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CONSUMERS & BRANDS

Car insurance: Intact customers in Canada

Consumer Insights report

Consumer Insights
by **statista** 

May 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Intact customers in Canada: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Intact customers in Canada ("brand users") against Canadian car insurance holders in general ("category users"), and the overall Canadian consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Canada)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of May 2024

CHAPTER 01

Management summary

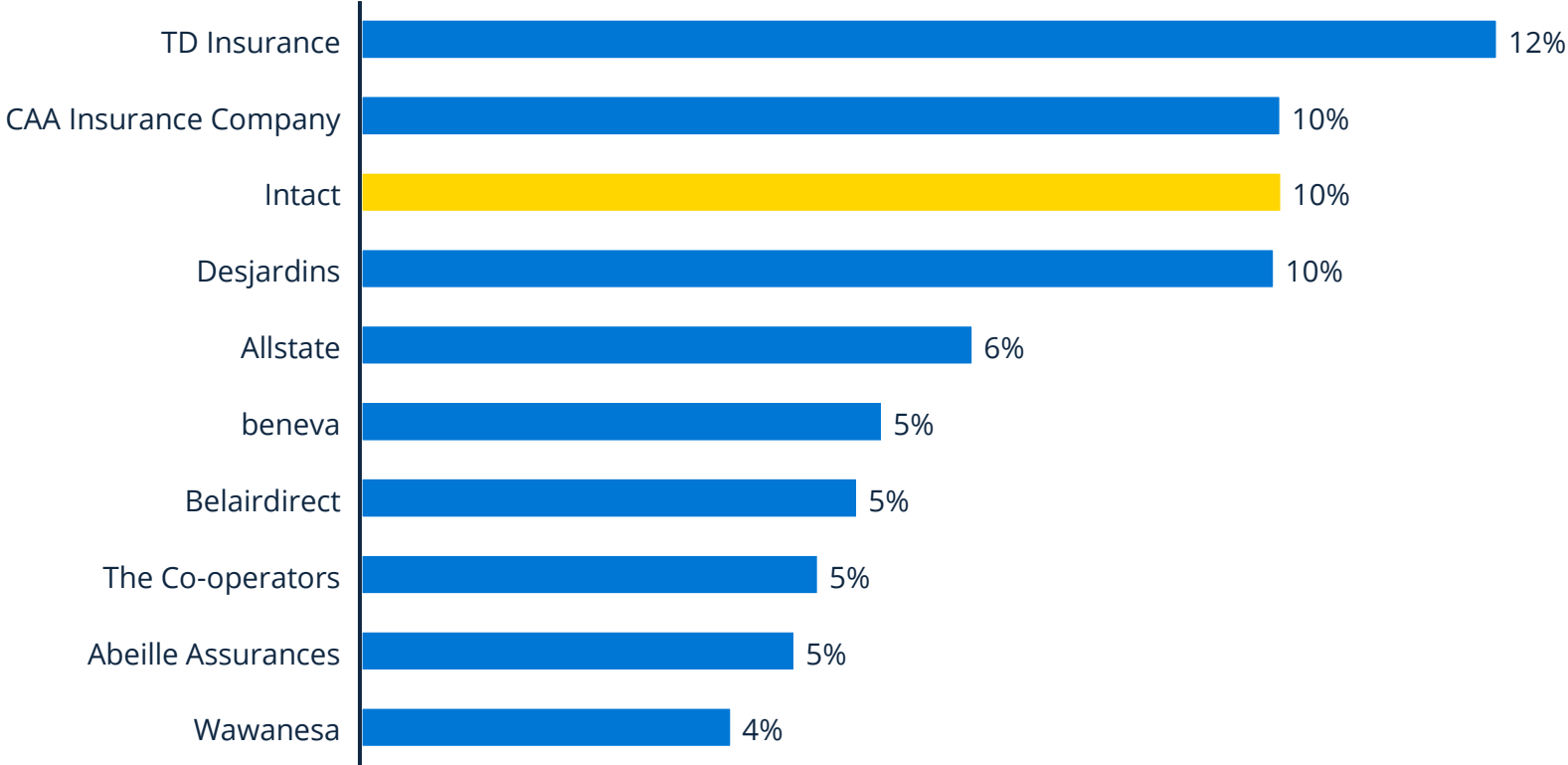
- Brand usage
- Key insights



With a user share of 10%, Intact is one of the top 3 car insurance brands in Canada

Management summary: brand usage and competition

Top 10 most used car insurance brands in Canada



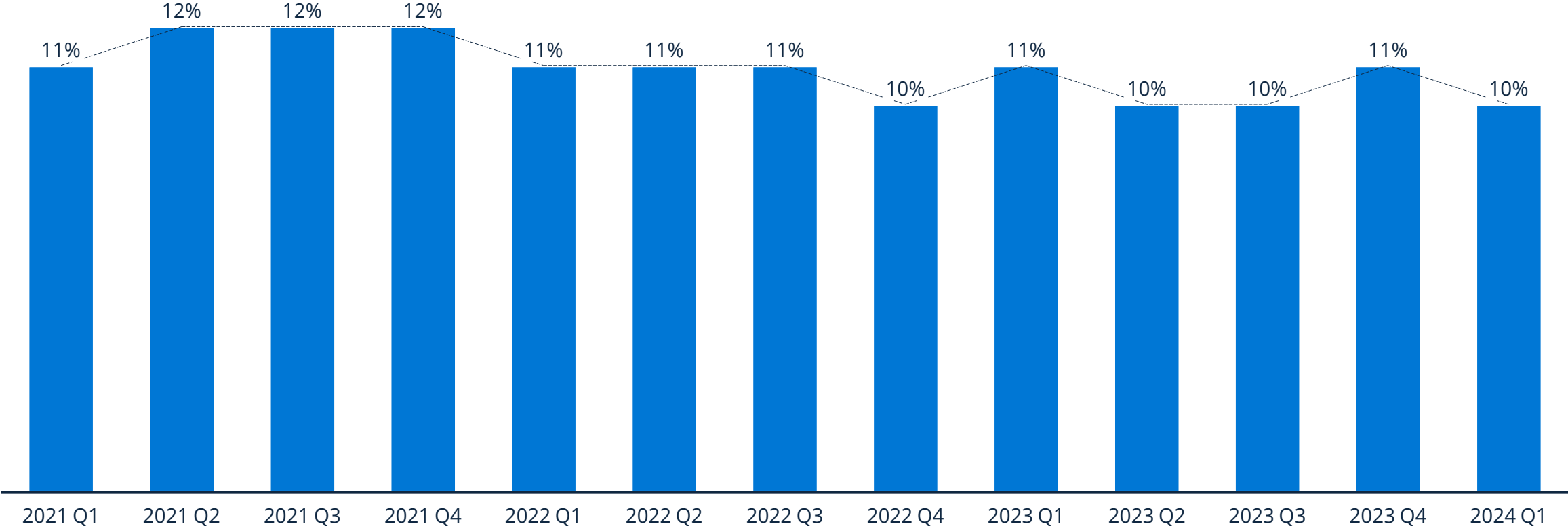
4 Notes: "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=1,182 car insurance holders

Sources: [Consumer Insights Global](#) as of May 2024

The current share of car insurance holders using Intact is fairly similar to Q1 of 2021

Management summary: brand usage timeline

Timeline of car insurance holders using Intact



5 Notes: "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 - 159 Intact customers, n=1168 - 1368 car insurance holders

Sources: [Consumer Insights Global](#) as of May 2024

Intact customers in Canada

Management summary: key insights

Demographic profile

Intact is more popular among Baby Boomers than other car insurance brands.

54% of Intact customers are female.

Intact has a larger share of customers with a medium household income than other car insurance brands.

Intact customers are more likely to live in rural communities than car insurance holders in general.

Consumer lifestyle

An honest and respectable life is more important to Intact customers than to other car insurance holders.

Home and garden are relatively prevalent interests of Intact customers.

Gardening and plants are relatively popular hobbies among Intact customers.

Consumer attitudes

It stands out that 39% of Intact customers are well informed about their personal insurance policies.

64% of Intact customers are laggards or in the late majority of innovation adoption.

Rising prices, inflation & cost of living are of particular concern to Intact customers.

Marketing touchpoints

Intact is more popular among Intact customers than the average car insurance holder.

Intact customers remember hearing ads on music portals and streaming services less often than other car insurance holders.

CHAPTER 02

Demographic profile

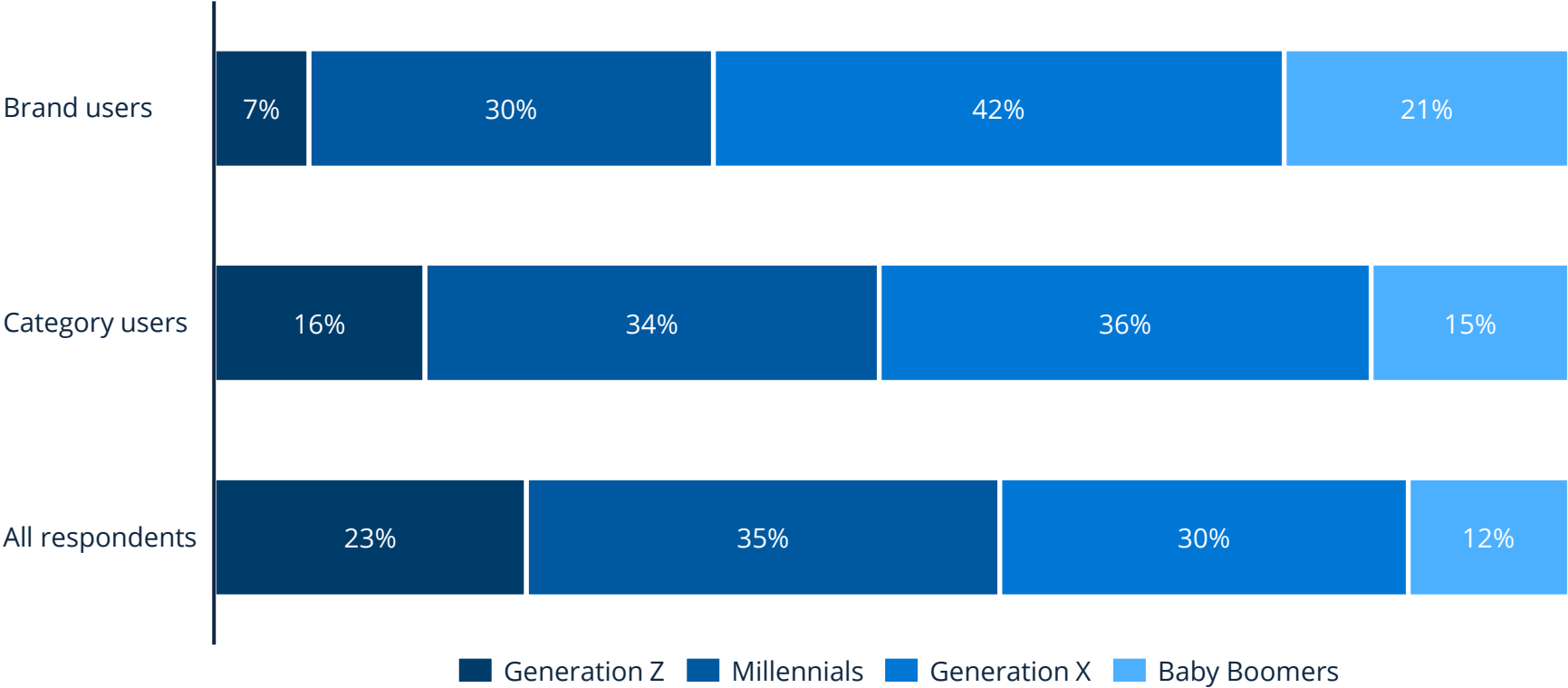
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Intact is more popular among Baby Boomers than other car insurance brands

Demographic profile: generations

Age of consumers in Canada



8 Notes: "How old are you?"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents

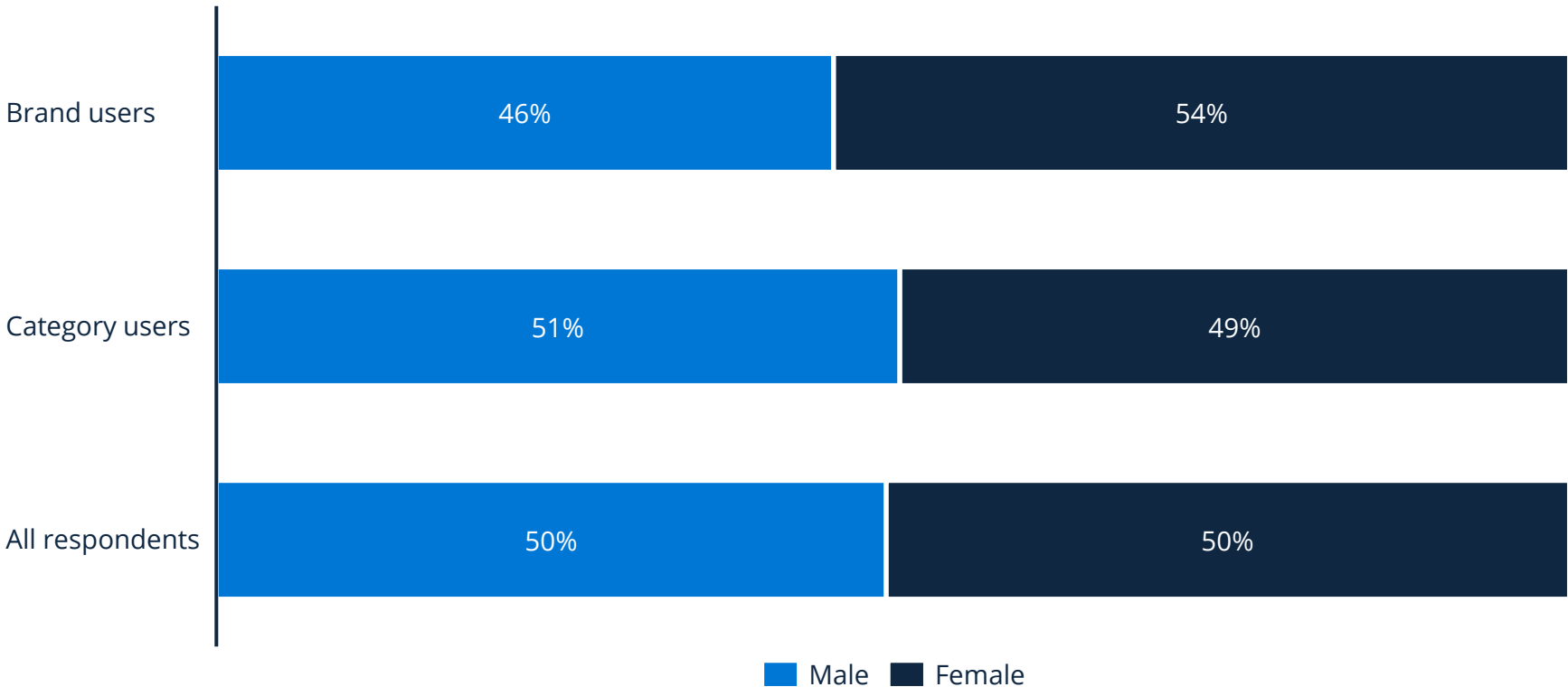
Sources: [Consumer Insights Global](#) as of May 2024

54% of Intact customers are female

Demographic profile: gender



Gender of consumers in Canada



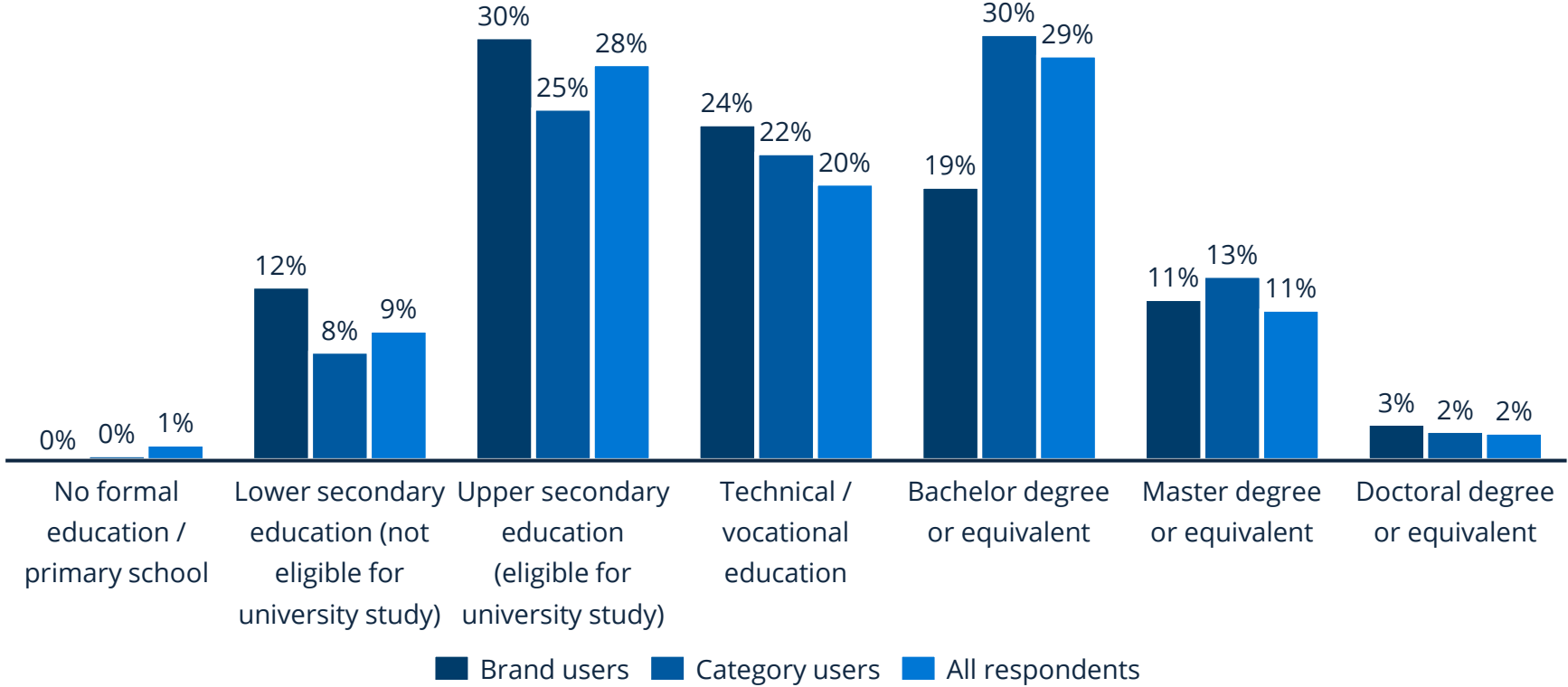
9 Notes: "What is your gender?"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents

Sources: [Consumer Insights Global](#) as of May 2024

30% of Intact customers have an upper secondary education with the permission to go to university

Demographic profile: education

Consumer's level of education in Canada



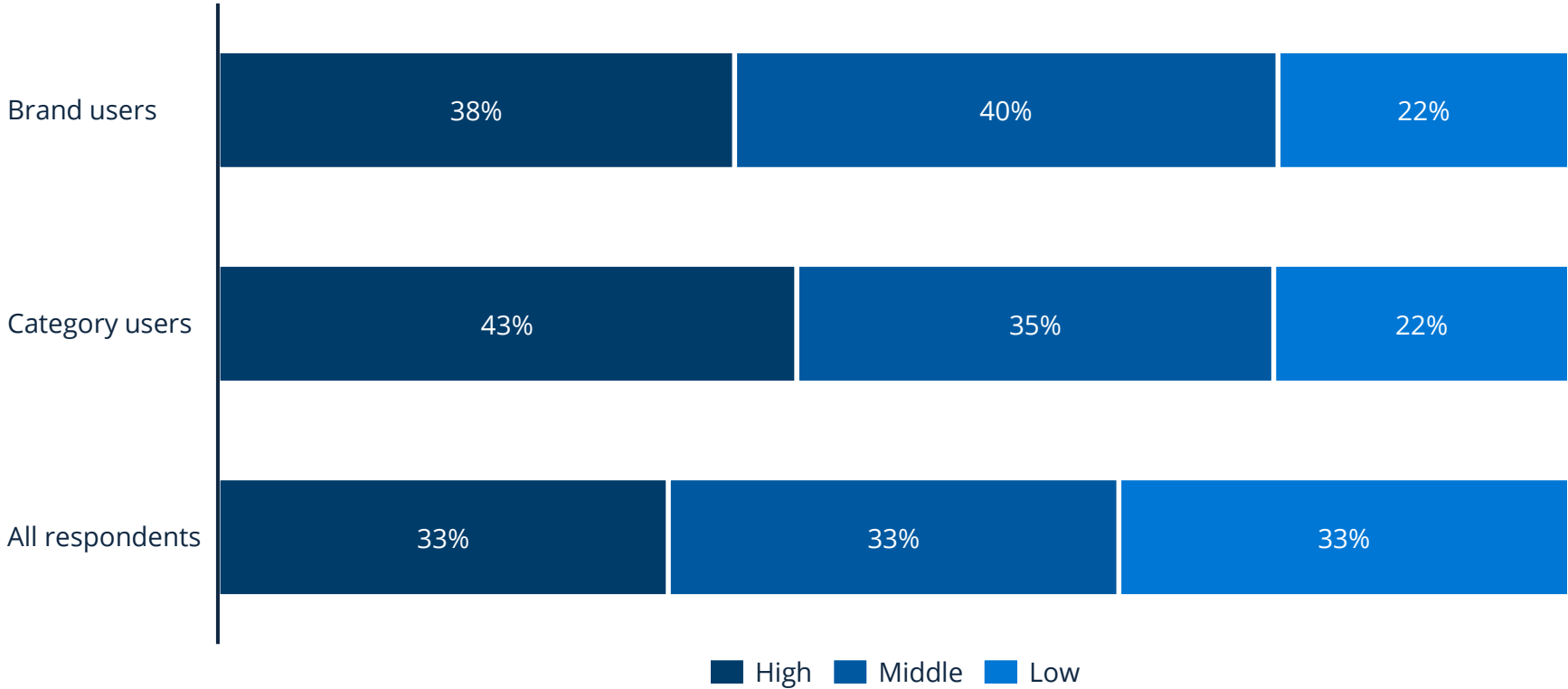
10 Notes: "What is the highest level of education you have completed?"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Intact has a larger share of customers with a medium household income than other car insurance brands

Demographic profile: income



Share of consumers in Canada in the high, middle, and low thirds of monthly household gross income

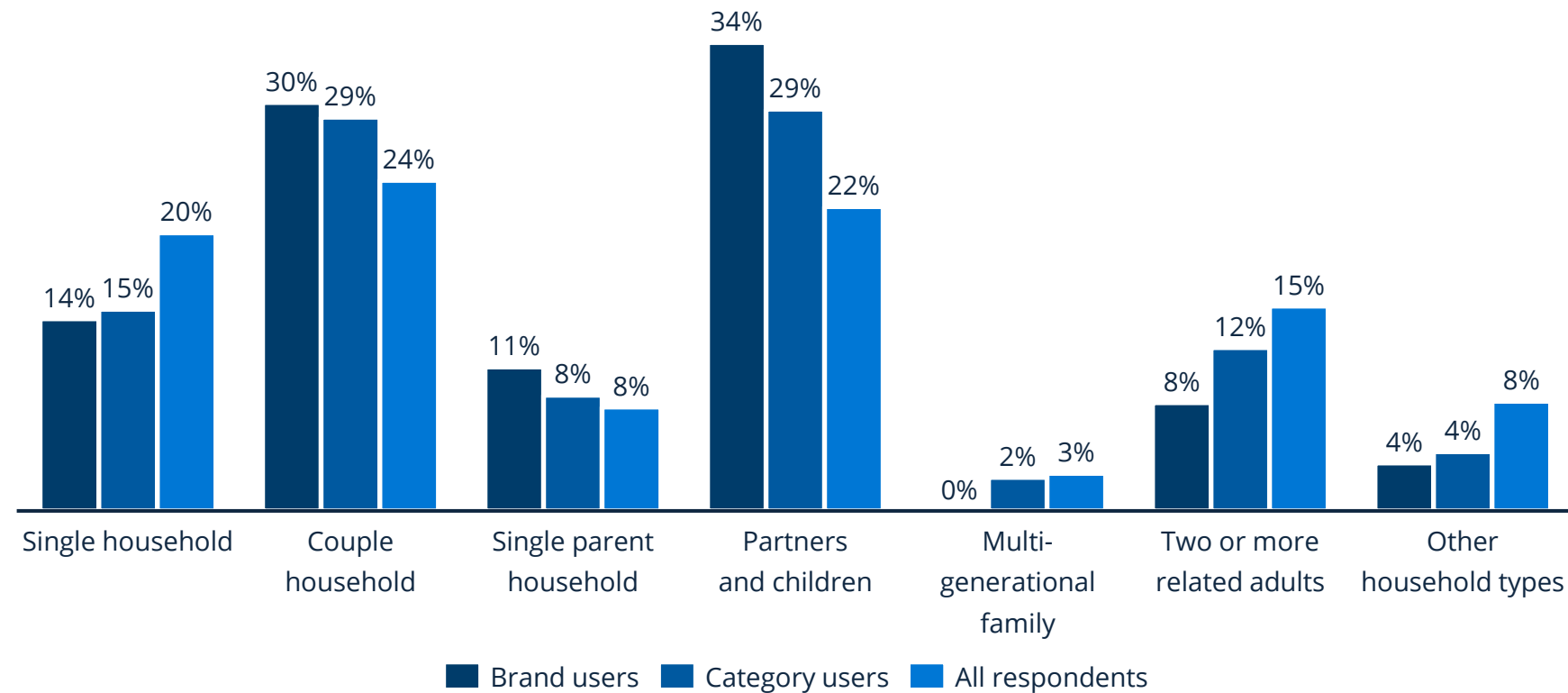


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Compared to other car insurance holders, Intact customers are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Canada live

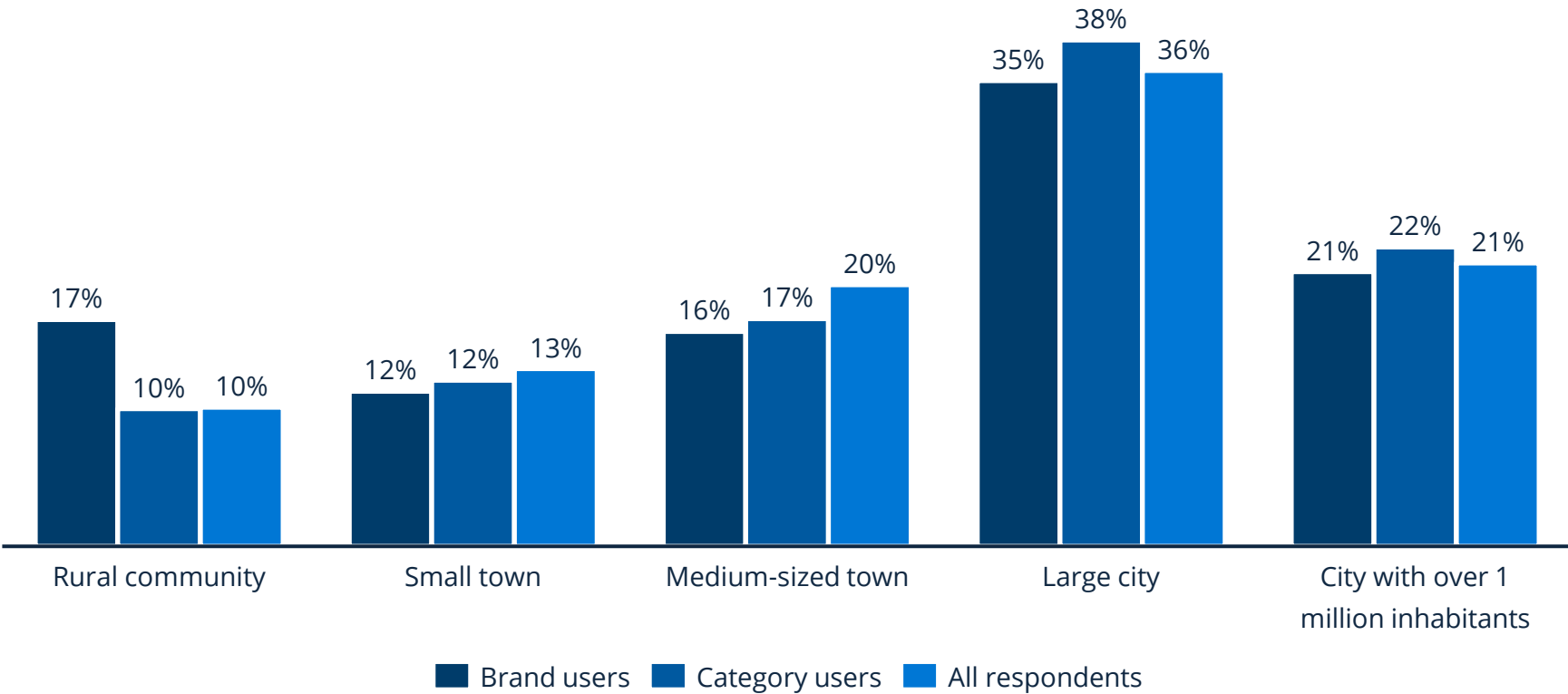


Intact customers are more likely to live in rural communities than car insurance holders in general

Demographic profile: type of community



Communities where consumers live in Canada

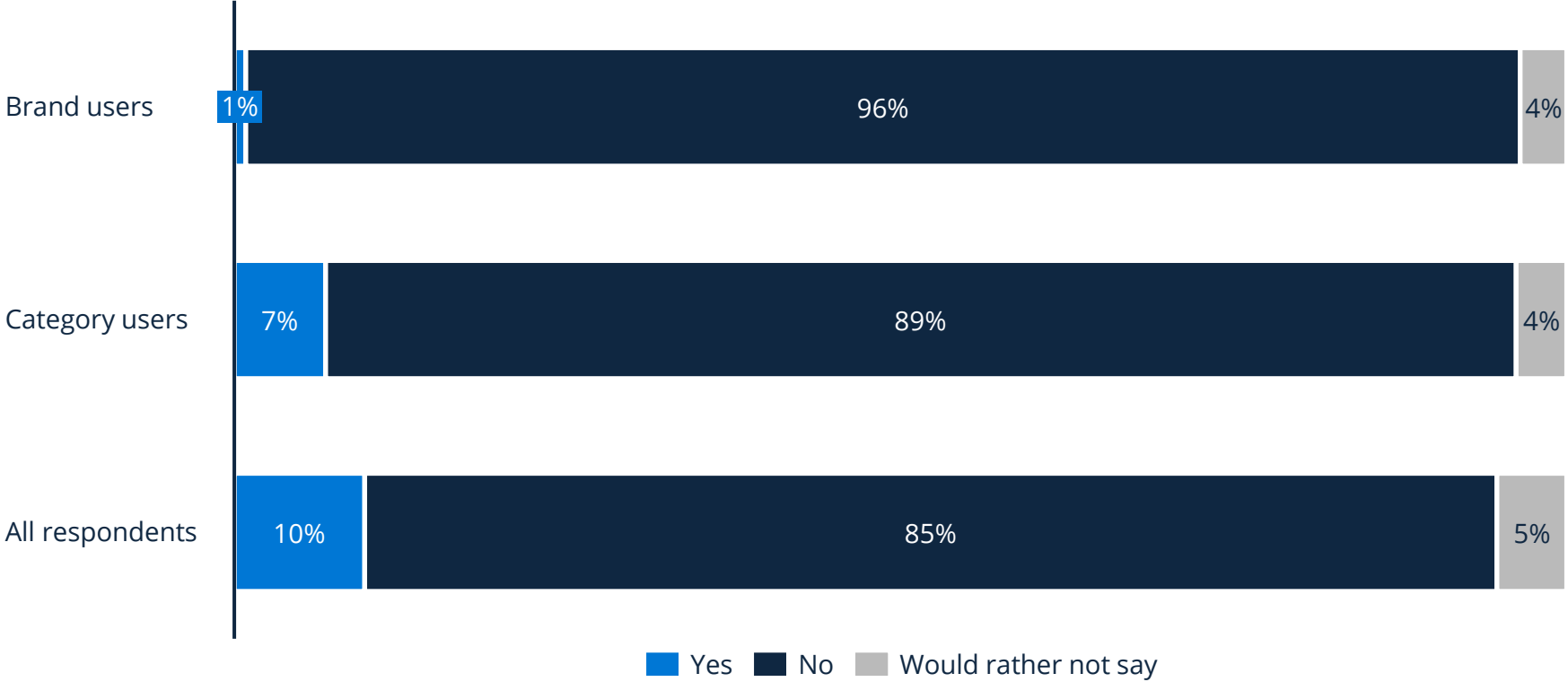


13 Notes: "In what type of community do you live?"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

Intact has a lower share of customers that consider themselves part of the LGBTQ+ community than other car insurance brands

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Canada



14 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

CHAPTER 03

Consumer lifestyle

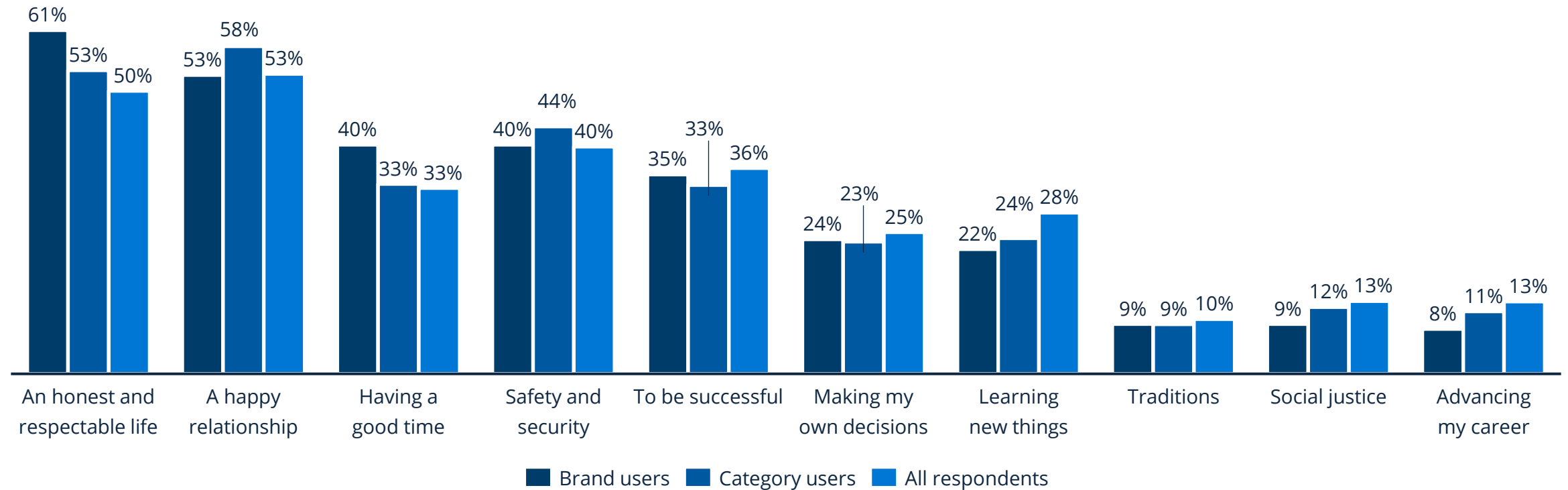
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



An honest and respectable life is more important to Intact customers than to other car insurance holders

Consumer lifestyle: life values

Most important aspects of life for consumers in Canada



16 **Notes:** "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "From which of the following providers have you taken out your car insurance?"; Single Pick; Base: n=114 Intact customers, n=1,182 car insurance holders, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of May 2024

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