

# NFU MUTUAL'S RESPONSIBLE BUSINESS REPORT: UNDERSTANDING OUR METRICS

NFU Mutual is committed to clear and transparent reporting against its Responsible Business Strategy. In our 2023 Responsible Business Report, our progress pages set out our one-year and longer term aims, as well as our performance in 2023.

This document gives further information on key data collection processes, as well as sharing survey methodologies and response rates, so we can offer our audiences reassurance on the robust and accurate nature of our reporting.

## Survey methodologies

### Customer Survey

#### Key research objectives

- To understand the perception of NFU Mutual's Responsible Business Strategy by customers
- Capture data relating to NFU Mutual's Responsible Business Strategy to inform future approach and enable accurate reporting

#### Method

- The survey was conducted online through our external, expert research provider FlexMR
- The survey was designed to allow repeat annual tracking of NFU Mutual's performance against its Responsible Business performance indicators and targets
- The survey was sent out via email and invited responses from customers across all product types and demographics
- A prize draw incentive was offered to encourage as many customers as possible to share their views
- The research period ran from Thursday 18th January to Friday 16th February. The month-long window was agreed to give customers a broad opportunity to take part

## **Response summary**

- The total base sample for the survey was 2,628 customers
- Responses included representation of:
  - All age ranges: 18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+
  - Customers resident to all regions of the UK
  - Policyholders for each top level NFU Mutual product line (General Insurance, Farming Insurance, Commercial Insurance)
  - Customers serviced through both NFU Mutual’s network of agency offices and through Mutual Direct
- Where NFU Mutual gives a sentiment specific to customers in farming-related occupations, the response base was 576

## Employee Survey

### **Key research objectives**

- To understand the perception of NFU Mutual’s Responsible Business Strategy by employees
- Capture data relating to NFU Mutual’s Responsible Business Strategy to inform future approach and enable accurate reporting

### **Method**

- The survey was conducted online through our external, expert research provider FlexMR
- The survey was designed to allow repeat annual tracking of NFU Mutual’s performance against its Responsible Business performance indicators and targets
- The survey was sent out via email to NFU Mutual’s entire employee base. The survey was also advertised across a range of other internal communications channels to encourage a broad uptake
- The research period ran from Wednesday 10th January to Friday 16th February. The response window was agreed to give employees a broad opportunity to share their views

### **Response summary**

- The total base sample for the survey was 533 employees
- Responses included representation of:
  - Employees across all divisions of NFU Mutual’s company structure
  - Employees across all regional office bases, as well as full-time home workers
- Where NFU Mutual gives a sentiment specific to customer-facing staff, the response base was 90. Where a figure combining the sentiment of Agents and customer-facing staff is given, the response base was 203. See below for further information on our Agents survey.

## Agents Survey

### **Key research objectives**

- To understand the perception of NFU Mutual's Responsible Business Strategy by Agents
- Capture data relating to NFU Mutual's Responsible Business Strategy to inform future approach and enable accurate reporting

### **Method**

- The survey was conducted online through our external, expert research provider FlexMR
- The survey was designed to allow repeat annual tracking of NFU Mutual's performance against its Responsible Business performance indicators and targets
- The survey was sent out via email to NFU Mutual's network of Agents. The survey was also advertised across a range of other agency communications channels to encourage a broad uptake
- The research period ran from Monday 29th January to Friday 16th February. The response window was agreed to give employees a broad opportunity to share their views

### **Response summary**

- The total base sample for the survey was 113 Agents
- Responses included representation of NFU Mutual Agents based in agency offices across all regions of the UK

## Gallup Q12 Employee Engagement Survey

For full information on the Gallup Employee Engagement survey (Q12), please [click here](#). In 2023, NFU Mutual received 4,093 responses to its Gallup Q12 Employee Engagement survey.

# Supporting information on our data collection and activity

## Emissions data

For full information on our emissions performance, please [click here](#) to view the climate change section of our Report and Accounts. This document fulfils our legislative climate change reporting requirements, explaining how we are identifying and responding effectively to material risks of climate change.

## Rural crime investment

NFU Mutual's total 2023 rural crime investment figure (over £440,000), includes:

- Investment in The National Rural Crime Unit
- Funding for a new Livestock Theft Officer role within The National Rural Crime Unit
- Investment in the Scottish Partnership Against Rural Crime (SPARC)
- Membership of Combined Industries Theft Solutions (CITS)
- Fitting trackers to customers' quad bikes
- Our Construction Equipment Association (CEA) industry partnership which sees us contribute to National Police team funding alongside other insurance companies
- Security response support provided to NFU Mutual Private Edge customers through Directors and Officers Cover. Each qualifying customer has £50,000 worth of security consultancy fees available to support them during a number of insured crises. Crisis situations include rural crimes, such as farm trespass and farm activism, as well as other issues such as cyber extortion. As not all crises are rural crime related, only a representative proportion of the total amount spent delivering this cover has been included in NFU Mutual's rural crime investment figure.

## Staff training, mentoring and coaching

We are able to track the completion rate of online training completed by NFU Mutual staff via our online training platform, iAchieve. Self-serve reports have been built in iAchieve and are available to managers and divisional Risk Information Officers so that completion of training courses can be monitored.

In 2023, we launched a booking app for staff mentoring sessions which will help us to track uptake of mentoring more accurately moving forwards. This has been built using PowerBI to ensure continued support and evolution through NFU Mutual's internal IT infrastructure.

## Women in Finance

For full information on our targets and performance as part of our commitment to the Women in Finance Charter, please [click here](#).

## Flood resilient repairs eligibility

NFU Mutual will pay up to £5,000 towards the costs that an insured incurs to install flood resilience measures as part of the repair or replacement of their building after suffering damage caused by flood, provided that:

- The cost to repair or replace the buildings, excluding the flood resilience measures, is greater than £10,000
- The insured has our prior consent and approval which we will decide during the claims process