



## Wisconsin Insurance Costs Remain Low

The cost of auto insurance in Wisconsin is among the lowest in the country, according to a just released report by the Association of Insurance Commissioners.

The average annual premium for a combination of liability, comprehensive and collision insurance was about \$671.

That is lower than all but three states and 24 percent less than the national average of \$880, the report indicates.

New Jersey was the most expensive state in which to insure a car, at \$1,284.

A variety of factors contribute to Wisconsin's relatively low auto insurance costs, spokesmen and insurance regulators say.

Among them:

- Only 68 percent of the state's population lives in metropolitan areas. Accidents are less likely in rural areas than in congested ones, and local premiums are based primarily on the frequency and cost of claims. In New Jersey and New



Lowest Rates	
Iowa	\$639
Idaho	\$669
Maine	\$671
<b>Wisconsin</b>	<b>\$671</b>
North Dakota	\$684

Highest Rates	
New Jersey	\$1,284
New York	\$1,240
Rhode Island	\$1,096
Louisiana	\$1,065
Massachusetts	\$1,062

\*Combined average premium includes liability, collision and comprehensive coverage

Source: National Association of Insurance Commissioners

York, 94 percent and 87.5 percent of the population, respectively, live in urban areas.

- Repair costs and vehicle theft rates are lower than national averages.
- A stable state regulatory climate attracts more insurance companies, which increases competition and leads to lower rates.

"We continue to have one of the most competitive markets. There are more than

200 (companies) who are writing here, so they are fighting for individual consumers' business," said Eileen Mallow, assistant deputy commissioner of insurance for Wisconsin. "It is a model where competition has worked to lower premiums for consumers."

