

MEDNET Marketing Research Center

ASIBUS – report objectives



ASIBUS 2020

Barometer of the Romanian Insurance market

The most comprehensive
study of the insurance
services market
in Romania
Available Mid-June each year

About ASIBUS

- Annual Quantitative Research on Insurance Market
- Since 2005
- Comprehensive view on how population relates to and uses insurance services
- Bucharest and urban +100.000 inhabitants
- General population: 22 – 65 y. o.
- Respondents: 1.600 – 800 in Bucharest, 800 rest of country
- 5 Chapters: Life, Health, Retirement, CASCO, House

You can include your own questions into the study. Results are proprietary to you!
Get in touch to find out more:
office@romednet.com

New in ASIBUS in 2020

1. INSURANCE BROKERS:

With over 65% of the market in volume, brokers increase in importance each year. That is why we decided to start analyzing this market also. Hence, ASIBUS 2020 will provide the following information about the insurance brokers:

- Awareness of insurance brokers; spontaneous and prompted
- Perceived trust in insurance brokers;
- Purchasing preference from insurance brokers;
- Purchasing through insurance brokers: if ever purchased directly, from what broker;
- Purchased policies: to what extent customers are aware they purchased from an insurance broker;
- Satisfaction of the purchasing process through insurance brokers;
- NSP for insurance brokers;
- Intention to purchase directly from insurance brokers;

2. THE IMPACT OF COVID CRISIS:

We wanted to find out:

- How the public perceived the insurance companies response to COVID crisis, on two dimensions: 1. communication to clients and general public and 2. concrete actions;
- If people received messages from their insurers during this crisis; if yes, related to what?;
- How / if this crisis changed people perception about insurance and in what way;
- What type of insurance policy people think it is absolutely necessary during such a crisis;

ASIBUS objectives

GENERAL PERCEPTION OF INSURANCES

- ✂ Assessing the importance degree of insurances from the respondent's point of view
- ✂ Classification of the different types of insurance policies, based on their importance
- ✂ Identifying the contracting preference according to the type of insurance policy (insurance brokers vs. insurance companies)
- ✂ Identifying the type of company the respondents trust (insurance brokers vs. insurance companies)
- ✂ Reasons for not contracting / renewing policies for respondents who don't currently own insurance policies

*COMPANIES EVALUATED IN AN ASSISTED WAY:

AEGON – ALLIANZ-TIRIAC – ASIROM – BCR Life Insurances – BRD Life Insurances – CITY Insurance – ERGO – EUROINS – GARANTA – GENERALI – GOTHAER – GRAWE – GROUPAMA – NN Insurance – METROPOLITAN LIFE – OMNIASIG – SIGNAL IDUNA – UNIQA.

INSURANCE COMPANIES

- ✂ Private insurance companies awareness evaluated through spontaneous mentions (Top of Mind, Sum of Mentions) and assisted mentions*
- ✂ The degree of spontaneous appreciation of insurance companies (Top of Mind, Sum of Mentions)
- ✂ Identifying the companies preferred for contracting a policy and the reasons behind the decision (Brand Preference)
- ✂ Assessing the prices level practiced by the private insurance companies
- ✂ Assessing the level of trust the respondents feel regarding private insurance companies
- ✂ Assessing the quality of services provided by known insurance companies
- ✂ Identifying insurance policies owners and the companies chosen for contracting such policies
- ✂ Assessing the level of satisfaction felt towards the services provided by current insurance company (the one where the respondents have contracted the policies they currently own)
- ✂ Calculating the **NPS (Net Promoter Score)** value for the listed insurance companies from which the current policies have been contracted

ASIBUS objectives (II)

LIFE INSURANCE

- ✂ Identifying private life insurance owners and contributors
- ✂ Chosen companies for contracting private life insurance policies
- ✂ Identifying the reasons behind the decision of contracting a life insurance
- ✂ Intention of contracting a life insurance within the next year
- ✂ Insurance companies targeted for contracting a life insurance policy
- ✂ Amount the respondents are willing to pay for a life insurance
- ✂ Selection criteria regarding the insurance company



PRIVATE HEALTH INSURANCE

- ✂ Identifying private health insurance owners and contributors
- ✂ Chosen companies for contracting health insurance policies
- ✂ Amount spent annually for a private health insurance
- ✂ Intention of contracting a health insurance within the next year
- ✂ Insurance companies targeted for contracting a health insurance policy
- ✂ Amount the respondents are willing to pay for a private health insurance
- ✂ Selection criteria regarding the insurance company

ASIBUS objectives (III)

HOME INSURANCE (MANDATORY AND OPTIONAL)

- ✂ Identifying present owners of home insurance policies (mandatory and optional)
- ✂ Chosen companies for contracting home insurance policies (mandatory and optional)
- ✂ Identifying the reasons behind the decision of contracting an optional home insurance policy
- ✂ Intention of contracting / renewing an optional home insurance within the next year
- ✂ Insurance companies targeted for contracting / renewing an optional home insurance
- ✂ Amount the respondents are willing to pay for an optional home insurance
- ✂ Selection criteria regarding the insurance company



VOLUNTARY PRIVATE PENSION (3rd PILLAR)

- ✂ Identifying voluntary private pensions owners and contributors
- ✂ Chosen companies for contracting a voluntary private pension
- ✂ Intention of contracting a voluntary private pension in the next year
- ✂ Insurance companies targeted for contracting a voluntary private pension
- ✂ Amount willing to spend for a voluntary private pension
- ✂ Selection criteria regarding the insurance company

ASIBUS objectives (IV)

MOTOR HULL INSURANCE

- ✈ Identifying present owners of Motor Hull insurance / MTPL
- ✈ Chosen companies for contracting Motor Hull insurance / MTPL
- ✈ Evaluating the satisfaction degree regarding the way an insurance company solved any emerging problems which happened after contracting the insurance
- ✈ Identifying the reasons behind the decision of contracting a Motor Hull insurance
- ✈ Intention of contracting / renewing a Motor Hull insurance within the next year
- ✈ Insurance companies targeted for contracting a Motor Hull insurance
- ✈ Selection criteria regarding the insurance company



EMPLOYMENT BENEFITS

- ✈ Identifying the employments benefits the respondents receive at their working place

SOURCES OF INFORMATION

- ✈ Identifying the main sources of information regarding insurance policies and insurance companies
- ✈ Evaluating the level of trust regarding the main sources of information

ASIBUS good to know

TIMELINE

February → review & update QNR;
clients can opt to include own questions

March → data collection

April → data processing & reports

May – June → final results

FEES

As a syndicated research, costs are split between clients, so each of you get access to a wealth of information at a fraction of a price.

Price options are available depending on your interests.

Get in touch to find out our price options for you!

CUSTOM QUESTIONS

If you want to find out insights beyond the objectives of this research, we are happy to provide you this opportunity.

All you have to do is to give us or work together on a set of questions, depending on your interests, and we further investigate for you.

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