



# UK Car Insurance

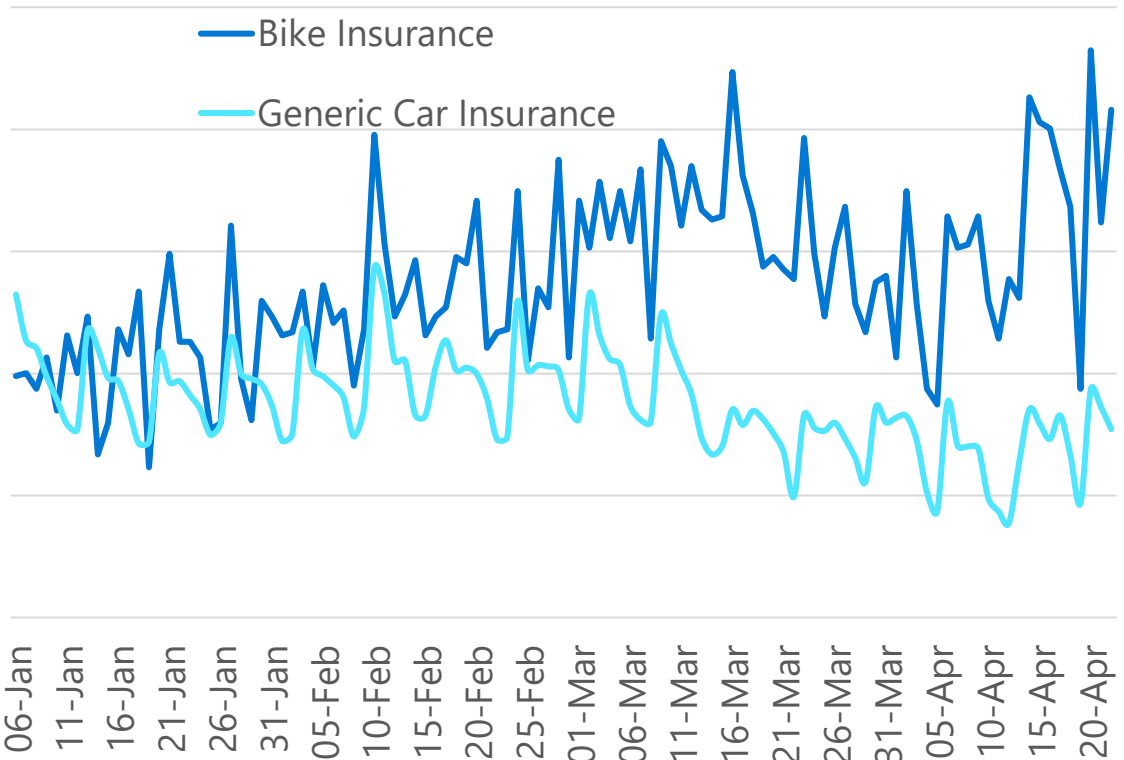
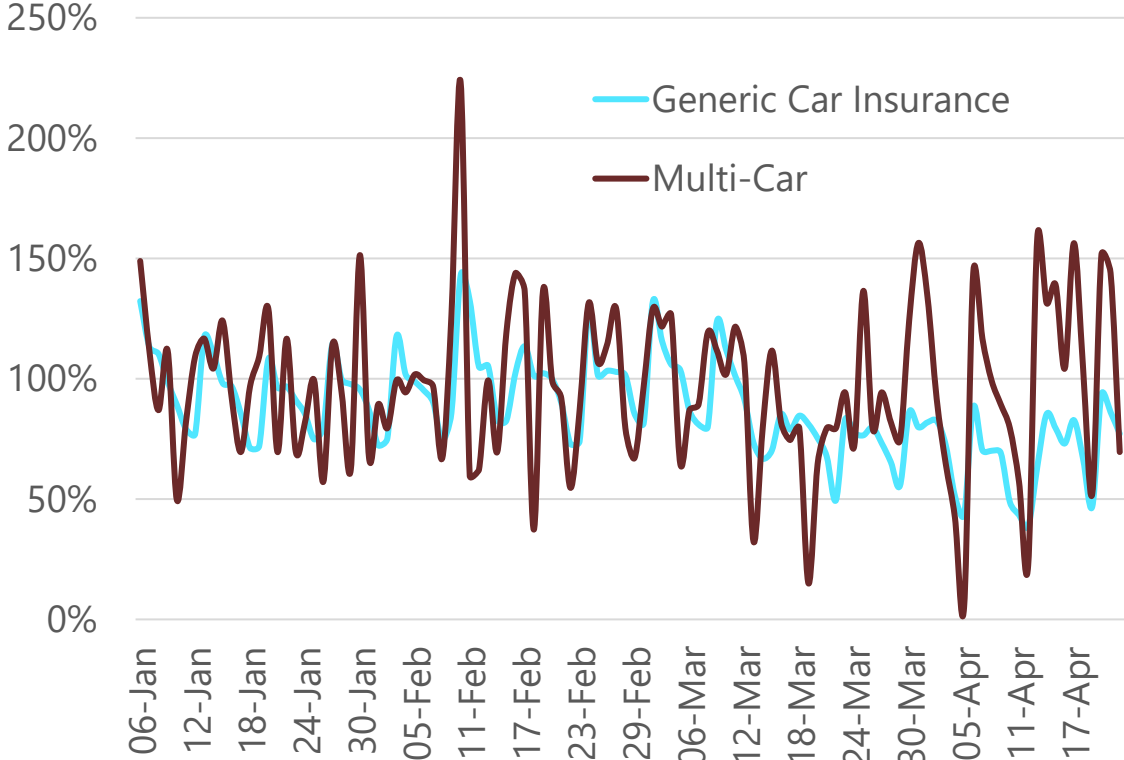


## Goal of investigation:

*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

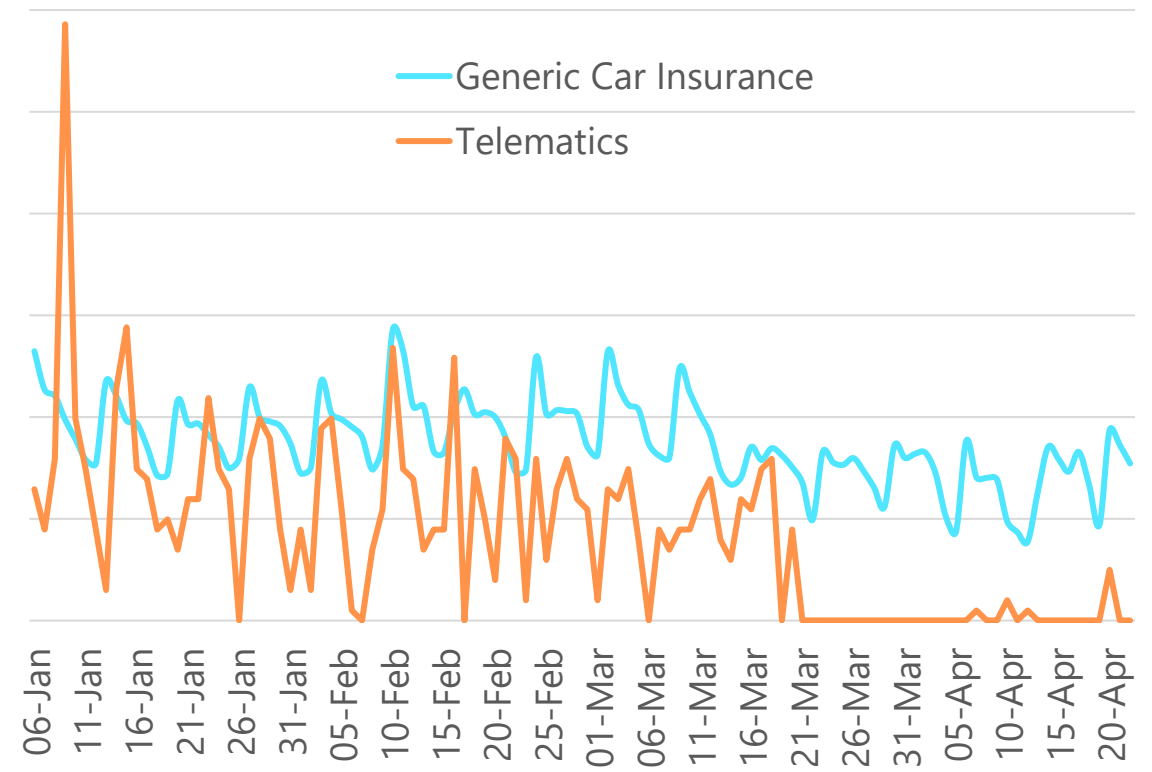
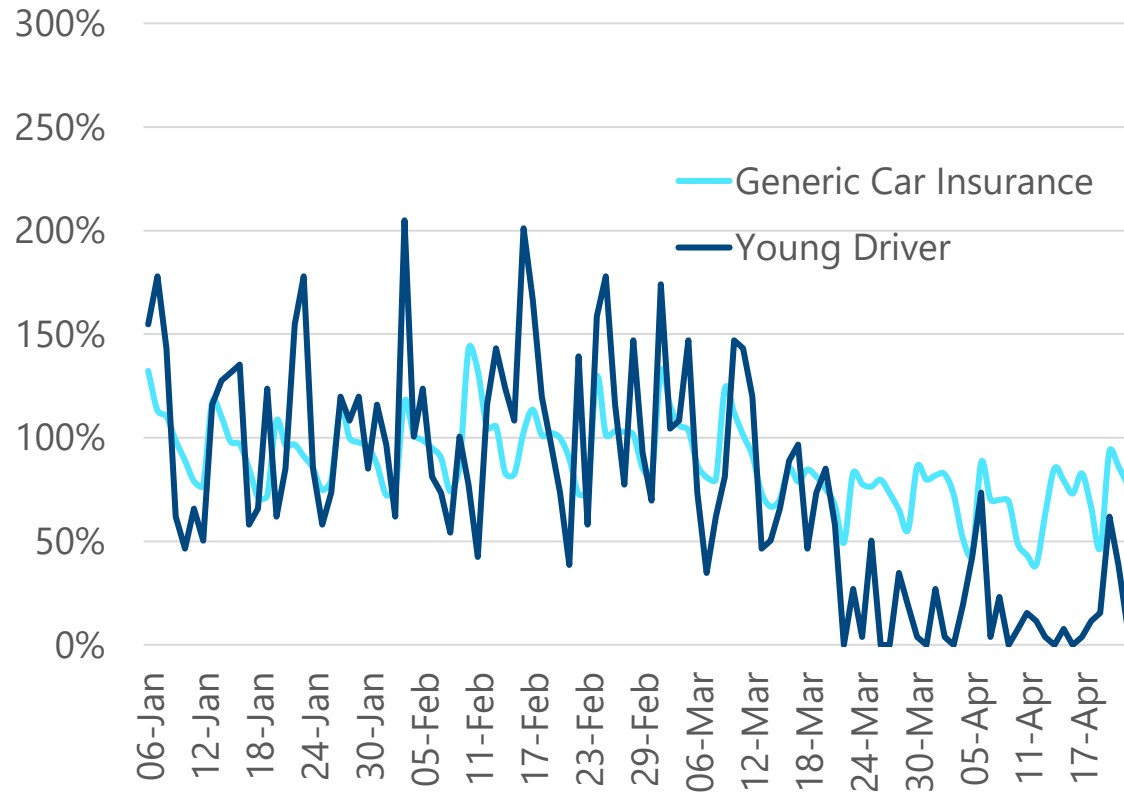


Microsoft Internal Data, all devices, based on a selection of queries by category. Index 6-12<sup>th</sup> Jan 2020



# Young Driver & Telematics insurance searches down significantly

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



# 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