

# INSURANCE

**MORE THAN  
2.6 MILLION**

people aged 15+ state that they have some type of insurance policy in New Zealand.

So, which media do these consumers rely on?

Well, **72%** of these people have read a daily newspaper in the last seven days.



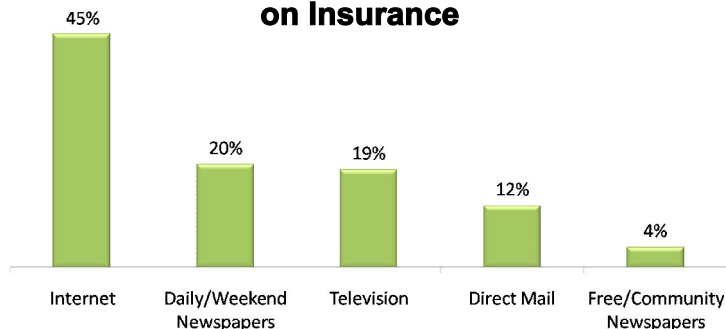
## Moderate to Heavy Media Consumption\*

Type of Insurance	Daily Paper %	TV %	Radio %	Internet %
Car Insurance	92	90	90	91
Household Contents Insurance	82	78	77	77
House Insurance	81	76	76	75
Life Insurance	50	49	49	54
Medical Insurance	42	37	37	44
Travel Insurance	11	9	9	11

\* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w  
TV: watch 14+ hours p/w  
Radio: listen to 7+ hours p/w  
Internet: Use 60+ mins p/w

## Main Media Source for Information on Insurance



Out of the top five media sources for information on insurance services, **one fifth** of people 15+ look to daily/weekend newspapers.

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008  
Base: All 15+ Have Insurance Policy- Population: 2,633,000 Sample: 9,319