



GoCompare
AWARDS

2022

PEOPLE'S CHOICE

Insurance Methodology Report



GoCompare AWARDS

Intro

The GoCompare People's Choice Awards recognise the companies that provide the UK people with the highest customer satisfaction, best service, and a range of other qualities.

The award winners are determined solely by the votes of the people. The awards are impartial – GoCompare makes no assessment of the value or performance of products or providers and none of the companies awarded paid a penny to take part in the process.

This report lists all the winners for 2022 and explains the methodology in detail.

How do we collect votes?

GoCompare conducted a survey to measure people's attitudes and opinions towards their current providers of a range of services.

Respondents were sourced via a partnership with Cint, the world's largest consumer network for digital, survey-based research. Cint complies with ESOMAR, MRS, ARF, MRIA, AMA, AMSRO and Insights Association standards.

A total of 20,463 individuals were surveyed in November 2021. Respondents were asked a series of questions about their satisfaction and experiences in the following categories:

Car Insurance

Mortgages

Travel Insurance

Credit Cards

Home Insurance

Investment Platforms

Life Insurance

Mobile Networks

Pet Insurance

Broadband

Banking - Current accounts

Streaming Services

Banking - Savings accounts

TV Providers

How do we define winners?

In each category, people were asked to select the companies they use, and then to assess them in a range of aspects; from customer service, satisfaction, trust, innovation, rewards offered and whether they'd recommend them to others. Depending on the type of provider, they were also asked to rate on things like value for money, clearest billing, renewal and mobile app experience.

Each provider is scored for every aspect. The scores are calculated based on respondents answers to three areas - level of agreement to two statements (a 5-point agreement scale) and one numerical rating (a 10-point rating scale).

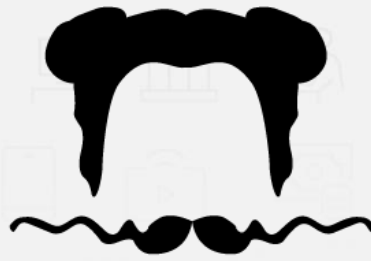
For example, the winners from Home Insurance- Trust category were calculated using respondents' ratings of the following:

- Any agreement with "I trust my home insurance brand"
- Any agreement with "I have confidence that my policy is written to protect me well"
- Higher-than-average numerical score (1-10) for "Trustworthiness of the insurer to treat you fairly and follow through on promises"

Each category is awarded with:

Excellent - those providers that scored above the average.

Outstanding - the three highest rated providers.



GoCompare AWARDS

Insurance

Finding the right insurance product to fit your requirements can be a difficult process and often there's a wide range of products to compare.

The GoCompare People's Choice Awards recognise those insurance providers who have delivered great products, as well as provide outstanding customer service to help make the lives of the UK people that little bit easier.

GoCompare Awards Winners



CAR INSURANCE

Trust

This award highlights reputation, reflecting which insurers are most trusted and provide the UK people with the utmost confidence that their car insurance policies have their protection top of mind.

Outstanding



Direct Line[®]



Excellent



GoCompare Awards Winners



CAR INSURANCE

Satisfaction

This award shows which car insurers go above and beyond expectations. We asked UK policyholders to rate overall satisfaction with the services from their car insurance providers and if they had given them positive feedback in the past.

Outstanding



Insurance

churchillTM



Direct Line[®]

Excellent

ACORN
insurance

Admiral

AVIVA



Diamond

HALIFAX

Hastings
DIRECT



M&S
EST. 1884

MORE TH>N

SAGA

TESCO Bank

GoCompare Awards Winners



CAR INSURANCE

Customer Service

This award recognises outstanding customer service from car insurance providers. UK policyholders were asked to rate how quickly and effectively any issues or questions were resolved.

Outstanding



Excellent



GoCompare Awards Winners



CAR INSURANCE

Claims Experience

We asked our survey respondents to tell us how well their insurer does when it comes to claims. People who had claimed, were asked to rate their experience through a number of factors: the speed the claim was dealt with, the ease of the process and regular updates.

Outstanding

dialdirect

Privilege.

swinton
insurance

Excellent

Admiral

ageas

AVIVA

AXA

budget.
insurance

churchill™

90

Diamond

Direct Line®

esure®

HALIFAX

LV=

MORE TH>N

One Call
INSURANCE

Quote me
happy.com

RAC

RIAS

SAGA

Sheilas'
Wheels

GoCompare Awards Winners



CAR INSURANCE

Recommendation

We asked people "Based on your experience, how likely would you be to recommend your provider to a friend, colleague or family?" to find out which were most likely to get a valued recommendation.

Outstanding



Insurance



Direct Line®



AVIVA

Excellent



churchill™



Diamond



**Hastings
DIRECT**



RAC



SAGA

**Sheilas'
Wheels**

TESCO Bank

GoCompare Awards Winners



CAR INSURANCE

Rewards

UK policyholders were asked to rate how valuable they found the rewards offered with their insurance and if they felt their perks were superior to other offerings, in order to award those providers whose rewards are most valued.

Outstanding



Excellent



GoCompare Awards Winners



CAR INSURANCE

Renewal

This award shows which insurers provide a great renewal experience. We asked UK policyholders to rate their renewals experience across a range of factors; from friendliness of service, ease and speed of process to value for money.

Outstanding



Excellent



GoCompare Awards Winners



CAR INSURANCE

Innovation

This award champions the providers pushing the boundaries of innovation. We asked our survey respondents to rate how innovative and technologically advanced their providers are.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Trust

This award champions the insurers that are most trusted and provide the UK people with the utmost confidence that their travel policies have their protection top of mind.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Satisfaction

This award shows who goes above customer expectations. We asked policyholders to rate overall satisfaction with their travel insurance providers and if they had given them positive feedback in the past.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Customer Service

This award recognises outstanding customer service from travel insurance providers. UK policyholders were asked to rate how quickly and effectively any issues or questions were resolved.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Claims Experience

People who had claimed on their travel insurance policy, were asked to rate their experience through a number of factors: the ease of the process, how regularly they received updates and the speed the claim was dealt with.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Recommendation

We asked people "Based on your experience, how likely would you be to recommend your provider to a friend, colleague or family?" to find out which were most likely to get a valued recommendation.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Rewards

UK policyholders were asked to rate how valuable they found the rewards offered with their insurance and if they felt their perks were superior to other offerings, in order to award those providers whose rewards are most valued.

Outstanding



Excellent



GoCompare Awards Winners



TRAVEL INSURANCE

Renewal

This award shows which insurers provide a great renewal experience. We asked UK policyholders to rate their renewals experience across a range of factors; from friendliness of service, ease and speed of process to value for money.

Outstanding



Excellent



Staysure

GoCompare Awards Winners



TRAVEL INSURANCE

Innovation

This award champions the providers pushing the boundaries of innovation. We asked our survey respondents to rate how innovative and technologically advanced their providers are.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Trust

This award highlights reputation, reflecting which insurers are most trusted and provide the UK people with the utmost confidence that their home insurance policies have their protection top of mind.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Satisfaction

This award shows who goes above and beyond expectations. We asked UK policyholders to rate overall satisfaction with the services from their home insurance providers and if they had given them positive feedback in the past.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Customer Service

This award recognises outstanding customer service from home insurance providers. UK policyholders were asked to rate how quickly and effectively any issues or questions were resolved.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Claims Experience

People who had claimed on their home insurance, were asked to rate their experience in the following areas: the speed the claim was dealt with, the ease of the process and if they received updates on the progress of their claim.

Outstanding

dialdirect

Privilege®

SAGA

Excellent

AA Insurance

AVIVA



esure®

Hastings
DIRECT



Nationwide

NatWest

NFU Mutual

Sainsbury's

GoCompare Awards Winners



HOME INSURANCE

Recommendation

We asked people "Based on your experience, how likely would you be to recommend your provider to a friend, colleague or family?" to find out which were most likely to get a valued recommendation.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Rewards

UK policyholders were asked to rate how valuable they found the rewards offered with their insurance and if they felt their perks were superior to other offerings, in order to award those providers whose rewards are most valued.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Renewal

This award champions the providers that offer an outstanding renewal experience. We asked UK policyholders to rate their renewals experience; from friendliness of service, ease and speed of process to value for money.

Outstanding



Excellent



GoCompare Awards Winners



HOME INSURANCE

Innovation

This award champions the providers pushing the boundaries of innovation. We asked our survey respondents to rate how technologically advanced and innovative their providers are.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Trust

This award champions the trusted insurers that provide the UK people with the utmost confidence that their life insurance policies best protect them and their families.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Satisfaction

This award shows which providers go above and beyond customer expectations. We asked UK policyholders to rate overall satisfaction with their life insurance providers and if they had given them positive feedback in the past.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Customer Service

This award recognises outstanding customer service from life insurance providers. UK policyholders were asked to rate how quickly and effectively any questions were answered.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Recommendation

We asked people "Based on your experience, how likely would you be to recommend your provider to friends and family?" to find out which were most likely to get a valued recommendation.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Rewards

UK policyholders were asked to rate how valuable they found the rewards offered with their insurance and if they felt their perks were superior to other offerings, in order to award those providers whose rewards are most valued.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Renewal

This award recognises the providers that offer an outstanding renewal experience. We asked UK policyholders to rate their renewals experience; from ease and speed of process, value for money to peace of mind during renewal.

Outstanding



Excellent



GoCompare Awards Winners



LIFE INSURANCE

Innovation

This award champions the providers pushing the boundaries of innovation. We asked our survey respondents to rate how technologically advanced and innovative their providers are.

Outstanding



Excellent



GoCompare Awards Winners



PET INSURANCE

Trust

This award highlights reputation, reflecting which insurers are most trusted and provide the UK people with the utmost confidence that their insurance policies have their pet's protection top of mind.

Outstanding



BOUGHTBYMANY



TESCO Bank

Excellent



Direct Line

MORE TH>N

Petplan

GoCompare Awards Winners



PET INSURANCE

Satisfaction

This award shows who goes far beyond customer expectations. We asked UK policyholders to rate overall satisfaction with the services from their pet insurance providers and if they had given them positive feedback in the past.

Outstanding



BOUGHTBYMANY



Petplan[®]

Excellent



Direct Line[®]



Admiral



TESCO Bank

GoCompare Awards Winners



PET INSURANCE

Customer Service

This award recognises outstanding customer service from pet insurance providers. UK policyholders were asked to rate how quickly and effectively any issues or questions were resolved.

Outstanding



Excellent



GoCompare Awards Winners



PET INSURANCE

Recommendation

We asked people "Based on your experience, how likely would you be to recommend your provider to friends or family?" to find out which were most likely to get a valued recommendation.

Outstanding



BOUGHTBYMANY



Petplan[®]

Excellent



Direct Line[®]

TESCO Bank

GoCompare Awards Winners



PET INSURANCE

Rewards

UK policyholders were asked to rate how valuable they found the rewards offered with their insurance and if they felt their perks were superior to other offerings, in order to award those providers whose rewards are most valued.

Outstanding



Excellent



GoCompare Awards Winners



PET INSURANCE

Renewal

This award recognises the providers that offer an outstanding renewal experience. We asked UK policyholders to rate their renewals experience; from ease and speed of process, value for money to peace of mind during renewal.

Outstanding



Excellent



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This award champions the providers pushing the boundaries of innovation. We asked our survey respondents to rate how innovative and technologically advanced their providers are.

Outstanding



Excellent





GoCompare **AWARDS**

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For more information

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