
COST OF LIVING

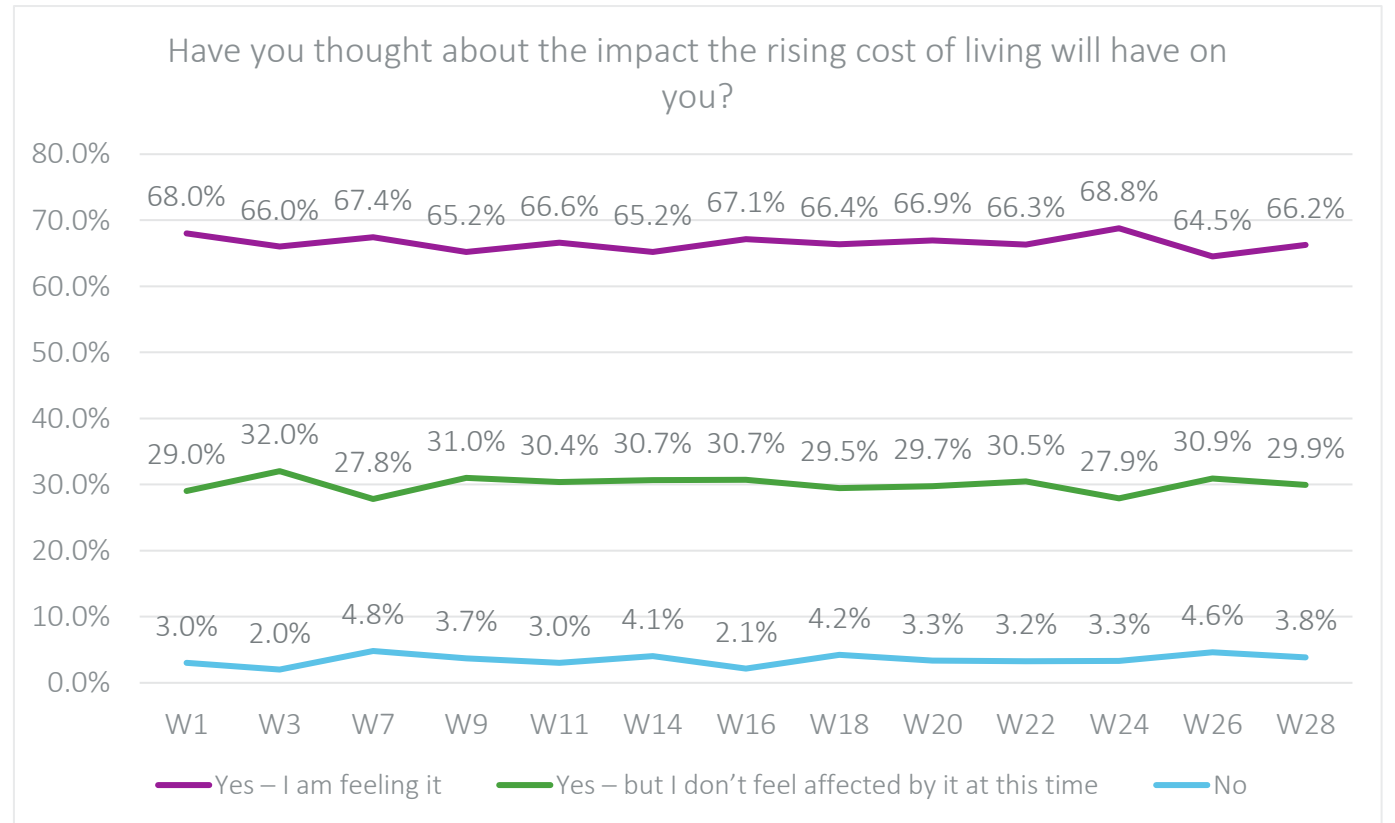
CONSUMER
BEHAVIOUR
TRACKER

NOVEMBER 2022

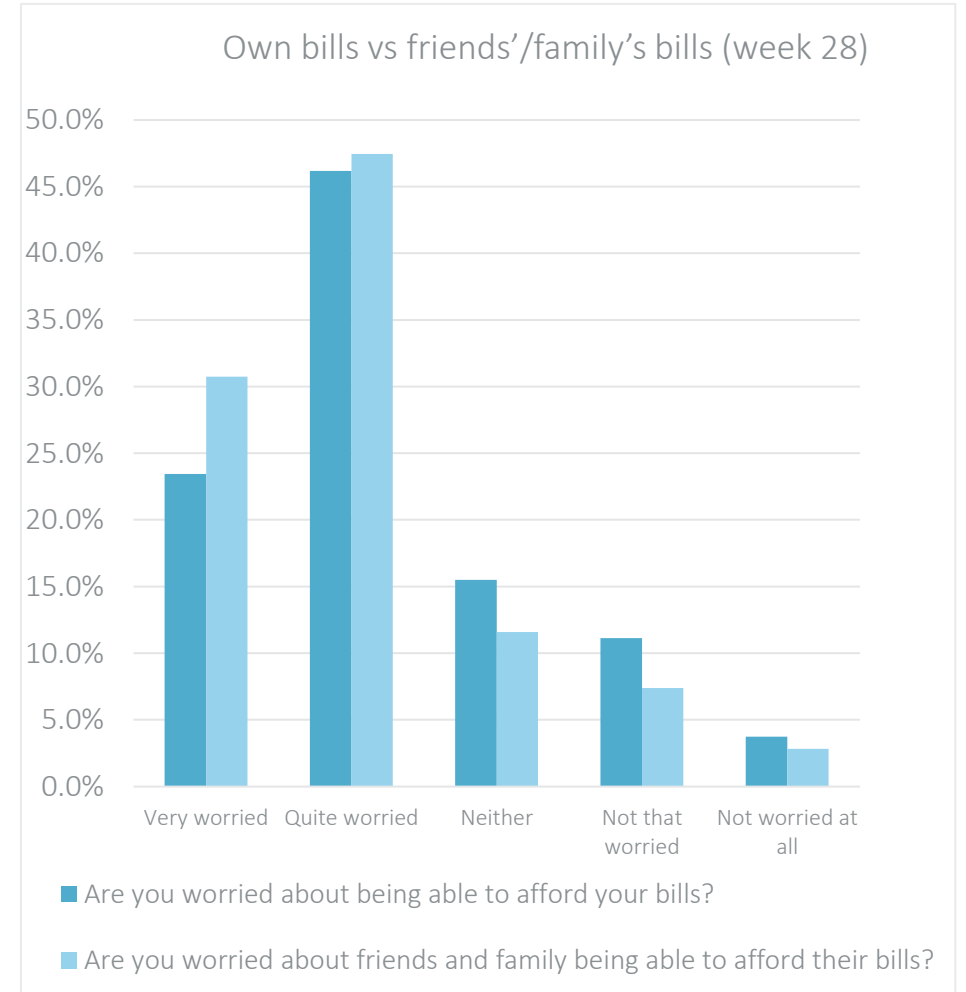
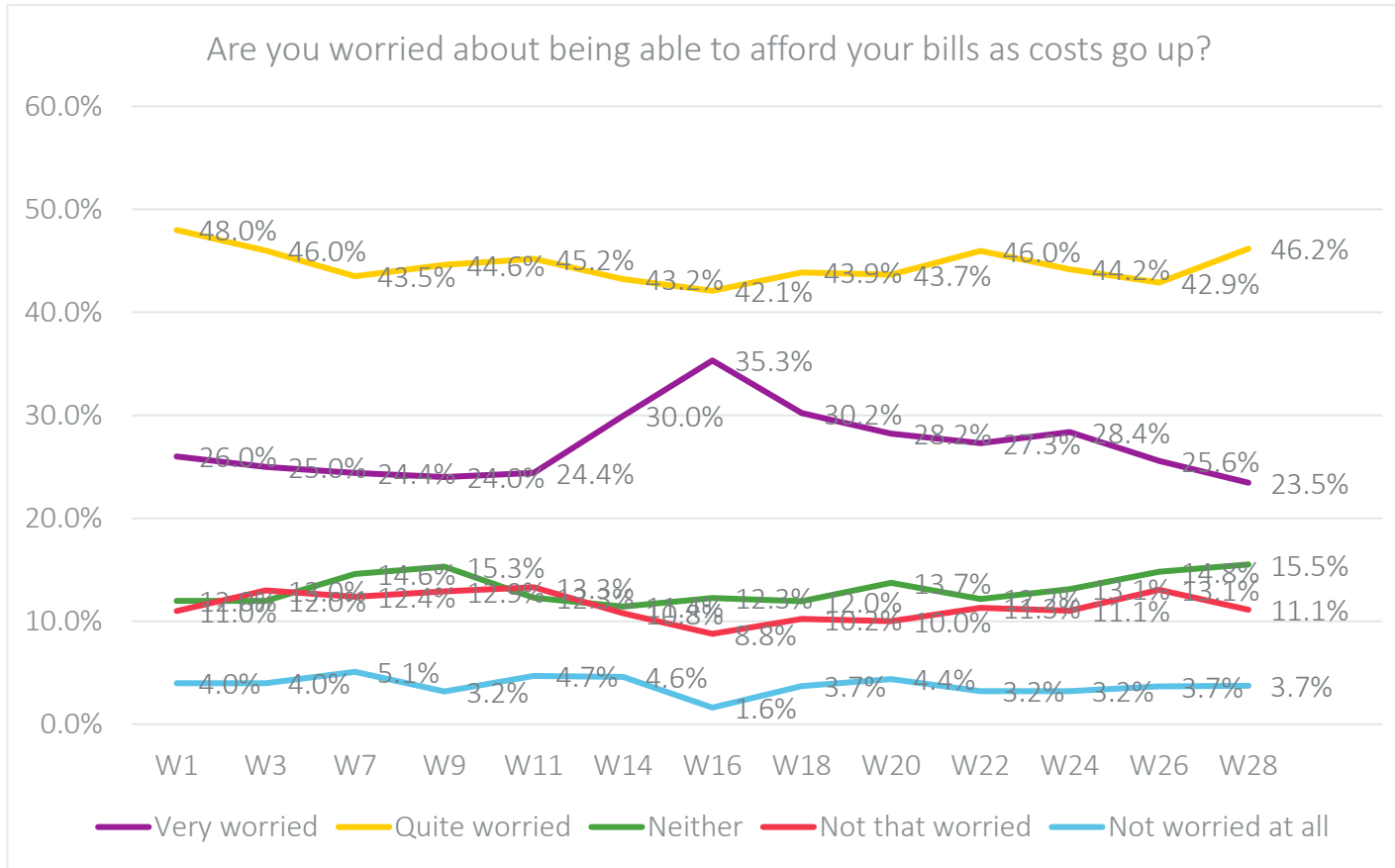
The impact on consumers

Week 28

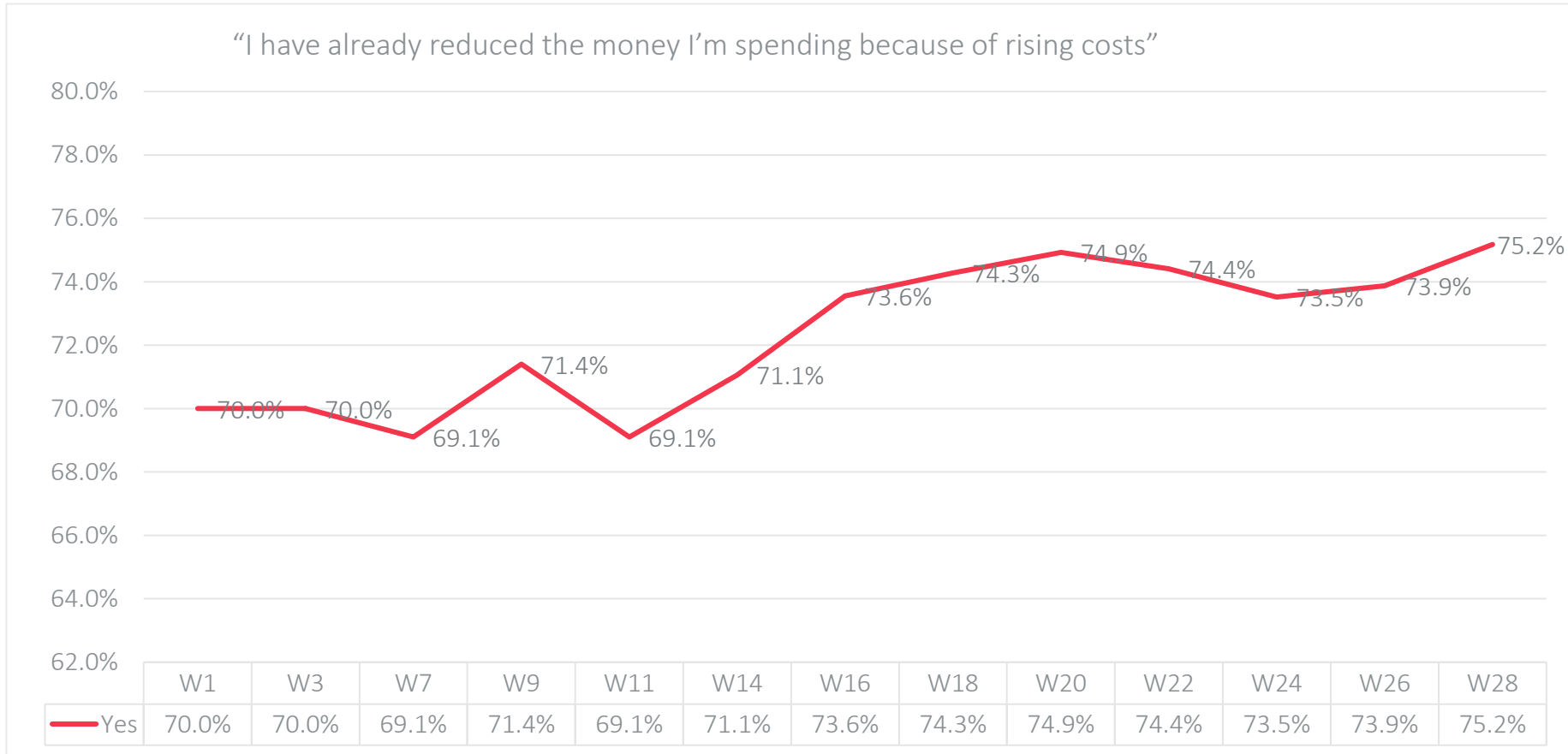
Have you thought about it?	18-25	25-34	35-44	45-54	55-64	65+
Yes, I am feeling it	74.29%	76.32%	74.57%	64.71%	60.89%	56.79%
Yes, but I'm not impacted at this time	18.57%	19.47%	20.23%	30.88%	36.31%	41.07%
No	7.14%	4.21%	5.20%	4.41%	2.79%	2.14%



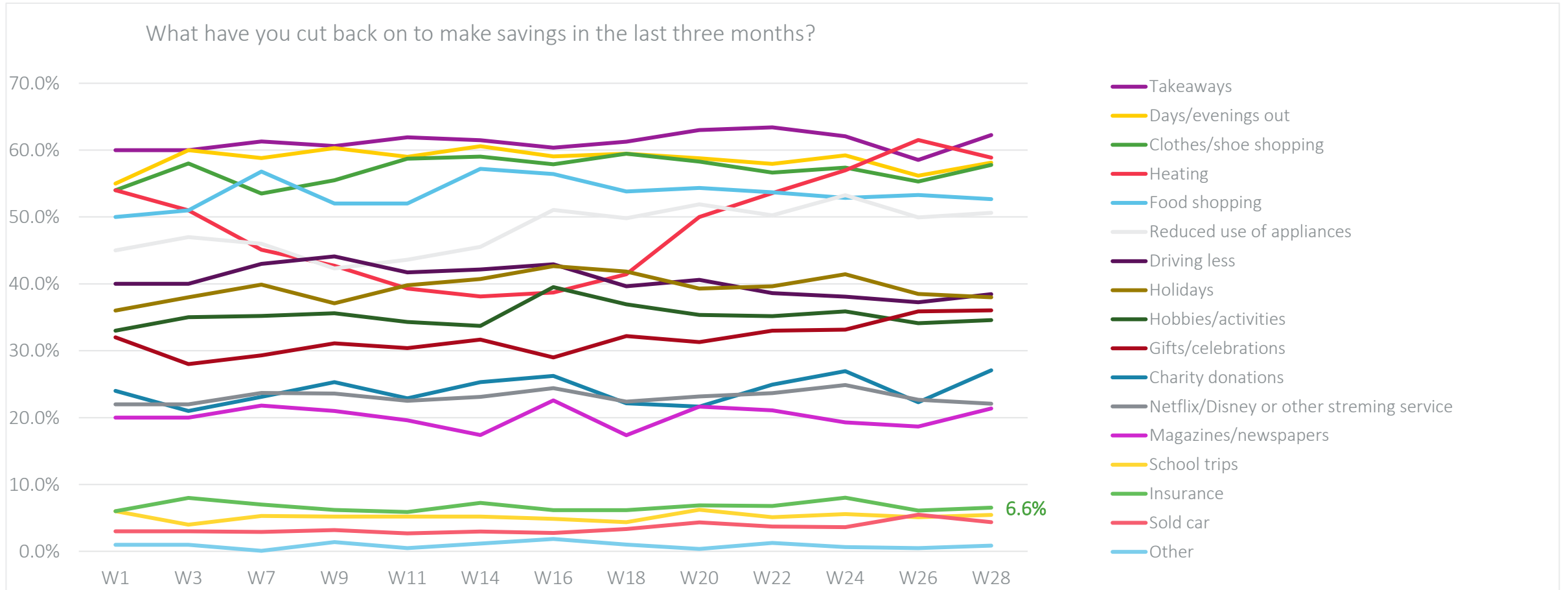
Level of worry



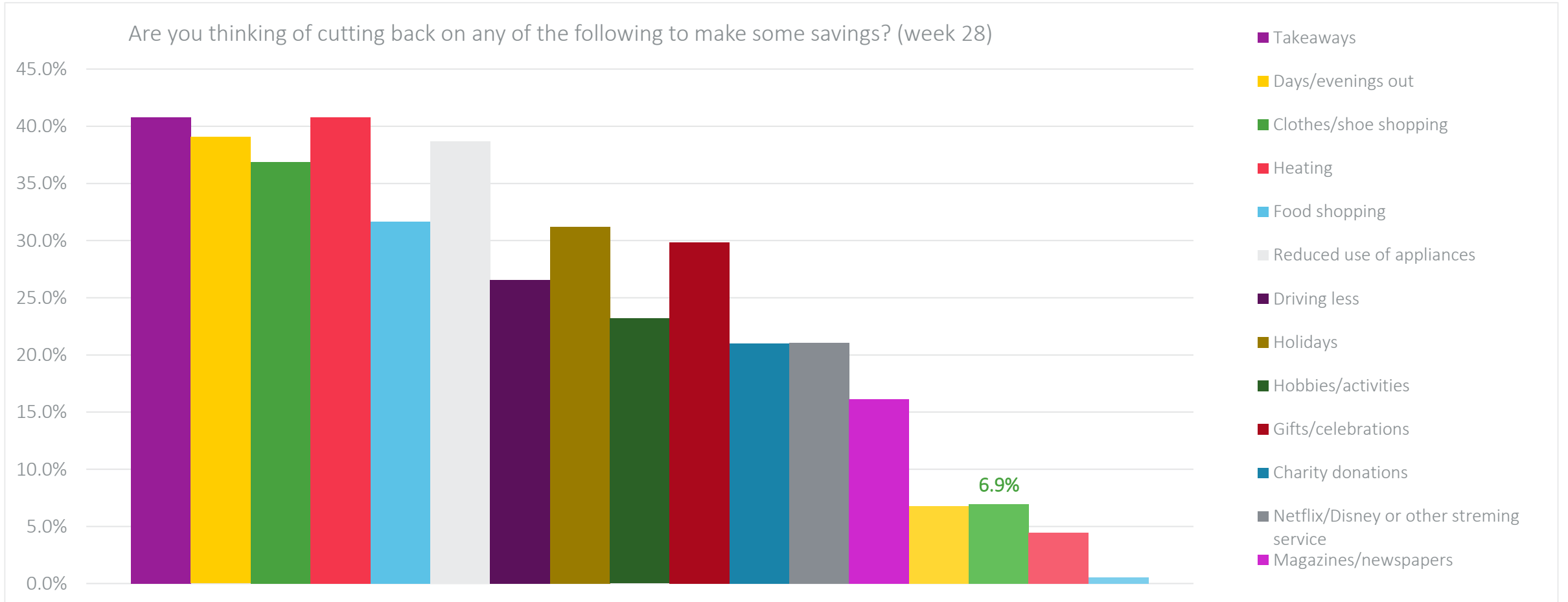
Spending cuts



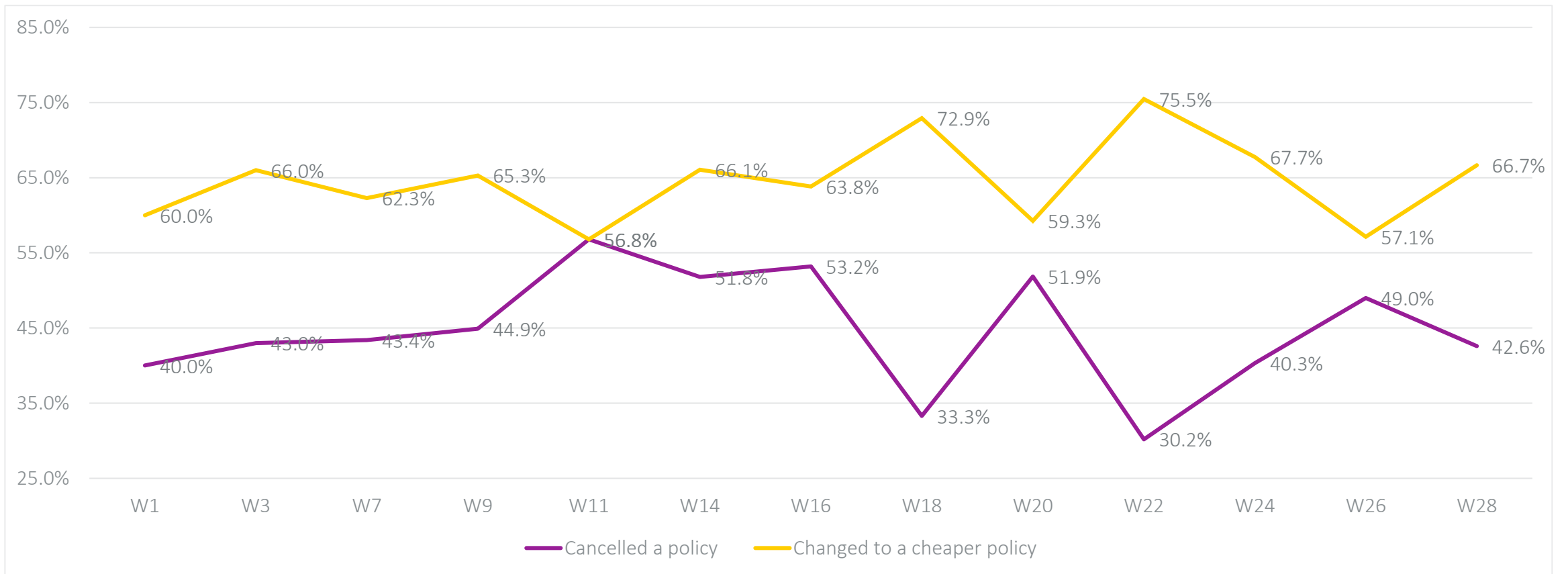
Spending cuts



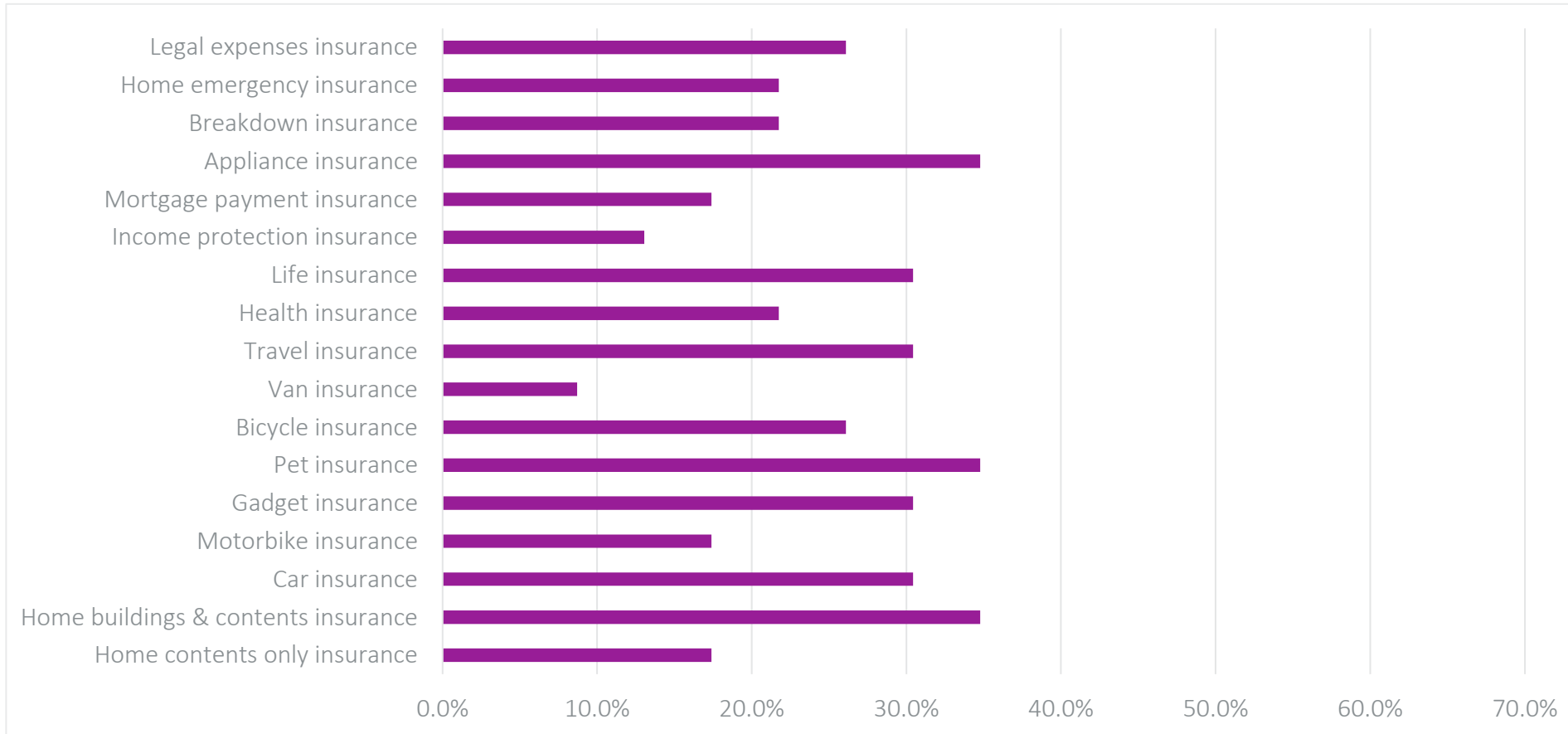
Future cut-backs



How have consumers reduced their spend on insurance?

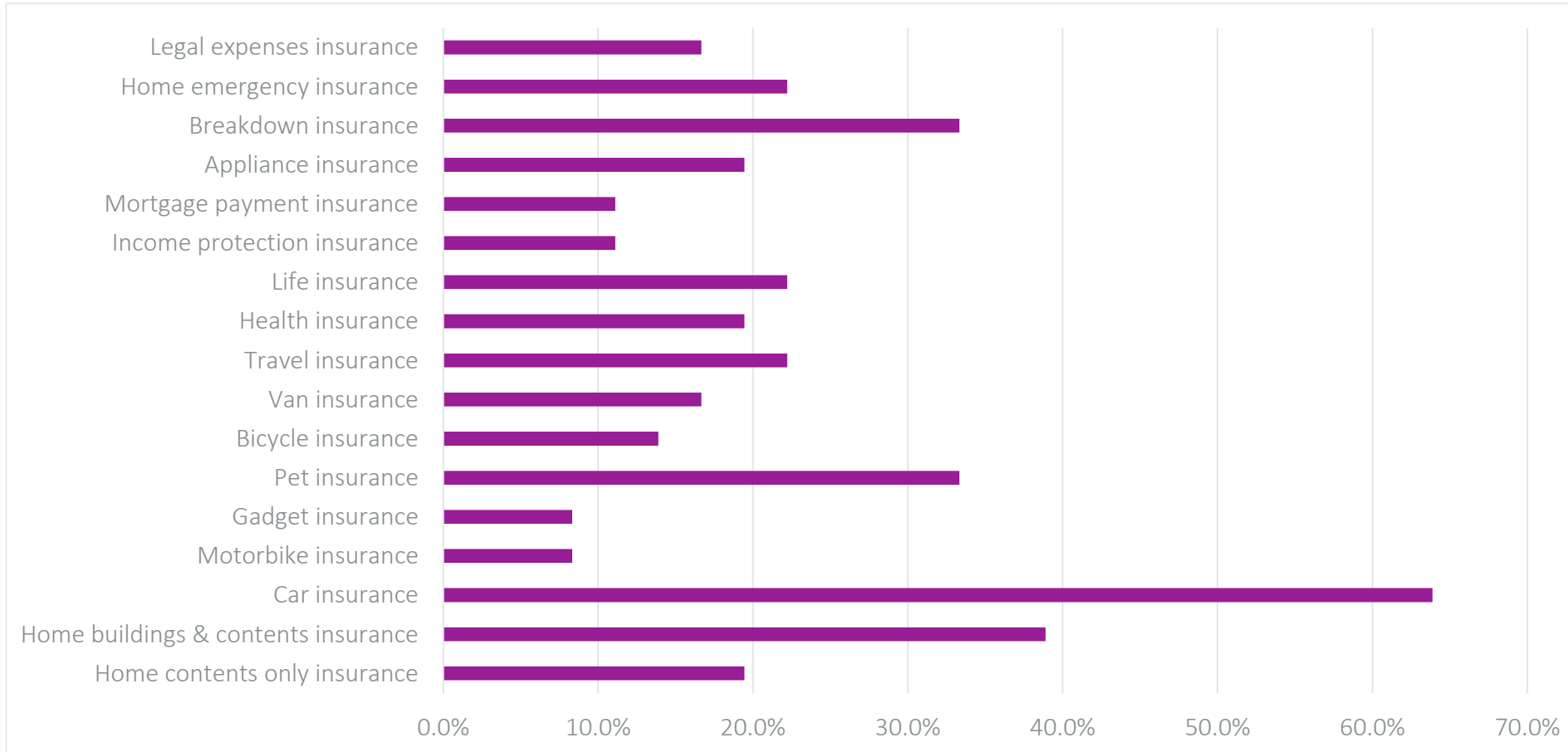


Cancelled policies (week 28)



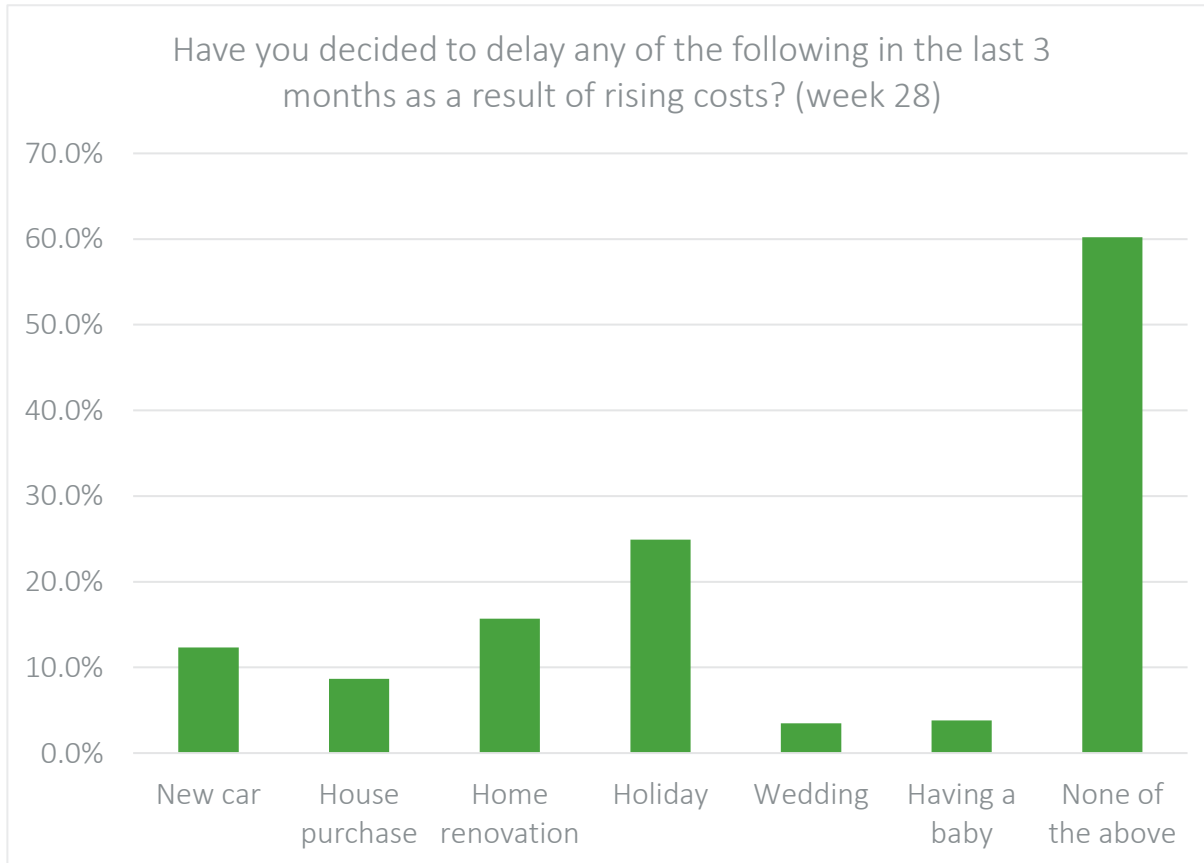
Base: 23

Switched policies (week 28)



Base: 36

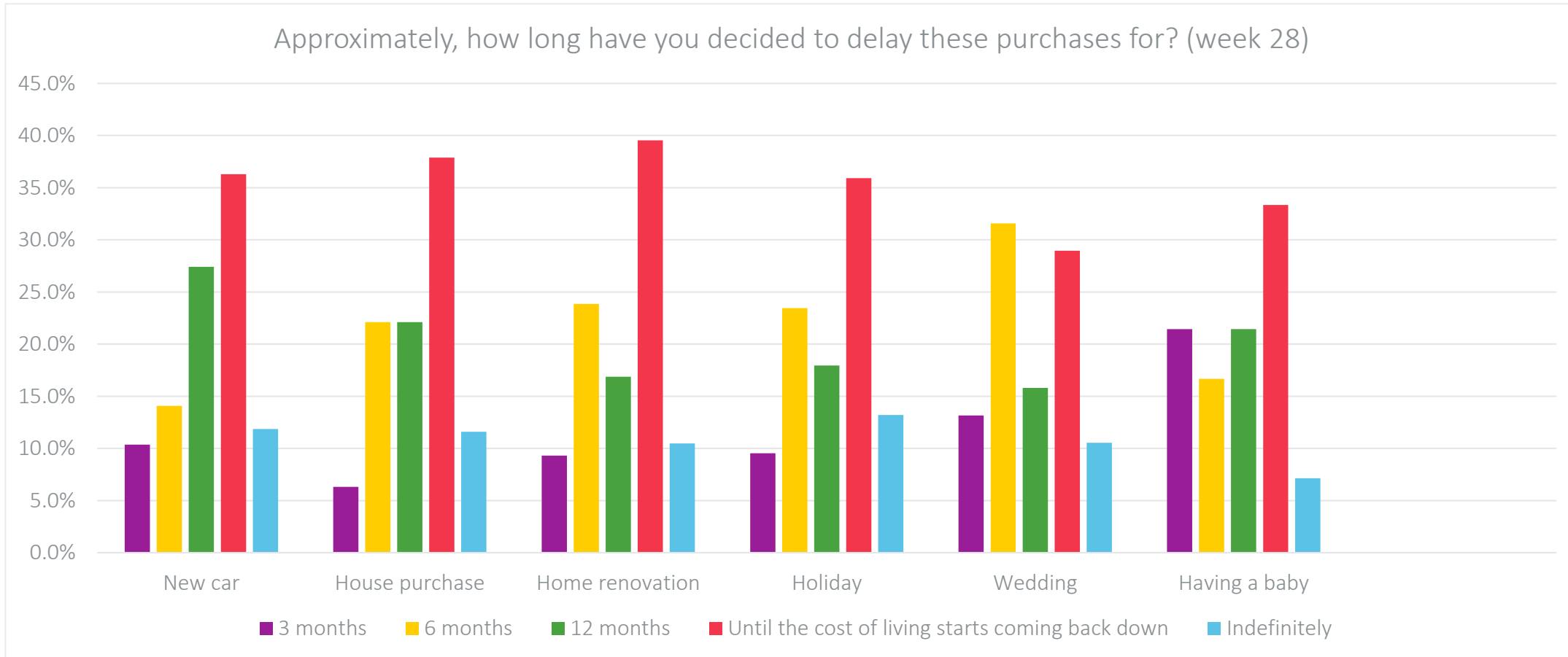
Delayed life milestones



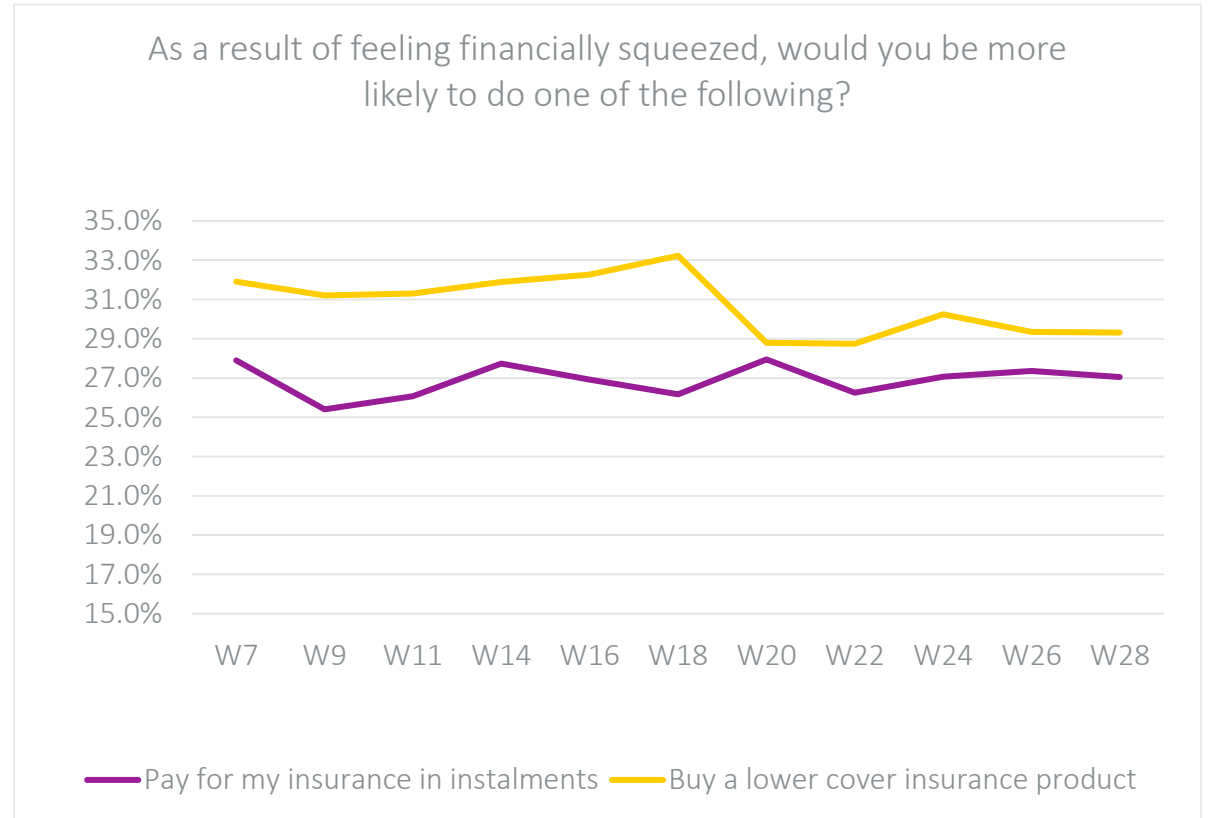
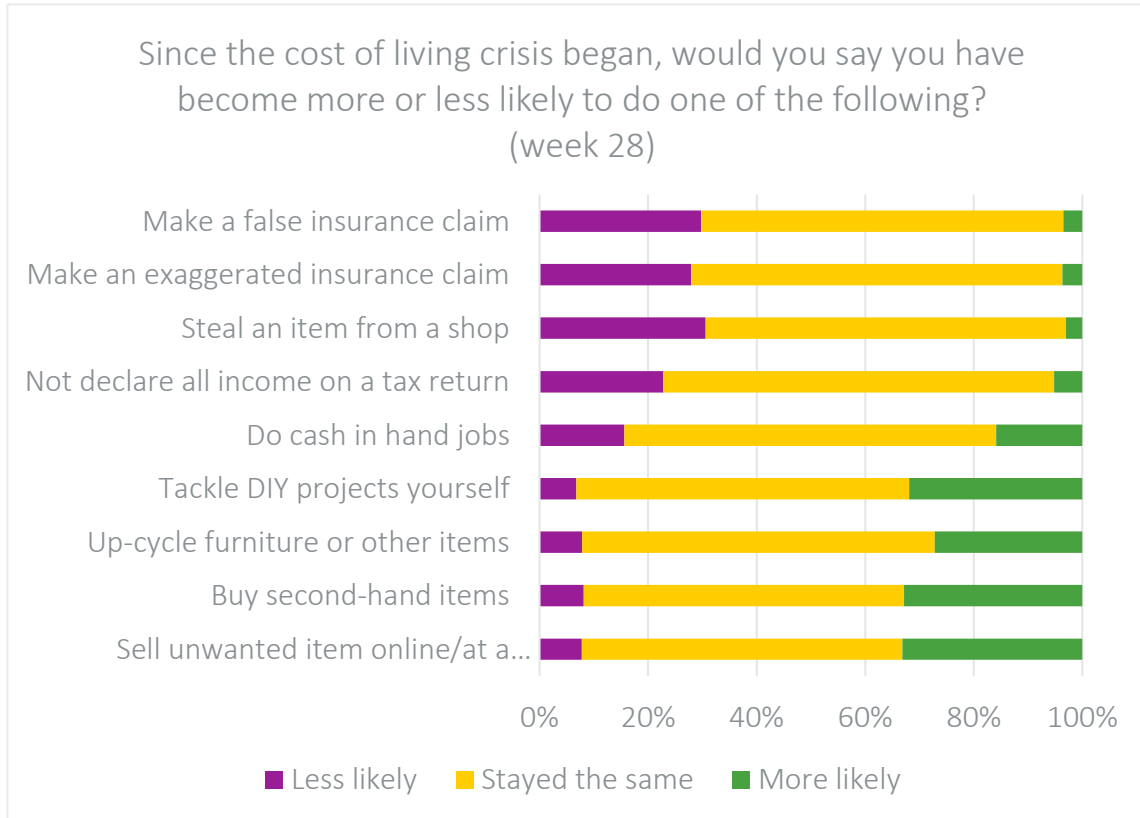
Age breakdown (week 28)

Life milestone	18-25	25-34	35-44	45-54	55-64	65+
New car	18.57%	23.68%	11.56%	9.80%	6.70%	8.93%
House purchase	21.43%	20.53%	10.98%	3.92%	4.47%	2.14%
Home renovation	20%	27.37%	17.92%	14.22%	11.17%	9.29%
Holiday	31.43%	35.79%	22.54%	21.57%	26.82%	18.57%
Wedding	11.43%	7.89%	4.62%	0.98%	1.68%	0.71%
Having a baby	10%	13.68%	4.62%	0.49%	0%	0.39%
None of the above	41.43%	39.47%	57.80%	64.22%	64.80%	74.64%

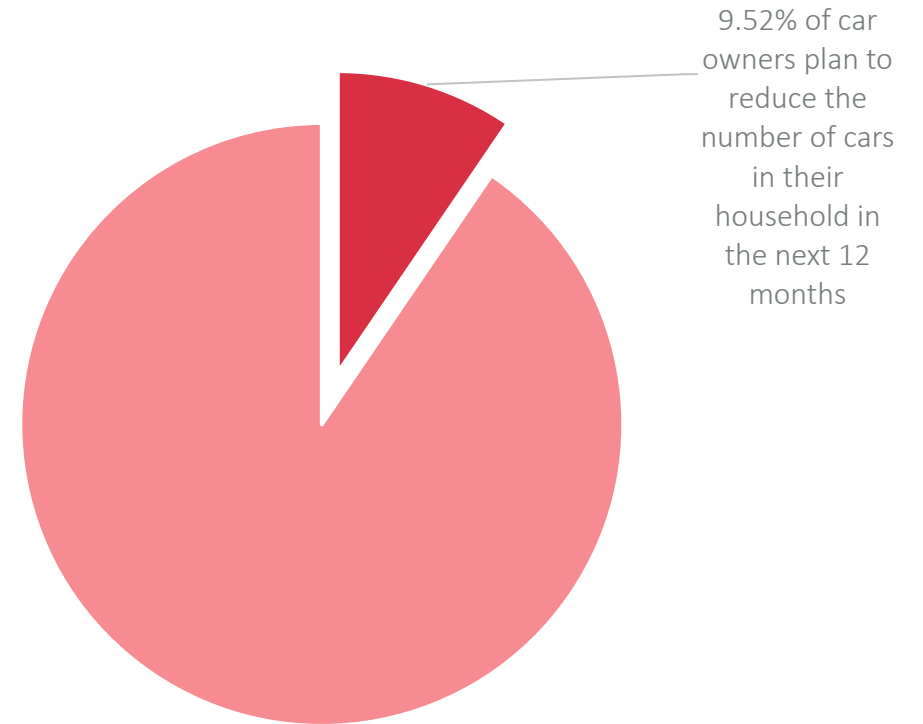
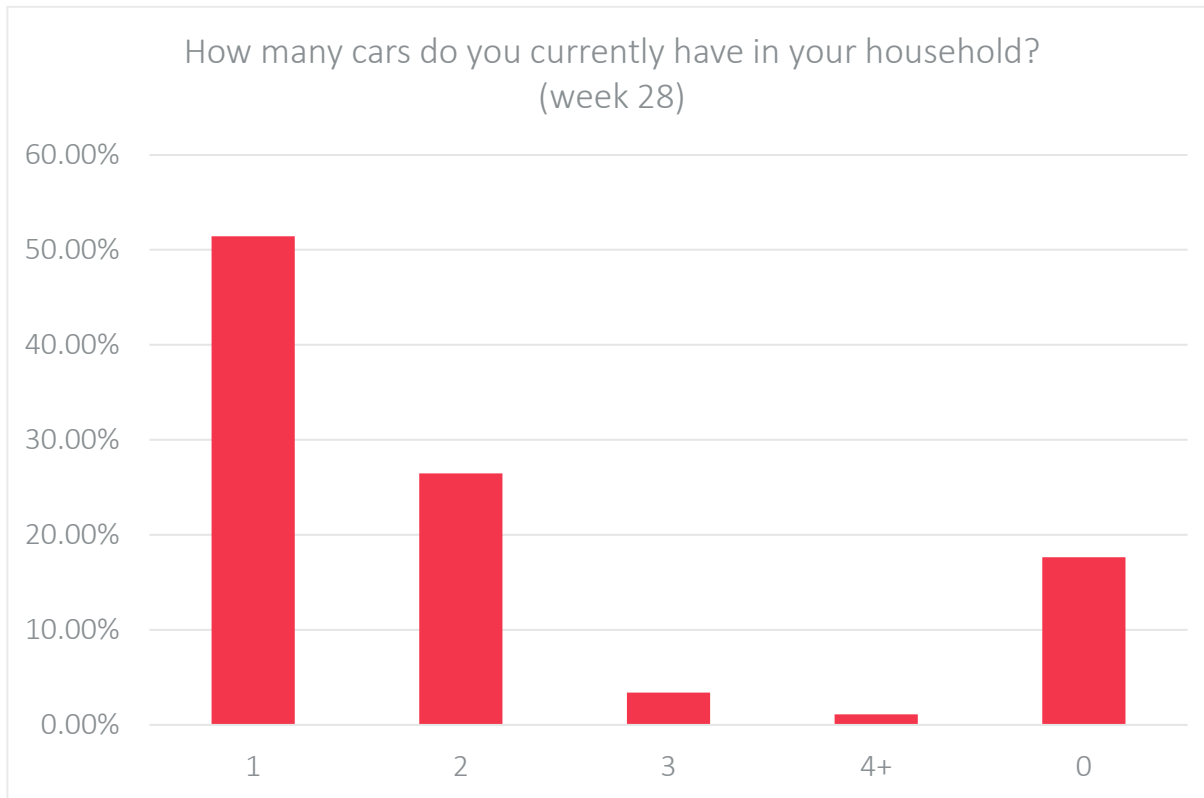
Length of delay



More or less likely...

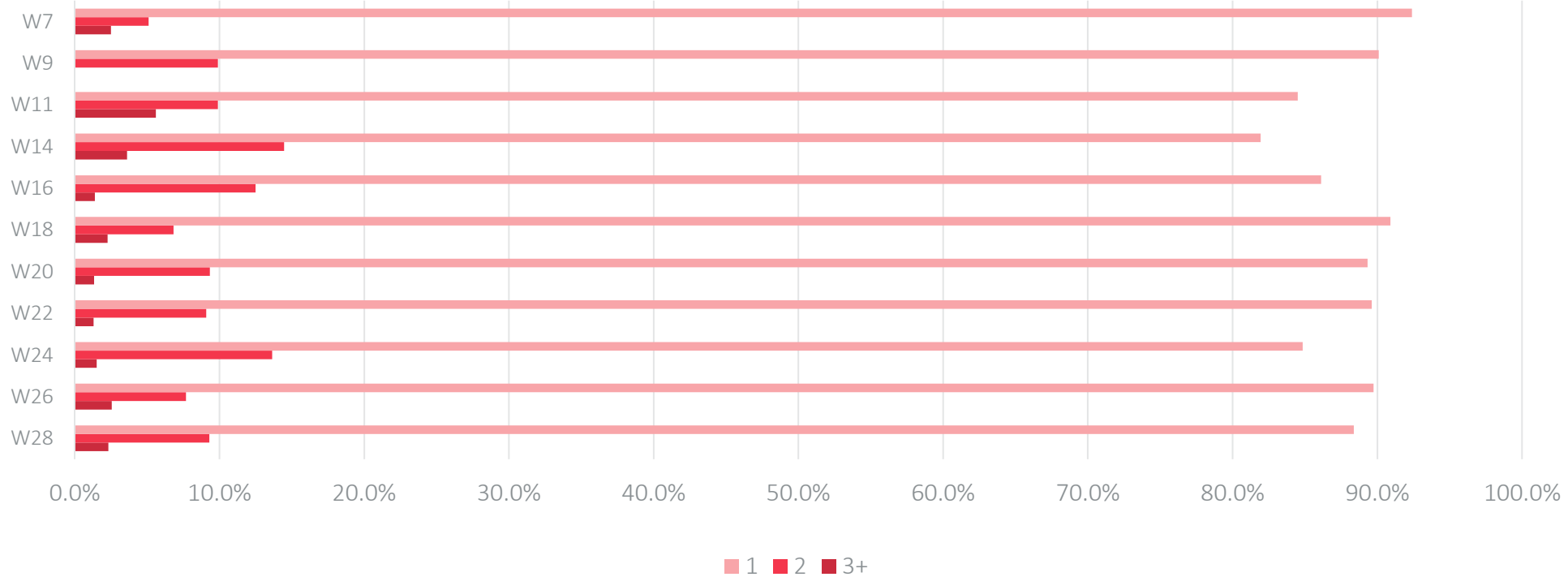


Car ownership



Car ownership

How many cars will you be getting rid of?



Appendix: Survey weeks

Survey week	In field	No. of respondents
W1	8-7 May 2022	995
W3	28-29 May 2022	1038
W7	25-26 June 2022	1088
W9	9-10 July 2022	1105
W11	23-24 July 2022	1078
W14	13-14 August 2022	1085
W16	28-29 August 2022	1034
W18	10-11 September 2022	1046
W20	24-25 September 2022	1049
W22	8-9 October 2022	1051
W24	22-23 October 2022	1050
W26	5-6 November 2022	1087
W28	19-20 November 2022	1096