UK Car Insurance
Goal of investigation:
Appetite to understand how car insurance searches are performing recently, including any categories with rising searches
Bike insurance popularity has risen, particularly since mid Feb

Multi-car insurance searches have indexed more strongly in recent weeks, potentially as motorists seek to save money.
Young Driver & Telematics insurance searches down significantly

Young driver & telematics policies, favoured by newer drivers have experienced severe declines since just before lockdown

Microsoft Internal Data, all devices, based on a selection of queries by category. Index 6-12th Jan 2020
Key considerations

- Mounting pressure for insurers to refund policy holders for low motor usage during lockdowns

- Multi-car insurance, which allows motorists to insure multiple cars on one policy for convenience and sometimes lower premiums may continue to grow as consumers seek ways to save money

- Insurance policies used by younger drivers have declining search volumes. This may change when universities reopen