



**μσσα**

Marketing Surveys and Statistical Analysis

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## SA Independent Short term Insurance Broker Survey

BE PART OF AN EXCITING SYNDICATED RESEARCH STUDY FOCUSING ON THE SHORT TERM INSURANCE BROKER MARKET IN SOUTH AFRICA WITH COMPARATIVE RESULTS WITH 2008 AND 2010

### Overview

Insurance brokers account for a significant percentage of all short term insurance products sold in SA. For some insurance companies the majority of their business comes from these intermediaries making them critical links in the business value chain. The aim of the research is therefore to provide a platform for decision-makers in the short term insurance industry to gain insight into the mindset of independent brokers as well as track key market variables through quality market research.

### Sample

The sample for this study is based 450 interviews with independent short term insurance brokers operating in South Africa's main metropolitan areas.

### Some issues and themes covered (2008, 2010 and 2012)

- Opinions and views of brokers on market conditions, market attractiveness & competitive situation.
- Trends, future outlook and changing landscape including consolidation of broker firms.
- Impact of changing delivery channels.
- Evaluation of services rendered by insurance companies to brokers.

### Participation

- Participation is based on a subscription basis.
- Participants to be consulted on final content of questionnaire.

### Timing

Confirm participation by end of August . Data collection planned to start during September . Report and PPP to be available at end of October.

### Cost

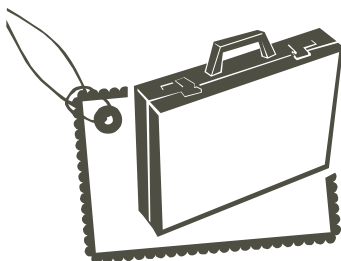
Category A: Comprehensive report on all themes plus results from 5 of own questions submitted. Contact MSSA for pricing.

Category B: Comprehensive report on all themes covered. Contact MSSA for pricing.

### Contact

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MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted several syndicated surveys in which some of South Africa leading companies such as **Santam, Momentum, Old Mutual, Telkom, Mutual & Federal, FNB** and **Standard Bank**, amongst others, have participated.

With its highly skilled team of qualitative and quantitative researchers, statisticians and 270 fieldworkers, located throughout South Africa, using world-class statistical software, MSSA offers new and reliable insights into its core research markets, namely, consumers, social dynamics, commercial and emerging farmers as well as the business sector.

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