What Consumers Want: General Insurance, Life Insurance and Pensions in US 2010

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Abstracts

Introduction

This slide deck provides direct answers to the important questions regarding consumers' behaviour towards Financial Services products. This series of reports provides country specific data, set against a global backdrop, to ensure the reader knows What Consumers Want in their area of Financial Services.

Features and benefits

The brief highlights the key findings of Datamonitor's FS Consumer Insight survey for the general and life insurance and pensions markets in the US

Answers to key questions are provided such as product penetration, channel of choice, reasons for product & provider choice and important attributes.

The slide deck also presents data across income and age groups to strengthen and deepen insight, ensuring analysis is relevant to every sector.

Highlights

Price and a recommendation from a price comparison site are the two main motivations for most consumers seeking general insurance.67.3% of US consumers value trustworthiness from a GI provider, with another 63.2% seeking out an honest providerThe majority of pension products in the US are bought in the work place. 82.7% of US consumers bought their pension product from their employer.

Your key questions answered

This slide pack provides data essential for FS providers wishing to better understand the needs and demands of their customers.

Uncover white space opportunities across geographies, product sectors, channels and technologies.

Better understand the 'size of the prize' dictated by consumer choice and verify or challenge internal assumptions via an independent source.

Contents

Motivation: Pet Insurance - total market

Motivation: Pet Insurance – by income

Motivation: Pet Insurance – by age

Motivation: Travel Insurance - total market

Motivation: Travel Insurance – by income

Motivation: Travel Insurance – by age

Important attributes for a General Insurance provider analysis

Important attributes for a General Insurance provider

Important attributes for a General Insurance provider – by income

Important attributes for a General Insurance provider - by age

Total Life Insurance market: analysis

Total Life Insurance product holding

Total Life Insurance product holding: By income

Total Life Insurance product holding: By age

Life Insurance sales channel analysis

Channel of opening: Term Life Insurance - total market

Channel of opening: Term Life Insurance – by income

Channel of opening: Term Life Insurance – by age

Channel of opening: Critical Illness Insurance - total market

Channel of opening: Critical Illness Insurance – by income

Channel of opening: Critical Illness Insurance – by age

Channel of opening: Income Protection - total market

Channel of opening: Income Protection – by income

Channel of opening: Income Protection – by age

Channel of opening: Whole of Life Assurance - total market

Channel of opening: Whole of Life Assurance – by income

Channel of opening: Whole of Life Assurance – by age

Channel of opening: Long Term Care Insurance - total market

Channel of opening: Long Term Care Insurance – by income

Channel of opening: Long Term Care Insurance – by age

Channel of opening: Other Insurance - total market

Channel of opening: Other Insurance – by income

Channel of opening: Other Insurance – by age

Life Insurance - Motivation for product choice analysis

Motivation: Term Life Insurance - total market

Motivation: Term Life Insurance – by income

Motivation: Term Life Insurance – by age

Motivation: Critical Illness Insurance - total market

Motivation: Critical Illness Insurance – by income

Motivation: Critical Illness Insurance – by age

Motivation: Income Protection Insurance - total market

Motivation: Income Protection Insurance – by income

Motivation: Income Protection Insurance – by age

Motivation: Whole of Life Assurance - total market

Motivation: Whole of Life Assurance – by income

Motivation: Whole of Life Assurance – by age

Motivation: Long Term Care Insurance - total market

Motivation: Long Term Care Insurance – by income

Motivation: Long Term Care Insurance – by age

Motivation: Other Insurance - total market

Motivation: Other Insurance – by age

Motivation: Other Insurance – by income

Important attributes for a Life Insurance provider analysis

Important attributes for a Life Insurance provider

Important attributes for a Life Insurance provider – by income

Important attributes for a Life Insurance provider – by age

Total Pensions market: analysis

Total Pensions product holding

Total Pensions product holding – by age

Total Pensions product holding: By income

Pensions - Product holding - by income

Pensions - Product holding - by age

Pension sales channel analysis

Channel of opening: Pensions - total market

Channel of opening: Pensions – by income

Channel of opening: Pensions – by age

Pensions: Value analysis

Pension - Value - total market

Pension - Value– by income

Pension - Value – by age

Pensions - Motivation for account choice analysis

Motivation for account choice: Pensions – total market

Motivation for account choice: Pensions – by income

Motivation for account choice: Pensions – by age

Important attributes for a Pension provider analysis

Important attributes for a Pension provider – total market

Important attributes for a Pension provider – by income

Important attributes for a Pension provider – by age

Appendix

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