)

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). ALLOW MULTIPLE RESPONSES PER STATEMENT. MAKE RESPONSES 3. AND 9. EXCLUSIVE.]

1. Yes, from an insurer located in the **same country as you**
2. Yes, from an insurer located in **another EU country**
3. No
9. Don't know

[PROG: ASK S1Q2a TO ALL]

S1Q2a. Would you consider purchasing a non-life insurance product from an insurer located in another EU country in the future?

[PROG: SINGLE ANSWER]

1. Yes
2. No
9. Don't know

[PROG: RECODE INTO HIDDEN VARIABLE 'orientation']

1. Cross-border oriented [PROG: IF (S1Q1 = CODE 1 TO 6) OR (S1Q1b = CODE 1 'Yes') OR (S1Q2 = code 2 for any of the items) OR (S1Q2a = CODE 1 'Yes')]
2. domestic [PROG: if not cross-border oriented, place in this category]

7.10. Questions on interest in and potential obstacles of cross-border insurance purchases

[PROG: ASK S5Q2 TO ALL – SHOW AS A GRID]

[PROG: Please ensure the tables fit on the screen properly.]

S5Q2. How strongly do you agree or disagree with each of the following statements?

[PROG: STATEMENTS IN ROW. RANDOMIZE STATEMENTS]

- 1) You feel confident purchasing non-life insurance products from providers in [PROG: INSERT QCOUNTRY]
- 2) You feel confident purchasing non-life insurance products from providers located in another EU country
- 3) You are prepared to purchase non-life insurance products using another EU language
- 4) You know where to get information and advice about non-life insurance products offered by providers in [PROG: INSERT QCOUNTRY]
- 5) You know where to get information and advice about non-life insurance products offered by providers located in another EU country
- 6) You think that completing an insurance purchase with a provider from another EU country would be more complicated than with a provider in [PROG: INSERT QCOUNTRY]
- 7) You would readily purchase non-life insurance from a provider in another EU country if their policy were more attractive than a comparable policy from a provider in [PROG: INSERT QCOUNTRY]
- 8) You would feel uncomfortable dealing with your insurance provider using another EU language

[PROG: RESPONSE SCALE IN COLUMNS (FROM LEFT TO RIGHT). SELECT ONE RESPONSE PER STATEMENT]

1. Strongly agree
2. Tend to agree
3. Tend to disagree
4. Totally disagree

[PROG: ONLY ASK S5Q3 IF NO ITEM AT S1Q2 HAS CODE 2 “Yes, from an insurer located in another EU Country”]

S5Q3. What are the main reasons why you have never purchased non-life insurance from an insurer **located in another EU country** (i.e. in a country other than [PROG: INSERT QCOUNTRY])? Please select all that apply.

[PROG: MULTIPLE ANSWERS – randomize statements]

- 1) You did not know that it was possible to purchase non-life insurance from insurers located in another EU country
- 2) You did not think insurance policies from insurers located in another EU country would cover you in [PROG: INSERT QCOUNTRY]
- 3) You thought the insurance provider may not pay out when making a claim
- 4) You were concerned it may be more difficult to solve any problems if something goes wrong

- 5) You feel that there were cultural differences that may cause problems with the insurance
- 6) The insurance provider would be located too far away
- 7) The quality of insurance in [PROG: INSERT QCOUNTRY] is better
- 8) You feel that the level of consumer protection in other countries may be lower than in [PROG: INSERT QCOUNTRY]

8. Annex 8: Incentive structure

The following incentive structure was applied to the online and laboratory experiments:

Answers given			Incentives paid (on top of the participation fee (PF))															
Choice task		S4Q1	IT Lab		SK Lab		DE Online		IT Online		RO Online ¹⁾		SE Online		SK Online ²⁾		UK Online	
Partially correct	Fully correct	Correct	€	% of PF	€	% of PF	Points	% of PF	Points	% of PF	Points	% of PF	Points	% of PF	Points	% of PF	Points	% of PF
No	No	No	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Yes	No	No	8	20%	5	20%	25	25%	25	25%	12.5	13%	25	25%	8.75	18%	25	25%
No	Yes	No	12	30%	7.5	30%	50	50%	50	50%	25	25%	50	50%	17.5	35%	50	50%
No	No	Yes	12	30%	7.5	30%	50	50%	50	50%	25	25%	50	50%	17.5	35%	50	50%
Yes	No	Yes	20	50%	12.5	50%	75	75%	75	75%	37.5	38%	75	75%	26.25	53%	75	75%
No	Yes	Yes	24	60%	15	60%	100	100%	100	100%	50	50%	100	100%	35	70%	100	100%

Notes: 1) Incentives in RO are 0.5 times incentives in DE, IT, SE & UK. 2) 1 point in SK has value of 2 points in other countries. Incentives in SK are 0.7 times incentives in DE, IT, SE & UK.

9. Annex 9: Online experiment sample size considerations

The following sections present considerations that were part of the design process of the survey and behavioural experiment.

This section sets out the implications of having obtained different sample sizes during our online survey/experiment. Specifically, the section presents the impact of the sample size decision on the representativeness of the sample and the precision of the estimates. In summary, it illustrates that the differences between sample sizes of 800, 900 and 1,000 in terms of representativeness (section 9.1) and precision (section 9.2.2) would have been minor.

9.1. Impact of sample size on representativeness

Respondents were randomly drawn from the online panel(s) in each country. The selection of respondents was based on a quota selection system; the sample was based on the available profile data (gender, age and geographic region) and pre-defined sub-sample sizes (i.e. quota) provided by official statistics (as published by Eurostat).

Within each quota-subgroup (e.g. 18-24 year-old men), panel members fulfilling the quota were randomly selected. The number of panel members that was selected, and that was invited to participate in the study, depended on: (1) the number of interviews needed in the quota-subgroup; and (2) the probability that this quota-subgroup would accept the invitation and respond to the survey (i.e. the lower the probability, the more invitations were sent out).

This sampling process was defined in Ipsos's Samplix application. A disproportional outgo (i.e. sending of survey invitations) was used, calculated based on the individual response histories of all panellists. Based on their response history (e.g. number of times panellists accepted an invitation), panellists were assigned a probability to click on the next survey link and participate in the survey. Certain subgroups have lower probabilities to click on a survey link (e.g. elderly); the Samplix application uses these probabilities to increase the outgo sample with the number of panellists needed in each subgroup.

As long as the sample size was large enough, a representative sample in terms of gender, age and geographic region may have been drawn using this sampling process, irrespective of the exact sample size. A sample size of 800 respondents meets this 'large enough' criterion for each of the countries covered in our survey/experiment. Hence, **the choice of 800, 900 or 1,000 respondents in any particular country had no impact on the representativeness of the sample** (from a representativeness perspective the choice of sample size had no impact).

9.2. Impact of sample size on the precision of estimates

The most appropriate way to measure the precision of estimates calculated from data collected using online panels is to use the 'Bayesian credibility interval'. Bayesian credibility intervals can be used to describe the uncertainty of estimates from online surveys. The American Association of Public Opinion Research's 2012 statement³⁰ on the Bayesian approach suggests that the credibility interval, proposed by Roshwalb, El-Dash, and Young (2012)³¹, is a viable alternative to classical confidence intervals.³²

³⁰ American Association of Public Opinion Research. 2012. Understanding a 'credibility interval' and how it differs from the 'margin of sampling error' in a public opinion poll".

³¹ Roshwalb A., El-Dash N., Young C. Towards the use of Bayesian credibility intervals in online survey results. Ipsos Public Affairs; 2012.

³² Confidence intervals, and margin of error, are widely accepted measures of precision in surveys where one knows the probability of participation for each member of the survey population. However, since selection probabilities of the survey population are unknown when internet panels are used (because not everyone has internet access, internet usage patterns differ across the population and online panels are created through an opt-in process rather than a random process), it is not theoretically correct to calculate confidence

The Bayesian credibility interval acknowledges the degree of certainty one has in the value of an estimate by taking into account external sources such as prior knowledge about the context, history and other data sources. In this case, one does not need to know actual probabilities of selection. However, in order for credibility intervals to be valid, one must assume that the sampling mechanism is ignorable conditional on the model built on prior knowledge. In other words, one's probability of participation in an online survey should be independent of the variables of interest in the survey. Under this 'ignorability assumption', the Bayesian credibility interval corrects for unbalanced samples due to non-random samples as well as other reasons such as non-response or non-coverage.

9.2.1. Calculating Bayesian credibility intervals

A Bayes approach starts with an assumption about some measure of interest (an *a priori* statistical distribution) and uses observed data to modify that assumption (giving us a posterior statistical distribution). So the result is an expected value for the measure of interest and an indication of the reliability of that estimate.

Let's say the population quantity one is interested in is θ , which is a proportion that takes values between 0 and 1. First, Y is assumed to have a binomial distribution θ , i.e. $Y|\theta \sim \text{Bin}(n, \theta)$, where n is the size of the sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian statistics combines both the prior distribution, which incorporates subjective beliefs about a parameter (e.g. the proportion of consumers with difficulties to compare insurance products) and the likelihood function to create a posterior distribution. For most surveys, credibility intervals are based on beta-binomial distribution:

$$\left(\pi\left(\frac{\theta}{y}\right) \sim \beta(y+a, n-y+b)\right).$$

It is the hyper parameters of the beta-binomial prior distribution (the 'a' and 'b' parameters in the equation above), i.e. one's knowledge base, updated using the latest survey information to obtain the posterior distribution.³³

There are different ways to calculate credibility intervals. One way, which is close to the classical confidence intervals, is when one assumes that the researcher has no prior knowledge. This is the most appropriate scenario when a single measure of precision for all variables measured in the survey is preferred; and this will result in the **most conservative credibility interval ("the worst case")**³⁴. In this case, the prior distribution parameters are $a=1$, $b=1$ and $y=n/2$; this means that one is unsure about the true value of the proportion. In this case, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp 1/\sqrt{n}$$

The interpretation of credibility intervals differs from classical confidence intervals. For example, a credibility interval of ± 3 percentage points with 95% credibility should be interpreted as "given the knowledge base of a practitioner and the results of the survey data collected, the probability that the true percentage of people giving a particular answer

intervals in the "classical" sense for internet panels. Hence, although calculating confidence intervals using data gathered via online panels is a common practice, the Bayesian credibility interval is the more appropriate measure of precision.

³³ For example, a and b can be thought of the number of right-wing (a) and left-wing (b) voters based on previous survey data, knowledge or beliefs. If they both have a value of one (1 voted right-wing and 1 voted left-wing in a sample of 2), the prior distribution is uniform, that is, all values for the proportions are equally probable.

³⁴ Introducing beta priors in the model, and incorporating our knowledge about a specific survey variable, would result in "tighter" credibility intervals than the "worst" scenario.

in the whole population is within ± 3 percentage points of the survey estimate is 95%" (Roshwalb, El-Dash, and Young; 2012, 5)³⁵.

9.2.2. Impact of sample size on the width of credibility intervals

Similar to confidence intervals, credibility intervals vary by sample size. When no prior knowledge is assumed ($a=1$, $b=1$ and $y=n/2$) (in other words, calculating the most conservative credibility interval), the credibility intervals for different base samples are as follows:

Table 17: Examples of credibility intervals for different base sizes

Sample size	Credibility interval ⁽¹⁾	Confidence interval ⁽²⁾
1000	3.2pp	3.1pp
900	3.3pp	3.3pp
800	3.5pp	3.5pp
700	3.8pp	3.7pp
600	4.1pp	4.0pp
500	4.5pp	4.4pp

Note: (1) Credibility intervals are for a result of 50%, with 95% credibility. (2) Confidence intervals are shown for reference/comparison. The confidence intervals are for a result of 50%, with a 95% confidence level.

Table 17 illustrates that **the differences between samples sizes of 800, 900 or 1,000 in terms of the precision of estimates would have been minor**. With a sample size of 1,000, the credibility interval is approximately 3.2 percentage points with 95% credibility; whereas if the sample size was instead 900, the credibility interval would be 0.1 percentage point larger at 3.3 percentage points. For example, if 50% of respondents in the online panel survey found it hard to compare insurance products, with a sample size of 1,000 there would be a 95% probability that the true percentage of people giving this response in the whole population is between 46.8 and 53.2 (a credibility interval of 3.2 percentage points). With a sample size of 900, there would be a 95% probability that the true percentage of people giving this response in the whole population is between 46.7 and 53.3 (a credibility interval of 3.3 percentage points).

³⁵ Roshwalb A., El-Dash N., Young C. Towards the use of Bayesian credibility intervals in online survey results. Ipsos Public Affairs; 2012.

ANNEXES RELATING TO TASK 2 – LABORATORY COMPONENT

10. Annex 10: Design of the laboratory experiment and survey

The laboratory experiment collected data from 100 participants each in Slovakia and Italy. The design of the laboratory experiment and survey closely mirrored the structure of the online experiment.

However, in order to collect scientifically robust data in terms of sample size per treatment condition, the scope of the laboratory experiment was narrowed compared to the online experiment. The following changes were made:

- **Only motor insurance was tested:** Initially, it had been proposed to run laboratory experiments in the two countries for at least two products, namely motor and add-on insurance. However, it was decided to test only one product in the laboratory environment, namely motor insurance. The main rationale for this was to achieve a high academic standard in terms of sample sizes. Motor insurance was chosen in particular because it is a simpler product for cross-border provision and purchasing compared to home insurance, and it is a more important market compared to add-on (furniture insurance).
- **The number of treatments was limited:** The main objective of the laboratory experiment was to test the cross-border treatments in depth with cross-border oriented consumers (which were recruited from border regions in SK and IT). In order not to influence the treatments of interest with other treatments, only the cross-border treatment was varied; participants were assigned to specific conditions for all remaining treatments. The full details can be found in Annex 11 in a note on the laboratory sample size.
- **The cross-border banner was tested in a modified version:** Again in order to increase the sample size, the laboratory experiment focused on the two most interesting conditions from the cross-border treatment. The laboratory tested the effectiveness of showing a cross-border banner compared to showing no banner at all. In the laboratory a single version of the cross-border banner (combining banners A and B described in section 5.4.1 above) was shown to participants. The full details can be found in Annex 11 and the script (Annex 7).
- **Lab experiments were followed by a group discussion:** A group discussion, conducted following the survey and experiment, reflected on the key parts of the experiment. For example, participants were asked to reflect on the statements on the cross-border banner in order to find out whether specific statements were perceived as more or less important, compared to others. See the next subsection for further information. Information gained from this exercise during the pilot which helped refine the design of the mainstage experiment.

10.1. Laboratory experiment discussion guide

Consumers' decision-making in insurance services**Discussion guide for lab experiments** (SK, IT – Cross-border insurance purchases)

1	Presentations and introduction to the study
5 min	<p><i>Introduce self, Ipsos. Present the research context:</i> the European Commission is conducting a study on people's experiences with different types of insurance. The study is not looking at health or life insurance. The study is being conducted in six European countries, with the aim of identifying what could help people make more informed decisions when choosing and buying insurance.</p> <p>You will now first complete a survey, followed by a short group discussion. The survey includes an exercise where you will be asked to make some purchases of insurance. This exercise will not actually involve purchasing real insurance products, nor will you be asked to provide any form of payment. Please answer all questions to the best of your knowledge, and in view of your personal situation. During the exercise, you will have an opportunity to be awarded an extra incentive based on your decisions in this exercise.</p>
2	Completing the survey
20 min	<i>Ask participants to complete the survey (and exercise).</i>
3	Group discussion
35 min	<p>Introduction (10 min) During the survey, you had to buy a fictitious insurance product.</p> <ul style="list-style-type: none"> - What did you take into consideration when making your choices in this exercise? - What if anything did you find difficult/easy about this exercise?

- Was there anything in the experiment which helped you/made it more difficult for you to make your choices?

Awareness of cross-border insurance provision, interest in purchasing insurance cross-borders (5 min)

Thinking about the exercise where you had to choose between different insurance offers, did you notice whether the insurance offers that you saw were all provided by Slovakian [Italian] providers? Or did you notice providers from another country?

If respondents noticed the presence of a foreign provider: What did you think about the insurance offer?

PROMPT:

- Surprised to see insurance being offered by a provider from another EU country?
- Suspicious, cautious?
- It was better/worse than the other offers shown?

Interventions/factors that could encourage cross-border purchases (10min):

What would encourage you to buy insurance from another EU country?

PROMPT:

- If it was cheaper? How much cheaper?
- Better cover/quality of insurance? How much better?
- If it was recommended by a trusted source? What source: Publication? Advertising? Comparison tools? Friends/family?

Thinking again about the exercise where you had to choose between different insurance offers, did you notice the information banner?

[Show Banner]

- What are your impressions on the information provided on this information banner?
- Overall, would this banner encourage or deter you from purchasing insurance cross-borders?

- Looking at the individual statements on the banner to what extent would each of these pieces of information encourage you to buy insurance from an insurer located in another European country?
Explore for each statement on the banner:
 - Insurance companies from countries other than [participants' country] can be cheaper than providers from [participants' country], or offer additional cover
 - Same payment methods for domestic and foreign providers apply
 - All insurance offers, including those from providers in other EU countries will cover you in [participants' country] according to European Law
 - Foreign insurance companies offer customer service in [language of participants' country]
 - You can always make a claim through a local agent or representative if you are insured by a foreign provider
- What other comments would you like to make about this information banner?

Advantages and disadvantages of cross-border insurance purchases (10min)

What do you think could be the advantages of purchasing insurance from an insurance company in another country?

PROMPT:

- More options to choose from?
- Saving money/competitive prices?
- Better cover, fewer exclusions?
- A cover which is not available in my own country?
- A cover you would need while in a foreign country?
- Better customer service?
- Quicker claims settlement?
- Better reputation of insurance companies?

And what do you think could be the disadvantages of purchasing insurance from an insurance company in another EU country?

PROMPT:

- | | |
|--|---|
| | <ul style="list-style-type: none">- Difficult to compare/understand offers?- Unsure you will be covered in your own country?- Uncertain about legal rules that apply in other country?- More difficult claims handling?- Less probability that claims are honoured?- Customer service not existing in own language/in own country?- Claim settlement problems would lead to expensive court cases abroad? |
|--|---|

11. Annex 11: Laboratory experiment sample size considerations

The following sections show the reflections that were part of the design process of the survey and behavioural experiment.

This section lays out the allocation of participants to experimental treatments in the laboratory environment.

The laboratory testing took place in Italy (Milan) and Slovakia (Bratislava) with 100 participants at each location. In order to be able to make valid statistical statements for the testing in the laboratory environment, the number of treatment variants that were tested compared to the online environment was restricted.

As shown by the figures presented in the tables in section 11.3, the gains from increasing the sample size from 100 to 120 per country would have been very marginal indeed.

According to the **Tender Specifications**, the laboratory experiments should **further investigate the potential barriers to cross-border purchases**. It is furthermore stated that the laboratory **tests should be run for two or more products**.

Since the sample size was small, there was a risk of being unable to detect treatment effects which in fact do exist, in which case there would have been no learnings from the laboratory tests. Therefore, it was decided to maximise the treatment group sizes by reducing the number of products from two to one, and reducing the maximum number of groups per treatment from three to two. The benefit of this to the overall study was greater scientific robustness and reliability of results.

11.1. Products to be tested in the laboratory environment

An obvious first way of increasing sample sizes per treatment group in the laboratory experiment was to **restrict the number of products which we examined**. For this reason, we initially suggested restricting the analysis to **motor** and **add-on insurance** in order to test at least two products in the laboratory as required by the Terms of Reference. It emerged that motor insurance is a simpler product for cross-border provision and purchasing compared to home insurance. Moreover, the market for car rental insurance is already quite international. Therefore, we suggested not testing home and car rental insurance and instead running the laboratory tests on motor and add-on (furniture) insurance only. Yet, an agreement was reached that it would be favourable to further limit the number of products to just one, namely **motor insurance**. This adjustment was advantageous as it achieved greater scientific robustness of the data analysis with the given sample size available. We elaborate on this point in more depth in section 11.3 below.

11.2. Contextual factors and treatments to be tested

The objective of the laboratory experiment testing was to test the effects of tools and remedies on consumer decision-making, as well as to investigate the potential barriers to cross-border purchases. Due to the limited sample size in the laboratory environment we needed to balance several issues:

- Simplify the setup of the experiment in order to produce reliable results based on the treatments (see section 11.2.1).
- Isolate the effect of specific tools and remedies (i.e. treatments) on consumer decision-making (see section 11.2.2).
- Achieve large enough sample sizes per treatment group in order to obtain valid statistical inferences (see section 11.3).

11.2.1. Contextual factors

In addition to the experiment treatments, which looked at remedies to improve the consumer decision-making process, there were a number of **'contextual factors'** which

in the online experiment were randomised across participants in the experiment. These contextual factors had been introduced earlier in the study in consultation with the Commission with the objective to **maximise the realism** of the experiment. They represented either **personal risk characteristics** (e.g. whether an individual was more prone to specific risks such as vandalism) or **specific market characteristics** (whether a particular consumer was offered good value for money products or only particularly expensive products).

It was agreed that these contextual factors would not be randomised in the laboratory experiment. This decision was reached in order to produce the most reliable and robust results possible for the tested tools and remedies (i.e. the treatments discussed in section 11.2.2). Specifically, due to the smaller sample size in the lab environment it was agreed that varying the contextual factors raises the risk of distorting the treatment effects, such that it may not be possible to disentangle whether an observed outcome is due to the treatment or the contextual factors.

The following contextual factors were present in the online experimental setup and we present the special routing which was used to allocate participants in the laboratory testing:

- **Whether or not a risk of vandalism was present in the scenario given at the profile stage** (relevant for motor insurance only) (RA2 in the script): This reflected varying risk profiles that different consumers may face in reality. All participants were assigned to the "Risk" condition under which they should purchase insurance against vandalism, because it seemed to be the more interesting condition.
- **Which insurance provider was the cross-border provider** (RA9 in the script): This reflected realistic market conditions. Sometimes a cross-border provider may be able to offer a more attractive product, whereas sometimes the most attractive offer was provided by a domestic provider. In order to streamline the laboratory setup, we assigned the foreign address always to the optimal provider (i.e. Provider B). This set-up was chosen as we wanted to test the effect of treatments that seek to encourage a cross-border insurance purchase when this is the optimal choice, in order to help consumers avoid losing out with sub-optimal offers just because the optimal offers were cross-border. In situations where the cross-border offer was the optimal offer, then we tested the remedy in the condition where the benefit to the consumer (of purchasing cross border) was the greatest.
- **Two further contextual factors were not relevant in the lab experiment**, since it had been agreed to examine motor insurance only. Specifically **whether or not all offers were 'expensive' or at least one offer was 'cheap'** (RA3 in the script) and **which offer was shown upfront as the 'initial offer'** (RA10 in the script) were not relevant.

11.2.2. Treatment selection

In the laboratory experiment, in order to achieve sufficiently large group sizes and clean response data we focussed on the cross-border banner treatment, in particular the effect of a single combined cross-border banner, which combined the text from the two banners shown in the online experiment. All other treatments were held constant in the laboratory. The agreed treatment selection was:

- **All treatments except for the cross-border banner treatment were held constant:**
 - Manipulation of key contract features at the comparison stage** (RA4 in the script): We kept this treatment constant at 'Manip' (participants could adjust key contract features during the comparison stage).
 - Information Treatment** (RA7 in the script): We kept this treatment constant at NoInfo (the baseline case).

Timing and highlighting of contract features (RA6 in the script): We kept this treatment constant at High1 (which showed all key features at the comparison stage, but no visual highlights)

Rationale: Holding these treatments constant allowed us to examine the effect of the cross-border banner treatment (which was the most relevant treatment in the laboratory experiment) in absence of any variation across these treatments.

- **Cross-border treatments** (RA8 in the script):

Test: xbnb (cross-border offers were shown, but no 'banner' was presented), Banner (**contrary to the online experiment**, participants were shown **one combined version of the cross-border information banner** before the comparison stage which combined the text from the two banners shown in the online experiment)

Do not test: Domestic (only domestic offers were shown)

Rationale: Cross-border issues were particularly important in the lab experiment which was conducted with participants recruited from border regions, and the Commission was particularly interested in the effectiveness of the information banner in terms of encouraging consumers to choose a cross-border offer. Including these treatment variants in the testing allowed us to examine whether the information of the banner affected the likelihood that a cross-border offer was chosen. **Two versions of the cross-border banner were combined into one longer banner to boost the lab sample sizes per treatment group.** The follow-up discussions in the lab revealed which pieces of information of the banner were particularly appreciated by respondents.

11.3. Rationale for including one product instead of two in the choice task

Following the above strategy avoided splitting the sample into more than two treatment variants for any given treatment. This implied the following sample sizes by treatment group and country:

Table 18 : Sample sizes

	1 product analysed		2 products analysed	
	Per country	All lab	Per country	All lab
2 variants	50	100	25	50

An initial note on laboratory randomisations outlined the possible testing of two products in the laboratory environment, namely **motor and add-on insurance**. This proposal would have achieved similar sample sizes as the current suggestion except that it would have **made necessary the merging of the data across the two Member States** (IT and SK).

All options for boosting sample size have been assessed (these options are to a) reduce the number of products, b) pool data across countries or c) reduce the number of treatment variants). The conclusion was reached that it is **preferable to maintain the ability to analyse the data at country level but instead to focus on motor insurance only in order to boost the samples sizes per treatment group and per country.**³⁶

³⁶ Dropping add-on insurance and keeping motor insurance was suggested because it is the least developed market (currently mostly available in the UK).

Table 19 below shows the treatment effect sizes that would be statistically significant if one or two products were included and if the data were analysed at country level or pooled across countries, based on the sample sizes proposed for the lab experiment. The table shows that much smaller treatment effect sizes could be detected (17.5pp compared to 24pp for all lab) if one product were included instead of two.

Table 20 shows equivalent results based on the sample sizes recommended by the JRC. As can be seen by comparing these two tables, the required effect sizes are only very marginally smaller (around 1-1.5pp) with a sample size in accordance with the JRC's recommendation (i.e. 60 participants per group per country, or 120 per group in all lab if countries are pooled, see Table 20).

Further clarification of the results in Table 19 and Table 20 by way of an example: The power calculations in Table 2 and Table 3 are based on **z-tests in testing differences between two independent proportions** using the programme G-Power. To illustrate the meaning of these numbers, take a **binary outcome variable**, for example whether a **cross-border offer was chosen or not**. Two important relevant concepts are:

- **Statistical significance:** This refers to the likelihood of finding an observed pattern in a dataset *by chance* (specifically, whether this likelihood is below a certain threshold, commonly 5%). The significance level is also known as the Type-I error, which is the likelihood of detecting "false positives", i.e. rejecting a null hypothesis when there is no real difference.
- **Statistical power:** This refers to the ability of a test to detect an effect of a certain size (when this effect does in fact exist). The power of a test is also known as the Type-II error power, which refers to detecting "false negatives", i.e. not rejecting a null hypothesis when there is indeed a difference between treatment groups.

Both measures are related to each other. By restricting statistical significance (i.e. lowering Type-I error), one increases the chance of type-II error (i.e. lower power). Power analyses are a useful a priori analysis and however, we cannot assure achieving the desired power levels even with guards in place regarding sample size.

The tables below assume that the **baseline group** chooses the cross-border offer with a probability of **0.5**. In order for us to be **80% certain** that a treatment effect is indeed **statistically significant** if it shows up as **significant at 95% in the analysis** (i.e. power level of 0.8 achieved, significance level of 95%), the **treatment group** must pick the cross-border offer with a probability of **0.76** (effect size of 26pp shown in Table 2, in the case of a two-sided test, 1 product, analysed per country). We would achieve the same level of statistical power if the **treatment group** had a probability of selecting a cross-border offer of **0.695** if we **pooled the data across countries** (effect size of 19.5pp in Table 2, in case of a two-sided test, 1 product, analysed across all labs?).

Table 19: Statistically significant treatment effect sizes in percentage points (control group result of 50%, power 0.8), based on a sample size according to the Consortium’s proposal (100 per country, 50 per treatment group in each country)

	1 product		2 products	
	Two-sided test	One-sided test	Two-sided test	One-sided test
Per country	26 (50 per group)	24 (50 per group)	36 (25 per group)	32.5 (25 per group)
All lab	19.5 (100 per group)	17.5 (100 per group)	26 (50 per group)	24 (50 per group)

Note: Hypothesis tests such as t-test of differences in means or differences in proportions, can be run as two-sided tests, or one-sided tests. Two-sided test detect overall differences between the two groups, whereas one-sided tests detect differences only for a given direction.

Table 20: Statistically significant treatment effect sizes in percentage points (control group result of 50%, power 0.8), based on a sample size of 120 per country, 60 per treatment group in each country

	1 product		2 products	
	Two-sided test	One-sided test	Two-sided test	One-sided test
Per country	25 (60 per group)	23 (60 per group)	33.5 (30 per group)	30 (30 per group)
All lab	18 (120 per group)	16 (120 per group)	25 (60 per group)	23 (60 per group)

Note: Hypothesis tests such as t-test of differences in means or differences in proportions, can be run as two-sided tests, or one-sided tests. Two-sided test detect overall differences between the two groups, whereas one-sided tests detect differences only for a given direction.

The results from the pilot data reveal that the likelihood of choosing a cross-border offer in the motor category was 20% for participants who have **not seen the banner**. We do not have pilot data for the treatment groups which saw the banners. The necessary effect sizes do not change significantly compared to the illustrative examples presented above in Table 19 and Table 20 above if the control result is set at 20% rather than to the above 50%. See Table 21 below.

Table 21: Statistically significant treatment effect sizes in percentage points (based on pilot data no-banner control group result of 20%, power 0.8)

	1 product	
	Two-sided test	One-sided test
Per country	26 (50 per group)	23 (50 per group)
All lab	18 (100 per group)	16 (100 per group)

Note: Hypothesis tests such as t-test of differences in means or differences in proportions, can be run as two-sided tests, or one-sided tests. Two-sided test detect overall differences between the two groups, whereas one-sided tests detect differences only for a given direction.

11.4. Combing the online and laboratory experiment data

It is important to note that the decision to prioritise the laboratory sample sizes per treatment group by testing a (different) combined cross-border banner and holding the contextual factors constant in the laboratory meant that it was no longer be possible to combine the online and laboratory datasets. However, this decision was justified through significantly larger sample sizes per treatment group and so increased scientific validity of our findings in the laboratories.

11.5. Including further products in the laboratory follow-up questions

We asked participants about their willingness to purchase insurance cross-border and potential barriers to purchasing cross-border in the context of other insurance products, e.g. home insurance. The follow-up discussions added value relative to the focus groups in a number of ways:

- In these discussions it was possible to refer back to the barriers to cross-border purchasing, the marketing practices and the remedies that were examined in the preceding experiment and explore in more depth the participants' perceptions of these;
- The lab participants were recruited from border regions, so qualitative information from these individuals (border region residents) is particularly interesting for the study; and
- The discussions added to the overall depth and volume of qualitative information collected throughout the study.

FURTHER ANALYSIS, RESULTS AND TECHNICAL INFORMATION

12. Annex 12: Assessment of potential premium savings using survey data

Part of the planned methodology for Task 3 involved undertaking regression analysis using the survey data to estimate the price paid for insurance as a function of search behaviour:

$$\text{Price paid} = f(\text{Number of offers compared}, \text{Search behaviour}, \text{Controls})$$

The intention was that this analysis would yield coefficient estimates providing estimates of how much consumers could have saved had their search behaviour been different in certain ways. We conducted this analysis including among the explanatory variables all the captured variables that would be expected to influence the price paid (the number of products compared when searching for insurance, and the information sources used³⁷) as well as all relevant control variables.³⁸

However, the analysis did not yield meaningful statistically significant results, which would aid in the assessment of potential savings. An examination of the regressions, which were run for each type of insurance, does not identify comparable results across products, or consistent statistical significance across regressions, or much statistical significance among the coefficients overall. This means it is not possible to draw robust conclusions from this analysis and potential savings are best assessed via the other methods employed (and reported in the main study report). Hence, we do not report the regression results here, although they are available upon request.

A likely cause of the fact that this method did not yield meaningful results is that insurance policy prices vary due to a very wide range of factors many of which could not be controlled for in our model, due to unobservable variables not captured by the survey. In particular, the survey did not capture details about the specific insurance policies in question (e.g. the insured sum, level of deductible, covered risks), other than the type of insurance (e.g. buildings insurance, home contents insurance, comprehensive car insurance, travel insurance), which of course would impact on the price.³⁹ Omitting these variables from the regression analysis would lead to omitted variable bias in the estimates if they are related to both the dependent variable (price paid) and one or more of the explanatory variables (number of offers compared, etc.).

³⁷ For number of products compared see survey question S2Q6, and information sources used see survey question S2Q7.

³⁸ The controls included occupation, age, gender, education level, living situation, financial situation, cognitive ability, and trust level in the insurance market and intermediaries. For occupation see survey question D5_occup; for age see D1; for gender see D2; for education level see D5; for living situation see D6; for financial situation see D9; for cognitive ability see S3Q1 and S3Q2; for trust in the insurance market and intermediaries see S3Q3; and for risk aversion see S3Q4.

³⁹ These details were not asked about in the survey due to the length of the survey and an expectation that respondent would not be able to recall and provide this information accurately.

13. Annex 13: Shares who gave each available answer to each survey question

The table below shows the shares of survey respondents who gave each available answer to each survey question. These tables include the shares for the answers 'Don't know' and 'Other', but otherwise are identical to the corresponding tables in the main report. Note that some questions were multiple answer selection questions (i.e. the answers were not mutually exclusive and respondents could choose several responses), and hence the percentages may not sum to 100. When this is the case, it is indicated in the table notes.

Table 22: General motives for buying insurance (% of respondents)

Motive	Home	Motor ¹	Car rental	Travel	Add-on ²	Home assist
The insurance was mandatory ³	21.4	28.2	28.4	-	-	-
I believe it is likely I may need to file a claim	5.0	11.6	11.7	22.4	19.8	11.7
It provides me with peace of mind	29.1	48.9	34.4	55.6	53.2	61.5
It's important to cover the risk	50.8	-	-	-	-	-
<i>Don't know</i>	1.5	2.1	1.6	0.9	1.2	0.4
<i>Other</i>	1.3	5.0	1.6	5.6	3.8	5.9
Sample size (N)	1,548	717	295	732	700	268

Note: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). The options presented in the table were not relevant/provided for all different insurance types, and where this was the case a '-' is displayed in the table.

1. Comprehensive motor insurance. 2. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

3. Different reasons why the insurance may be mandatory were offered as answers, depending on the type of insurance in question, including in order to 'buy or rent my home', 'register and drive my car/lease my car' and 'rent the car', in case of home, motor and car rental insurance respectively.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q2, "Why did you buy this insurance?"

Table 23: General motives for buying insurance by country (% of respondents)

		Home	Motor ¹	Car rental	Travel	Add-on ²	Home assist
DE	The insurance was mandatory ³	19.1	19.2	27.4	-	-	-
	I believe it is likely I may need to file a claim	9.9	22.1	15.3	31.1	42.6	23.2
	It provides me with peace of mind	20.9	51.9	31.3	45.6	42.4	27.0
	It's important to cover the risk	55.7	-	-	-	-	-
	<i>Don't know</i>	2.3	1.7	3.0	1.9	0.0	0.0
	<i>Other</i>	0.9	6.8	2.7	3.5	3.1	7.8
	Sample size (N)	294	148	67	149	94	12
IT	The insurance was mandatory ³	30.5	26.8	34.2	-	-	-
	I believe it is likely I may need to file a claim	0.5	7.3	9.9	11.9	10.8	4.3
	It provides me with peace of mind	24.5	43.2	26.0	54.2	51.2	45.5
	It's important to cover the risk	32.5	-	-	-	-	-
	<i>Don't know</i>	0.5	4.2	0.0	0.0	0.0	0.0
	<i>Other</i>	2.8	0.0	1.0	3.0	3.3	9.3
	Sample size (N)	192	90	76	90	145	55

RO	The insurance was mandatory ³	20.2	45.1	42.6	-	-	-
	I believe it is likely I may need to file a claim	0.0	4.0	16.4	26.9	4.3	7.5
	It provides me with peace of mind	26.0	36.6	22.2	56.5	59.2	57.4
	It's important to cover the risk	43.1	-	-	-	-	-
	<i>Don't know</i>	0.5	2.7	3.4	0.0	2.7	0.0
	<i>Other</i>	2.6	0.6	0.0	5.5	1.4	2.6
	Sample size (N)	221	119	26	121	115	25
SK	The insurance was mandatory ³	17.7	46.3	21.6	-	-	-
	I believe it is likely I may need to file a claim	3.7	16.4	15.2	1.6	15.7	11.6
	It provides me with peace of mind	27.6	40.9	18.7	70.8	59.0	48.4
	It's important to cover the risk	37.0	-	-	-	-	-
	<i>Don't know</i>	1.8	0.0	0.0	0.8	2.1	2.1
	<i>Other</i>	1.1	0.8	0.0	6.7	2.9	8.4
	Sample size (N)	260	130	11	130	105	74
SE	The insurance was mandatory ³	24.8	13.4	11.8	-	-	-
	I believe it is likely I may need to file a claim	2.3	2.7	5.5	11.2	8.4	20.5
	It provides me with peace of mind	41.0	71.4	50.0	47.6	48.2	52.4
	It's important to cover the risk	42.7	-	-	-	-	-
	<i>Don't know</i>	4.1	1.3	3.5	2.7	3.2	15.9
	<i>Other</i>	4.0	5.1	3.4	16.7	14.8	9.2
	Sample size (N)	298	88	49	101	153	18
UK	The insurance was mandatory ³	19.6	35.7	24.9	-	-	-
	I believe it is likely I may need to file a claim	3.0	2.5	9.3	18.0	12.5	14.0
	It provides me with peace of mind	41.7	50.3	45.7	70.2	68.1	79.4
	It's important to cover the risk	59.9	-	-	-	-	-
	<i>Don't know</i>	0.6	1.7	1.1	0.0	2.8	0.0
	<i>Other</i>	0.1	7.1	0.8	8.6	3.5	3.4
	Sample size (N)	283	142	66	141	88	84

Note: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). The options presented in the table were not relevant/provided for all different insurance types, and where this was the case a '-' is displayed in the table.

1. Comprehensive motor insurance. 2. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

3. Different reasons why the insurance may be mandatory were offered as answers, depending on the type of insurance in question, including in order to 'buy or rent my home', 'register and drive my car/lease my car' and 'rent the car', in case of home, motor and car rental insurance respectively.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q2, "Why did you buy this insurance?".

Table 24: Situational drivers behind purchasing insurance (% of respondents)

	Home	Motor ¹	Car rental	Travel	Add-on ²	Home assist
Experienced damage, loss, emergency, etc. ³	9.6	7.9	12.0	8.2	14.1	17.8
Was advised to do so by friends or family	9.0	13.3	11.6	12.8	10.9	11.7
Was advised to do so by a commercial party ⁴	-	-	42.8	24.7	33.7	21.1
<i>Don't know</i>	1.5	2.1	1.6	0.9	1.2	0.4

<i>Other</i>	1.3	5.0	1.6	5.6	3.8	5.9
Sample size (N)	1,548	717	295	732	700	268

Note: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). The options presented in the table were not provided for all different insurance types, and where this was the case a '-' is displayed in the table. 1. Comprehensive motor insurance. 2. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.). 3. Different types of experiences that may be expected to prompt insurance purchases were offered as answers depending on the type of insurance in question, such as experiencing loss or damaged to one's home, car, rental car or personal property, loss or health issues when travelling, or a home assistance emergency. See the survey script annex to see the full wording of the questions. 4. Different types of commercial party were mentioned among the answer options depending on the type of insurance in question, such as a financial advisor or bank, car rental agency, travel agent, sales assistant, retailer, or insurer. See the survey script annex to see the full wording of the questions.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q2, "Why did you buy this insurance?".

Table 25: Situational drivers behind purchasing insurance by country (% of respondents)

		Home	Motor	Car rental	Travel	Add-on ³	Home assist
DE	Experienced damage, loss, emergency, etc. ¹	9.9	9.9	12.7	9.8	10.8	0.0
	Was advised to do so by friends or family	6.6	10.3	3.5	13.0	13.3	13.6
	Was advised to do so by a commercial party ²	-	-	39.1	25.4	23.9	42.0
	<i>Don't know</i>	2.3	1.7	3.0	1.9	0.0	0.0
	<i>Other</i>	0.9	6.8	2.7	3.5	3.1	7.8
	Sample size (N)	294	148	67	149	94	12
IT	Experienced damage, loss, emergency, etc. ¹	6.9	7.5	11.4	6.6	18.7	11.0
	Was advised to do so by friends or family	9.5	19.9	17.3	8.4	8.8	19.7
	Was advised to do so by a commercial party ²	-	-	41.4	41.8	45.1	31.8
	<i>Don't know</i>	0.5	4.2	0.0	0.0	0.0	0.0
	<i>Other</i>	2.8	0.0	1.0	3.0	3.3	9.3
	Sample size (N)	192	90	76	90	145	55
RO	Experienced damage, loss, emergency, etc. ¹	9.2	11.9	0.0	5.1	14.9	29.3
	Was advised to do so by friends or family	19.7	14.8	35.7	14.5	17.0	19.2
	Was advised to do so by a commercial party ²	-	-	42.4	21.8	48.8	45.2
	<i>Don't know</i>	0.5	2.7	3.4	0.0	2.7	0.0
	<i>Other</i>	2.6	0.6	0.0	5.5	1.4	2.6
	Sample size (N)	221	119	26	121	115	25
SK	Experienced damage, loss, emergency, etc. ¹	11.4	14.2	11.4	7.7	18.7	17.9
	Was advised to do so by friends or family	13.5	14.4	13.6	12.4	20.3	12.7
	Was advised to do so by a commercial party ²	-	-	23.7	23.6	19.8	35.4
	<i>Don't know</i>	1.8	0.0	0.0	0.8	2.1	2.1
	<i>Other</i>	1.1	0.8	0.0	6.7	2.9	8.4
	Sample size (N)	260	130	11	130	105	74

SE	Experienced damage, loss, emergency, etc. ¹	4.1	14.4	3.8	15.2	11.0	20.0
	Was advised to do so by friends or family	13.4	4.6	4.4	15.9	10.8	13.8
	Was advised to do so by a commercial party ²	-	-	34.6	14.5	19.9	13.2
	<i>Don't know</i>	4.1	1.3	3.5	2.7	3.2	15.9
	<i>Other</i>	4.0	5.1	3.4	16.7	14.8	9.2
	Sample size (N)	298	88	49	101	153	18
UK	Experienced damage, loss, emergency, etc. ¹	11.7	2.9	14.1	6.9	12.3	23.9
	Was advised to do so by friends or family	7.5	14.0	14.3	13.8	6.6	5.8
	Was advised to do so by a commercial party ²	-	-	50.0	16.5	30.8	7.7
	<i>Don't know</i>	0.6	1.7	1.1	0.0	2.8	0.0
	<i>Other</i>	0.1	7.1	0.8	8.6	3.5	3.4
	Sample size (N)	283	142	66	141	88	84

Note: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). The options presented in the table were not provided for all different insurance types, and where this was the case a '-' is displayed in the table. This was a multiple answer selection question; hence percentages may not sum to 100. 1. Different types of experiences that may be expected to prompt insurance purchases were offered as answers depending on the type of insurance in question, such as experiencing loss or damaged to one's home, car, rental car or personal property, loss or health issues when travelling, or a home assistance emergency. See the survey script annex (Annex 7) to see the full wording of the answer options. 2. Different types of commercial party were mentioned among the answer options depending on the type of insurance in question, such as a financial advisor or bank, car rental agency, travel agent, sales assistant, retailer, or insurer. See the survey script annex to see the full wording of the questions. 3. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.) Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q2, "Why did you buy this insurance?".

Table 26: Reasons for renewing with the same provider, by insurance product and country (% of respondents)⁴⁰

	DE	IT	RO	SK	SE	UK	Total
Buildings and contents							
My contract automatically rolled over	45.4	41.6	21.9	34.3	38.9	23.2	35.2
I looked at alternatives and my current provider had the best	33.9	29.4	53.2	40.9	34.3	66.6	44.9
I did not think there would be any better offers on the market	4.9	4.7	4.5	6.8	3.8	6.2	5.2
I feel more comfortable staying with a provider I know	27.6	29.3	32.8	26.0	30.5	15.0	24.8
I thought it would take too long to search for other offers	2.1	1.3	2.3	2.2	3.7	2.2	2.0
<i>Don't know</i>	1.0	1.8	0.0	1.9	2.5	1.0	1.2
<i>Other</i>	3.5	5.4	1.1	2.0	3.4	3.4	3.6
Sample size (N)	165	138	172	160	179	189	1,003
Comprehensive motor							

⁴⁰ See section **Error! Reference source not found.** for a discussion on the weighting procedure used in the analysis.

My contract automatically rolled over	34.7	25.8	39.0	17.4	29.3	19.0	28.1
I looked at alternatives and my current provider had the best	46.4	41.4	34.1	55.0	47.5	71.5	52.5
I did not think there would be any better offers on the market	9.7	14.3	6.6	5.6	5.6	3.8	8.2
I feel more comfortable staying with a provider I know	24.5	26.1	27.8	24.1	31.9	6.1	19.7
I thought it would take too long to search for other offers	5.5	1.5	1.7	0.6	5.6	1.3	3.1
<i>Don't know</i>	1.0	0.0	0.0	0.6	0.0	0.0	0.4
<i>Other</i>	7.5	4.7	3.4	4.3	3.8	6.0	6.0
Sample size (N)	96	61	76	74	61	95	463
Home assistance							
My contract automatically rolled over	36.5	13.1	23.7	53.7	39.2	36.1	29.3
I looked at alternatives and my current provider had the best	16.2	37.2	52.0	37.9	18.4	59.4	45.3
I did not think there would be any better offers on the market	6.6	12.0	8.4	5.6	15.8	3.9	7.2
I feel more comfortable staying with a provider I know	40.7	39.9	28.8	39.7	35.0	13.4	27.2
I thought it would take too long to search for other offers	6.6	5.5	0.0	6.7	8.3	3.6	4.6
<i>Don't know</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Other</i>	0.0	0.0	0.0	0.0	0.0	6.0	2.8
Sample size (N)	10	36	18	39	10	49	162

Note: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). Buildings and contents were two separate categories in the question which have been combined for reporting. This was a multiple answer selection question; hence percentages may not sum to 100.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q4, "Why did you decide to renew with the same provider?".

Table 27: Reasons for switching, by insurance product and country (% of respondents)

	DE	IT	RO	SK	SE	UK	Total
Buildings and contents							
The new provider offered a better deal in terms of premium/excess	31.5	27.9	32.9	23.8	59.4	78.7	53.5
The new provider offered a better deal in terms of coverage	34.5	45.0	33.3	44.3	18.1	36.4	35.6
The new provider offered a better deal in terms of service/claims handling	21.1	23.5	25.7	14.1	4.2	7.5	14.5
I had a poor experience with my previous provider	9.7	10.6	14.3	20.7	15.0	5.6	8.7
My needs and/or circumstances changed	17.1	14.4	17.3	20.4	7.6	4.5	10.8
The new provider was recommended to you	9.1	7.7	5.2	2.2	6.5	2.0	5.3
<i>Don't know</i>	2.2	2.9	1.5	0.0	1.9	0.6	1.5

<i>Other</i>	8.6	2.0	4.2	1.1	9.3	2.4	4.9
Sample size (N)	82	37	44	53	95	140	451
Comprehensive motor							
The new provider offered a better deal in terms of premium/excess	47.1	42.4	64.7	47.0	82.7	75.5	60.2
The new provider offered a better deal in terms of coverage	25.9	46.6	35.2	37.1	5.7	27.8	29.3
The new provider offered a better deal in terms of service/claims handling	15.7	13.9	47.1	23.2	2.2	6.9	12.6
I had a poor experience with my previous provider	13.9	15.8	25.0	24.8	6.4	5.4	11.0
My needs and/or circumstances changed	13.2	7.8	0.0	1.5	6.0	6.7	8.7
The new provider was recommended to you	8.6	9.5	3.7	10.9	2.2	1.0	5.2
<i>Don't know</i>	0.0	2.3	0.0	0.0	1.9	3.8	2.0
<i>Other</i>	6.7	0.0	0.0	3.4	4.4	0.9	2.9
Sample size (N)	51	28	22	35	43	80	259
Home assistance							
The new provider offered a better deal in terms of premium/excess	67.1	26.7	25.3	45.2	0.0	67.6	56.5
The new provider offered a better deal in terms of coverage	60.7	47.0	25.3	26.0	36.5	47.3	47.4
The new provider offered a better deal in terms of service/claims handling	77.3	14.8	41.9	19.9	0.0	15.6	21.9
I had a poor experience with my previous provider	0.0	21.7	83.3	20.6	36.5	5.1	10.4
My needs and/or circumstances changed	0.0	7.3	25.3	18.9	27.0	11.7	10.2
The new provider was recommended to you	0.0	5.1	0.0	17.8	0.0	2.5	3.2
<i>Don't know</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Other</i>	0.0	0.0	0.0	8.3	0.0	2.6	1.8
Sample size (N)	4	12	3	12	3	32	66

Source: This was a multiple answer selection question; hence percentages may not sum to 100. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q5, "Why did you decide to switch to another provider?".

Table 28: First most important sources of information, by product (% of respondents)

	Home ¹	Buildings only	Contents only	Motor ²	Car rental	Travel	Add-on ³	Home assist.
Websites of insurers	11.0	11.4	10.6	10.0	13.0	10.5	7.4	14.0
Comparison websites	23.8	25.4	22.2	35.7	26.0	28.7	24.5	28.3
Visited providers in person	10.1	8.1	12.0	10.7	12.9	9.9	11.3	3.5
Called providers	4.2	3.6	4.9	5.9	3.2	3.2	5.5	6.2
My bank	8.1	8.8	7.4	3.4	1.3	4.7	4.3	7.1
An insurer	12.4	12.5	12.3	9.3	7.1	7.3	6.9	6.5

Independent advisor/broker	10.9	13.2	8.6	7.2	3.0	6.0	7.8	11.6
Advertisements	1.1	0.6	1.7	0.4	2.6	1.1	1.3	1.5
Websites of national consumer associations	3.9	4.9	2.9	2.7	8.9	4.6	9.3	8.4
Websites of public authorities/agencies	2.0	1.2	2.9	1.6	4.3	3.3	2.9	1.5
Friends/family	8.0	6.8	9.3	9.4	7.3	13.7	9.4	5.7
Blogs/online discussions	1.1	0.8	1.3	1.8	2.9	0.9	2.3	1.3
Other	3.3	2.8	3.9	2.0	7.6	5.9	7.1	4.3
Sample size (N)	1,548	684	864	717	295	732	700	268

Note: 1. Buildings and contents were two separate categories which are combined in this column. 2. Comprehensive motor insurance. 3. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q7, "Which were your main sources for information about different insurance providers and offers?".

Table 29: Second most important sources of information, by product (% of respondents)

	Home ¹	Buildings only	Contents only	Motor ²	Car rental	Travel	Add-on ³	Home assist.
Websites of insurers	16.2	17.1	15.2	22.2	13.4	19.2	11.3	20.3
Comparison websites	12.7	14.1	11.3	14.8	13.4	16.0	13.5	18.4
Visited providers in person	5.3	6.9	3.6	4.9	7.3	5.5	7.0	8.7
Called providers	6.9	5.7	8.0	7.3	8.9	3.7	3.9	4.3
My bank	6.0	6.7	5.3	3.5	4.4	1.9	6.0	3.1
An insurer	8.9	7.5	10.3	7.2	3.8	6.6	7.4	5.4
An independent advisor/broker	5.7	5.4	6.1	3.8	9.3	5.2	3.9	4.7
Advertisements	4.0	3.8	4.2	2.1	3.7	2.1	3.8	4.2
Websites of national consumer associations	6.6	5.4	7.7	5.4	6.5	5.3	7.7	7.6
Websites of public authorities/agencies	4.1	3.3	4.9	3.8	2.3	6.6	5.8	2.1
Friends/family	12.7	13.1	12.2	15.9	12.5	15.1	17.7	12.1
Blogs/online discussions	2.9	2.9	3.0	2.6	7.0	4.4	4.9	5.0
Other	8.1	8.0	8.1	6.5	7.6	8.2	6.9	4.2
Sample size (N)	1,548	684	864	717	295	732	700	268

Note: 1. Buildings and contents were two separate categories which are combined in this column. 2. Comprehensive motor insurance. 3. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q7, "Which of the following were your main sources for information about different insurance providers and offers?".

Table 30: First most important sources of information, by country (% of respondents)

	DE	IT	RO	SK	SE	UK	Total
Websites of insurers	9.1	6.2	11.5	10.2	20.8	13.7	10.6
Comparison websites	24.7	16.3	6.9	11.0	12.3	47.8	27.3
I visited providers in person	9.0	18.3	19.3	16.3	6.4	3.4	10.2
I called providers	1.4	4.2	2.5	6.1	12	8.1	4.6
My bank	4.5	7.4	8.9	5.4	5.3	4.6	5.5
An insurer	13.6	10.9	13.6	13.4	7.6	1.8	9.4
An independent advisor/broker	11.8	9.0	14.3	15.7	3.3	2.0	8.4
Advertisements (print, radio, television)	0.7	2.4	2.1	0.7	0.3	0.8	1.2
Websites of national consumer associations	5.1	7.4	1.5	2	4.1	5.6	5.3
Websites of public authorities/ agencies	1.6	3.2	4.3	3.5	2.2	2.4	2.4
Friends/family	11.9	7.4	11.6	12.7	15.6	5.2	9.2
Blogs/online discussions	1.7	2.3	1.7	1.3	0.9	0.8	1.5
Other	4.9	5.0	1.9	1.7	9.2	4.0	4.5
Sample size (N)	764	648	627	710	707	804	4,260

Note: Results are aggregated over insurance products. Across products and countries, we find results which are consistent with the country results, but omit these tables in the interests of space.

Source: *London Economics analysis of survey and experiment data (online and lab data combined)*. Survey question S2Q7, "Which of the following were your main sources for information about different insurance providers and offers?".

Table 31: Information used in insurance purchase or renewal

	DE	IT	RO	SK	SE	UK
	%	%	%	%	%	%
Buildings and contents						
Premium	51.7	52.6	62.9	62.3	51	72.1
Excess and/or deductible	38.1	35.9	22.2	31.5	28.9	54.4
Sum insured	51.0	40.1	60.6	67.7	34.2	54.8
Which risks are covered/not covered	68.4	47.9	60.6	49.2	41.3	56.2
Exclusions when claims cannot be made	22.1	20.3	20.8	30.4	7.0	34.3
Your obligations under the contract	14.3	15.1	29.0	25.8	4.0	15.9
Whether possessions are covered outside the home	15.6	16.1	12.7	17.3	10.7	31.4
Period of the contract	17.7	16.1	19.9	23.1	5.7	17.3
Claims handling procedure	28.9	11.5	23.5	39.6	6.7	15.9
Cancellation provisions	11.9	7.3	14.5	11.2	2.0	6.4
Sample size (N)	294	192	221	260	298	283
Comprehensive motor						
Premium	60.8	54.4	49.6	60.0	69.3	77.5
Excess and/or deductible	53.4	35.6	31.9	56.9	36.4	61.3
Sum insured	43.2	42.2	58.0	66.2	18.2	23.2
Which risks are covered/not covered	55.4	54.4	64.7	53.1	43.2	50.7
Exclusions when claims cannot be made	20.3	13.3	21.0	25.4	5.7	19.0
Your obligations under the contract	12.2	11.1	23.5	27.7	3.4	14.8
Geographic coverage	10.8	8.9	13.4	20.0	4.5	7.7

Period of the contract	16.2	24.4	27.7	28.5	3.4	11.3
Claims handling procedure	31.8	11.1	16.0	38.5	9.1	11.3
Cancellation provisions	10.1	3.3	14.3	11.5	4.5	7.0
No-claims bonus	36.5	17.8	27.7	34.6	14.8	43.7
Sample size (N)	148	90	119	130	88	142
Car rental						
Price	61.2	64.5	73.1	63.6	55.1	62.1
Excess and/or deductible	59.7	46.1	38.5	45.5	30.6	60.6
Which risks are covered/not covered	64.2	52.6	42.3	36.4	46.9	59.1
Exclusions when claims cannot be made	34.3	19.7	23.1	45.5	8.2	33.3
Your obligations under the contract	28.4	25.0	34.6	27.3	24.5	33.3
Geographic coverage	25.4	25.0	19.2	36.4	8.2	24.2
Claims handling procedure	26.9	11.8	19.2	18.2	12.2	13.6
Cancellation provisions	17.9	3.9	15.4	9.1	2.0	9.1
If hiring abroad, legal rights once back in your home country	9.0	6.6	7.7	18.2	6.1	18.2
Sample size (N)	67	76	26	11	49	66
Travel						
Price	69.1	64.4	75.2	70.8	53.5	83.7
Excess and/or deductible	36.2	42.2	15.7	27.7	23.8	47.5
Maximum amounts the insurer will pay out	20.8	32.2	45.5	48.5	13.9	42.6
Which risks are covered/not covered	57.0	70.0	81.0	63.8	51.5	64.5
Situations in which claims cannot be made	22.8	22.2	29.8	30	10.9	39.0
Your obligations under the contract	12.1	24.4	31.4	23.8	10.9	20.6
Geographic coverage	28.9	31.1	61.2	41.5	19.8	50.4
Period of the contract	23.5	38.9	36.4	42.3	11.9	34.0
Claims handling service	25.5	11.1	15.7	40.8	17.8	7.8
Cancellation provisions	10.1	5.6	13.2	4.6	2.0	11.3
Sample size (N)	149	90	121	130	101	141
Add-on insurance						
Premium	55.3	64.8	64.3	66.7	41.2	60.2
Excess and/or deductible	50.0	53.1	36.5	41.9	32.7	56.8
Maximum amount the insurer will pay out	37.2	31.0	59.1	60.0	20.9	38.6
Which risks are covered/not covered	77.7	77.2	81.7	65.7	59.5	73.9
Exclusions when claims cannot be made	31.9	30.3	41.7	43.8	14.4	45.5
Your obligations under the contract	17.0	26.2	50.4	50.5	4.6	25
Period of the contract	44.7	33.1	50.4	51.4	15.7	46.6
Claims handling procedure	34.0	22.1	30.4	48.6	9.2	21.6
Cancellation provisions	26.6	13.1	31.3	21.9	5.9	13.6
Sample size (N)	94	145	115	105	153	88
Home assistance						
Premium	58.3	47.3	60.0	67.6	38.9	67.9
Excess and/or deductible	41.7	32.7	48.0	48.6	44.4	53.6
Maximum amount the insurer will pay out	16.7	32.7	48.0	54.1	22.2	36.9
Which risks are covered/not covered	66.7	54.5	56.0	59.5	27.8	73.8

Exclusions when claims cannot be made	41.7	16.4	32.0	47.3	33.3	40.5
Your obligations under the contract	16.7	21.8	36.0	40.5	16.7	25
Period of the contract	16.7	20.0	36.0	33.8	16.7	23.8
Claims handling procedure	41.7	14.5	32.0	50.0	11.1	20.2
Cancellation provisions	8.3	1.8	28.0	24.3	16.7	9.5
Sample size (N)	12	55	25	74	18	84
<i>Don't know</i>	5.2	5.1	2.7	3.8	7.6	3.7
<i>Other</i>	3.9	3.1	1.3	2.0	11.1	4.2

Note: Individual variables for 'Don't know' and 'Other' responses were not recorded in the dataset *by product*. Instead the dataset includes two variables indicating whether respondents gave these answers irrespective of the product they were answering for. 'Other' and 'Don't Know' categories were excluded from the calculations of the shares for the informative answer options (i.e. options other than 'Other' and 'Don't Know'). This was a multiple answer selection question; hence percentages may not sum to 100. Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S2Q8, "Thinking about the last time you purchased or renewed, which of the following pieces of information did you use to make your choice?".

Table 32: Answers to test questions – Home insurance (%)

Answers	DE	IT	RO	SK	SE	UK	Total
<u>Test question on excluded risks</u>							
The policy would cover this in full	4.6	7.8	28.6	17.1	8.0	7.1	8.5
The policy would cover this if all items are located more than 1m above ground	4.2	5.8	7.8	7.8	3.2	4.0	4.9
The policy would only cover damage to the building, but not to the contents	5.2	5.2	6.4	10.4	3.4	2.2	4.6
The policy does not cover these damages (CORRECT)	76.8	69.6	52.5	57.3	75.7	80.2	73.3
Don't Know	9.3	11.6	4.6	7.4	9.6	6.6	8.7
<u>Test question on limits to coverage</u>							
She would be able to claim [€2 000] ¹	14.5	3.1	21.5	15.9	8.4	5.0	9.8
She would be able to claim [€1 000]¹ (CORRECT)	4.4	41.6	18.5	22.4	63.3	73.9	35.2
She would be able to claim [€500] ¹	2.9	5.0	1.5	14.5	2.8	1.5	3.3
She would not be able to claim at all	63.4	38.3	50.9	37.6	15.6	13.6	40.9
Don't Know	14.8	11.9	7.6	9.6	10.0	5.9	10.9
<u>Test question on underinsurance</u>							
She would be able to claim [€50 000] ¹	8.3	8.3	21.6	24.9	7.6	7.4	9.7
She would be able to claim [€25 000]¹ (CORRECT)	76.4	66.8	61.9	55.3	79.4	80.6	73.4
She would be able to claim [€26 000] ¹	1.2	5.2	4.3	4.0	1.3	1.1	2.5
She would not be able to claim at all	5.8	7.6	4.5	7.0	0.8	4.3	5.6
Don't Know	8.2	12.2	7.7	8.8	10.9	6.6	8.8
Sample size (N)	238	238	213	212	212	237	1,350

Note: The questions asked: "Suppose a consumer bought this home insurance policy. Suppose the consumer suffered damage worth [€3 500] to the contents of her home due to flooding caused by heavy rain. Would she be able to make a successful claim on this policy?", "Suppose the consumer had her laptop computer, worth [€2 000], stolen while travelling on a bus. Would she be able to make a successful claim on this policy?", and "Suppose the consumers' property is destroyed by a fire. Replacing her contents costs more than €50 000. What could she claim with this policy? 1. We quote all prices in German/Italian Euro. Prices in other countries were adjusted to local currencies and purchasing power. Full details and all amounts used can be seen in the experiment script in the annexes.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q4_CR, S4Q5_CR, S4Q6_CR, "Would she be able to make a successful claim on this policy?".

Table 33: Answers to test questions – Motor insurance (%)

Answers	DE	IT	RO	SK	SE	UK	Total
<u>Test question on coverage</u>							
The policy covers her own car, the other driver's insurance will cover their car	11.2	9.1	9.9	17.2	9.0	6.5	9.4
The policy covers both her own car and the other driver's car (CORRECT)	62.9	61.5	44.9	50.2	69.2	72.5	63.6
The policy covers the other driver's car, but not her own car	6.4	7.1	17.1	8.2	5.2	4.6	6.9
The policy covers the other driver's car, and damages to her own car up to [€500] ¹	9.1	9.8	15.3	14.0	3.5	9.1	9.7
Don't Know	10.4	12.5	12.8	10.4	13.1	7.4	10.4
<u>Test question on geographic limits</u>							
The policy covers her own car, the other driver's insurance will cover their car	10.9	7.8	8.9	14.6	9.1	6.4	8.8
The policy covers both her own car and the other driver	57.7	57.3	39.6	52.0	68.0	64.2	58.1
The policy covers the other driver's car, but not her own car (CORRECT)	9.7	8.8	16.3	9.2	3.5	9.3	9.6
The policy covers the other driver's car, and damages to her own car up to [€500] ¹	10.2	8.1	19.2	11.8	5.0	8.9	9.9
Don't Know	11.7	18.0	16.1	12.4	14.4	11.2	13.6
<u>Test question on exclusions</u>							
The policy would cover the cost of any damage to her car	11.7	8.4	14.8	14.5	12.2	6.4	9.8
The policy would cover the cost of any damage to other peoples	18.3	29.1	24.1	29.4	11.2	8.4	18.7
The policy would cover the cost of any refunds to her passengers	10.6	9.9	9.2	11.3	2.5	4.1	8.3
The policy would not cover her at all (CORRECT)	42.6	25.4	37.1	30.9	53.2	67.7	44.9
Don't Know	16.9	27.1	14.8	13.8	20.9	13.4	18.3
Sample size (N)	238	238	213	212	212	237	1,350

Note: The questions asked: "Suppose a consumer bought this insurance policy. Suppose the consumer caused an accident while driving in her home town, in which both her own car and the other driver's car were damaged. Which of the following would best apply to her situation?", "Suppose the consumer caused an accident with her car while on a shopping weekend abroad in France, in which both her own car and the other driver's car were damaged. Which of the following would best apply to her situation?", and "Suppose the consumer decided to earn extra money by offering to carry passengers via an online app. If she caused an accident while carrying paying passengers, which of the following would apply to her situation?". 1. We quote all prices in German/Italian Euro. Prices in other countries were adjusted to local currencies and purchasing power. Full details and all amounts used can be seen in the experiment script in the annexes.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q4_AO, S4Q5_AO, S4Q6_AO, "Which of the following would best apply to her situation?".

Table 34: Answers to test question on coverage – Car rental insurance (%)

Answer	DE	IT	RO	SK	SE	UK	Total
The insurer would cover the cost of all the damage to both cars (CORRECT ANSWER)	58.9	65.1	54.8	58.3	58.6	57.1	59.6

The consumer would have to pay for all the damage to the rental car	9.4	12.3	11.7	8.1	6.8	6.8	9.4
The consumer would have to pay for [€1 000] ¹ worth of damage to the rental	3.9	9.2	6.3	8.8	6.7	8.1	6.8
The consumer would have to pay for all the damage to the other driver	15.7	4.6	17.3	11.8	11.1	12.5	12.0
Don't Know	12.1	8.7	9.9	13.0	16.7	15.5	12.2
Sample size (N)	238	237	212	213	211	238	1,349

Note: The question asked: "Please look at the insurance policy for a rental car described below. Suppose a consumer bought this insurance policy. Suppose the consumer caused an accident while driving the rental car, resulting in damage to the rental car of [€1.000] and damage to the other driver's car of [€800]. Which of the following would apply? Please select one answer".

1. The amount shown was equal to the excess of the policy (which was waived) and varied by country and currency. Full details and all amounts used can be seen in the experiment script in the annexes.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q4_H, "Which of the following would apply?".

Table 35: Answers to test question on coverage and exclusions – Add-on insurance¹ (%)

Answers	DE	IT	RO	SK	SE	UK	Total
Staining caused by wine spilt on New Year (CORRECT)	3.2	5.5	7.6	3.9	3.6	5.5	4.8
A cat scratched the upholstery in May 2019	16.8	7.7	9.3	8.8	9.2	9.4	11.2
Faulty springs discovered by the consumer in September 2016	63.7	73.2	65.9	66.9	70.2	73.4	69.3
Damaged caused by tenants if the consumer rented out her house	5.1	5.0	9.3	9.6	3.2	3.3	5.1
Don't Know	11.2	8.5	7.9	10.7	13.8	8.3	9.6
Sample size (N)	239	338	213	313	213	237	1,553

Note: The question asked: "Suppose a consumer purchased a new bed and also bought this insurance policy on 1st April 2016. Which of the following damages to the bed would be covered by the policy?".

1. Add-on refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q4_M, "Which of the following damages to the bed would be covered by the policy?".

Table 36: Answers to test question on meaning of excess (%)

Answers	DE	IT	RO	SK	SE	UK
An additional premium that must be paid	5.5	12.1	14.6	9.4	6.1	16.6
The commission that is paid to a broker for placing insurance with an insurer	1.9	4.4	7.8	2.5	2.5	2.1
The amount that the policy holder must pay towards costs/damages when they make a claim (CORRECT)	88.9	75.2	56.2	79.9	87.2	76.2
A short period during which cover may be extended beyond its expiry date	0.5	2.4	5.3	2.2	0.4	0.8
Don't Know	3.2	5.9	16.0	6.0	3.7	4.4
Sample size (N)	952	1,050	850	952	850	950

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q2, "What is the meaning of the term "excess"?".

Table 37: Shares correctly identifying statements as either true or false (%)

Statement	True/ False ¹	DE	IT	RO	SK	SE	UK	Total
Home:								
The insured person must tell their insurer immediately if they extend their property	True	52.5	47.2	63.0	49.7	60.0	73.5	57.7
The insured person must tell their insurer immediately if they repaint or re-carpet their property	False	98.1	93.6	91.5	97.2	91.0	95.2	95.5
The insured person must tell their insurer immediately if their property is to be rented out	True	42.4	48.5	37.8	28.4	50.7	77.6	52.4
The insurer has a right to cancel the policy mid-term if the insured person makes more than one claim during policy term	False	81.6	90.8	85.1	90.5	95.1	86.3	86.1
The insurer has a right to cancel the policy mid-term if the insured person provided incorrect information regarding the size of the property	True	53.0	38.5	47.9	43.5	55.6	66.9	52.5
Overall question performance ²		19.1	19.7	14.5	13.4	26.0	47.8	26.3
Sample size (N)		238	238	213	212	212	237	1,350
Comprehensive motor:								
The insured person must tell their insurer if a new driver is added to the insurance (e.g. teenager)	True	61.6	62.0	35.5	20.6	17.6	86.6	63.2
The insured person must tell their insurer if they repaint their vehicle in its original colour	False	96.6	93.4	77.0	75.5	97.4	79.5	89.0
The insured person must tell their insurer about any vehicle modifications (e.g. uprated brakes)	True	24.3	25.8	24.4	27.0	11.0	80.0	39.3
The insurer has a right to cancel the policy mid-term if the insured person makes more than one claim during policy term	False	70.7	90.6	80.2	84.6	93.0	85.8	81.7
The insurer has a right to cancel the policy mid-term if the insured person provided incorrect address information	True	39.6	36.0	33.3	31.8	7.1	75.5	46.3
Overall question performance		9.3	7.4	0.4	2.4	0.8	47.1	17.8
Sample size (N)		237	237	212	214	214	238	1,352
Car rental:								
The policy will cover damage caused to other peoples' vehicles	True	62.9	57.0	58.6	65.6	45.6	51.2	57.4
In the event of a collision, the customer would not have to pay for any damage to the rental car	False	53.3	59.0	45.1	58.8	44.4	63.4	56.6
If the rental car was stolen, the customer would not have to pay the cost of replacing the car	True	54.6	38.5	34.7	40.8	42.5	49.0	46.7
Overall question performance		13.8	9.8	1.6	7.3	1.9	11.7	10.6
Sample size (N)		238	237	212	213	211	238	1,349

Note: The question asked "which of the following statements do you think are true of a typical [home/motor/ car rental] insurance policy [that is included in the car rental agreement]? Please select all that apply?"

1. Indicates whether the statement should have been selected as True, or False.

2. The 'overall question performance' relates to the proportion of respondents who answered correctly for all the statements they were shown.

Source: London Economics analysis of survey and experiment data (online and lab data combined). Survey question S4Q3, "Which of the following statements do you think are true for a typical policy?".

Table 38: Identifying correctly the highest/lowest premium policies from a range of policies (%)

	DE	IT	RO	SK	SE	UK
Motor:						
Highest	47.7	37.0	17.6	23.3	43.9	49.4
Lowest	67.7	55.4	31.8	58.7	52.9	64.0
Sample size (N)	475	474	424	427	425	476
Home:						
Highest	51.2	41.3	23.8	27.9	43.0	47.9
Lowest	65.5	66.0	39.1	47.4	61.2	62.5
Sample size (N)	477	576	426	525	425	474

Note: N=2,701 for motor, N=2,903 for home. Respondents were shown three different insurance policies for the same product, and asked to identify the policy with the highest premium, and that with the lowest premium.

Source: London Economics analysis of online and lab data of behavioural experiment. Survey question S4Q7, "Which of the three policies shown in the table below would you expect to have the lowest premium? And which would you expect to have the highest premium?".

Table 39: Information/experience which participants used to answer comprehension and awareness questions by country – Answer breakdown

	DE	IT	RO	SK	SE	UK	Total
	%	%	%	%	%	%	%
I answered mainly based on my intuition, knowledge and experience with insurance	29.7	41.6	46.1	51.5	32.3	27.5	34.3
I answered mainly based on the information provided in the summary policy document	70.3	58.4	53.9	48.5	67.7	72.5	65.7
Sample size (N)	952	1,050	850	952	850	950	5,604

Source: London Economics analysis of online and lab data of behavioural experiment. Survey question S4Q8, "Thinking about the question(s) you just answered about the insurance policy saw, did you answer these question(s) based mainly on your intuition, knowledge and experience, or based on the information that was provided in the summary policy document?".

Table 40: Information respondents used to answer questions against performance on comprehension and awareness scenario questions (%)

	I answered mainly based on my intuition, knowledge and experience with insurance	I answered mainly based on the information provided in the summary policy document	Total
Car rental:			
Incorrect	48.2	35.1	40.4
Correct	51.8	64.9	59.6
Add-on insurance:			
Incorrect	95.4	95.2	95.4
Correct	4.6	4.8	4.6
Home Q1:			
Incorrect	65.1	13.9	26.7

Correct	34.9	86.1	73.3
<u>Home Q2:</u>			
Incorrect	76.0	61.1	64.8
Correct	24.0	38.9	35.2
<u>Home Q3:</u>			
Incorrect	58.5	15.9	26.6
Correct	41.5	84.1	73.4
<u>Motor Q1:</u>			
Incorrect	47.1	28.4	36.4
Correct	52.9	71.6	63.6
<u>Motor Q2:</u>			
Incorrect	86.0	93.7	90.4
Correct	14.0	6.3	9.6
<u>Motor Q3:</u>			
Incorrect	67.8	45.6	55.1
Correct	32.2	54.4	44.9

Source: London Economics analysis of online and lab data of behavioural experiment. Survey questions S4Q8 and S4Q4-S4Q6, "Which of the three policies shown in the table below would you expect to have the lowest premium? And which would you expect to have the highest premium?", and "Would she be able to make a successful claim on this policy?".

Table 41: Comparing alternative providers – by product and country (%)

	DE	IT	RO	SK	SE	UK	Total
Overall across all products:							
Yes, I compared more than 3 offers	24.5	21.5	26.4	30.0	12.0	41.4	28.6
Yes, I compared 2 or 3 offers	27.9	33.6	32.5	33.7	28.2	29.2	30.0
No, I did not compare offers (I only looked at the offer I bought/renewed)	47.6	44.8	41.1	36.3	59.8	29.4	41.4
Sample size (N)	764	648	627	710	707	804	4,260
Buildings and contents¹:							
Yes, I compared more than 3 offers	22.5	18.2	30.4	28.7	14.6	42.2	26.3
Yes, I compared 2 or 3 offers	29.9	32.3	31.8	33.8	34.7	32.9	32.6
No, I did not compare offers (I only looked at the offer I bought/renewed)	47.6	49.5	37.9	37.5	50.8	25.0	41.2
Sample size (N)	294	192	221	260	298	283	1,548
Buildings only:							
Yes, I compared more than 3 offers	25.0	11.5	27.0	28.3	23.0	47.5	28.7
Yes, I compared 2 or 3 offers	34.6	29.5	35.5	30.4	40.0	33.4	33.3
No, I did not compare offers (I only looked at the offer I bought/renewed)	40.3	59.1	37.6	41.2	37.0	19.1	37.9
Sample size (N)	146	99	122	130	45	142	684
Contents only:							
Yes, I compared more than 3 offers	19.9	25.6	34.3	29.1	12.9	36.1	24.2
Yes, I compared 2 or 3 offers	25.0	35.5	27.5	37.3	33.6	32.3	31.9
No, I did not compare offers (I only looked at the offer I bought/renewed)	55.1	38.9	38.2	33.6	53.5	31.6	43.9

Sample size (N)	148	93	99	130	253	141	864
<u>Comprehensive motor:</u>							
Yes, I compared more than 3 offers	35.3	29.2	24.8	40	18.6	68.7	37.9
Yes, I compared 2 or 3 offers	32.3	37.1	35.8	33	42.5	19.6	32.5
No, I did not compare offers (I only looked at the offer I bought/renewed)	32.4	33.7	39.4	27.1	38.9	11.7	29.6
Sample size (N)	148	90	119	130	88	142	717
<u>Car rental:</u>							
Yes, I compared more than 3 offers	25.2	23.7	10.1	20.8	7.2	26.8	21.1
Yes, I compared 2 or 3 offers	15.8	32.0	65.3	20.5	17.2	17.7	24.5
No, I did not compare offers (I only looked at the offer I bought/renewed)	59.0	44.3	24.7	58.7	75.5	55.4	54.4
Sample size (N)	67	76	26	11	49	66	295
<u>Travel:</u>							
Yes, I compared more than 3 offers	21.1	17	19.1	28.4	6.6	43.6	23.5
Yes, I compared 2 or 3 offers	24.7	29.6	27.6	29.5	17.3	30.7	26.6
No, I did not compare offers (I only looked at the offer I bought/renewed)	54.3	53.5	53.3	42.1	76.1	25.7	49.9
Sample size (N)	149	90	121	130	101	141	732
<u>Add-on insurance¹:</u>							
Yes, I compared more than 3 offers	17.6	19.8	28.5	22.7	6.4	12.7	17.6
Yes, I compared 2 or 3 offers	27.1	34.7	29.8	44.8	18.5	25.6	29.6
No, I did not compare offers (I only looked at the offer I bought/renewed)	55.3	45.5	41.7	32.5	75.1	61.7	52.8
Sample size (N)	94	145	115	105	153	88	700
<u>Home assistance:</u>							
Yes, I compared more than 3 offers	28.9	27.5	38.9	31.5	26.7	30.5	30.5
Yes, I compared 2 or 3 offers	34.5	37.7	32.3	28.4	15.2	44.3	35.2
No, I did not compare offers (I only looked at the offer I bought/renewed)	36.6	34.7	28.8	40.1	58.1	25.2	34.3
Sample size (N)	12	55	25	74	18	84	268

Note: Add-on insurance refers to insurance bought at the same time as the main product insured (e.g. for a mobile phone, piece of furniture, etc.)

1. Buildings and contents insurance are combined here, but also shown separately in the rows which follow.

Source: London Economics analysis of online and lab data of behavioural experiment. Survey question S2Q6 "Thinking about the last time you purchased or renewed, did you compare alternative offers?".

In the question presented in the following table, respondents were asked whether they had purchased or tried to purchase a non-life insurance product through any of various means listed in the question. For each purchase method, respondents could answer 'Yes', 'No', or 'Don't know', hence a 'Don't know' percentage is recorded under each individual sales channel.

Table 42: Purchase method by country (%)

	DE	IT	RO	SK	SE	UK	Total
From a branch of an insurer	12.3	27.1	36.1	35.5	5.6	9.2	17.6
Don't know	4.9	6.2	5.8	6.0	10.7	5.5	5.7

Online from an insurer's website	14.3	25.2	21.6	20.2	15.2	32.9	22.7
<i>Don't know</i>	4.9	6.4	6.5	6.2	9.4	5.3	5.7
By telephone from an insurer	6.9	11.8	13.7	13.7	14.4	17.5	12.0
<i>Don't know</i>	5.0	6.6	6.3	6.3	9.9	5.1	5.8
From an insurance company's agent	14.7	28.4	40.2	32.6	9.8	7.0	18.5
<i>Don't know</i>	5.6	5.5	6.0	6.3	9.6	5.5	5.8
From an independent advisor or broker	10.7	14.0	34.6	25.4	5.7	8.9	13.2
<i>Don't know</i>	5.4	6.9	6.1	7.4	9.9	5.7	6.1
From a bank	8.5	18.6	26.2	21.6	8.2	10.5	13.4
<i>Don't know</i>	5.9	6.9	6.6	6.6	9.2	5.2	6.2
Via a comparison website	13.7	23.9	19.8	14.9	9.3	32.9	21.6
<i>Don't know</i>	5.2	6.0	7.0	7.2	9.3	6.0	6.0
Sample size (N)	952	1,050	850	952	850	950	5,604

Note: The 'Don't Know' category was excluded from the calculations of the shares for the informative answer options. This was a multiple answer selection question; hence percentages may not sum to 100.

Source: London Economics analysis of online and lab data of behavioural experiment. Survey question S1Q2, "In the past 2 years, have you purchased or tried to purchase any non-life insurance product located in your home country or in another EU country in any of the following ways?".

Table 43: Sources of information used against purchase method

Most important source of information	Purchase method						
	Branch of an insurer	Online from an insurers website	By telephone from an insurer	Insurance company agent	Independent advisor or broker	Bank	Via a comparison website
Websites of insurers	97	179	70	101	73	78	106
Comparison websites	128	314	118	137	100	107	351
I visited providers in person	206	93	69	189	98	95	93
I called providers	47	48	54	44	32	38	41
My bank	63	63	41	70	58	100	45
An insurer	104	68	54	141	75	77	55
An independent advisor/broker	96	78	44	115	155	80	62
Advertisements (print, radio, television)	18	18	12	20	16	12	19
Websites of national consumer associations	36	54	32	39	26	26	45
Websites of public authorities/agencies	41	46	28	39	32	33	37
Friends/family	109	99	76	111	87	86	74
Blogs/online discussions	26	25	19	25	27	22	25
Other	15	30	25	23	18	16	27
Sample size (N)	986	1,115	642	1,054	797	770	980

Note: The numbers shown in the table are absolute numbers of respondents.

Source: London Economics analysis of online and lab data of behavioural experiment. Survey questions S1Q2 and S2Q7, "In the past 2 years, have you purchased or tried to purchase any non-life insurance product located in your home country or in another EU country in any of the following ways?" and "Thinking about the last time you purchased or renewed, which of the following were your main sources of information?".

14. Annex 14: Weighting factors and target shares for gender, age and region

Two types of weights are produced for this study: country weights and cross-national weights. Country weights adjust for gender, age, and region distributions in each country according to the Eurostat statistics. These weights are applied when analysing the data at individual country level. Cross-national weights adjust for country population size. These weights are applied, in addition to the country weights, when analysing the data across multiple countries. Both weights are generated using the iterative proportional fitting command `ipfweight` in Stata software package. The `ipfweight` command performs a stepwise adjustment by weights to bring the sample distributions closer to the population margins for gender, age, and region. The weights are trimmed using a lower threshold of 0.2 and an upper threshold of 5. The weights and target shares for gender, age and region according to Eurostat are shown in the tables below. During the analysis the weights are applied using the Stata software package (which has been used for all of our analysis) using the `svyset` command (the only survey design characteristics that are specified via this command are the weights themselves).

Table 44: Country weights (mean, minimum and maximum) and cross-national weights

	Country weights			Cross-national weights
	Mean	Minimum	Maximum	
Germany	1	0.64	1.97	1.97
Italy	1	0.52	2.37	1.34
Romania	1	0.50	2.48	0.52
Slovakia	1	0.39	2.36	0.20
Sweden	1	0.73	2.35	0.26
UK	1	0.35	3.50	1.55

Note: The country weights vary across respondents depending on age, gender and region.

Table 45: Population margins – target shares according to Eurostat

Population characteristic	DE	IT	RO	SK	SE	UK
Gender						
Proportion of males	50.9	50.1	50.3	50.0	51.5	50.3
Age						
Age: Under 25	11.3	10.2	12.4	13.6	13.9	13.5
Age: Between 25 to under 35	18.1	16.8	21.2	23.2	18.9	20.0
Age: Between 35 to under 45	18.3	22.3	23.9	22.6	19.1	19.3
Age: Between 45 to under 55	24.4	22.8	19.7	19.5	19.6	20.8
Age: Between 55 to under 65	10.2	9.5	11.0	10.3	8.8	8.7
Age: Over 65	17.7	18.4	11.8	10.9	19.6	17.6
Region						
Germany						
Saarland	1.3					
Baden-Wuerttemberg	13.3					
Bayern	15.6					
Berlin	4.5					
Brandenburg	3.1					
Bremen	0.8					
Hamburg	2.3					
Hessen	7.5					
Mecklenburg-Vorpommern	2.0					

Niedersachsen	9.5				
Nordrhein-Westfalen	21.8				
Rheinland-Pfalz	4.8				
Sachsen	4.8				
Sachsen-Anhalt	2.7				
Schleswig-Holstein	3.4				
Thuringen	2.6				
Italy					
Nord-Ovest		26.2			
Nord-Est		19.1			
Centro (I)		19.4			
Sud		23.9			
Isole		11.4			
Romania					
Bucuresti			12.4		
Centru			21.1		
Nord			28.9		
Sud			37.6		
Slovakia					
Bratislavský kraj				11.3	
Západné Slovensko				34.3	
Stredné Slovensko				25.0	
Východné Slovensko				29.4	
Sweden					
Norrland					9.0
Mellansverige					24.9
Stockholm					23.0
Västsverige					20.0
Södra Sverige					23.1
UK					
North East					4.1
Wales					4.7
Scotland					8.5
North West					11.1
Yorkshire and the Humber					8.3
East Midlands					7.1
West Midlands					8.7
East of England					9.1
Greater London					13.8
South East					13.5
South West					8.2
Northern Ireland					2.9

Note: Target shares according to Eurostat; data tables demo_pjan (age and gender) and demo_r_d2jan (region).



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