Telematics in motor insurance and autonomous vehicles - Poles and technology trends

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Aim and scope of study

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- New technologies are rarely used within insurance product. Two technological trends could affect insurance industry in the future: telematics and autonomous car. The dynamic of possible changes depends on consumer choices. The study aims to examine how fast it could proceed?

- Scope of the study
  - Willingness to use telematics in car insurance (n=650 part of total sample, only household members with a car) by Polish consumers
  - Readiness to use the autonomous car by Polish consumers (total sample: N=1063, representative Polish population, CAPI, provided by KANTAR, 12-18/01/2017).

Would you like to pay less for motor insurance (third-party liability only) if premium depends on driving style, measured by a black box?

Answers			Gender	Age	Level of education	Frequency of using a car
Definitely yes	5%	28%	The dominance of men.	The dominance of younger, but the highest for 40-59 (33%).	No difference.	High variation, high level for every day (32%) and sometimes per month or more rarely (34%), low level for some times per week (24%) and once a week (25%).
Rather yes	23%					
I do not know	33%	33%	The dominance of women.	No major difference, but the highest for 15-24 (38%).	Decreasing in line with the level of education, the highest for primary education (42%), and the lowest for university education (23%).	Decreasing with the frequency of using a car, but the highest for once per week (43%) and the lowest for every day (25%).
Rather no	22%	39%	The dominance of men.	The dominance of older, the highest for 60+ (44%).	Increasing in line with the level of education, the highest for university education (48%), and the lowest for primary education (30%).	Increasing in line with the frequency of using a car, the highest for every day (44%), and the lowest for sometimes per month or more rarely (24%).
Definitely no	17%					

If you could use autonomus car will you be affraid of having no control (with car)?

Answers			Age	Level of education	Frequency of using a car
Definitely yes	16%	46%	Decreasing with age, the highest for 15-24 (55%), and the lowest for 60+ (40%).	Lack of trend, but the lowest for primary education (54%).	High variation, the maximum level for every day (51%), the lowest level for once a week (33%), the others close to average.
Rather yes	30%				
I do not know	24%	24%	Lack of trend, but the highest for 60+ (33%).	Lack of trend, but the highest for university education (27%).	Decreasing in line with frequency of using a car, but the highest for once per week (46%) and the lowest for ever yday (17%).
Rather no	20%	30%	The dominance of middle age, the highest for 40-59 (34%).	Lack of trend, but the highest for basic vocational education (34%), and the lowest for primary education (22%).	Increasing in line with the frequency of using a car, the highest for every day (44%), but the lowest for once a week (21%).
Definitely no	10%				

If you could use autonomus car will you be affraid of having no control (without car)?

Answers			Age	Level of education	Frequency of using public transport
Definitely yes	20%	42%	No clear trend but the highest level for 40-59 (48%) and the lowest for 15-24 and 60+ (38%.).	Increasing with level of education, 37% basic education, 57% university education.	Lack of clear trend, but the highest for a few times a month (47%), everyday and a few times a week (46%).
Rather yes	22%				
I do not know	34%	34%	Slight decrease with the age 38% for 15-24 and 33% for 40-59.	No clear trend, the highest for basic vocational education (39%) and lowest for secondary and university education (30%).	Increasing with frequency and the highest for once a year (44%).
Rather no	15%	24%	U-shape trend, 15-24 (25%), 25-39 and 40-59 (19-20%), and 60+ (28%)	Decreasing with level of education, 30% for primary education, and 13% for university education.	Decreasing with frequency but the highest for a few times a week (27%).
Definitely no	9%				

Conclusions

- Telematics (black box) – age 40-59, some potential among car owners with basic education, frequent (every day) drivers and infrequent drivers (sometimes per month or more rarely)
- Autonomous car
  - (with car) 40-59, some potential in case of people with university education, alternative for everyday usage of car
  - 15-24 and 60+, alternative for frequent users of public transport (few times a week), high potential in case of people without driving license
  - The common area of customers in favour of telematics and autonomous car at the same time is relatively small.
- Customers seem to be rational and analyse pros and cons of particular new features of insurance products.
- Lack of acceptance of new technologies is probably not only because of the traditional approach to insurance among customers but inappropriate (for the majority) features of products with new technologies.