

# MoneySense

## Too few Canadians put as much research into insurance

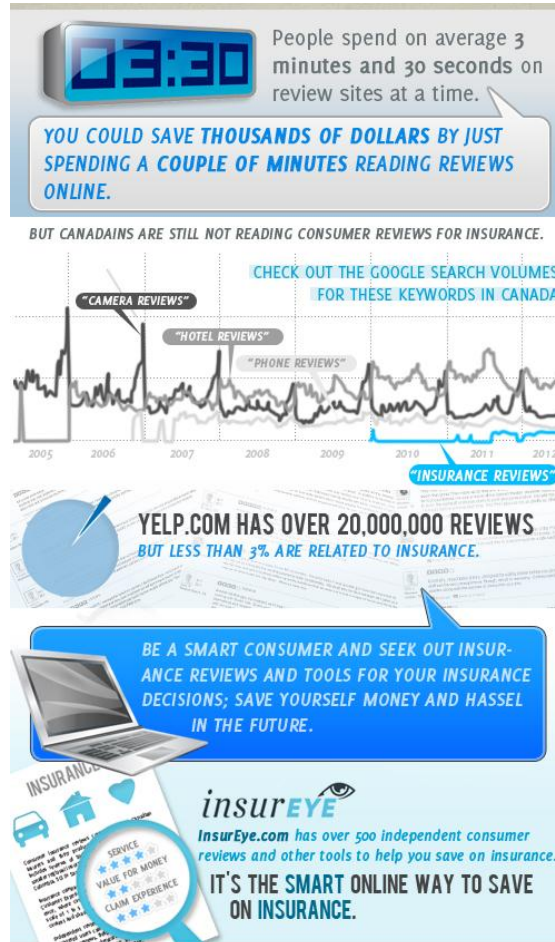
Source: MoneySense

July 31, 2012

According to InsurEye, 84% of consumers say online reviews are a factor in their buying decisions. The most researched buys are travel, electronics and household products. Too few Canadians put as much research into insurance, according to the independent website. See why in their infographic below.



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Created by Kristine Gai for InsureEye.

Source: <http://www.moneysense.ca/2012/07/31/double-duty-cottages/>

Full resolution infographic is available at [https://insureye.com/news\\_and\\_insights/view/inforgraphic-find-insurance-in-canada-wisely-consumer-reviews](https://insureye.com/news_and_insights/view/inforgraphic-find-insurance-in-canada-wisely-consumer-reviews)