

## Confused.com launches Vote Match tool

Submitted by: pr-sending-enterprises

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Confused.com has partnered up with Unlock Democracy, the people behind Vote Match, to help the public make those difficult voting decisions.

The London Mayoral Election will be taking place on 3 May 2012 and Confused.com, the leading car insurance (<http://www.confused.com/>) price comparison site, has made it easier to work out who to vote for through the Vote match tool: [www.confused.com/london-mayor](http://www.confused.com/london-mayor).

Vote Match is a free online application that was launched in 2010 and has been voted the Online Innovation of 2011. The application asks people questions regarding their opinions, interests, and certain life choices. The application then collates all the answers that are given and matches them to an election candidate which seems to most suit their opinions. In this case the candidates for the London Mayoralty Election.

Confused.com is providing people with an impartial, online destination that concerned Brits can visit to make up their minds on voting issues using an unbiased, award-winning interactive application.

Peter Facey, Director of Unlock Democracy, said: "Unlock Democracy are delighted that Confused.com is sponsoring Vote Match as our two brands seem like the perfect match.

"We recognise that often it is not obvious to people which political candidate best represents their views. Vote Match is a fun and easy way for people to compare the candidates and their policies on the issues that matter most to them.

"Unlock Democracy hope Vote Match will help the majority of London's 6 million electorate for whom the main decision in this election is not who to vote for, but whether to vote at all. Thanks to our partnership, voters need not be confused come polling day."

Mike Hoban, Marketing Director at Confused.com, said: "We are delighted to be working with Vote Match to make it easier for people to decide who they want to support in this important election. The new tool makes it easier for people to match their own opinions with that of the candidates. A more informed electorate can only benefit us all."

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About Confused.com:

Confused.com was the UK's first price comparison site for car insurance. Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include specialised insurances such as empty house insurance (<http://www.confused.com/home-insurance/empty-house>), travel insurance, pet insurance, van insurance, motorbike insurance, breakdown cover and energy, as well as financial services products including credit

cards, loans, mortgages and life insurance quotes (<http://www.confused.com/life-insurance>).

Confused.com is not a supplier, insurance company or broker. It provides a free, objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

Confused.com is owned by the Admiral Group plc. Admiral listed on the London Stock Exchange in September 2004. Confused.com is regulated by the FSA.

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