**Consumer trends in insurance and pension services**

**Target population:** EU citizens, 18+ (EU27 – 26 168 interviews | IT – 1 029 interviews)

**Fieldwork:** 19.7 – 27.7.2023 | **Methodology:**

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**Inflation and the cost of living**

For each of these savings and insurance products, did you make any of the following decisions over the past two years?

- **Not bought/renewed, stopped making contributions or cancelled because of the increase in cost of living (%)**
  - An investment/savings product from an insurer
    - IT: 21%
    - IT: 22%
  - Household insurance
    - IT: 15%
    - IT: 20%
  - A personal pension (excluding state pension)
    - IT: 20%
    - IT: 21%

**Value for money**

Based on your experience with the following insurance policies, to what extent do you agree or disagree that they offer you value for your money? (%)

*Base: Respondents owning this type of insurance*

- **An investment/savings product from an insurer**
  - IT: 16%
  - IT: 50%
  - IT: 22%
  - IT: 5%
  - IT: 7%
- **Household insurance**
  - IT: 21%
  - IT: 54%
  - IT: 16%
  - IT: 4%
  - IT: 5%
- **Car or motor insurance** (other than mandatory third party liability)
  - IT: 24%
  - IT: 51%
  - IT: 16%
  - IT: 5%
  - IT: 4%

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**Purchasing insurance online**

Based on your experience with purchasing insurance, to what extent do you agree or disagree with the following statements? (%)

- **It is easier to receive tailored advice when buying insurance policies in person/via phone rather than online**
  - IT: 25%
  - IT: 44%
  - IT: 17%
  - IT: 5%
  - IT: 9%
- **It is easier to gather information and compare products online rather than in person/via phone**
  - IT: 23%
  - IT: 42%
  - IT: 19%
  - IT: 8%
  - IT: 7%
- **The claims process is easier due to digitalization**
  - IT: 19%
  - IT: 44%
  - IT: 16%
  - IT: 6%
  - IT: 20%

**Price when renewing insurance**

Based on your experience with the following insurance policies, have you encountered any of the following situations?

- **The price increased when you renewed your insurance contract but, in your view, your risk situation had not changed (%)**
  - Household insurance
    - IT: 29%
  - IT: 24%
  - Car or motor insurance (other than mandatory third party liability)
    - IT: 32%
    - IT: 30%
Italy

Diversity and inclusiveness

**q11** Considering your personal characteristics (e.g. age, gender, nationality, health status) and experiences, to what extent do you agree or disagree with the following statement? (%)

When you purchase insurance or a personal pension, you are being treated fairly and equally

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly agree</th>
<th>Tend to agree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>12</td>
<td>45</td>
<td>18</td>
<td>5</td>
<td>20</td>
</tr>
</tbody>
</table>

Insurance policies advertised and/or available in the market, have a high number of exclusions which, in your view, target your particular situation

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<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>10</td>
<td>38</td>
<td>22</td>
<td>5</td>
<td>25</td>
</tr>
</tbody>
</table>

**q1&2** Which of the following financial products and non-life insurance policies do you own? (% ‘yes’)

Do you identify with a minority group?*

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>An investment/savings product from an insurer</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Accident and health insurance</td>
<td>49</td>
<td>47</td>
</tr>
<tr>
<td>Household insurance</td>
<td>60</td>
<td>68</td>
</tr>
<tr>
<td>Car or motor insurance (other than mandatory third party liability)</td>
<td>54</td>
<td>63</td>
</tr>
<tr>
<td>A personal pension (excluding state pension)</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

*Ethnic, religious or other minority; Migrant, refugee, asylum seeker or displaced person; Person with a disability/disabilities; Lesbian, gay, bisexual, transgender or intersex

Trust in entities involved in the design and distribution of insurance and private pension plans

**q15** To what extent do you trust the following entities involved in the distribution and/or design of insurance and private pension plans to ensure fair treatment of consumers? (%)

**Insurers**

<table>
<thead>
<tr>
<th>Country</th>
<th>Trust a lot</th>
<th>Tend to trust</th>
<th>Tend not to trust</th>
<th>Do not trust at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>5</td>
<td>41</td>
<td>35</td>
<td>11</td>
</tr>
</tbody>
</table>

**Pension funds (excl. state pension funds)**

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</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>5</td>
<td>33</td>
<td>35</td>
<td>14</td>
</tr>
</tbody>
</table>

**Banks**

<table>
<thead>
<tr>
<th>Country</th>
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<th>Tend not to trust</th>
<th>Do not trust at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>6</td>
<td>39</td>
<td>34</td>
<td>15</td>
</tr>
</tbody>
</table>

Sustainable (or “green”) insurance products

**q14** Based on your experience with purchasing insurance or a personal pension, to what extent do you agree or disagree with the following statements? (%)

I do not trust the sustainability-related (or “green”) claims made by providers/distributors

<table>
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<th>Tend to disagree</th>
<th>Strongly disagree</th>
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</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>13</td>
<td>38</td>
<td>21</td>
<td>6</td>
<td>21</td>
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</tbody>
</table>

Documentation about the sustainability features of insurance products is easy to understand

<table>
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<th>Tend to disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT</td>
<td>6</td>
<td>26</td>
<td>31</td>
<td>13</td>
<td>24</td>
</tr>
</tbody>
</table>