Q3 2025

INSURANCE SHOPPING LIST REPORT

Auto, Home, and Renters insurance shopping rose this quarter after declining in Q2

Switching for Auto, Home, and Renters insurance also increased in Q3

AUTO INSURANCE

Shopping increased slightly but was flat over prior year

13.2%

YoY: 0.0 PP QoQ: +0.2 PP

Switching is at an all time high

4.5%

YoY: +0.3 PP QoQ: +0.3 PP

$4,663 | **$4,540**

Among switchers, the average amount of premium moving carriers is more than $4,500

AUTO LOYALTY TRACKER – Q3 25

% of incumbent customers who defected

Higher Loyalty

1. Erie
2. USAA
3. NJM
4. State Farm
5. Progressive

Lower Loyalty

1. ACG
2. Root (tie)
2. Safeco (tie)
4. CSAA
5. The Hanover

HOME INSURANCE

Shopping is up slightly over last quarter

6.6%

YoY: -0.1 PP QoQ: +0.1 PP

Switching increased in Q3 but was flat compared to prior year

2.8%

YoY: 0.0 PP QoQ: +0.3 PP

Highest Home Quotes to Bundlers

Allstate

Highest Home New Business to Bundlers

State Farm

HOME LOYALTY TRACKER – Q3 25

% of incumbent customers who defected

Higher Loyalty

1. Erie
2. Amica
3. NJM (tie)
3. Mercury (tie)
5. State Farm (tie)
5. Auto-Owners (tie)
5. USAA (tie)

Lower Loyalty

1. The Hanover
2. CSAA
3. Safeco
4. Liberty Mutual
5. American Family

RENTERS INSURANCE

Shopping increased half a point over last quarter

6.4%

YoY: -0.3 PP QoQ: +0.5 PP

Switching increased nearly a full point over Q2

5.1%

YoY: -0.3 PP QoQ: +0.8 PP

Highest Renters Quotes to Bundlers

State Farm

Highest Renters New Business to Bundlers

State Farm

RENTERS LOYALTY TRACKER – Q3 25

% of incumbent customers who defected

Higher Loyalty

1. Homesite
2. Erie
3. Lemonade
4. USAA
5. State Farm

Lower Loyalty

1. Travelers
2. CSAA
3. Farmers
4. Nationwide
5. ACSC

Q3 2025

INSURANCE SHOPPING LIST REPORT

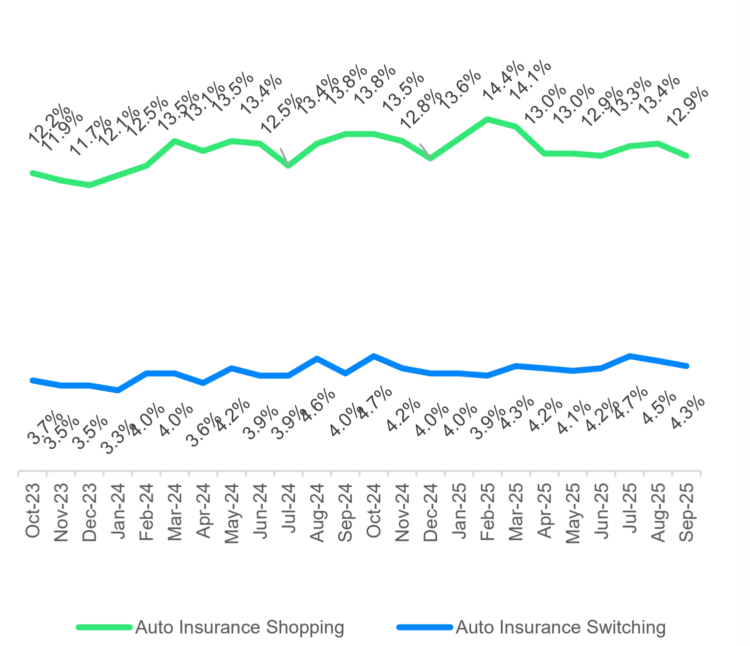
J.D. POWER INSURANCE INTELLIGENCE | In collaboration with TransUnion

Auto and Home Insurance shopping cools off in September after increasing in August

While auto insurance switching declined, home and renters insurance switching saw spikes in September

AUTO INSURANCE

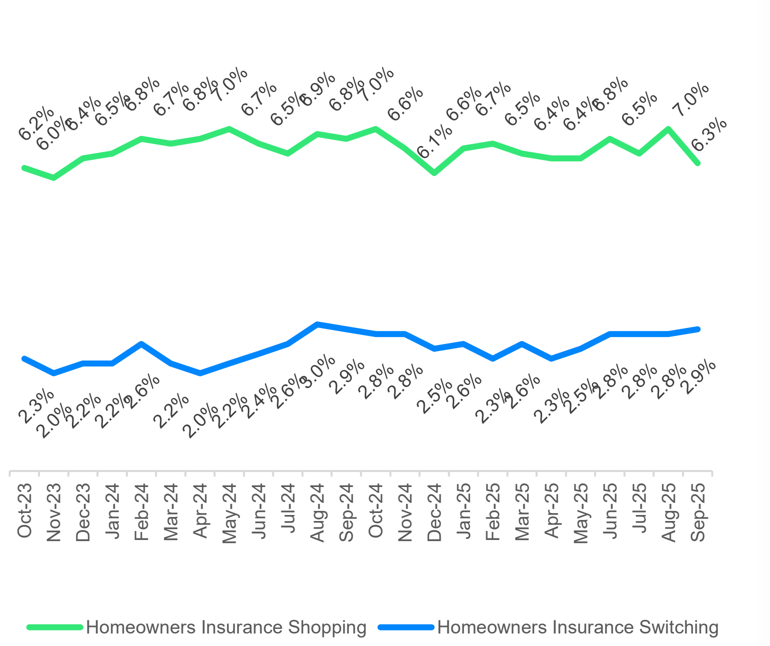
Auto Shopping and Switching Rates by Month



Shopping declined in September after a spike in July, while switching has started to decline after an all time high in July

HOME INSURANCE

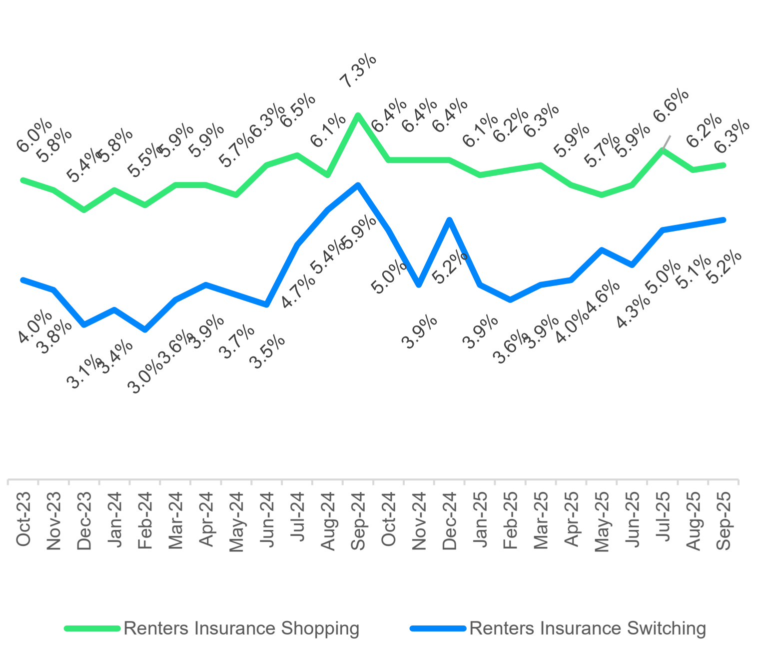
Home Shopping and Switching Rates by Month



Shopping matched an all time high in August while switching has remained flat since June

RENTERS INSURANCE

Rent Shopping and Switching Rates by Month



Renters insurance shopping has declined in August and September after spiking in July, while switching has steadily increased since June

J.D. POWER INSURANCE INTELLIGENCE | In collaboration with TransUnion

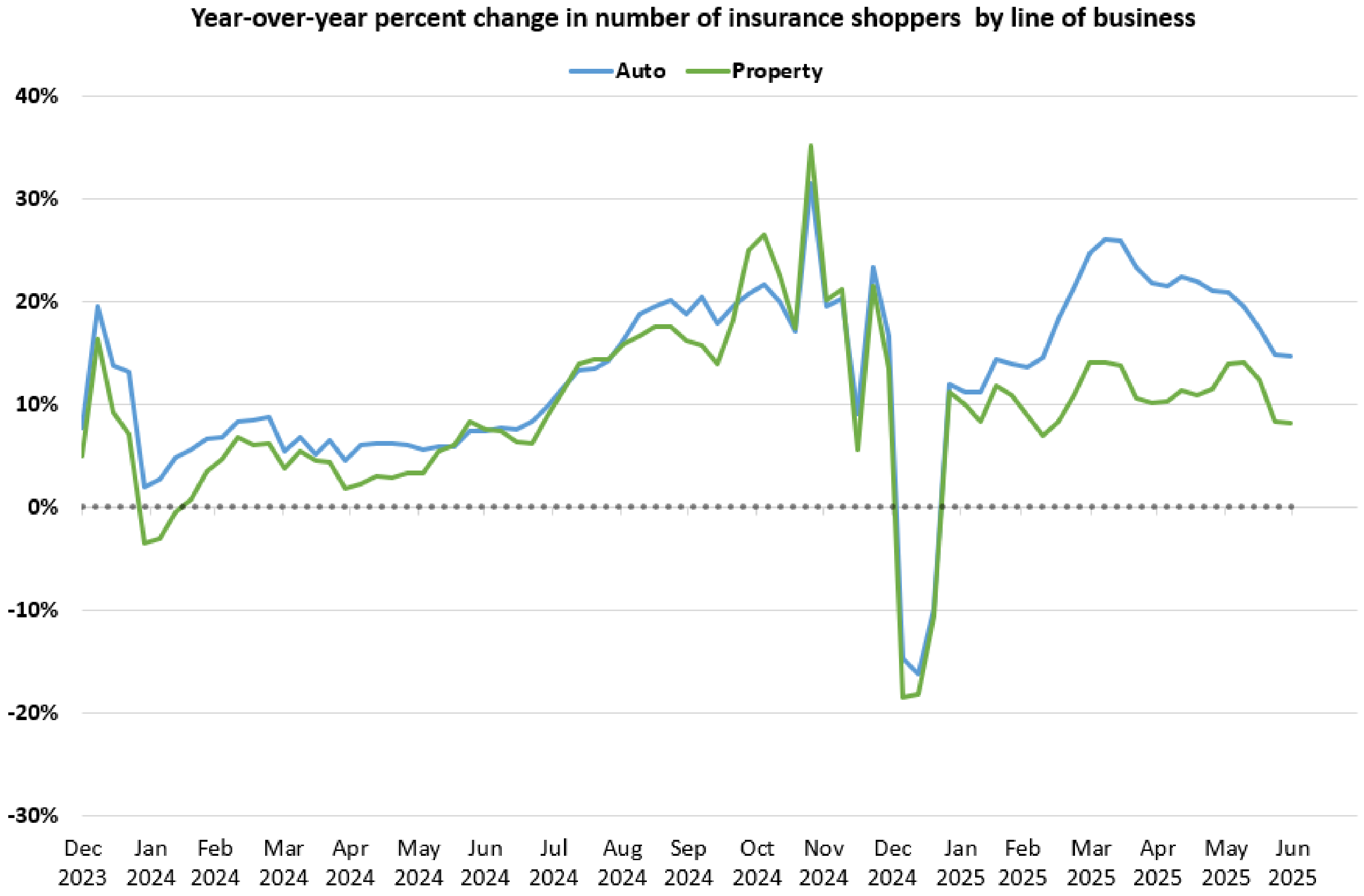
QUARTERLY SHOPPING LIST REPORT – Q3 2025

U.S. P&C INSURANCE

Auto shopping increases appeared to achieve a near-term peak in March

- Shopping activity increased for both auto and property for Q2 compared to the same period in the prior year, up 18% and 9%, respectively.
- Growth in auto shopping peaked in March before retreating slightly in May and June.
  - Gen Z continues to lead the way in auto insurance shopping.
- For property shoppers, it has become increasingly evident that consumers with lower-credit based insurance scores shop the most.

  Property shoppers fall into several categories of shoppers: lower credit-based insurance scores, higher valued property owners or asset heavy renters, Gen Z movers and consumers who bundle.



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

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

Source: TransUnion internal analysis.

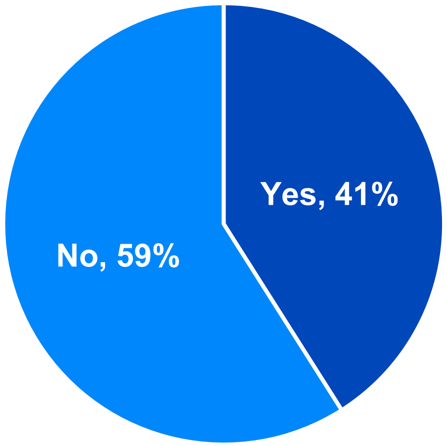
QUARTERLY SHOPPING LIST REPORT – Q3 2025

U.S. P&C INSURANCE

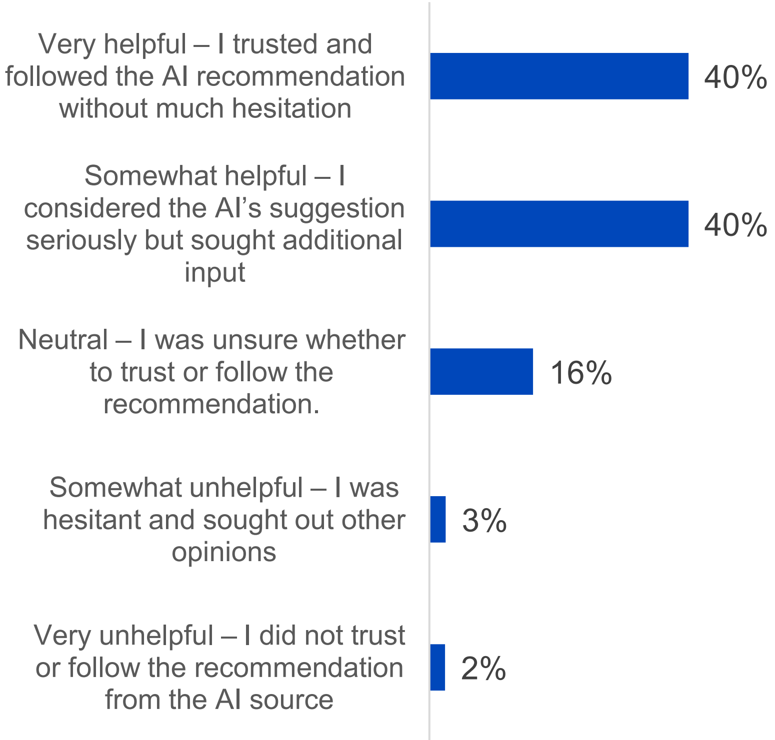
IN FOCUS QUARTERLY: The use of AI in the shopping process for insurance

- Recently, J.D. Power conducted a survey to understand consumer perceptions and use of AI as it relates to insurance.
- As AI becomes more ingrained in the daily activities of consumers, it shouldn't come as a surprise that more than 40% of the consumers we surveyed said that they used an AI tool as part of the process for shopping or researching insurance companies.
- Among those who used an AI tool, 80% felt the tool was either very or somewhat helpful in their shopping process.
- As consumer behaviors shift, and the ease of shopping increases, it'll be imperative that carriers better understand the role that AI plays in the shopping process.

Used an AI tool as part of the process in shopping for or researching insurance companies



How helpful was the AI content when shopping for or researching insurance companies



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INSURANCE INTELLIGENCE

In collaboration with TransUnion

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LIST is now on databricks & snowflake

DATABRICKS

SNOWFLAKE

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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.