

YouGov / Certus Survey Results

		EU Ref Vote 2016			Vote in 2015				Gender		Age				Social Grade		Region					
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1699	668	725	262	479	398	102	164	822	877	197	725	420	357	968	731	204	564	365	409	156	
Unweighted Sample	1699	820	707	147	481	424	111	166	765	934	186	707	437	369	1045	654	175	569	379	417	159	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following insurance policies do you currently own? Please tick all that apply.																					
Motor insurance (fully comprehensive)	60	62	65	44	72	56	69	72	61	59	21	56	73	73	63	55	39	67	65	58	55
Joint home/building and contents insurance	46	50	52	21	59	45	56	58	45	46	4	42	58	62	51	39	30	47	52	47	43
Travel insurance (annual cover)	22	28	19	13	27	23	33	19	22	21	9	19	25	31	27	15	26	20	21	23	23
Life insurance	22	21	26	16	25	22	24	28	23	21	1	23	30	22	23	21	15	22	26	21	23
Standalone home contents insurance policy (ie. policy does not have buildings insurance)	19	19	21	15	19	22	21	16	17	21	10	18	21	25	18	21	19	19	18	21	19
Pet insurance	12	13	13	7	15	14	12	16	12	13	3	16	13	10	13	11	4	16	12	12	12
Mobile phone insurance	11	14	10	8	11	12	11	8	12	10	8	14	8	11	13	8	10	12	11	12	9
Standalone home buildings insurance policy (ie. policy does not have contents insurance)	7	7	6	7	6	6	13	7	8	5	3	6	7	10	8	5	7	6	8	6	7
Travel insurance (single trip – in this case please select this option if you have had cover at any point in the last 12 months)	7	10	7	2	10	8	7	4	6	8	5	7	8	6	9	5	6	7	7	8	8
Private Dental Insurance	6	8	6	2	7	5	10	9	6	6	3	4	7	11	7	4	7	5	8	5	7
Private Medical Insurance (PMI) (e.g. cover for treatment or medical expenses)	5	6	6	3	9	3	6	7	6	5	2	6	5	7	8	2	9	7	5	3	2
Mortgage Payment Protection Insurance (MPPI) (pays your mortgage costs if you can't work because of ill health and/or unemployment)	2	3	2	0	3	2	4	2	3	1	0	3	2	0	3	1	0	1	2	3	3
Income Protection (IP) (e.g. pays you a monthly income if you're unable to work due to accident, sickness or unemployment)	2	2	1	1	3	1	2	1	2	2	0	3	2	0	2	1	2	1	3	1	0
Motor insurance (third party only)	1	0	1	1	0	1	0	0	1	0	1	1	0	0	1	1	2	0	1	1	0
Motor insurance (third party fire and theft)	1	1	1	2	2	1	2	0	2	1	2	2	0	1	2	1	2	1	2	1	1
Credit card or loan Payment Protection Insurance (PPI) (pays your credit card or personal loan costs if you can't work because of ill health and/or unemployment)	1	1	1	1	1	2	0	2	1	1	1	1	1	1	1	1	2	2	1	1	1
Don't know	3	3	2	4	2	3	3	1	3	3	9	3	2	0	3	2	4	3	4	1	4
None of these	15	12	11	31	7	14	9	5	16	14	44	16	6	4	12	18	29	12	12	12	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think motor insurance companies care about the interests of their customers?																						
A great deal	1	1	1	0	0	2	1	1	2	1	1	2	1	0	1	1	3	1	0	1	2	
A fair amount	14	16	13	14	15	13	17	13	13	15	16	13	13	17	15	13	13	14	16	13	13	
TOTAL CARE	15	17	14	14	15	15	18	14	15	16	17	15	14	17	16	14	16	15	16	14	15	
Not very much	49	52	50	40	53	51	53	47	47	51	48	45	56	51	51	46	42	52	48	50	49	
Not at all	24	20	27	22	23	21	14	31	29	18	19	26	24	20	22	25	21	24	24	24	23	
TOTAL NOT CARE	73	72	77	62	76	72	67	78	76	69	67	71	80	71	73	71	63	76	72	74	72	
Don't know	12	10	10	24	8	13	15	8	9	15	16	14	7	12	11	15	20	10	12	12	12	

Which, if any, of the following do you trust the most to act in the best interests of their customers?																						
A solicitor	29	32	28	27	34	29	44	29	30	28	23	27	35	31	33	25	27	31	29	28	30	
A financial adviser	9	11	8	7	9	9	7	11	9	9	13	10	8	7	11	7	8	9	10	9	9	
A local council	8	12	5	7	6	11	10	3	9	7	15	9	7	3	10	5	11	8	7	9	5	
A bank	4	2	5	7	4	3	1	3	3	5	6	4	4	4	3	6	9	3	4	4	3	
An electricity and gas supplier	1	1	1	2	1	1	0	0	2	0	1	1	1	2	1	1	1	2	0	1	1	
An estate agent	1	1	1	1	1	1	1	3	1	1	2	1	1	1	1	1	1	1	1	1	2	
An internet service provider	1	1	1	1	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0	3	
A mobile phone company	1	1	1	4	1	1	0	0	2	1	4	1	1	1	1	2	3	1	1	1	0	
An insurance company	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
None of these	35	32	41	27	35	34	28	46	36	34	23	36	35	41	31	40	31	37	34	35	36	
Don't know	10	7	10	17	9	9	7	5	8	12	12	11	8	9	8	13	7	8	14	11	10	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And which, if any, of the following do you trust the least to act in the best interests of their customers?																					
An insurance company	17	17	15	21	15	16	16	15	17	17	26	18	16	10	18	15	28	18	13	14	16
An electricity and gas supplier	14	17	13	9	14	17	12	15	15	13	10	14	15	15	16	12	14	12	14	16	15
A bank	13	14	13	9	13	13	15	12	13	12	12	12	14	13	12	9	13	13	12	16	16
A mobile phone company	11	12	10	9	13	10	18	11	9	12	6	9	15	12	11	10	7	12	14	9	8
A local council	10	7	13	8	13	6	8	19	11	9	8	10	9	12	9	11	6	10	12	10	7
A financial adviser	5	4	5	5	4	5	4	6	6	4	3	4	4	9	5	5	6	4	5	6	4
An internet service provider	4	4	4	2	4	5	3	4	3	4	4	3	3	4	4	3	4	4	3	4	5
A solicitor	3	2	4	4	3	4	3	5	4	2	4	2	4	4	3	3	2	3	3	4	2
None of these	6	4	6	8	4	7	3	3	6	5	6	7	4	5	5	7	7	6	5	5	5
Don't know	18	17	16	25	18	16	17	11	14	22	21	20	16	16	15	22	17	17	18	20	21

Thinking about the trade-off between being able to claim for injuries from a car accident and the amount you pay for motor insurance, which of the following comes closest to your view?																					
I would prefer to reduce what I am able to claim for after a car accident if it meant I could pay less for motor insurance	28	27	29	29	31	29	23	26	31	24	30	30	29	21	30	25	21	27	32	31	18
I would prefer to keep the cost of my motor insurance the same if it meant I could keep what I am able to claim for after a car accident the same	41	47	41	29	43	42	47	51	39	42	32	38	44	50	43	38	36	45	39	39	44
Don't know	31	26	30	42	26	30	30	23	29	33	38	33	27	29	27	37	44	28	29	29	38

In general, do you think your motor insurance provider would, or would not, treat you fairly if you made a claim?																					
With a legal representative working for you																					
Would treat me fairly	60	62	59	62	63	55	74	65	57	64	65	61	58	62	61	59	70	63	58	58	52
Would not treat me fairly	15	12	15	20	14	12	14	15	19	10	16	17	14	12	15	14	8	16	14	15	16
Don't know	25	26	26	18	23	33	13	20	24	27	19	23	28	26	24	27	22	21	28	27	32
Without a legal representative working for you																					
Would treat me fairly	23	28	19	26	27	21	30	23	23	23	19	22	19	30	24	22	24	23	26	21	20
Would not treat me fairly	40	36	40	55	37	33	44	45	45	35	42	45	41	31	40	40	36	42	32	43	49
Don't know	37	36	41	19	36	46	27	32	31	42	38	33	40	39	36	38	40	35	42	35	31

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you were in an accident that wasn't your fault, to what extent would you trust the other driver's insurance company to offer you the right amount of compensation for any injuries you sustained?																					
With a legal representative working for you																					
Trust a great deal	4	6	3	1	4	8	6	1	5	3	10	5	4	3	5	3	7	4	4	3	3
Trust a fair amount	32	33	32	33	34	27	42	36	27	37	30	33	33	30	33	31	33	34	33	26	34
TOTAL TRUST	36	39	35	34	38	35	48	37	32	40	40	38	37	33	38	34	40	38	37	29	37
Do not trust at all	17	14	19	19	15	15	7	22	21	12	10	17	17	18	15	19	23	15	17	15	22
TOTAL DO NOT TRUST	52	50	53	52	51	50	43	55	55	48	37	49	53	58	52	51	48	50	50	57	53
Don't know	12	11	12	13	11	15	9	8	12	13	23	14	11	9	10	15	11	11	13	15	9

Without a legal representative working for you																					
Trust a great deal	2	2	1	0	1	2	4	1	2	1	3	2	1	1	2	1	3	2	2	0	3
Trust a fair amount	13	12	12	19	13	13	12	18	12	15	7	13	12	16	14	13	15	13	17	9	14
TOTAL TRUST	15	14	13	19	14	15	16	19	14	16	10	15	13	17	16	14	18	15	19	9	17
Do not trust very much	37	41	33	43	39	37	53	32	35	39	42	36	37	39	38	36	36	38	36	41	33
Do not trust at all	34	31	39	22	34	31	25	39	37	30	26	34	36	32	33	34	33	35	31	31	40
TOTAL DO NOT TRUST	71	72	72	65	73	68	78	71	72	69	68	70	73	71	71	70	69	73	67	72	73
Don't know	14	13	14	16	13	17	5	10	13	15	22	15	14	11	13	16	13	12	14	19	11

As part of these changes the government expects that motor insurance companies will pass all of the savings to customers which could reduce motor insurance rates by £50 a year.																					
How likely, or unlikely do you think it is that insurance companies would pass all of the savings to customers?																					
Very likely	2	1	2	2	2	2	1	1	3	1	2	2	2	1	2	2	2	3	0	2	3
Fairly likely	9	10	9	7	11	8	15	7	9	9	6	11	7	9	10	7	10	7	10	10	7
TOTAL LIKELY	11	11	11	9	13	10	16	8	12	10	8	13	9	10	12	9	12	10	10	12	10
Not very likely	43	46	42	42	49	44	48	43	40	47	42	39	46	51	45	41	42	45	48	42	34
Not at all likely	34	34	37	26	30	34	31	42	38	31	29	35	38	31	35	34	29	35	29	37	45
TOTAL UNLIKELY	77	80	79	68	79	78	79	85	78	78	71	74	84	82	80	75	71	80	77	79	79
Don't know	12	8	10	24	8	12	6	8	10	13	21	13	7	9	8	16	17	10	13	10	12