

Motorist Market Research 2024

Latest findings on South Australian motorist decision-making when choosing a Compulsory Third Party (CTP) Insurer.

Background

The 2024 research continues the studies conducted by the CTP Regulator in 2017, 2018, 2019 and 2022. The 2017 to 2019 research measured South Australian motorist awareness and understanding of CTP insurance. In 2022, additional research was conducted to better understand what helps motorists choose a CTP Insurer. This study was repeated in 2024 to view trends over time.

Methodology

Surveys were conducted online in the second half of each year on the SA.GOV.AU website, where motorists can renew their vehicle registration. In 2019 and 2022, the Regulator modified the 2017 and 2018 questions, where necessary, to reflect the questions were being asked after the introduction of competition. The 2024 question set remained consistent with 2022.

Who responded?

Each survey attracted between 600 and 1,400 participants, with 1,000 motorists responding in 2024.

Key findings

In 2017 and 2018, before competition was a feature of the CTP Scheme, motorists anticipated price and claimant service

would be key factors in choosing their CTP Insurer.

By 2019, when most respondents had selected their CTP Insurer for the first time, choices were based on price (50%), claimant service rating (27%) and insurer brand (23%).

In 2022, these continued to be the three most important factors motorists considered when choosing an insurer - price (44%), insurer brand (17%), and claimant service rating (16%).

In 2024, price (27%), insurer brand (22%) and claimant service rating (17%) remained key considerations when choosing a CTP Insurer. Motorists also valued the convenience of renewing with their existing insurer (18%), and recorded increased usage of the Regulator's online premium calculator (15%).

Consistent with the 2022 results, in 2024 almost 7 out of 10 survey respondents found it helpful to know how injured road users rated their experience with the insurer managing their claim.

Motorist market research 2017-2019 and 2022

You can find the results from the [2017-2019 motorist market research](#) and [2022 motorist market research](#) available on our website.