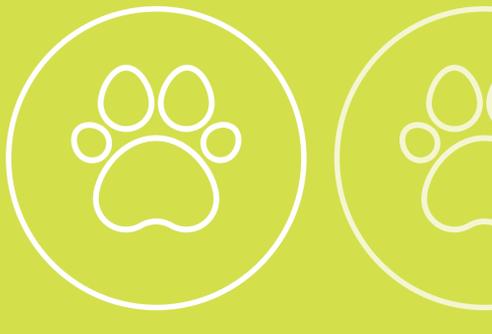
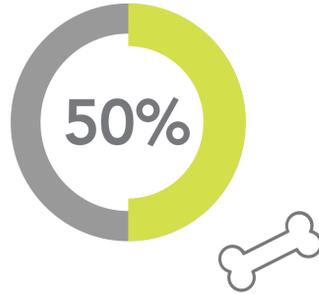


Pet Insurance
Purchase Behaviour
Cat and Dog Insurance



50% share of market
held by the top 5 insurance brands for cat and dog insurance



How consumers found out about their pet insurer



Online – search engine
20%



Online – price comparison site
18%



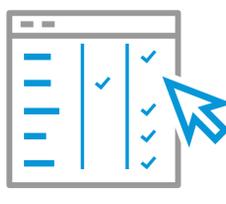
Through friends or family
14%



From their vet
12%



52%
of policy holders did not shop around at their last renewal



53%
who did shop around used a price comparison site to get quotes



42%
bought their policy on line direct from a brand

Top 3 reasons for choosing their current provider



Best cover

43%



Lowest price

31%



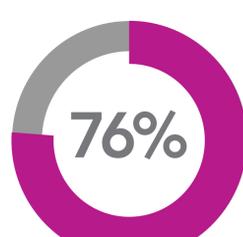
Easy/convenient to buy

27%

1 in 10 had home insurance with the same provider as their pet insurance.



76% moved from their previous insurer because they found a cheaper price elsewhere



What it cost



58%
paid over £150 for their dog insurance



44%
paid £100 or less for their cat insurance



49%
said they had a lifetime policy for their dog



8%
didn't know what type of policy they had

