

COIL 2000 Challenge:

Characteristics of caravan insurance policy owners

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CHARACTERISTICS OF PEOPLE WITH A PROPENSITY TO OWN A CARAVAN INSURANCE POLICY

The method used was neural networks. The neural network software was developed within our own company Neusolutions.com. The whole analysis from download to final answers was performed in about 3 hours. The description was obtained by examination of the neural network weights.

To increase the chance of identifying people who are likely to hold or possibly be in the market for a caravan insurance policy, people with the following characteristics should be sought:

1. Car owners. Those who do not have a car are unlikely to own a caravan, as they generally require to be towed. Car owners can be readily identified as those having existing car insurance policies.
2. They are likely to have an existing fire insurance policy of a certain level. This may indicate that the fire insurance is for a caravan. The level of fire insurance cover that is most likely to be indicative of a caravan policy is (c59 – level 4).
3. Boat owners. Boating and caravanning are indicative of an outdoor lifestyle. Those people who have boats are 6 times more likely to also have a caravan. Boat ownership is indicated by existing boat policies. Caravan owners are also twice as likely to own a bicycle than non caravan owners.

They are likely to be middle class or affluent young families.

Eg:

those who have a contribution car policy (c47 group 6) AND a contribution fire policy (c59 group 4) are three times as likely to have a caravan insurance policy than the general population.

those who have a contribution car policy (c47 group 6) AND are considered from a middle class area are four times as likely to have a caravan insurance policy than the general population.