

Motorist Market Research 2022

Results from market research conducted in 2022 build on earlier research into the public awareness and understanding of Compulsory Third Party (CTP) insurance.

Background

The 2022 research builds on research the CTP Regulator conducted annually from 2017 to 2019. The 2017 to 2019 research tracked South Australian motorist awareness of changes to the CTP Scheme leading up and transitioning to a competitive scheme where motorists choose their CTP Insurer.

The Regulator conducted the 2022 follow-up research particularly to learn what happened to motorists' reasons for choosing a CTP Insurer three years after the introduction of a competitive CTP Scheme.

Methodology

Surveys were conducted online in the second half of each year by a link placed on the SA.GOV.AU website, where motorists visit to renew their vehicle registration.

In 2019 and 2022, the Regulator modified survey questions where necessary to reflect the questions were being asked after the introduction of competition.

Who responded?

Each year's survey had responses in the range of 600 to 1,400, with more than 700 in 2022.

Reasons for choosing a CTP Insurer

In 2017 and 2018, in anticipation of being able to choose their CTP Insurer, motorists considered that price and claimant service would be key drivers in future decisions.

When the 2019 survey was conducted, more than 80% of survey respondents had chosen their CTP insurer for the first time. Respondents chose based on price (50%), claimant service rating (27%) and insurer brand (23%).

In 2022, motorists continued to use price (44%), insurer brand (17%) and claimant service rating (16%) to choose.

69% of respondents found the claimant service rating scores helpful to know.

Information included on the registration renewal notice and the convenience of choosing an insurer also increased in significance as decision drivers in 2022.

Motorist market research 2017-2019

You can find the results from the [2017-2019 motorist market research](#) available on our website.