

DON'T GET GHOSTED

Ghost Brokers use fake adverts to pose as seemingly legitimate sellers on social media, offering cheap car insurance before disappearing without a trace, leaving their victims out of pocket and often uninsured.

1 in 5 people

have seen a suspicious advert for car insurance on social media



1 in 3

18 to 24
year olds

have seen a suspicious car insurance advert on social media

Two thirds
of people

wouldn't check if a seller had a legitimate website before buying car insurance



95% of Brits
haven't heard of the term
'ghost broking'



IFB has seen an

81% increase

in new investigations into
ghost broking since **2015**



In October 2018, IFB commissioned YouGov to conduct a survey of car insurance buying behaviour. The total sample size was 2034 adults, of which 1,495 had purchased motor insurance.