



INSURANCE SHOPPING LIST REPORT

Auto, Home, and Renters insurance shopping decline this quarter, after setting a record high for Auto shopping last quarter

Switching for Auto and Renters insurance is up while switching Home policies is flat, quarter-over-quarter

**AUTO INSURANCE**


After an all-time high, shopping cooled off



13.0%


YoY: -0.3 PP QoQ: -1.1 PP

Switching matches the all-time high set in Q3/Q4 2024




4.2%

YoY: +0.3 PP QoQ: +0.1 PP

**HOME INSURANCE**


Shopping declined slightly over the prior quarter



6.5%


YoY: -0.3 PP QoQ: -0.1 PP

Switching remains the same as the prior quarter




2.5%

YoY: +0.3 PP QoQ: 0.0 PP

**RENTERS INSURANCE**


Shopping declined slightly over last quarter



5.9%

YoY: -0.1 PP QoQ: -0.3 PP

Switching increased over last quarter



4.3%

YoY: +0.6 PP QoQ: +0.5 PP

\$4,751

Among switchers, the average amount of premium moving carriers is more than \$4,700

\$4,777

Highest Home Quotes to Bundlers



Highest Home New Business to Bundlers



Highest Renters Quotes to Bundlers



Highest Renters New Business to Bundlers



AUTO LOYALTY TRACKER – Q2 25

% of incumbent customers who defected

Higher Loyalty

- 1. NJM (tie)
- 1. COUNTRY Financial (tie)
- 3. Erie (tie)
- 3. USAA (tie)
- 5. The Hanover

Lower Loyalty

- 1. National General
- 2. Root
- 3. Liberty Mutual
- 4. Safeco
- 5. CSAA

HOME LOYALTY TRACKER – Q2 25

% of incumbent customers who defected

Higher Loyalty

- 1. COUNTRY Financial
- 2. NJM
- 3. Erie
- 4. State Farm
- 5. USAA (tie)
- 5. Homesite (tie)

Lower Loyalty

- 1. ACSC
- 2. CSAA
- 3. Liberty Mutual
- 4. Auto-Owners
- 5. The Hartford

RENTERS LOYALTY TRACKER – Q2 25

% of incumbent customers who defected

Higher Loyalty

- 1. ACSC
- 2. Erie
- 3. USAA
- 4. Farmers
- 5. Progressive

Lower Loyalty

- 1. Nationwide
- 2. American Family
- 3. Allstate (tie)
- 3. Travelers (tie)
- 5. Lemonade

INSURANCE SHOPPING LIST REPORT

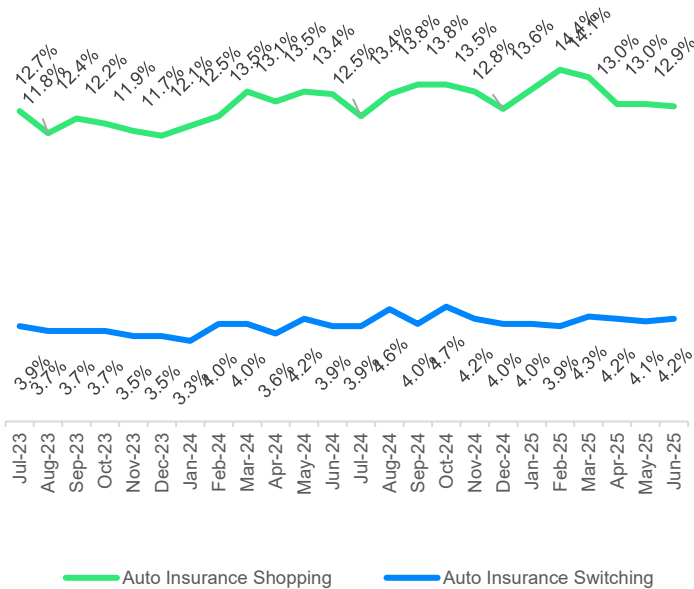
Auto Insurance shopping cools off after hitting a record high in February 2025, home insurance shopping sees an increase in June

While auto insurance switching remained flat, home insurance switching saw a spike in June



AUTO INSURANCE

Auto Shopping and Switching Rates by Month

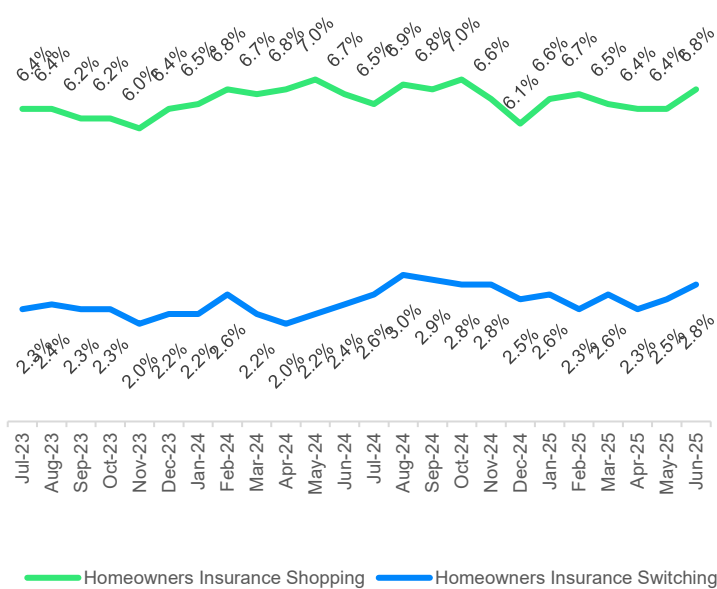


Shopping declined considerably after all time highs in February, while switching remained steady



HOME INSURANCE

Home Shopping and Switching Rates by Month

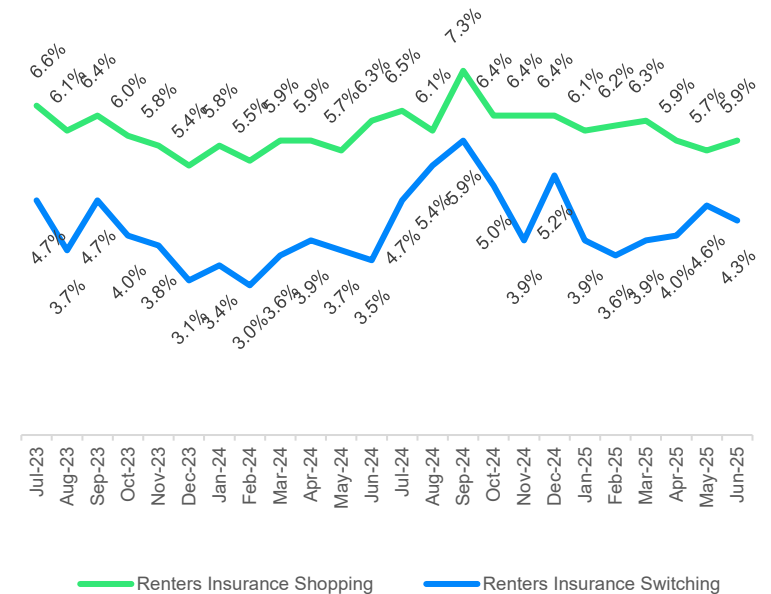


Shopping and switching increased in June to the highest rates since October 2024



RENTERS INSURANCE

Rent Shopping and Switching Rates by Month



Renters insurance shopping has declined in March 2025, while switching saw an increase over the first three months of the year

U.S. P&C INSURANCE

Higher-risk customers are more actively shopping for auto and property

- Shopping activity increased for both auto and property above the previous year, up 10% and 5%, respectively.
- Recent data shows higher risk customers, those with lower credit-based insurance scores, are more actively shopping for both auto and property.

An indication that carriers have returned to traditional rate approaches where the greatest premium increases skew to riskier policies.

- For auto, shopping activity was highest in the northeast, likely driven by double-digit rate increases in the prior year for the region.
- Property's focus remains on profitability.

Furthermore, a recent TransUnion study on multi-generational housing indicates that two and three-generation households are becoming more common.

Year-over-year average percent change in number of Auto insurance shoppers by credit-based insurance scores



Source: TransUnion Internal Data.

Note: YoY Percent change is calculated on a weekly basis using 3-week moving average over 18-month rolling period

Note: Thanksgiving week in 2024 fell a week later than in 2023, resulting in timing related gaps in the comparison for the final two weeks of November and last week of December.

U.S. P&C INSURANCE

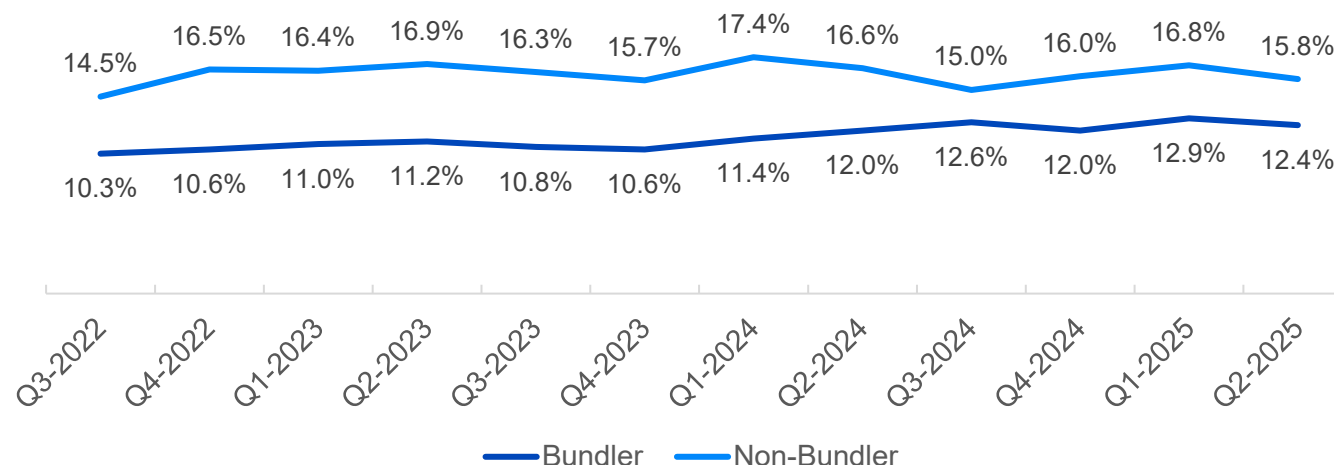


IN FOCUS QUARTERLY:

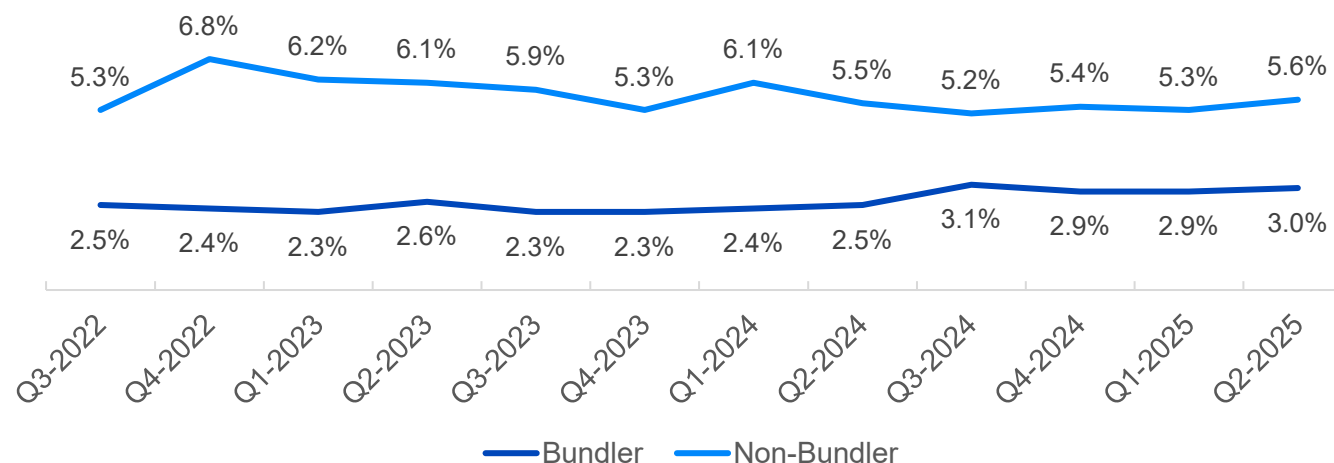
Bundlers are shopping and switching at increased rates

- As auto insurance rate taking has stabilized and shopping has cooled off, a trend is emerging of the once stable bundled customer increasing their shopping activity particularly when compared to their unbundled counterparts.
- This could be due, in part, to the fact that although auto rate increases have leveled off, homeowners rate increases have continued, likely leading to bundlers looking for better alternatives to reduce their premiums.
- When looking at switching activity, unbundled customers high rate of switching has flattened over the past 5 quarters, while bundled customers saw a spike that has remained consistently high during that period.
- Expect this trend to continue with consumers seeking cost savings due to rising home insurance premiums and the emergence of new marketplaces and shopping tools making shopping and switching easier for consumers.

Shopping for Auto Insurance



Switching Auto Insurance



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About J.D. Power Insurance Intelligence

J.D. Power is the nation's leading insurance customer intelligence and CX advisory company. We work with every top 20 U.S. P&C carrier to equip industry leaders with indispensable insights, solutions, and tools to achieve their mission-critical priorities and build the successful organizations of tomorrow. Our unrivaled combination of expert-led, independently-sourced and data-driven research steers clients toward the right decisions on the issues that matter most.

About TransUnion Insurance

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing a comprehensive picture of each person so they can be reliably and safely represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®.

About J.D. Power Loyalty Indicator & Shopping Trends (LIST)

The J.D. Power Insurance LIST provides a unique daily, competitive view of auto, homeowners, and renters insurance shopping and loyalty behaviors for the top carriers in the national and state-level markets. The consumer behavior data captured reveals who shoppers are, where they are shopping, and which brands they are considering, as well as the household composition, and what other ancillary products they have.