

# Can the Internet help high risk drivers find affordable car insurance?

With nearly 19 million lacking access to cheap car insurance, especially high risk drivers, more are turning to online tools to find affordable rates. Clients who shop and switch save an average \$356 annually.

Del., Mich., N.J., N.Y., R.I., March 15, 2017/ -- A recent federal study has found auto insurance to be vastly unaffordable in more than half of underserved ZIP codes in five states, including Michigan, New Jersey, New York, Rhode Island, and Delaware. To better navigate this challenging yet competitive market, 74 percent of insurance customers are turning to online tools and quote portals like Insurantly to find cheaper auto insurance. Customers who shop and switch save an average \$356 annually off their premiums.

Drivers in high risk categories — people with tickets, DUIs and accidents — can often find more affordable rates through online insurance portals.

“You can get three quotes in 15 minutes using Insurantly,” states Jared Lehman, marketing director for Insurantly. “Our passion here at Insurantly is to provide helpful answers and a way customers can save money in an area that people often overlook. We’ve helped tens of thousands of customers find cheap auto insurance online.”

Insurantly is an online web portal that sources the most affordable auto insurance quotes from a wide network of companies. It is especially useful in helping high risk drivers find more affordable rates. A variety of data is considered, including age, location, and driving history, such as drivers who have multiple tickets, DUIs, or bad driving records.

Online resources like Insurantly prove to be valuable tools for the nearly 19 million people who live in unaffordable areas, [identified in a recent study](#) released by the Federal Insurance Office. Formed in 2010 by the Dodd-Frank financial reform law to study insurance markets, the federal office analyzed premiums for basic liability automobile coverage in more than 9,000 ZIP codes with high rates of “underserved” clientele, including people on limited incomes and minorities.

The study defined “unaffordable” to be places where the ratio of the average auto premium to household income exceeds 2 percent, the national household average. The office found rates to be unaffordable in 845 of these ZIP codes, or about 9 percent of those analyzed.

Customers should never assume their current policy is the most affordable, according to Tobie Stanger, senior editor with Consumer Reports. Stanger recommends researching the market often, at least every two to three years.

“We would recommend that people shop around and compare coverages among a lot of companies,” Stanger [told the New York Times](#) in a January 2017 story about the study. “Loyalty is not necessarily rewarded.”

Roughly 74 percent of insurance consumers use online tools to make better informed decisions, with about 25 percent purchasing the policy over the web, 50 percent through an agent, and 22 percent through a call center, [according to a J.D. Power U.S. Insurance Shopping Study](#). Customers who switch insurances save about \$356 annually on their premiums, the study found.

## About Insurantly

Insurantly users can research quotes from multiple providers in minutes while commuting on public transport, waiting in doctors offices, or during lunch breaks. Roughly half of Insurantly’s visitors access the site through a desktop, and half through mobile devices.

“We currently have about 10,000 users per month that use Insurantly for finding answers to insurance related questions as well as shopping for better insurance rates,” Lehman concluded. “Most of our visitors spend only a few minutes on our site to find the information they need. This research can add up to some pretty significant savings.”

Visit [www.insurantly.com](http://www.insurantly.com), or contact Lehman at (email) or (phone) for further information.

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