



Flash Eurobarometer

Consumer trends in insurance and pension services

Target population: EU citizens, 18+ (EU27 – 25 951 interviews | DK – 1 026 interviews)

Fieldwork: 17.7 – 25.7.2024 | Methodology: 

Value for money

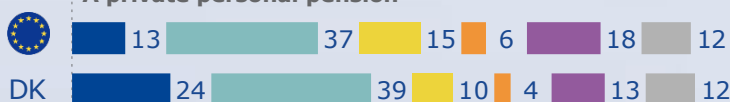
q4

Based on your experience with the following financial products, to what extent do you agree or disagree that they offer you value for your money? (%)

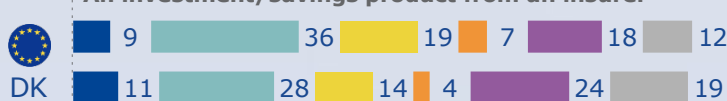
Household insurance



A private personal pension



An investment/savings product from an insurer



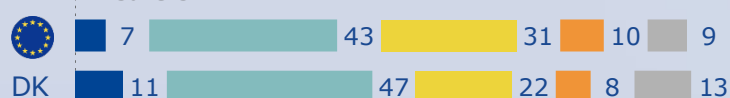
— Strongly agree — Tend to agree
— Tend to disagree — Strongly disagree
— Not applicable — Don't know/Prefer not to answer

Trust in entities involved in the design and distribution of insurance and private pension plans

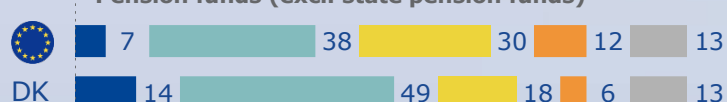
q16

To what extent do you trust the following entities involved in the distribution and/or design of insurance and private pension plans to ensure a good consumer outcome, as well as an adequate retirement outcome? (%)

Insurers



Pension funds (excl. state pension funds)



— Trust a lot — Tend to trust
— Tend not to trust — Do not trust at all
— Don't know

Insurance costs/fees

q6

For each of these savings and insurance products, did you make any of the following decisions over the past two years?

A private personal pension

Did not buy / renew due to high costs and high fees)  19
DK  13

Did not buy/invest because it is difficult to understand the product  15
DK  15

Did not renew due to poor performance and/or limited coverage  10
DK  9

An investment/savings product from an insurer

Did not buy / renew due to high costs and high fees)  17
DK  12

Did not buy/invest because it is difficult to understand the product  15
DK  13

Did not renew due to poor performance and/or limited coverage  10
DK  8

Household insurance

Did not buy / renew due to high costs and high fees)  12
DK  11

Did not buy/invest because it is difficult to understand the product  8
DK  7

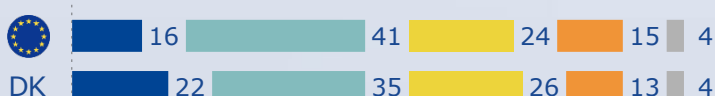
Did not renew due to poor performance and/or limited coverage  10
DK  9

Living comfortably throughout retirements

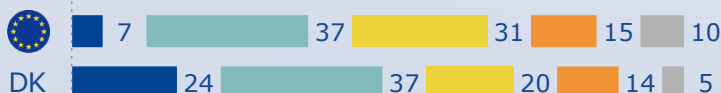
q14 Overall, how confident are you that you will have enough money to live comfortably throughout your retirement years? (%)

Confidence among respondents who...

... have **an occupational pension plan** (provided by their employer or offered by a private company on a voluntary basis)



... have **a private personal pension plan** (excluding state pension)



... do not have an occupation pension plan, nor personal pension plan



— Very confident — Somewhat confident
— Rather not confident — Not at all confident
— Don't know/Prefer not to answer

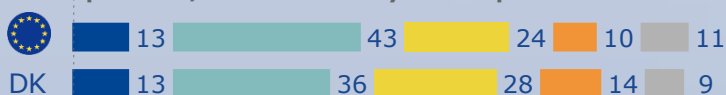
Knowledge and access to information on pension products

q11 Based on your experience with pension products, to what extent do you agree or disagree with the following statements?(%)

I know where I can access information about my pension products/schemes and my overall pension benefits



I find it easy to understand my pension products/schemes and my overall pension benefits

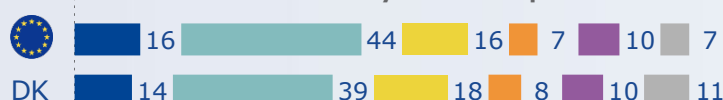


— Strongly agree — Tend to agree
— Tend to disagree — Strongly disagree
— Don't know

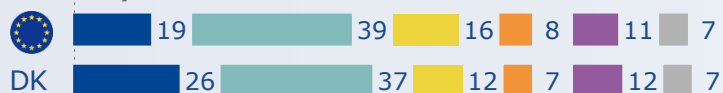
Purchasing insurance online

q7 Based on your experience with purchasing insurance, to what extent do you agree or disagree with the following statements? (%)

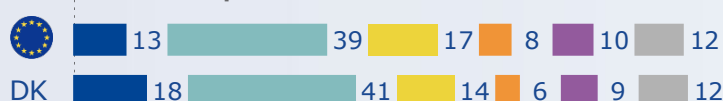
I can find customized insurance products and services online that fit my needs and preferences



When purchasing insurance online, I trust insurers will collect and use my personal data in an ethical way



The claims process is easier and faster due to automated processes used online



— Strongly agree — Tend to agree
— Tend to disagree — Strongly disagree
— Not applicable — Don't know/Prefer not to answer

q8 Have you encountered any of the following situations when purchasing insurance online? (% , Top 4 responses)

Base: Those who bought insurance online

The way in which information was presented on price comparison websites was misleading (i.e., not doing a fair ranking, only focusing on price and not on coverage etc.)



It was unclear whether the range of products offered on price comparison websites was covering all products available on the market



You were asked to provide personal data that, in your opinion, was not needed



Statements that the offer to make the purchase at the price quoted was limited in time

