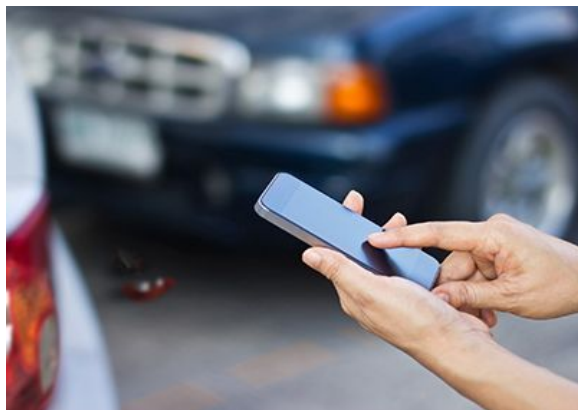


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"Despite reductions in premiums, the cost of car insurance both for NI and RoI motorists remains high by historical standards. As a result, consumers have a heightened focus on doing whatever they can to get the cheapest possible premium. This may herald a period of more sensitive price-awareness among consumers."

– **Brian O'Connor, Senior Consumer Analyst**

This report looks at the following areas:

This Report analyses the private car insurance market in NI (Northern Ireland) and RoI (Republic of Ireland). This includes an analysis of the main drivers impacting upon the sector, together with an assessment of the size and direction of the market. In addition, drawing on extensive consumer research (Toluna, February 2019), this Report analyses the level of ownership of car insurance among Irish consumers, the type of insurance owned, the main providers of insurance to Irish consumers, the channels used to purchase car insurance, renewal behaviour, and general attitudes towards car insurance and car insurers.

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Around one in four consumers could absorb higher car insurance premiums

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