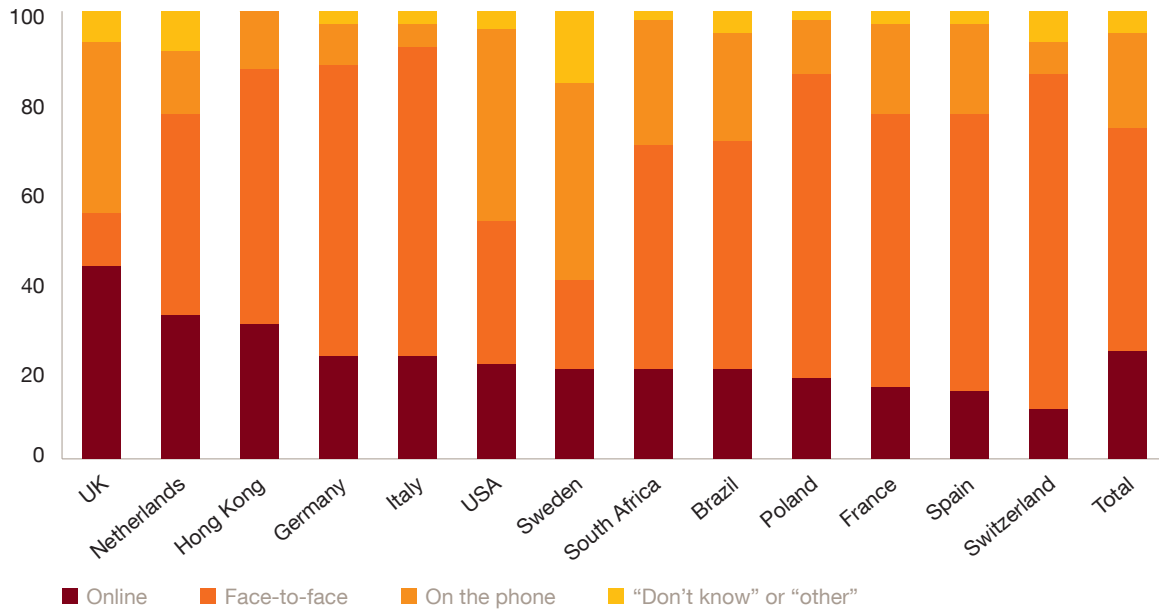
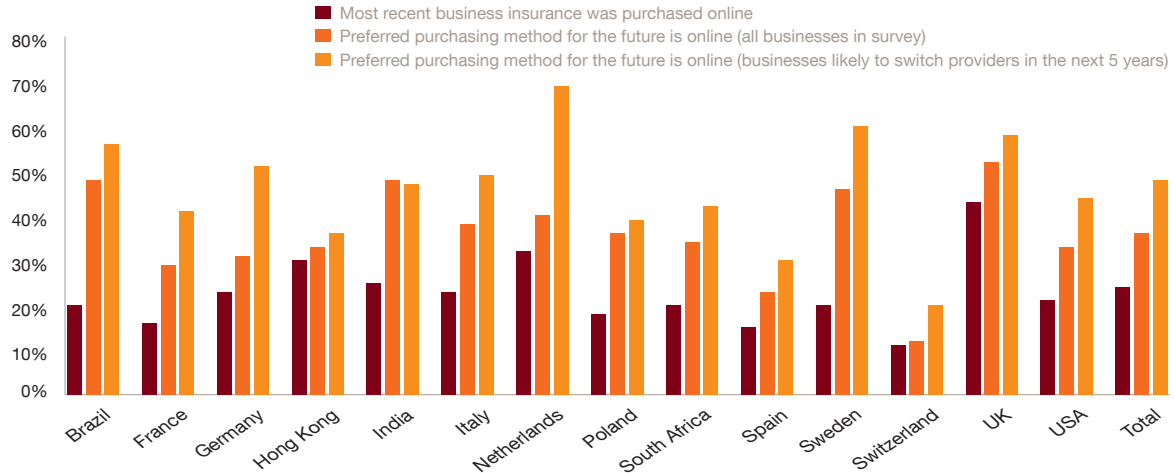


## *Chosen channel for most recent business insurance purchase*



Answers to the question "How did you buy your last business insurance policy?"

## Online purchasing behaviour: Current behaviour compared with future preference

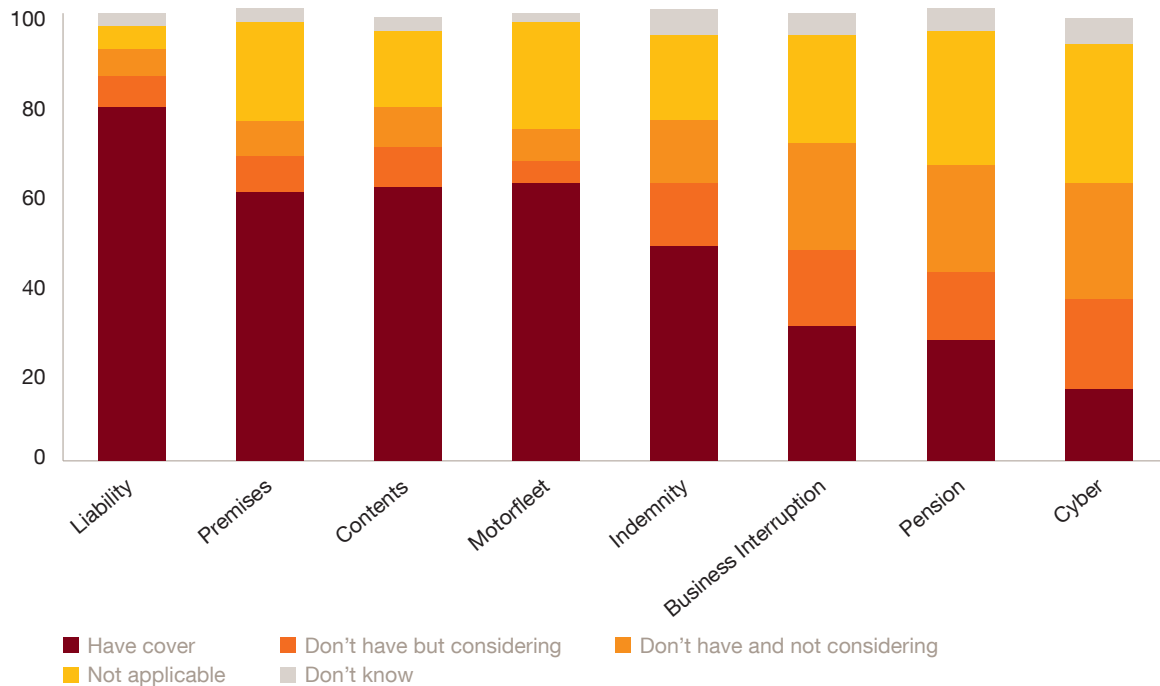


"Most recent business insurance was purchased online" shows the percentage who answered "online" to the question "How did you buy your last business insurance policy?"

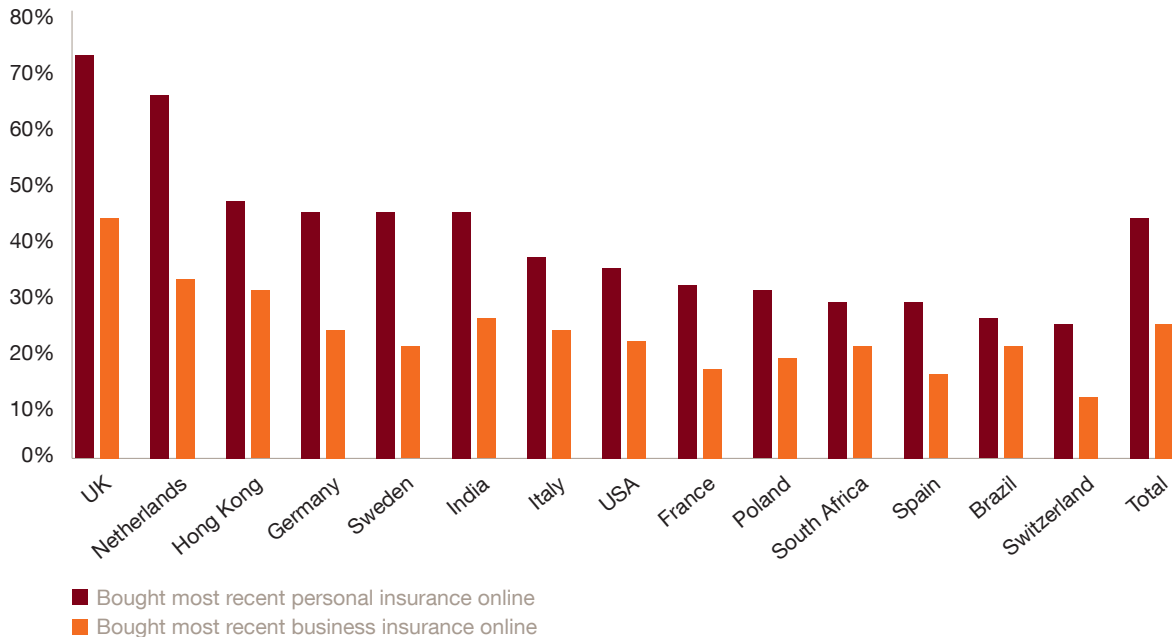
"Preferred purchasing method for the future is online" shows the percentage of businesses who answered "online" to the question "What would be your preferred method of purchasing business insurance in the future?"

"Businesses likely to switch providers in the next 5 years" refers to businesses who answered "More than once a year", "Every 1-2 years" or "Every 2-5 years" to the question "On average, how often do you switch insurance companies for any of your covers?"

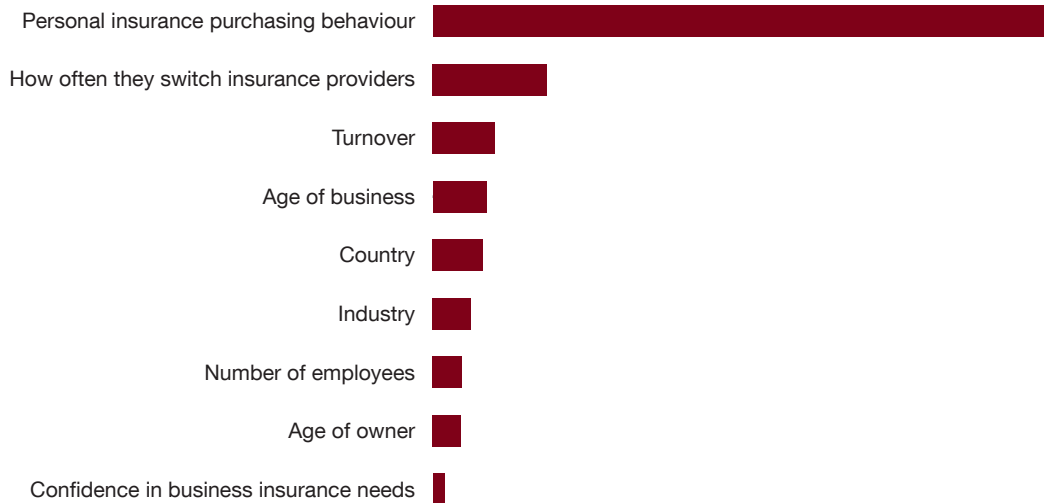
## *Type of insurance cover held by SMEs*



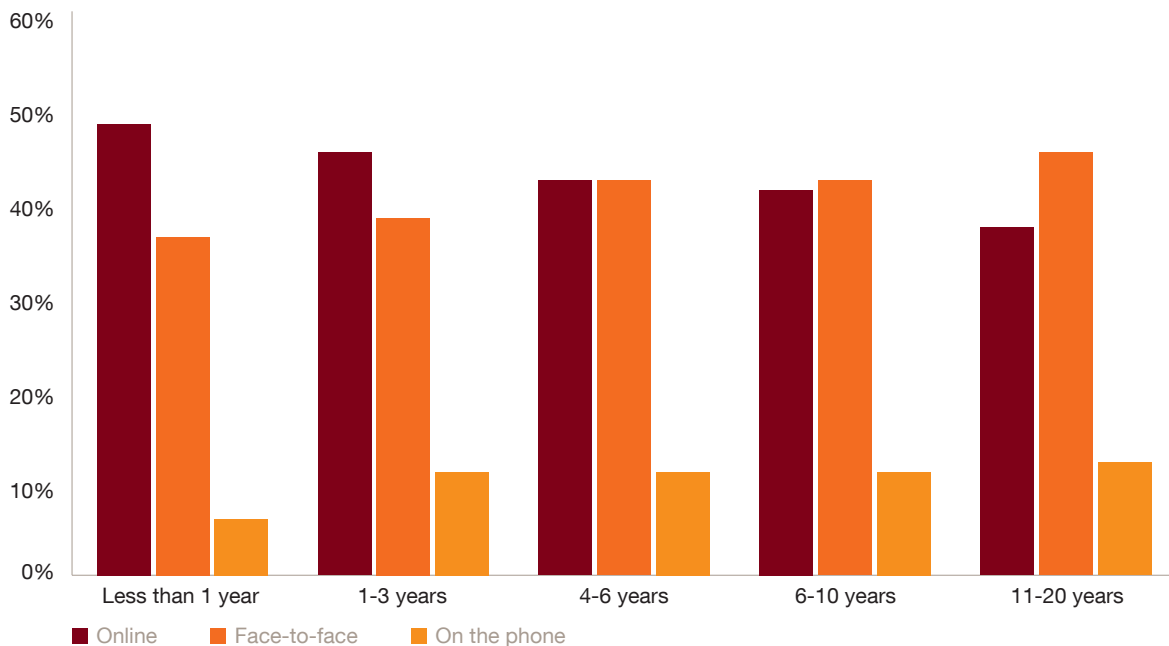
## *Online purchasing behaviour: Personal behaviour compared with business behaviour*



## ***Relative importance of factors in predicting if a company will choose to purchase insurance online in the future***

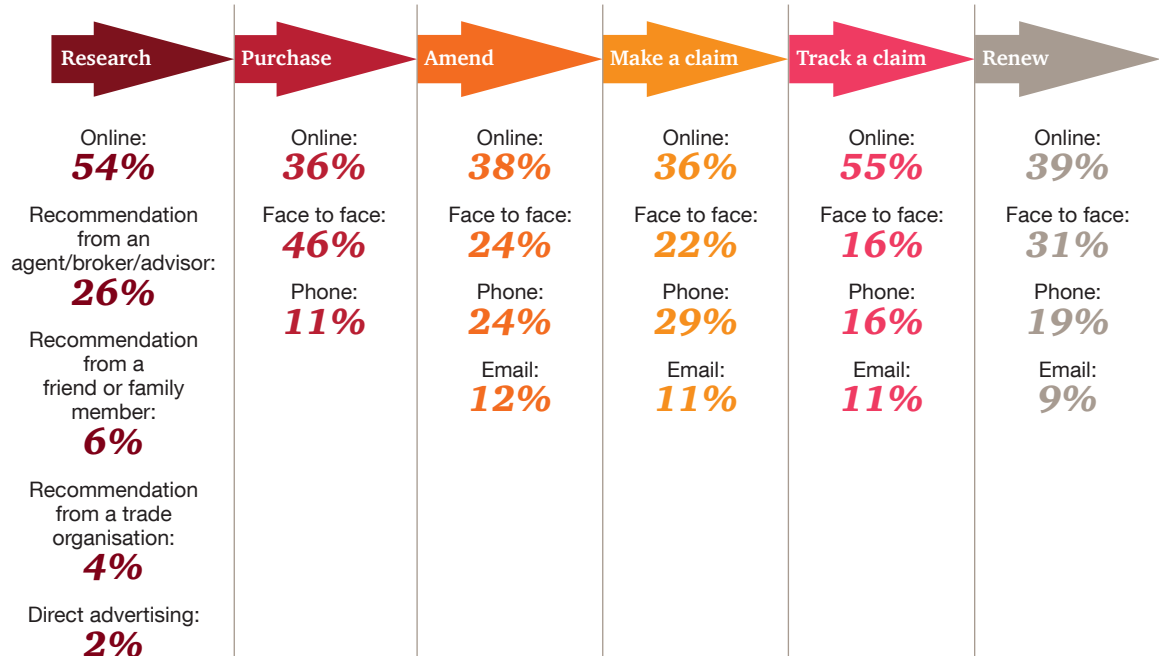


## *Preferred channel for purchasing business insurance in the future*



Shows response to the question "What would be your preferred method of purchasing business insurance in the future?", not displaying answers "don't know" and "other"

## *Preferred channel in the future for each stage of the business insurance lifecycle*



Shows response when asked preferred channel at each stage of the insurance lifecycle, not displaying answers "don't know" and "other"

## ***What led you to buy your business insurance online? (multiple response)***

**32%**

It's cheaper

**14%**

I don't trust brokers to be impartial

**44%**

It's quicker

**20%**

I always buy online in my personal life

**32%**

It's available 24/7

**14%**

There are more tailored products

**21%**

I didn't need advice

**11%**

I received advice on my online journey

## ***Why didn't you buy your last business insurance policy online? (multiple response)***

**44%**

I have an existing relationship with a broker/agent

**9%**

Online products are not tailored to my business

**38%**

I wanted expert advice

**5%**

I wouldn't get the right price

**20%**

I wanted a contact in case of a claim

**5%**

I didn't know it was possible

**10%**

A broker contacted me