



Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

# Consumer Switching Behaviour Research Report

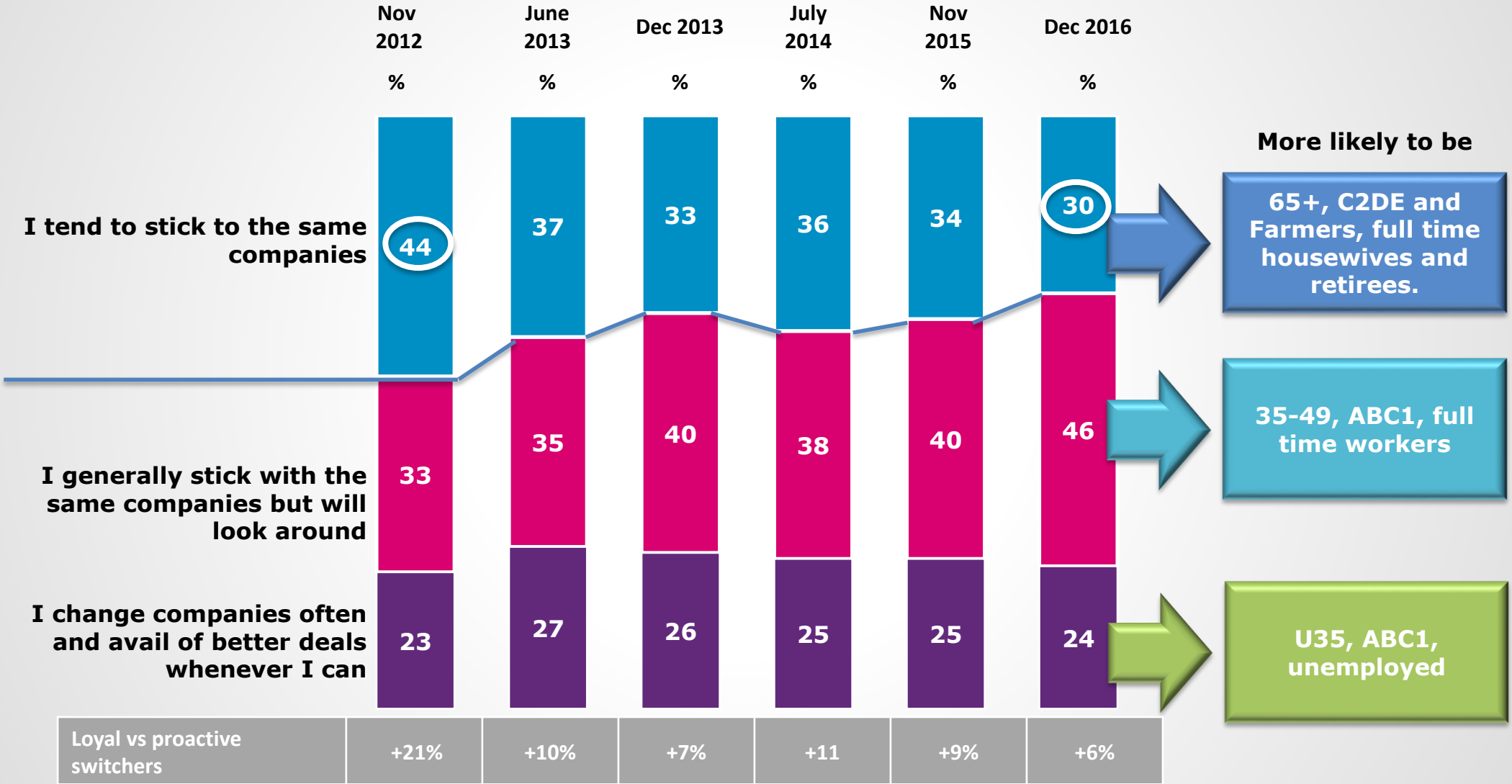
Published: 27 March 2017

## Key summary findings

- The idea of loyalty to institutions continues to decline, down to 30% from 44% recorded in 2012.
- Just over 2 in 5 (41%) have switched at least one product or service in the last 12 months (-7% pts vs 2015).
- The highest sectors for switching are car insurance (28%) , electricity supply (15%), gas (15%) and Broadband/internet access provider (14%).
- The majority of switchers feel they have saved money by switching with suggested savings of €20 - €30 per month per service switched being estimated.
- The perceived biggest barrier to switching across products continues to be not believing that there is a difference between suppliers and the hassle of switching.

# Three in ten continue to be loyal consumers, while 1 in 4 are prone to switching often

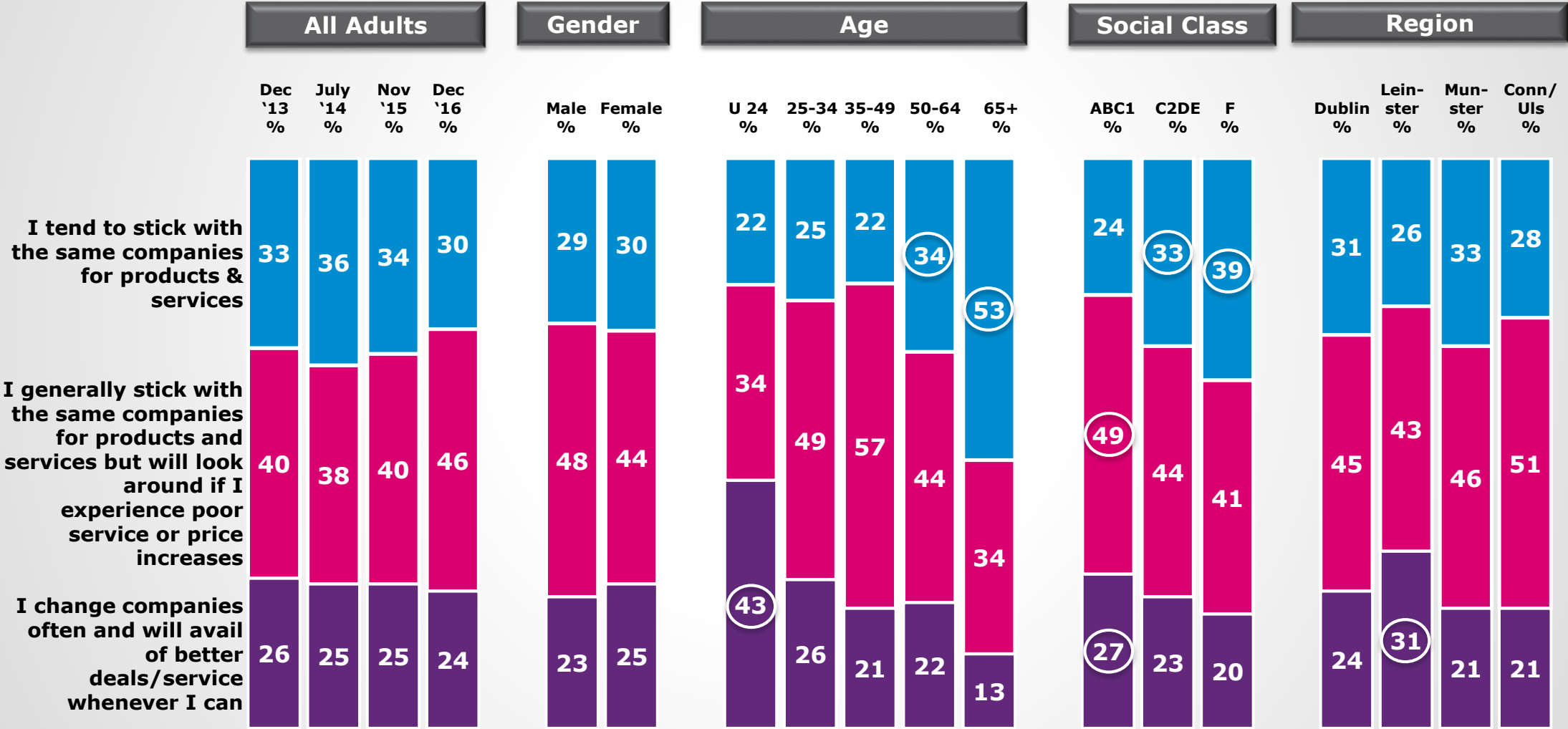
Base: All Adults 16+ 1,015/ 3,551,000



**A gradual but continuing decline in strict company loyalty down from 44% in Nov 2012 to 30% in Dec 2016.**

# Stick or Switch x Demographics

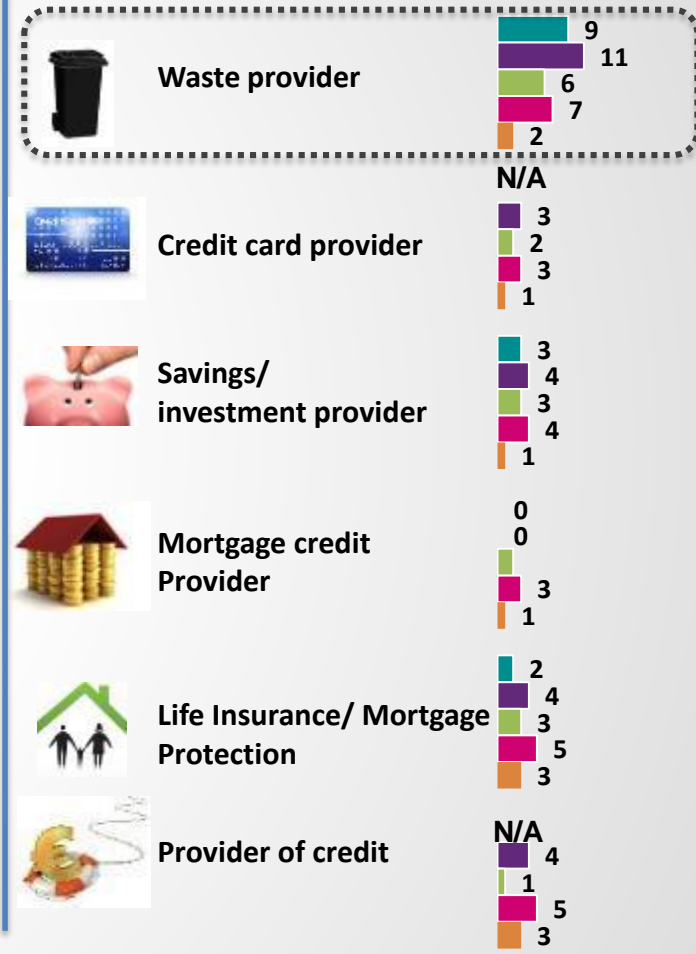
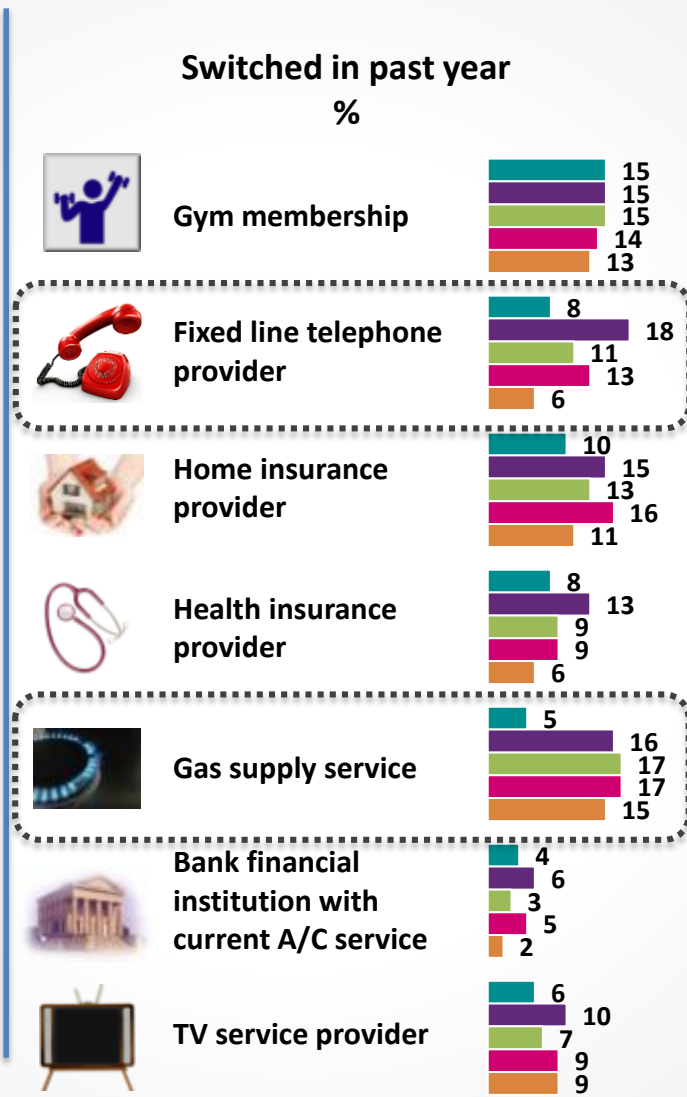
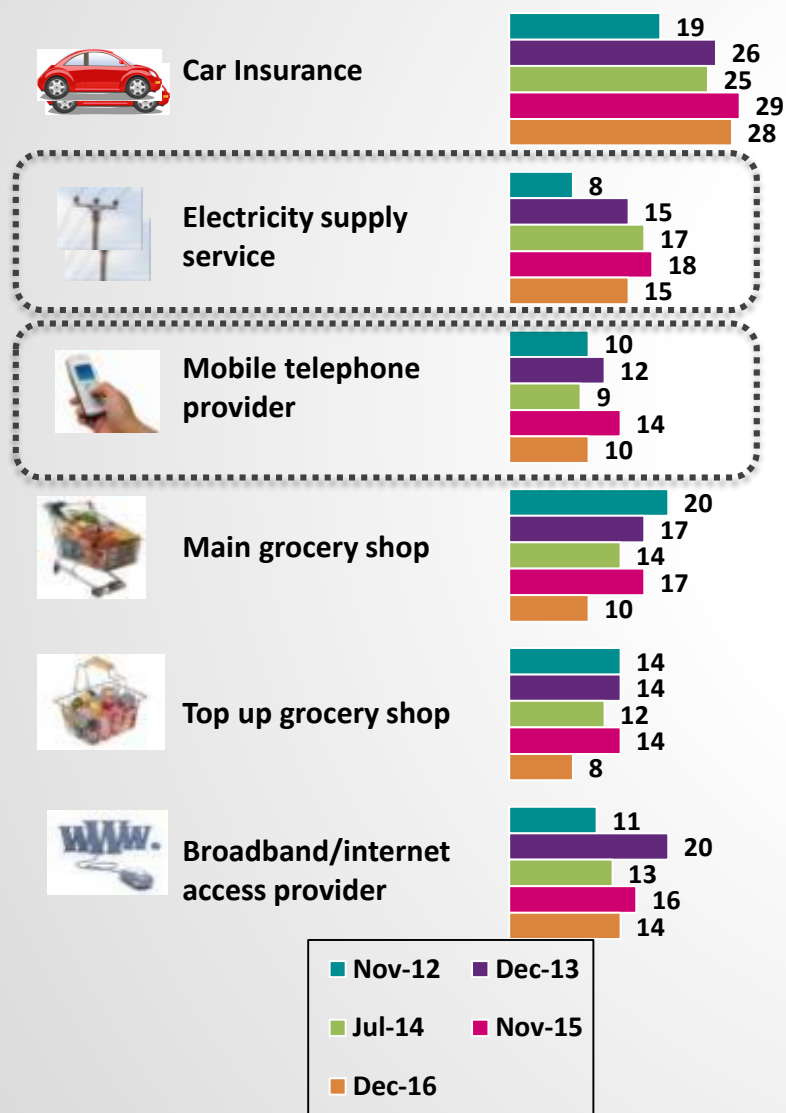
Base: All Adults 16+ 1,015/ 3,551,000



**Propensity to switch a function of age and, to an extent, social class. Older adults a lot more loyal, whereas readiness to switch a lot greater in the younger age groupings.**

# Trends in switching behaviour

Base: All who hold each product



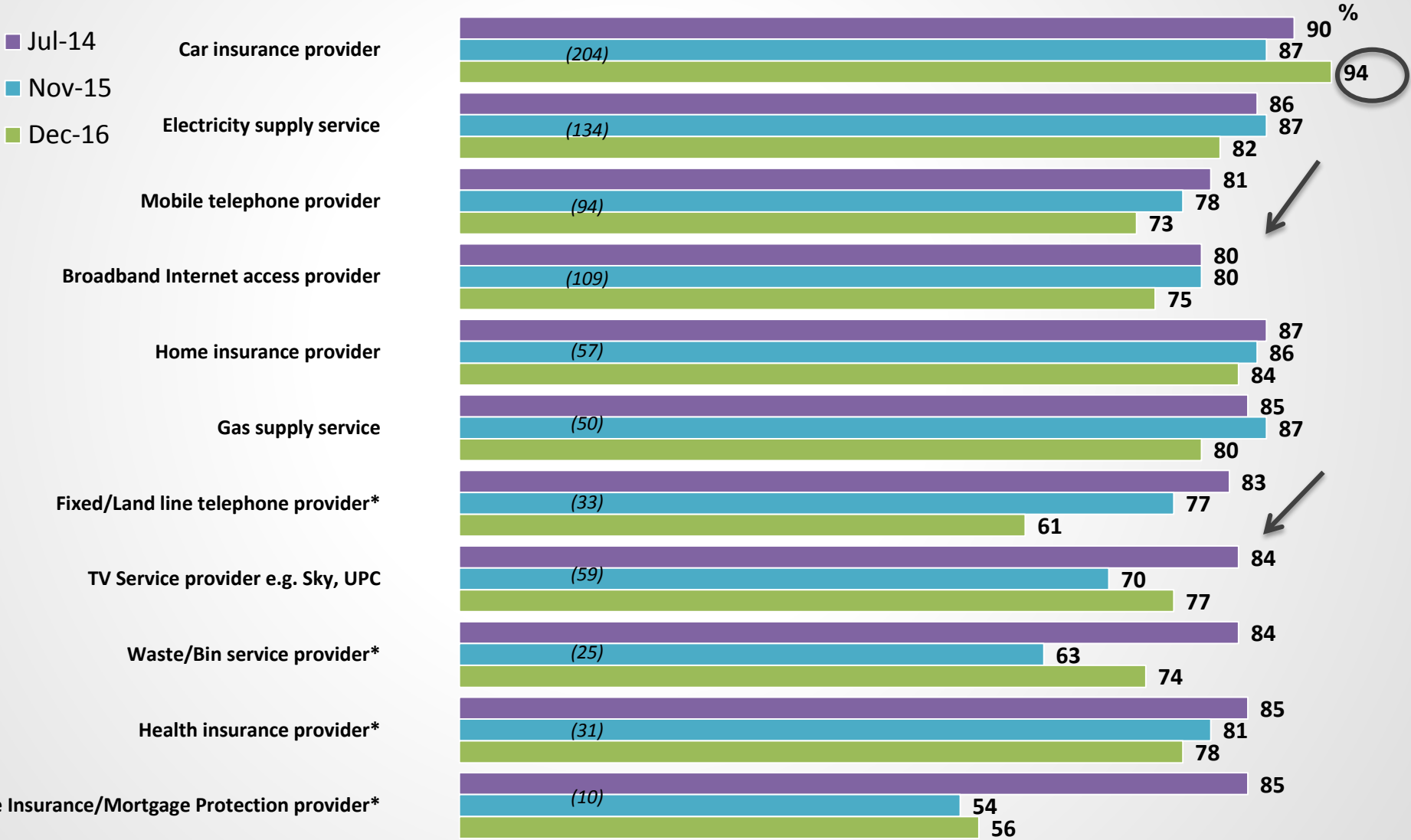
■ Nov-12    ■ Dec-13  
■ Jul-14    ■ Nov-15  
■ Dec-16

Car insurance remains the category with the highest level of switching, followed by electricity and gas. 41% have switched at least one product or service within the last 12 months (was 48% in 2015, 43% in 2014).

# Majority of switchers feel they have saved money but some declines are evident

Base: All who switched products or services

Those who switched and saved money...

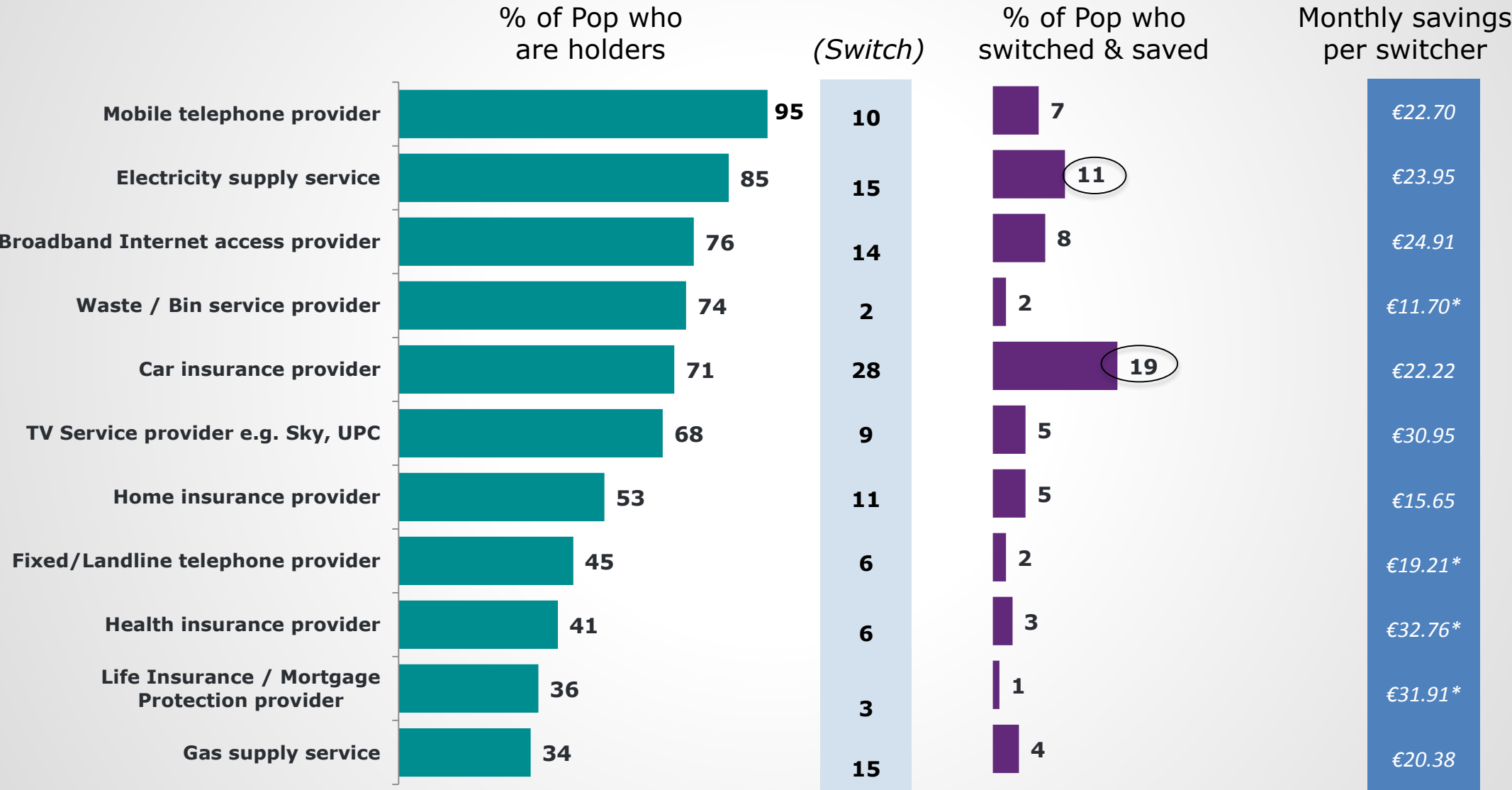


( )=base size  
 \*Caution small base

A perception of general saving is apparent, and indeed is enhanced in motor insurance, the most avidly switched category. There has been a decline in the proportion who have said that they have saved in other categories.



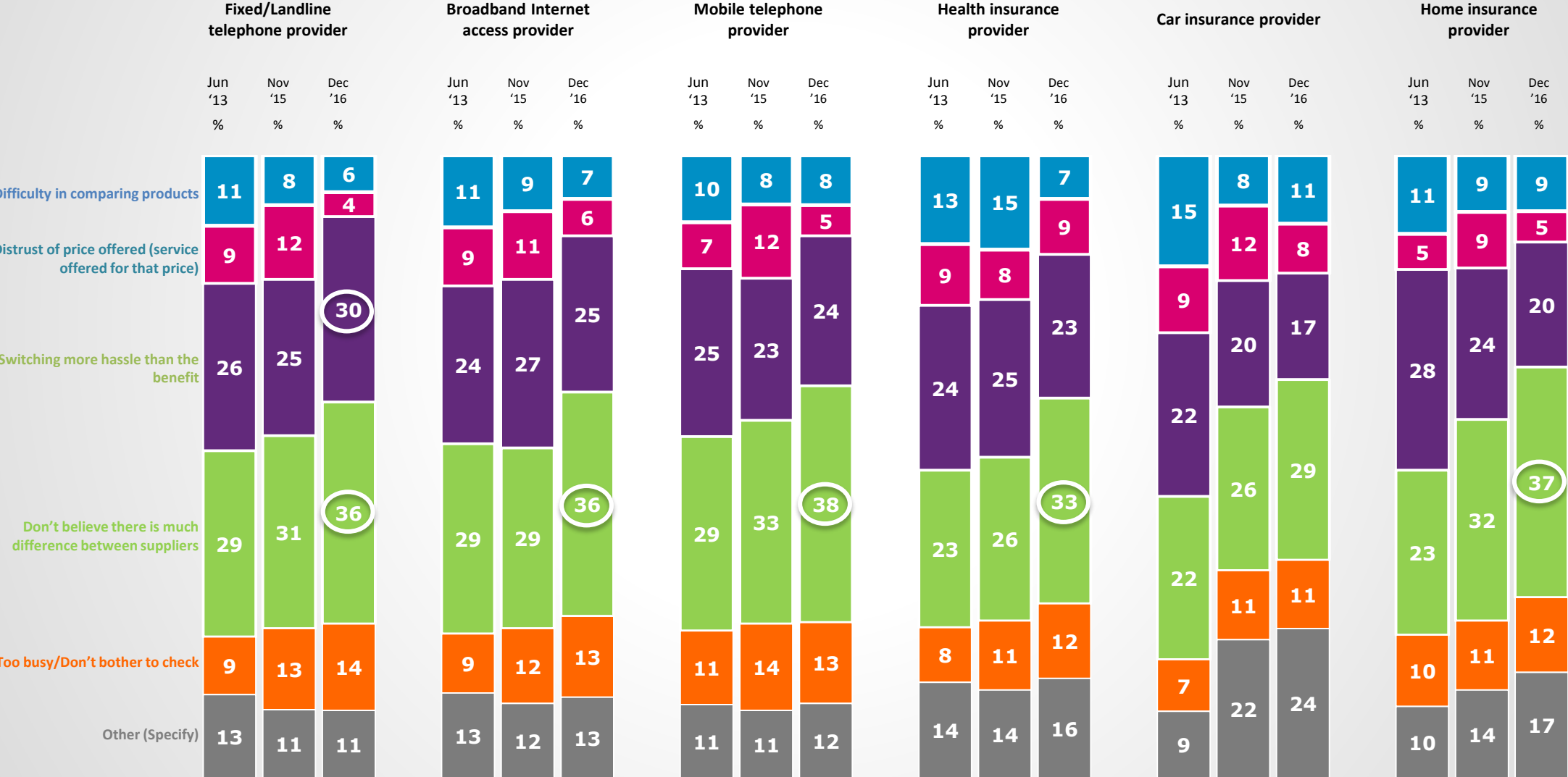
# Saving achieved through Switching



\*Caution small base

# Barriers to switching - I :

Base: All who hold products



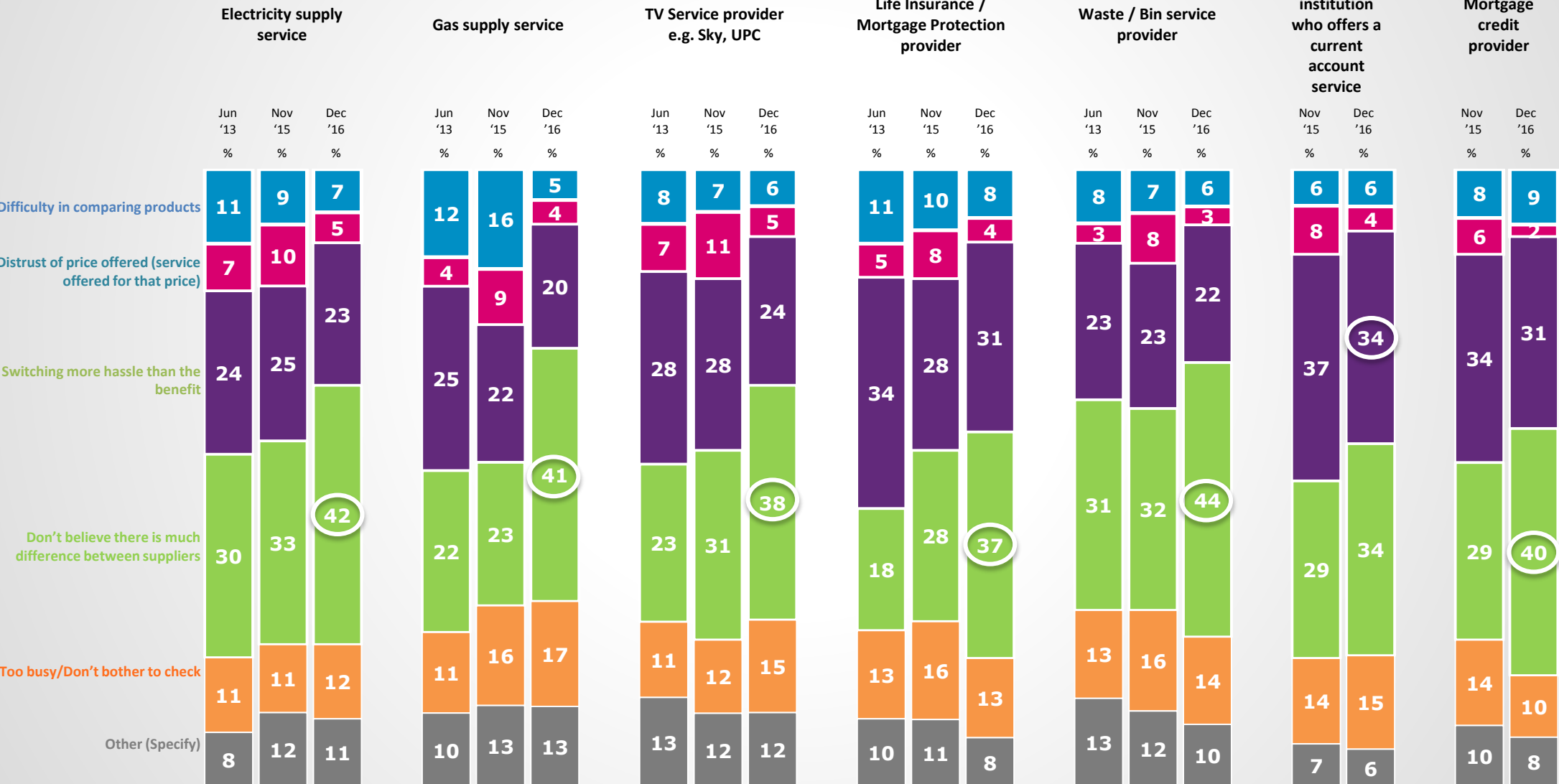
A sizeable increase in the perception that 'all are the same', generally followed by a view that it isn't worth the hassle to switch.



# Barriers to switching - II

Base: All who hold products

\*Bank/financial/mortgage not asked in 2013.

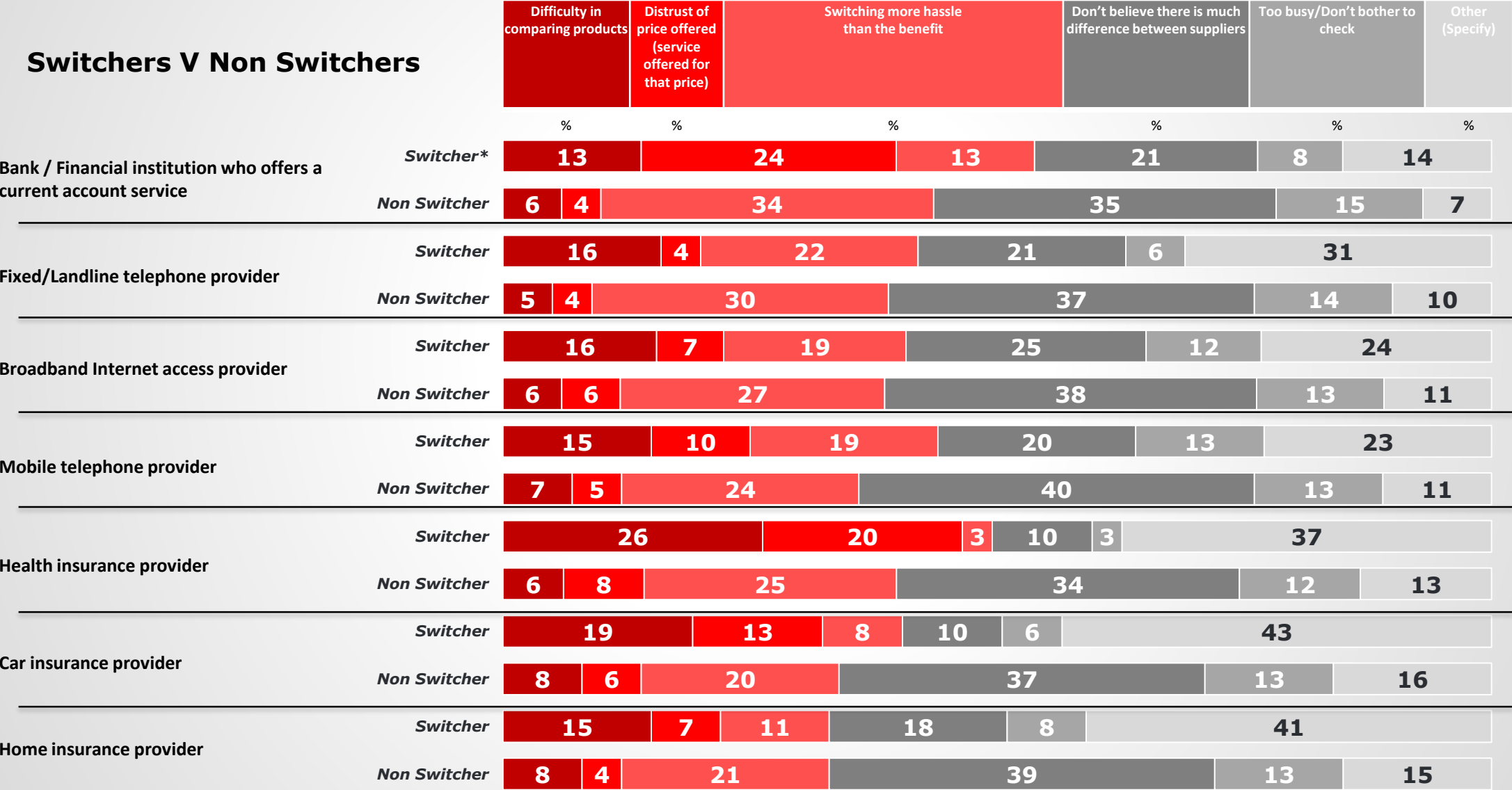


In energy and TV many feel there isn't a much difference between suppliers whereas in financial services as well as this it is often felt that switching is too much hassle.

# Barriers to switching - III

Base: All who hold products

## Switchers V Non Switchers



\*Switcher base low

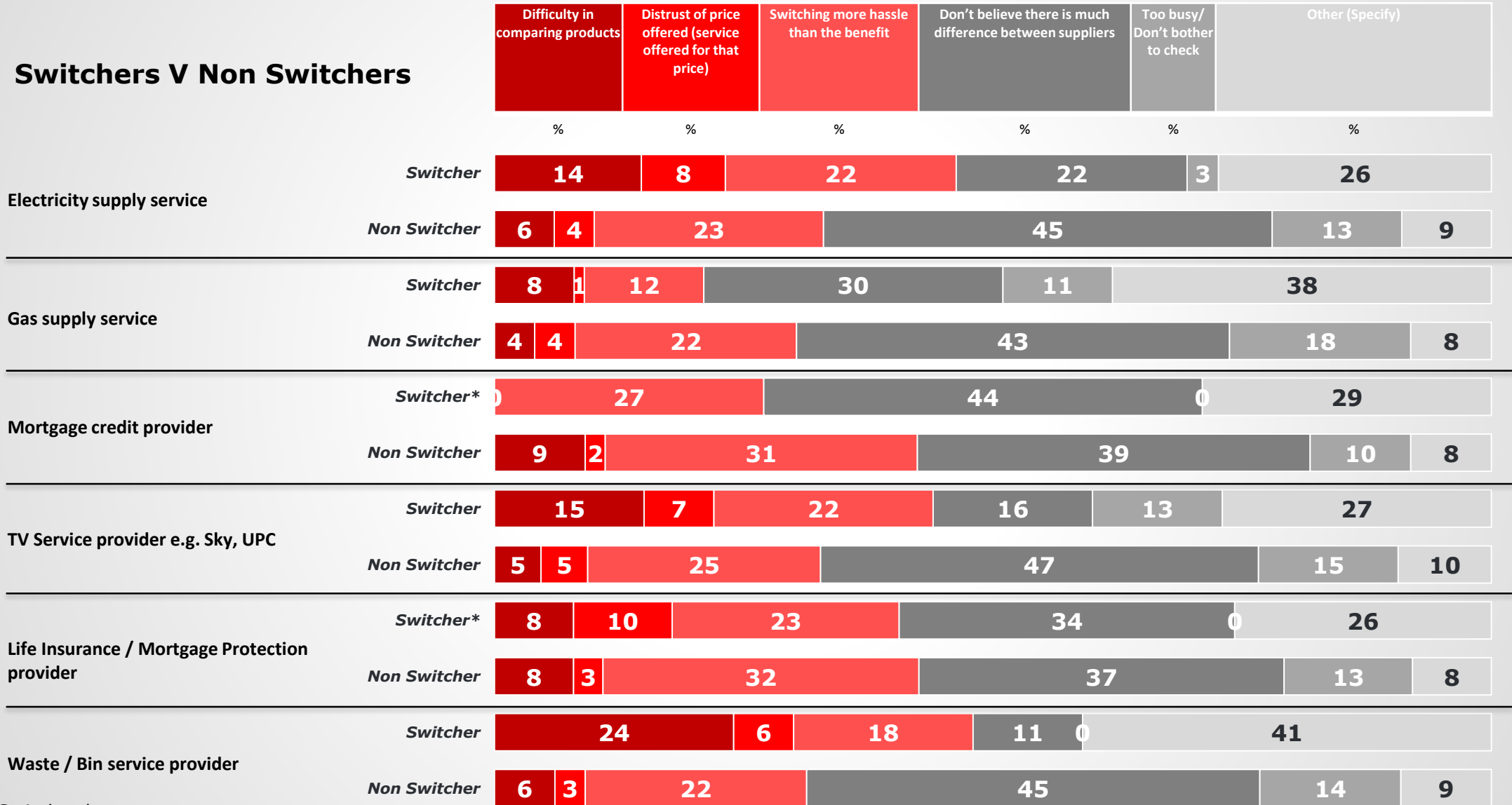
**Actual switchers much more likely to reference price comparison difficulties or mistrust of offers; non switchers lack motivation.**



# Barriers to switching - IV

Base: All who hold products

## Switchers V Non Switchers



\*Switcher base low

**Non switchers are particularly characterised by not being convinced it is worthwhile and reluctance to confront hassle.**

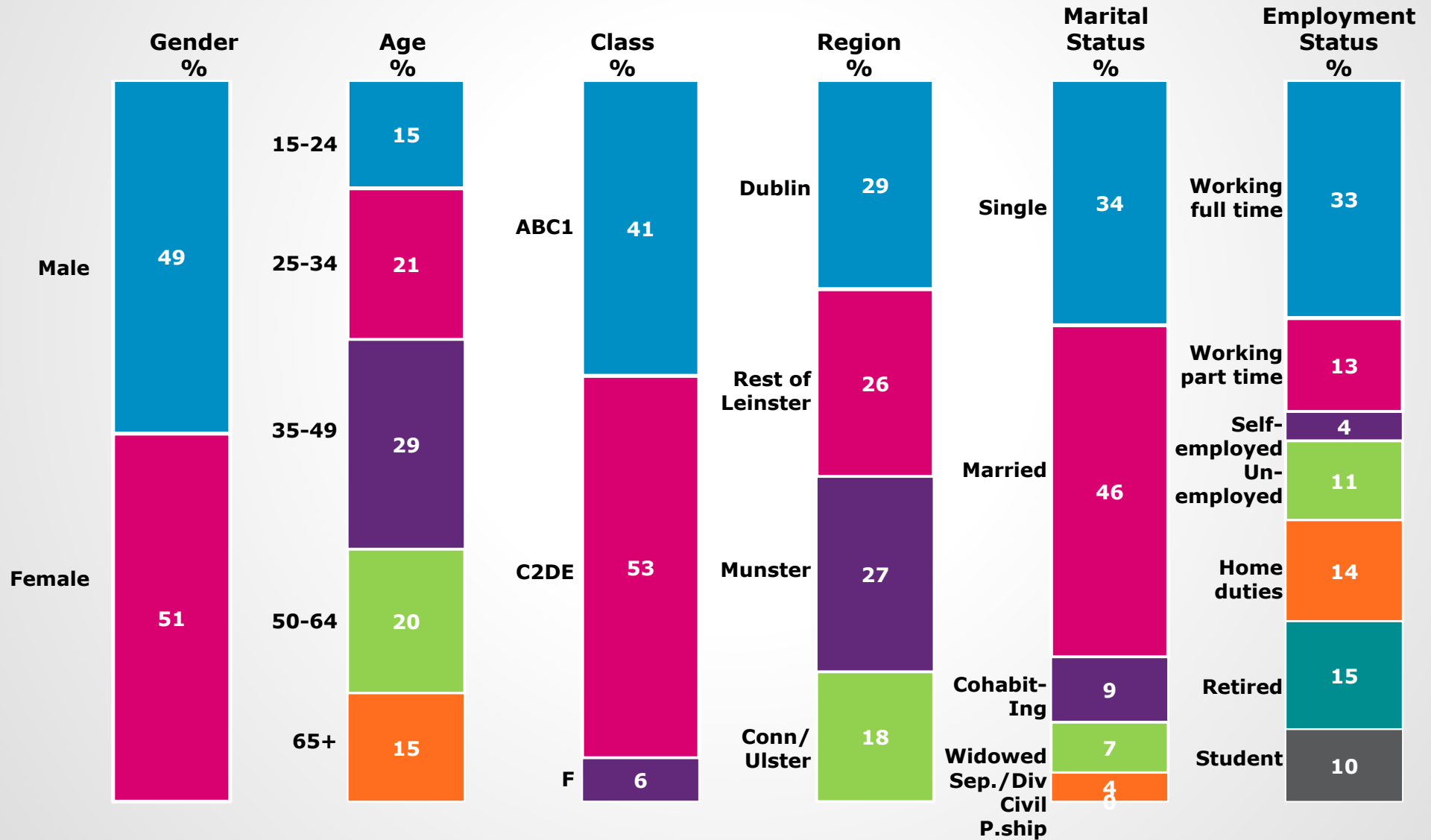
# Research Methodology and Sample Profile

## Research Methodology

- This report summarises a consumer research survey undertaken for the Competition & Consumer Protection Commission (CCPC) by Behaviour & Attitudes (B&A).
- The research was undertaken by means of a face-to-face, in-home survey of 1,001 adults aged 16+. Interviewing is undertaken at 63 randomly selected sampling locations.
- Census-derived quota controls were based on gender, age, social class (industry estimates), region and area (i.e. degree of urbanisation) to ensure that the sample is properly reflective of the Irish population.
- When all 63 assignments are cumulated together the sample structure mirrors the results of the latest census of population. Data can be deemed to have an accuracy of +/- 3 percentage points.
- All research was conducted from 21<sup>st</sup> November – 15<sup>th</sup> December, 2016.
- Comparisons with research conducted in 2013, 2014 and 2015 have also been drawn where applicable.

# Profile of Sample

Base: All Adults 16+ 1,015



# Incidence of holding products/services

Base: All Adults 16+ 1,015/ 3,551,000

