

SWISS INSURANCE MONITOR 2023

SELECTED INSIGHTS

Insight 1

Coverage & Protection

- Customers are better informed about health **insurance coverage**.
- Customers have fewer concerns about adequate health **insurance protection**.

- Property insurance
- Health insurance

Level of information on coverage*



Protection concerns*



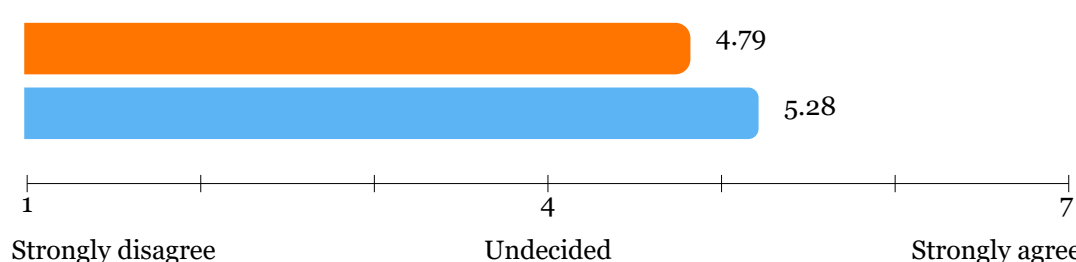
1 Strongly disagree 4 Undecided 7 Strongly agree

Insight 2

Perception of insurance premium

- Health insurance premiums are considered to have risen more.*

- Property insurance
- Health insurance

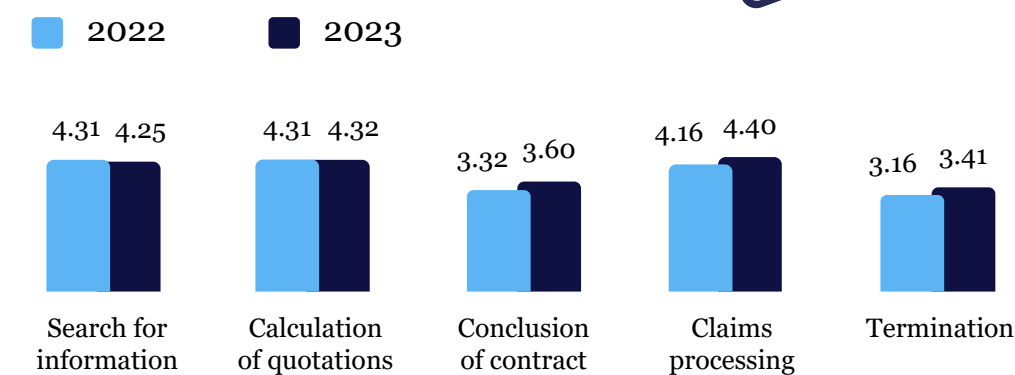


- A premium increase of up to 10 % can lead to more than one in three respondents considering switching insurers.

Insight 3

Offline versus online behaviour

- Trend for online interaction continues.
- Trend is greater in the urban population, among younger respondents and among people who are more open to new technologies.

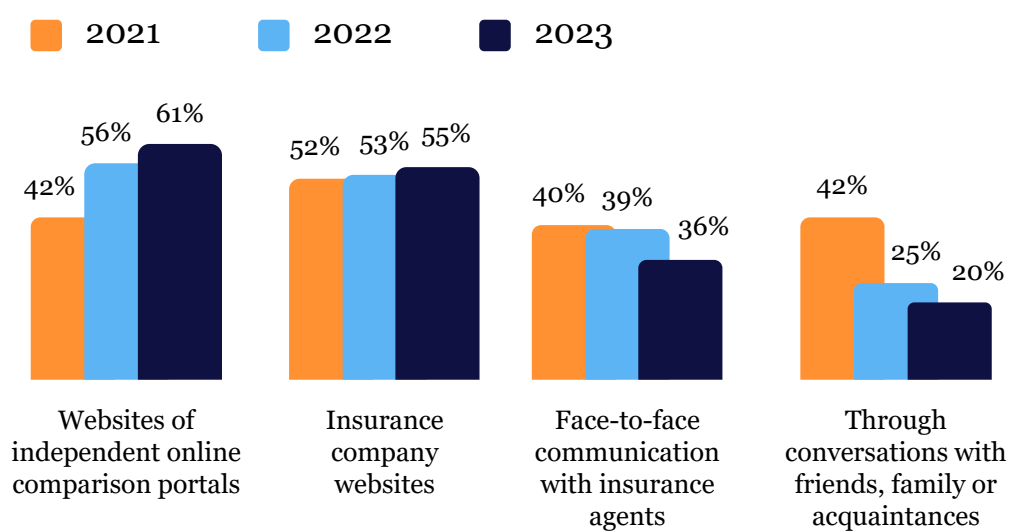


Note: Past behaviour was recorded on a scale of 1 (exclusively offline) - 4 (both same) - 7 (exclusively online).

Insight 4

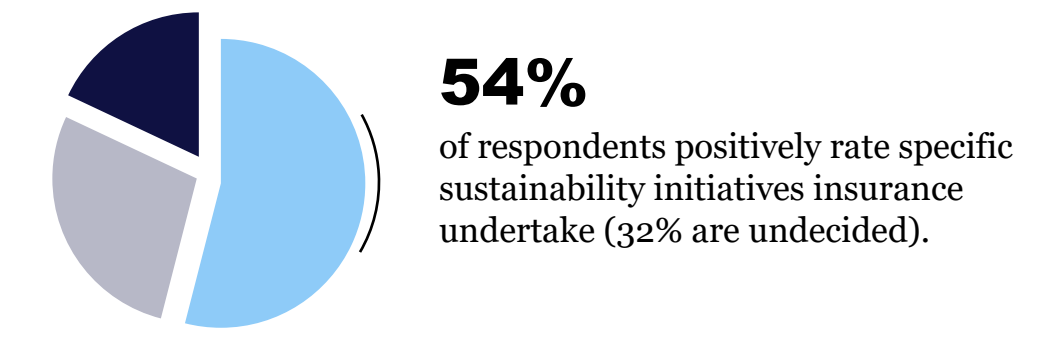
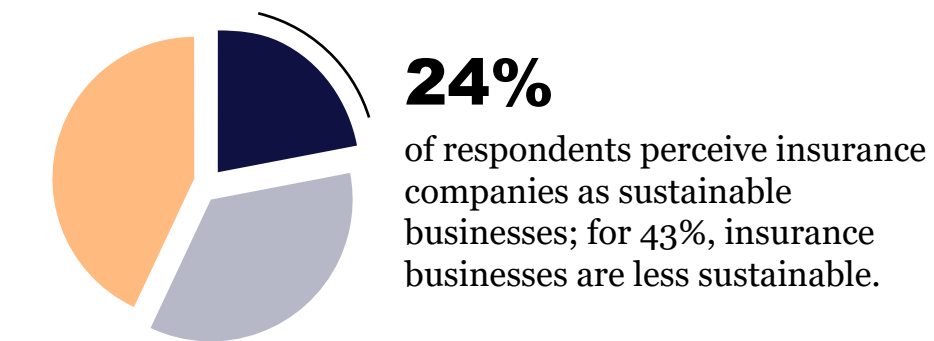
Search for information

- Online comparison portals continue to rise in popularity.
- Decrease in conversation with friends/family and the use of customer advisors.



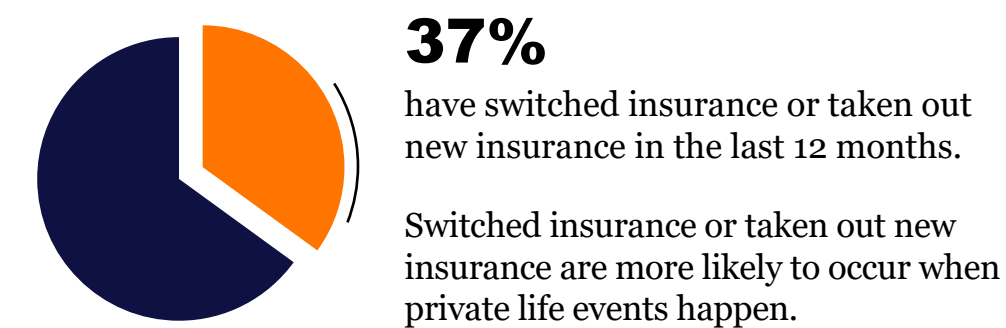
Insight 7

Focus topic - sustainability

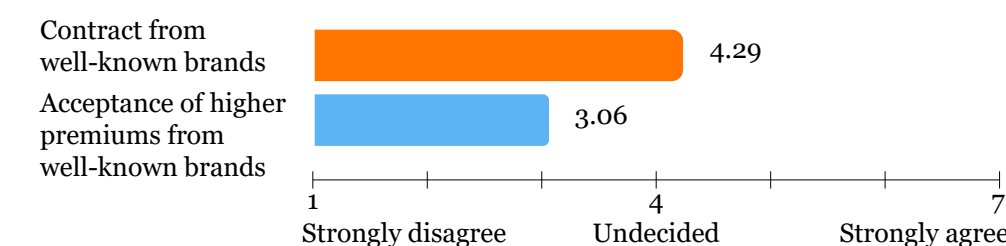


Insight 6

Switching insurance or taking out new insurance



Although insurance is purchased more from well-known brands, more expensive premiums from well-known brands are less likely to be accepted.*



Insight 5

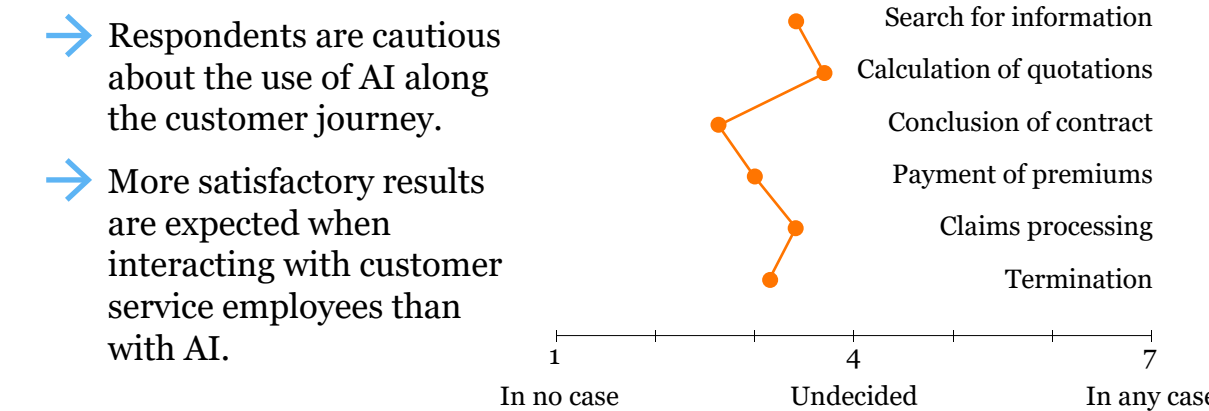
Calculation of quotations

- Private insurance agents are considered most often; development declining.
- Online channels are gaining popularity with increased calculation on the computer rather than smartphone.

Insight 8

Focus topic - artificial intelligence (AI)

To what extent would you like to see support from artificial intelligence?*



Sample demographics:

Average age: 45 years old
 Gender identity: 48% female, 51% male, 1% non-binary
 Language region: 70% German, 24% French, 6% Italian
 Working: 70%

Data collection details:

LINK online panel from the three language regions of Switzerland
Representative sample of 1,026 people in Switzerland
Survey period: 24 July 2023 to 10 August 2023
Authors: Finken, D., Imboden, N., Hofstetter, R., Schneider, S., Schulz, M., Hütte, I. (2023). Swiss Insurance Monitor 2023, University of Lucerne.
 * Exact question is available on request.

UNIVERSITY OF LUCERNE

IMA Institute of Marketing and Analytics

elaboratum

Finance Scout24

VERBAND DIGITALE RECHENUNG SCHWEIZ (VDRS)

LINK a YouGov company