

Price Comparison Sites in General Insurance - UK - November 2019

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- **People increasingly reliant on mobile devices to shop and manage finances**

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- **Big four looking to continue growing beyond insurance**
- **PCWs spent £124 million in ATL advertising in 2018/19**
- **High-profile and long-running campaigns drive positive perceptions of PCWs**

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- **Car insurance has the highest conversion rate**
- **12% spend less than 15 minutes researching at renewal**
- **Convenience is key**
- **PCWs generally perceived to be superior to buying direct from insurers**
- **87% would buy direct, but there's no silver bullet to attract consumers**
- **People trust traditional PCWs over alternative providers of aggregators**
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